



Careers in the  
Sports & Entertainment Industry

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## Dean College Update

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Dean of Admissions

# The Dean Difference

- Tight-knit community
- Opportunity
- Integrated
- Leadership
- Hands-on learning
- Practical learning
- High touch environment



# Enrollment Update

- Student Enrollment Fall 2018
  - 1,162 full-time students
  - 36 states, 12 countries
  - 49% male, 51% female
  - 5% international students
  - 30% athletes
  - 78% Bachelor's Degree
  - 22% Associate Degree
  - 89% reside on campus
- Entering Class
  - Average GPA: 2.75
  - Average SAT: 1030
  - 80% Bachelor's Degree



# Admissions Process

- Early Action 1 – November 1<sup>st</sup> – decision by December 15
- Early Action 2 – December 1<sup>st</sup> – decision by January 15
- Rolling Admissions after December 1<sup>st</sup>
  
- Apply for free with Dean application or Common App
- Requirements:
  - High School Transcript
  - If applying to the Arch program – Arch application, interview & documentation
  - If applying to Dance or Theatre – Audition
- Optional:
  - Personal statement/essay
  - Letters of recommendation
  - SAT/ACT scores



# Financial Aid

- Complete the FAFSA
- Award sent approximately 2 weeks after acceptance to the college
- 95% of students receive some form of assistance
- 85% of students receive need-based financial aid
  
- Merit scholarships awarded at time of admission. Notification with the acceptance letter.
  - \$10,000 - \$25,000 per year
  - Based on academic achievement
  - Undocumented students are considered for merit scholarships
  - Need-based financial aid considered after the scholarship
  
- Average cost ~\$25,000 after financial aid



# Updates

- New majors
  - Sports Broadcasting
  - Marketing
  - Entertainment Industry Management
- Unmatched academic support
  - 3 Tiers – Tutoring, Academic Coaching, Arch Learning Community
  - Academic Monitoring
  - Career PLAN
  - MAP Learning Community
  - Honors Program
- Required internships
- Study abroad/Study away



## How You Can Help

- Letter of Recommendation
- Encourage students to visit
- Explore summer programs with students
- Remind students to file the FAFSA

## How We Can Help

- Provide speakers in your classes
- Dual enrollment opportunities
- Bring group of students for a visit
- Training for counselors







**The Center for Business, Entertainment  
and Sport Management**  
John Rooke, Director

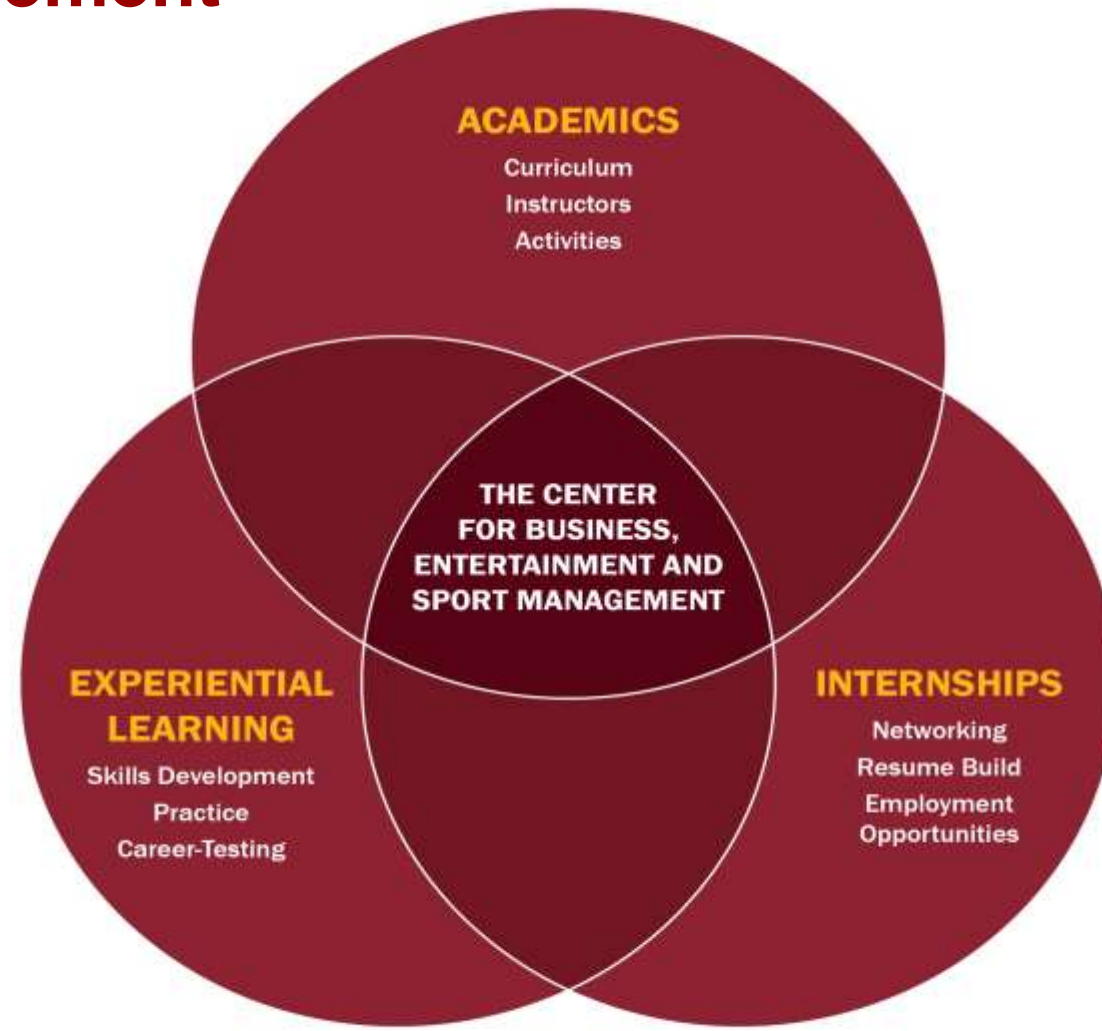
# Careers in the Sports Industry

- Agent
- Athletic Director
- Athletic Trainer
- Coaching
- Event Planner
- Fitness
- Recreation
- Sales
- Sports Journalism and Broadcasting
- Sports Marketing
- Sports Psychology
- Statistician

## 8,000 Sports Employers in the United States



# The Center for Business, Entertainment and Sport Management



# What is The Center for Business, Entertainment and Sport Management?

- Virtual Center
- Cutting Edge Partnerships (unique and exclusive to Dean College)
  - Access
  - Improved classroom experience (guest speakers, projects)
  - Experiential Learning Opportunities
  - Job Shadow Days
  - Internships/Network
  - Partner Led Full Semester Courses
    - Pawtucket Red Sox (Fall 2018)
    - Providence Bruins (Fall 2019)
    - Kraft Sports Entertainment (Spring 2020)
- Over 50 unique 'experiences' (Fall 2018)



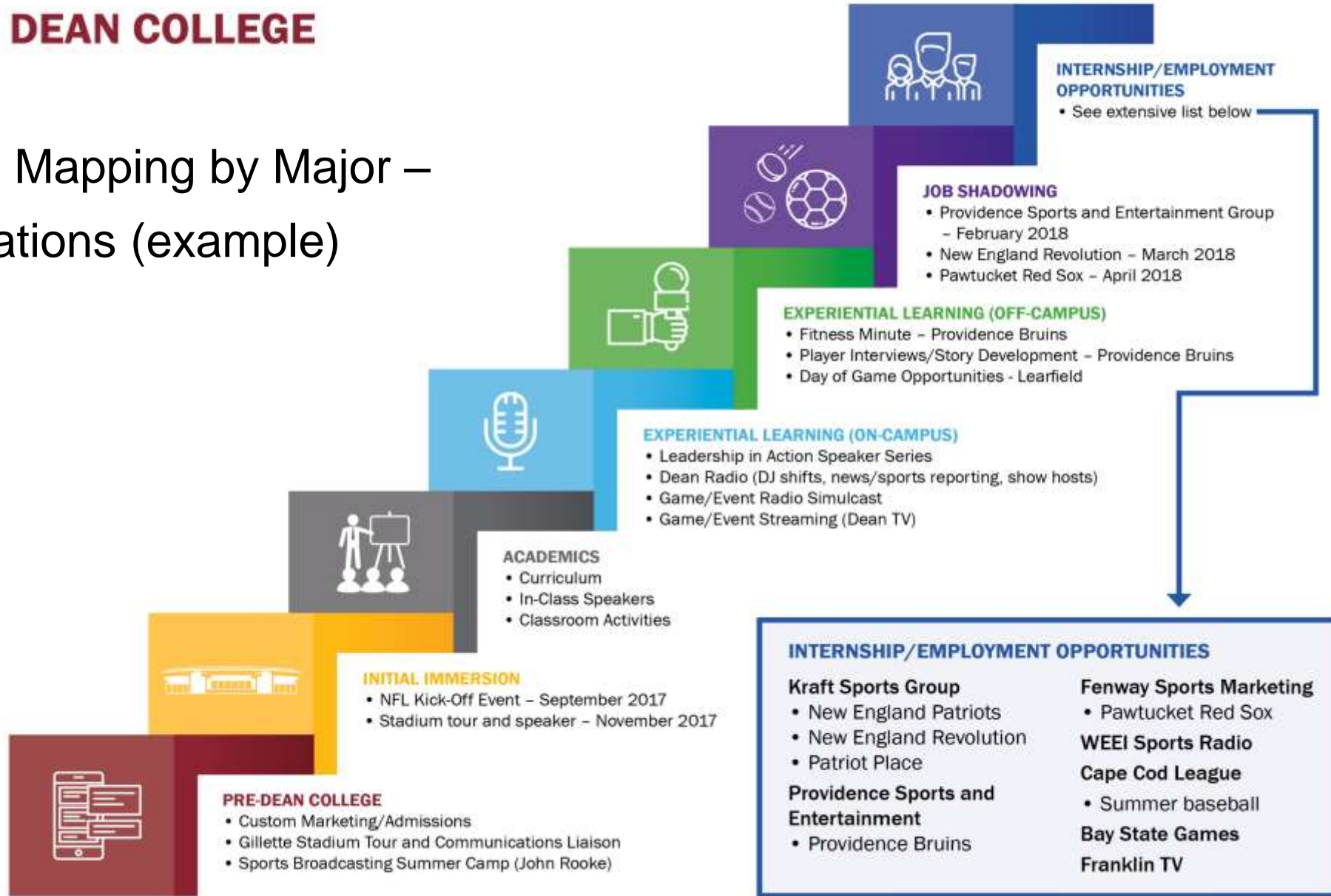
# Dean College Partners



# COMMUNICATIONS PROGRAM

## DEAN COLLEGE

### Experience Mapping by Major – Communications (example)





**Dean College and Kraft Sports and Entertainment**  
**Chris Stark**  
**Director of Corporate Partnerships, Kraft Sports and Entertainment**



# Career Outlooks

Thea Cerio

Director of Career Planning and Internships



# Career Outlooks

- **Athletic Training/Exercise Science**
  - Skills needed: Problem sensitivity, deductive reasoning, oral comprehension, oral expression
  - Personality type: Social, realistic, investigative
  - Academic strengths: Science, Math, Technology, Engineering, Lab classes (application)
- **Athletic coaching/Athletic Director/Recreation**
  - Skills Needed: Instructing, managing people, monitoring, ability to make judgement decisions
  - Personality type: Social, realistic, enterprising
  - Academic strengths: Psychology, Sociology
- **Event planning and management (Including entertainment event management)**
  - Skills needed: Active listening, reading comprehension, coordination, critical thinking
  - Personality type: Enterprising, conventional, social
  - Academic strengths: Writing, English
- **Advertising/Promotions/Marketing**
  - Skills needed: Active listening, social perceptiveness, speaking, time management, critical thinking
  - Personality type: Enterprising, artistic, conventional
  - Academic strengths: Writing, English



# Career Outlooks Continued

- **Social media director**
  - Skills needed: Graphics production, writing, customer service mindset, knowledge of search engine optimization (SEO)
  - Personality types: Enterprising, social
  - Academic strengths: Psychology, Sociology, Human Behavior, Writing
- **Sports Broadcasting**
  - Skills needed: Speaking, active listening, reading comprehension, critical thinking, social perceptiveness
  - Personality types: Artistic, enterprising, social
  - Academic Strengths: Public speaking, analytical skills
- **Journalism**
  - Skills needed: Active listening, reading comprehension, writing, speaking
  - Personality types: Artistic, Enterprising, Investigative
  - Academic strengths: Writing, Editing, Public Speaking
- **Broadcast journalist**
  - Skills needed: Active listening, reading comprehension, writing, speaking
  - Personality types: Investigative, Social, Enterprising
  - Academic strengths: Writing, Editing, Public Speaking



# Career Outlooks Continued

- **Public Relations**

- Skills needed: Active listening, speaking, coordination, social perceptiveness, time management
- Personality type: Enterprising, artistic, social
- Academic strengths: Writing, Editing, Presentation Skills, Psychology

- **Sports Psychology**

- Skills needed: Active listening, reading comprehension, complex problem solving, judgement/decision making, speaking
- Personality type: Investigative, enterprising, artistic, social
- Academic strengths: Psychology, Sociology, Science

- **Statistician**

- Skills needed: Mathematics, critical thinking, reading comprehension, active listening, active learning
- Personality type: Conventional, investigative
- Academic strengths: Math, Analytics



# Career Outlooks Continued

- **Security Management**

- Skills needed: Critical thinking, active listening, speaking, judgement/decision making, reading comprehension
- Personality type: Realistic, investigative, conventional
- Academic strengths: Computer Skills, Psychology

- **Physical Education**

- Skills needed
- Personality types:
- Academic strengths: Science, Math, Psychology, Sociology

- **Sports representation (agency), scouting**

- Skills needed: Instructing, managing people, negotiating, ability to make decisions quickly
- Personality type: Social, realistic, enterprising
- Academic strengths: Psychology, Math, Sociology



# Relevant Majors at Dean College

- Arts and Entertainment Management
- (Pre)-Athletic Training
- Business Management
- Coaching and Recreation
- Communications
- Criminal Justice and Homeland Security Management
- Dance
- Entertainment Industry Management
- Exercise Science
- Marketing
- Psychology
- Sport Management
- Sports Broadcasting



# Internships and Course Integration

- Patriot Place
- Gillette Stadium
- NE Patriots
- NE Revolution
- Boston Ballet
- Pawtucket Red Sox
- Providence Bruins
- YMCA
- Team Ops
- WEEI
- New Horizon Medical
- Brockton Rox
- Mass Pirates
- Northshore Navigators
- Universal Studios
- Boston Uprising
- Providence Performing Arts Center



BOSTON  
BALLET





**Meet Our Students and Alumni**

