



about relating to young partners—who often take some time to warm up to their lay coaches.

“On race day, they ran with their IPS students,” said

Angermeier, “and afterward produced digital stories as a final reflection/analysis of the project. With many IUPUI students who were new to Indianapolis, it was also an excellent way to introduce them to the city and some of its events.”

In addition to literally running alongside the elementary runners, 75 students from three PETM Bridge classes assisted over the summer by organizing the warehouse, taking inventory, prepping signs, cleaning water pitchers, and more. On race day, they were at the finish line, handing out medals, thermal blankets and snacks to all the marathon participants.

In his sports management course, assistant professor David Pierce, PhD, had students sign up for three-hour volunteer shifts during the race weekend. “They made renewal sales calls to participants who completed the race in 2014, but had not yet registered for the event in 2015,” said Pierce. “This gave them experience making sales calls to customers they didn’t already have a relationship with—which is similar to an inside sales environment common in the sports industry.”

Director of student success Laura Masterson, MA, and clinical assistant professor Amy Vaughan, MA, CDME, had tourism, conventions and event management (TCEM) students involved on the logistical

aspects of the race, building guides to help with FAQs about the race including information on restaurants, shopping, hotels, parking, transportation, and even Twitter assistance. This was coordinated by TCEM student Austin Pontius.

The race partnership project was a ten-credit internship for Pontius, a sports management senior. In addition to the significant jobs of coordinating both logistics for the pre-race warm-up vendors and the race-day nonprofit partners, Pontius and his team launched the first live Twitter help page.

“People were able to tweet their questions about anything connected to the race, and we tweeted back answers in real time,” said Pontius. “We prepared for this by looking at social media from other races and doing research on what information people want to know—then gathered that ahead of time from the race staff. We were using social media to be virtual concierges.”

Pontius was surprised by how much planning it takes to pull off a one-day event. “You need to plan for something like this all year ‘round,” he said. “For me, I’ve been around events planning for three years, but this is a totally different ballgame! It’s like going from high school to the pros. Seeing how sports, tourism, hospitality, and even HR all tied together was quite a revelation.”

The wide swath of students (including all PETM freshman) who were involved in some way gained invaluable hands-on experience, and the small IMM staff gained some much-needed help. “Our students got to see the impact of their labors,” says Plopper. “They saw how they helped make the machine go forward.”

— Lynnell Nixon

tionships with the younger ones while running together.”

Plopper added three alumni from the programs who now teach at the IPS schools: “It was such a great opportunity for alums to see upcoming students in action.”

Lisa Angermeier, PhD, MCHES, FASHA, and clinical assistant professor in the Department of Kinesiology said her fall kinesiology learning community class students (about 100 freshmen) helped out, too, by adopting IMM service-learning projects throughout the first part of the semester. Prior to the race, they completed ‘small moment reflections’ about their experiences working with their IPS students. They learned much