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Assumption University Establishes the Larry Lucchino Institute for the Study of Sports

Made possible by a multimillion-dollar gift from the Lucchino Family Foundation, the Institute will honor Larry Lucchino's legacy by connecting the study of sports with liberal arts education, leadership and civic life

Worcester, MA – October 20, 2026 – Assumption University today announced the establishment of the Larry Lucchino Institute for the Study of Sports, made possible through a multimillion-dollar investment from the Lucchino Family Foundation. The Institute will carry forward the legacy of Larry Lucchino, the celebrated baseball executive whose leadership, vision and commitment to community helped shape some of the sport's most iconic franchises. Through a distinctive approach to liberal arts education, the Institute will introduce students to the many ways sports can illuminate leadership, business, culture and the broader world around them.

Through academic, co-curricular, and experiential learning opportunities, the Institute will invite students to explore sports through its many dimensions, including business, ethics, management, marketing, analytics, communication, culture, and society. Rather than treating sports solely as an industry, the Institute will use the field as a lens through which to examine subjects ranging from economics and literature to leadership, philanthropy, and civic life. It will complement and expand upon the University's existing offerings in the field of sports, including a minor in Sport Management and an in-development major in Sports Marketing. In doing so, the Institute will reflect a central principle of a liberal arts education: that studying one's passions can open doors to deeper intellectual inquiry, critical thinking, and a broader understanding of the world.

"Larry Lucchino understood that sports are never simply about what happens on the field. They are about people, communities, the pursuit of excellence, and, as he liked to say, joy. At Assumption, we believe that learning is a profoundly joyful pursuit," said Assumption University President Greg Weiner. "The Larry Lucchino Institute invites students to begin with something they love and discover the depths of the world that can be better explored and understood through that lens. We are deeply grateful to the Lucchino family for

entrusting us with his name and legacy, and for this transformational investment in the future of our students, Catholic liberal education, and the field of sports.”

“Larry believed sports were about much more than what happened on the field. They were a powerful vehicle for leadership, innovation, education and bringing communities together,” said David Lucchino, Trustee, the Lucchino Family Foundation. “Our Foundation’s purpose is to carry Larry’s legacy forward in ways that reflect not only his accomplishments, but the values that guided his life: intellectual curiosity, a commitment to excellence and a deep belief in the power of people and communities to make a difference. The Larry Lucchino Institute for the Study of Sports will provide students with opportunities to explore the lessons sports can teach us, broaden their perspectives and develop the critical thinking and leadership skills that will serve them throughout their lives. We hope the Institute will ensure that Larry’s legacy lives on not only through the game he loved, but through the students it inspires and the communities they go on to serve.”

The Institute reflects Assumption’s belief that the strongest professional preparation begins with the breadth of liberal education: the ability to read closely, write persuasively, think critically, and exercise sound judgment. Its approach will draw from lessons reflected throughout Lucchino’s life: that which can be measured can be improved, but not everything that can be measured matters, and not everything that matters can be measured. This philosophy will encourage students to look beyond statistics and outcomes to consider the judgment, relationships, values and responsibilities that shape success in sports and beyond.

Planned elements include an introductory seminar examining sports through the lens of literature, history, ethics, and culture, developed with Assumption faculty. The Institute will also pursue opportunities for mentorship, internships, industry speakers, and experiential learning, and will connect with the University’s Center for Civic Friendship and its work on sports as a means of building common ground. Together, these opportunities will help students explore the many professional paths connected to sports while developing the intellectual and interpersonal skills to contribute meaningfully to their communities.

Lucchino was known for leadership, innovation, intellectual curiosity, and a deep understanding of the civic role sports organizations play in their communities. Throughout his career in Major League Baseball, Lucchino led the Baltimore Orioles, San Diego Padres and Boston Red Sox, leaving his mark not only on the organizations themselves but also on the places they called home. He was a driving force behind the development of landmark

ballparks, spearheading the creation of Oriole Park at Camden Yards in Baltimore; Petco Park in San Diego; 10 years of transformative improvements that saved Fenway Park in Boston; creating JetBlue Park in Lee County, Florida; and finally, his fifth and final ballpark project, Polar Park in Worcester, MA. Lucchino, together with design partner Janet Marie Smith, demonstrated how thoughtfully designed ballparks could revitalize neighborhoods and strengthen connections between teams and their communities. That vision culminated in Worcester, which he alone chose as the home of the Boston Red Sox' Triple-A franchise. His work reflected a belief that sports franchises could be powerful civic institutions, capable of bringing people together and leaving a lasting impact on the places they call home. Assumption University was one of the 21 Founding Partners of the Worcester Red Sox, a partnership that has created internships and experiential learning opportunities for students at Polar Park.

In 2022, Lucchino delivered the address at Assumption's 105th Commencement and received an honorary Doctor of Letters. He urged graduates to be bold, work at friendship, and become catalysts for positive change in their communities. Those principles will help shape the Institute's educational mission and the Lucchino Scholars program, which will extend Larry's legacy directly to students. Beginning in Fall 2027, the program will award scholarships annually to students who demonstrate an interest in sports and a commitment to these core values. Each Lucchino Scholar will receive a renewable scholarship of \$4,000 per year for up to four years, providing a total potential value of \$16,000 per student.

Dr. Charles Steinberg will serve as the Institute's Founding Director. Steinberg worked alongside Lucchino over a 45-year span. Across his career, he served as a senior executive with the Baltimore Orioles, San Diego Padres, Boston Red Sox, and Los Angeles Dodgers, and was Senior Advisor to the Commissioner of Baseball for Public Affairs. As president of the Pawtucket Red Sox, he was instrumental in the effort that brought the team to Worcester, where he continues as President of the WooSox today. His decades of collaboration with Lucchino and experience across professional baseball will help guide the Institute's development and connect its academic mission with the people, ideas, and opportunities shaping the sports industry.

The Institute will be supported by an Advisory Board comprised of leaders from sports and related fields. Founding members include George F. Will, Dan Shaughnessy, Brian Kelly, Janet Marie Smith, Mike Barnicle, Joshua Kraft, Alice Nderitu, Helen R. Russell, and John Davis. The board will help inform the Institute's direction and connect students with perspectives from across sports, media, business and civic life.

The Larry Lucchino Institute for the Study of Sports will launch and recruit its first group of Scholars for the Fall 2027 semester. Through the Institute and the Lucchino Scholars program, Assumption and the Lucchino Family Foundation will create an enduring opportunity for students to explore their passions, broaden their perspectives and carry forward the values that defined Larry Lucchino's life and career.

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About Assumption University

Assumption University, founded in 1904 by the Augustinians of the Assumption, is a premier New England university for high-quality education, integrating career preparation and education of the whole person, drawing upon the best in the rich and centuries-long tradition of Catholic higher education. Assumption's graduates are known for their intellectual seriousness, thoughtful citizenship, and devotion to the common good. The University offers 37 majors and 49 minors in the liberal arts, sciences, business, nursing, professional studies, and other areas, as well as graduate degrees and professional credentials. For more information about Assumption University, please visit assumption.edu or follow us @AssumptionUMA.

About the Lucchino Family Foundation

Established by pioneering baseball executive and philanthropist Larry Lucchino, the Lucchino Family Foundation carries forward his enduring commitment to healthcare, education and community enrichment. The Foundation supports organizations and initiatives that advance cancer research and treatment, expand educational opportunities for future generations, and improve the quality of life in communities, particularly those with the greatest need. Guided by Larry's values of hard work, excellence, family and service, the Foundation prioritizes meaningful, measurable impact while honoring his extraordinary legacy in professional baseball and his lifelong dedication to making a difference in the lives of others.