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Sports Management Newsletter

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Dear Management Professional,



This issue focuses on three very different topics. First, there's an interesting self-examination exercise focusing on leader traits and behaviors. Then, SMR Associates address seating priority points systems, a typical mechanism used to determine seat location in stadia and arenas, but more important, stimulate annual giving. Last, there's a good article on how an administrator should prepare for and deal with concussions - especially timely during football season. Each free monthly SMR newsletter covers similar important management topics plus a selection of frequently asked questions (FAQs). Feel free to submit an FAQ for the next issue. Click on the button to the left to subscribe.

Are You A Manager or A Leader?



There's no corner on the market when it comes to employees or managers demonstrating leadership behaviors. However, the higher you go in the management hierarchy, the more such behaviors are expected. Here's an interesting paradigm contrasting employees, managers and leaders on a host of commonly examined leadership traits. [See how you measure up!](#)

Increasing Donations Through Seating Priority Points Systems!



Seating priority points systems are in stark contrast to "seat licensing" systems that place a 'tax' on the price of a season ticket based on the premium location of a seat. Seat licenses are commonly used by professional sports teams that have a high demand for tickets and frequently sold out venues. Priority point systems are a better philosophical fit for colleges and universities in that they 'honor and thank' the donors who have contributed the most to the success of the athletics program in contrast to the more commercial message "This is the price you have to pay to get this seat!". Another advantage of the system is that once established, it doesn't change. Therefore, fans and donors don't have the perception that prices are increasing. Check out the characteristics of and important considerations in implementing [a good seating priority points system.](#)

Important Considerations in Preparing Coaches and Staff to Deal With Concussions



It's not unusual during the football season to read about a player's sudden collapse or even death weeks after suffering a concussion. Maybe your athletic trainer has approached you with an advertisement promoting the purchase of neuro-cognitive testing software and urged you to implement a baseline data gathering system for such functions. Should coaches be doing neuro-cognitive testing using such software? Can you rely on player reported symptoms or lack thereof when making return-to-play decisions? How do you protect your department and your educational institution from liability related to concussions and other head injuries? Here's an area of risk in which every athletics director needs to have a clear understanding of proper protocol and be committed to acting conservatively. [Read about concussion issues and protocols.](#)

Check out the [SMR Library](#) for other information and resources or the SMR Blog for opinions on current scholastic and collegiate sports issues as well as general management topics. Suggestions for future newsletter topics are always welcome.

Sincerely,



Donna A. Lopiano, President
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