

University of Maryland, Virginia Commonwealth University earn inaugural College PRISM Awards

AMHERST, MA - The University of Massachusetts-Amherst Sport Management program today named the University of Maryland and Virginia Commonwealth University as recipients of the inaugural College PRISM Awards in the Division I-A and Division I-AA/AAA categories, respectively.

This is the first year that the PRISM Awards have been presented at the collegiate level. The PRISM Awards (Professionalism, Results and Innovation in Sport Management) recognize colleges for managerial excellence across five areas: 1) Advancement and Management of Constituent Relationships; 2) Student-Athlete Development; 3) Fundraising/Development Strategies, 4) Innovative Marketing and 5) Employee Development.

"Both the University of Maryland and Virginia Commonwealth University distinguished themselves in each of the categories that define the PRISM ideals," said UMass PRISM Program Director Steve McKelvey. "Both universities are a testament to the level of collegiate sport management expertise and innovation that collegiate athletic programs should aspire to."

Among the highlights of the University of Maryland's winning PRISM submission was its Terrapin Enrichment Reading Program (TERP), in which student-athletes participate in a motivational reading program; its "27 Sports, 1 Team" branding campaign; a "Maryland Game Plan" whereby student-athlete resumes are sent to potential employers each spring; and its "Fear the Turtle" fund-raising campaign for under-scholarshipped men's Olympic sports that raised \$1.2 million.

"Maryland Athletics is truly honored to be selected as the recipient of the prestigious PRISM Award for excellence in sport management. This is particularly gratifying for our staff members and I am pleased that their good work is being recognized," said Deborah A. Yow, director of athletics at University of Maryland.

The highlights of VCU's winning PRISM submission included its Rams Assisting Youth (RAY) program; "Lobs and Lessons" program, a weekly mentoring program; and its recently-launched "Building Pride. One Victory at a Time" branding campaign, which is based on motivational sayings. The campaign came out of fan market research conducted by InZone Market Research, a company founded by VCU Athletic Director Richard Sander and presently managed by the VCU SportsCenter.

"I think winning this award speaks volumes about our staff and university and the commitment to excellence," said Sander. "Many people have worked hard, including our coaches and athletes, to not only put a great product on the field but also to represent VCU with class and dignity. We are thrilled to win as it makes all the hard work even that much more rewarding. Being in the company of the other PRISM Award winners makes us extremely proud."

The PRISM Awards, sponsored by The Migala Report and Phoenix Design, are also presented annually to franchises at both the major and minor league levels that demonstrate excellence in five categories of professional sport franchise management. The 2005 Professional PRISM Award winners were the Memphis Grizzlies (Major League) and Manchester Monarchs (Minor League). The 2006 Professional PRISM Award winners will be announced in May. For additional information on the PRISM Award program, visit www.isenberg.umass.edu/sportmgt.

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