

no longer

by Dr. Mark Vermillion

For those of you that know me, you know that I have a disdain for anything technological. The new bane of my existence is Twitter. Additionally, I am a dyed-in-the-wool Green Bay Packer fan. These two immutable forces have just collided.

It was recently reported that the Packers will be fining players for using Twitter during official team functions. Following the US Military, which may ban Twitter and Facebook, the Packers will be

? Well, the overwhelming fine is \$1,701, precisely.

What becomes interesting about this topic for sport management students is the contextual environment. It involves the legal, PR, and social

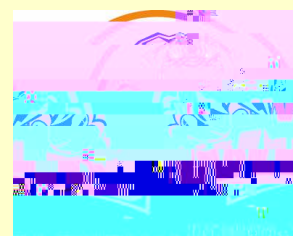
exert influence over subordinates. Most NFL players can readily afford the \$1,701 fine, but the question becomes: What point does the corporate/organization have control over the subordinates or employees.

Do I really care what Ryan Grant, Donald Driver, or Atari Bigby do during practice? No. But, I think it becomes something of interest to sport managers because you all will be both affected by a policy like this, or part of instituting a policy like this within an organization.

For a franchise that is celebrating its 90th year in

the workplace involving leadership, issues, and subordinates. What will the future, regarding this

updated with my hourly tweets. (Just kidding, of
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Jessica Varlack is one of the Assistant Directors of the Heskett Center and is in charge of Aquatics programs and Risk Management. Additionally, Jessica is a former graduate of both our undergraduate and graduate programs in Sport Management. She was kind enough to answer a couple of questions.

1) *Could you describe to our students a) what are your responsibilities, b) what is a typical day (or week, if you prefer) for the Aquatics director?*

a) I am responsible for the daily operations of the Heskett Center Natatorium. I hire, train, schedule, supervise, and evaluate the aquatic graduate assistant, lifeguards and water safety instructors. I develop, coordinate, and organize aquatic and programs such as Camp WU Shock, Learn-to-Swim, stroke clinics, private lessons, and gymnastics. I am responsible for general risk management at the Heskett Center, including training building staff in Emergency Action plans. I act as a building supervisor, Central staff, responsible for building security, customer relations, and emergency action response during weekly rotations. I also prepare and manage the aquatic and risk management budget.

b) In a normal week, I work a central staff shift for 3 hours on Mondays. I work on contracts for outside groups who rent our pool, run a live drill to test emergency skills of building staff, and deal with daily issues at the pool from sick guards to upset patrons and broken equipment. I also spend a lot of time programs. And of course, meetings, meetings, and more meetings with staff, superiors, and the campus community.

2) *How did you become interested in campus recreation, in general, and aquatics, more specifically?*

I have always had a passion for the water. I began swimming before I could walk. I started competing in swimming when I was 7 years old and continued into my 20s. My mom was the aquatic director at the Heskett Center for 13 years and as soon as I was old enough I started working for her so I grew up on

Intramural-Recreational Sports Association national conference as a graduate assistant two years ago that I realized campus recreation was where I

wanted to be. It was at that conference that I realized my job as a campus rec professional could enhance the college experience for students on a daily basis through the facilities, programs, and opportunities offered by our department. I was fortunate enough to have professionals in my life who helped me reach personal goals I had set as a was ready to pay it forward.

3) *You have both your undergraduate and graduate degrees from our department. Which classes were extremely helpful in your current occupation?*

The first one that jumps out at me is Sport Marketing. I had to develop a comprehensive marketing plan for the aquatic department as a graduate assistant. Because I spent a considerable amount of time developing a marketing plan in the class, I was able to create a marketing plan for our department without any problems. Being the risk management officer, taking the sport law class has helped me understand my due diligence as a professional. Sport finance exposed me to the importance of budget preparation and management.

4) *What role, in your opinion, does campus recreation play in the larger Wichita State University environment?*

I think we add to the quality of life or the overall experience for students on campus through the programs, facilities, and career opportunities we offer. I think we should represent healthy living, recreation, and physical activity for our campus community.

5) *How would students interested in campus recreation go about getting involved in your industry?*

Get connected through the professionals here in the Heskett Center and get connected within NIRSA. The Heskett Center offers practicum and internship opportunities. There are plenty of networking opportunities available through the professionals and our national organization. NIRSA caters to both undergraduate and graduate students through professional development opportunities in workshops, conferences, and volunteer positions. The professionals here are interested in helping students find their niche in campus recreation. I

