Effectively Integrating Course Content into a Service Learning Program

Mitchell Woltring, University of South Alabama
Christopher Keshock, University of South Alabama
Brooke Forester, University of South Alabama

Teaching & Learning Fair - Experiential/Service Learning (Community Sport)  Abstract 2021-152
Teaching & Learning Fair Presentation  Mode: Synchronous
Session: Teaching & Learning Fair Session 2  Friday June 4, 2021, 2:05 PM - 3:05 PM

A persistent issue affecting service learning program efficacy involves integration of course content into the experience (Salam et al., 2019). At the University of South Alabama we have operated a sport management service learning program for 15 years, and have refined strategies for integration of specific course content into service learning experiences for classes concerning: leadership, facility management, legal issues, marketing, and capstone resource management. Successful integration requires proper student preparation, proper site selection and communication, and proper reflection following an experience. The insights from our program can aid in initiating, improving, and expanding sport management service learning programs.