

**Megan B. Shreffler  
Curriculum Vitae**

**WORK ADDRESS:**

University of Louisville  
Health & Sport Sciences Department  
2100 S. Floyd St.  
SAC E, 104 M  
Louisville, KY 40292  
[megan.shreffler@louisville.edu](mailto:megan.shreffler@louisville.edu)  
(502) 852-0548

## EDUCATIONAL BACKGROUND

- 2013 Ph.D.** Kinesiology - Sport Management Concentration - University of Minnesota  
**2010 M.A.** Sport Administration and Leadership - Seattle University  
**2006 B.A.** English Education - Southern Illinois University
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## PROFESSIONAL EXPERIENCE

**Assistant Professor** – University of Louisville, Department of Health and Sport Sciences, Sport Administration Program **07/13 – Present**

### Courses Taught

SPAD 281 – Principles of Sport Administration  
SPAD 284 – Issues and Ethics in Sport  
SPAD 383 – Sport Marketing  
SPAD 530 – Promotion and Publicity  
SPAD 637 – Sport Analytics  
HSS 604 – Research Methods

### Key Responsibilities

- Teach an average of 125 students a semester in 3 courses both in-person and online and an additional 50 students in 2 summer courses
- Execute a research agenda incorporating both theoretical and practical methods leading to publications, grants, and scholarly presentations
- Establish relationships with industry partners to facilitate collaboration between students and industry executives both in and out of the classroom
- Assist in the creation and management of the Student Experiential Learning Lab (SELL), a call center for students to make sales calls for local teams for the Promotion and Sales class
- Serve as faculty advisor for M.S. students in the selection of courses, internships, and in the job search process.
- Mentor undergraduate and graduate students as they design and execute research projects.
- Proposed and developed the Sport Analytics course in response to an increase in analytics positions within the sport industry.
- Serve in a variety of committee roles, details of which are outlined at the end of the CV.

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**Graduate Program Coordinator** – University of Louisville, Department of Health and Sport Sciences, Sport Administration Program **08/15 – Present**

### Key Responsibilities

- Coordinate the interview process 4 times a year, which requires compiling applications for 80-100 students; coordinating up to 70 interviews; and communicating admissions decisions to prospective students.
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- Coordinate and participate in recruitment activities (2-4/year), orientation sessions, marketing efforts, and professional development sessions for Master's cohort.
- Review and complete variance requests for prospective, current, and transfer students.
- Communicate with current and potential M.S. students on a daily basis through email and office visits.
- Organize exit exams and communicate results with advising office and students.
- Solicit nominations and coordinate materials to recognize the accomplishments of students through graduate awards.
- Surveying students after graduation to solicit information on job placement and other key data to use in accreditation and marketing efforts.

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**Graduate Research and Teaching Assistant** – University of Minnesota, **08/10 – 05/13**  
School of Kinesiology, Sport Management Program

**Courses Taught**

SMGT 1701 – Introduction to Sport Management  
SMGT 3632 – Sport Sales and Fund-raising  
SMGT 3881W – Senior Seminar: Research Methods

**Courses Assisted**

SMGT 3631 – Sport Marketing  
SMGT 3632 – Sport Sales and Fund-raising  
SMGT 3881W – Senior Seminar: Research Methods

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**Coordinator of Service and Experience** – WNBA, Seattle Storm **06/08 – 05/10**

**Key Responsibilities**

- Served in a customer service leadership role, by interacting daily with guests via telephone, e-mail, in-arena, at off-site venues, etc. and setting a customer service example for the staff to model and emulate.
- Researched, reviewed and implemented the best customer service practices from other businesses, including NBA, WNBA and other professional sports franchises that conduct annual retention programs.
- Monitored guest feedback and identified trends with systems that forecasted customer behavior.
- Developed and executed sales and prospecting strategies to maximize revenue generation from the sale of Storm ticket products, including Season Tickets, Ticket Packages and Group Tickets.

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**PUBLICATIONS**

**Shreffler, M. B.,** Cocco, A.R., & Shreffler, J. R. (2019). An examination of the relationship between instruction type and learning outcomes in sport management courses. Submitted to *Sport Management Education Journal*, 13(2), 1-10.

Frederick, E. L., Hambrick, M. E., Schmidt, S. H., & **Shreffler, M. B.** (2019). Queue the drama: Netflix's Last Chance U and the portrayal of myths in sports documentaries. Accepted to *Journal of Sport Media*.

**Shreffler, M. B.** (2019). 20 secrets to success for NCAA student-athletes who won't go pro. *Journal of Sport Management*, 33(1), 1-2.

Schmidt, S. H., **Shreffler, M. B.**, Hambrick, M. & Gordon, B. (2018). Good guy, good buy: An experimental examination of activist type and effort on brand image and purchase intentions. *Sport Marketing Quarterly*, 27(1), 31-43.

Greenwell, T. C., Simmons, J. M., Hancock, M., **Shreffler, M. B.**, & Thorn, D. (2017). The effects of sexualized and violent presentations of women in combat sport. *Journal of Sport Management*, 31(6), 533-545.

**Shreffler, M. B.**, Schmidt, S. H., & Weiner, J. (2017). Sales training in career preparation: An examination of sales curricula in sport management curricula. *Sport Management Education Journal*, 12(1), 15-25.

**Shreffler, M. B.** (2017). Sport analytics: A data-driven approach to sport business and management book review. *International Journal of Sport Communication*, 10(3), 421-422.

**Shreffler, M.B.**, Hancock, M.G., & Schmidt, S.H. (2016). Self-presentation of female athletes: A content analysis of athlete avatars. *International Journal of Sport Communication*, 9(4), 460-475.

DeWitty, V.P., Tabloski, P.A., Millett, C.M., Hambrick, M.E., **Shreffler, M.**, Downing, C.A., & Huerta, C.G. (2016). Diversifying the pipeline into doctoral nursing programs: Developing the Doctoral advancement readiness self-assessment. *Journal of Professional Nursing*, 1, 1-8.

**Shreffler, M.B.**, Presley, R., & Schmidt, S. (2015). Getting clipped: An evaluation of crisis management and the NBA's response to the actions of Donald Sterling. *Case Studies in Sport Management*, 4(5), 1-20.

**Shreffler, M.B.**, Hancock, M.G., & Schmidt, S. (2015). Organizational representation through Twitter: An examination of the WNBA. *Global Sports Business Journal*, 3(3) 42-52.

Brownlee, E., **Shreffler, M.B.**, & Warren, C. (2015). The impact of control mechanism and video game playing experience on brand awareness and consumer brand loyalty in sport video games. *Global Sports Business Journal*, 3(3), 17-28.

**Shreffler, M.B.** (2014). The persuasiveness of electronic word of mouth on attitudes and behaviors: An elaboration likelihood model perspective. *International Journal of Sport Communication*, 7(3), 377-398.

Ross, S., Walsh, P., & **Shreffler, M.B.** (2014). The impact of need for uniqueness, loyalty proneness, and identification on the likelihood of brand extension purchases. *Global Sports Business Journal*, 2(2), 28-42.

**Shreffler, M.B.**, & Ross, S.D. (2013). The word of mouth phenomenon: Its presence and impact in a sport setting. *International Journal of Sport Communication*, 6(1), 1-18.

Brownlee, E., **Shreffler, M.B.**, & Ross, S.D. (2012). Sponsorship awareness at a new NCAA Division I football stadium. *Journal of Brand Strategy*, 1(4), 413-423.

Maksimovic, N., Matic, R., Milosevic, Z., Jaksic, D., **Shreffler, M.B.**, & Ross, S.D. (2012). Motives and identification of different types of fans with a team in Serbian soccer. *Technics Technology Education Management*, 7(1), 39-48. (Indexed in ISI Journal Citation Reports)

### **BOOKS**

Presley, R.G., **Shreffler, M.B.**, Hancock, M.G., & Schmidt, S.H. (2017). *Issues and ethics in sport: A practical guide for sport managers* (2<sup>nd</sup> ed.). Dubuque, IA: Kendall Hunt.

Presley, R.G., **Shreffler, M.B.**, Hancock, M.G., & Schmidt, S.H. (2016). *Issues and ethics in sport: A practical guide for sport managers*. Dubuque, IA: Kendall Hunt.

### **BOOK CHAPTERS**

**Shreffler, M.B.**, Schmidt, S., & Hancock, M.G. (2016). "We got next": An examination of the past and future of the WNBA. In B. Pitts (Ed.) *Case Studies in Sport Marketing*.

**Shreffler, M.B.** (2015). Relationship marketing. In G. Bernstein (Ed.), *The principles of sport marketing* (pp. 177-196). Urbana, IL: Sagamore Publishing.

### **MANUSCRIPTS UNDER REVIEW**

**Shreffler, M. B.**, & Joseph, B. (under 3<sup>rd</sup> review). An Examination of Native American Themed Mascot Use in Sports: Perceptions of Non-Native Students at a Predominantly White Institution. Submitted to *Sport Management Education Journal*.

Cocco, A.R., & **Shreffler, M. B.**, (under 2<sup>nd</sup> review). Draft or develop: Examining statistical differences between drafted and homegrown players in Major League Soccer. Submitted to *Journal of Quantitative Analysis in Sports*.

**Shreffler, M. B.**, Cocco, A. R., Presley, R. G., & Police, C. (under review). Preferential learning in sport management courses: An assessment of student learning styles, instructional methods, and learning outcomes. Submitted to *Sport Management Education Journal*.

Weiner, J., Greenwell, T.C., & **Shreffler, M.B.** (in progress). Relationship selling effectiveness in NCAA Division I box office ticket sales. Submitted to *Sport Marketing Quarterly*

**Shreffler, M. B.**, Cocco, A. R., & Schmidt, S. H. (under review). The impact of controversial behaviors on brand image and purchase intentions: An examination of Colin Kaepernick and Nike. Submitted to *Sport Marketing Quarterly*

**Shreffler, M. B.** (under review). Discussion on controversial topics in the classroom: Debates on ethical issues in sport. Submitted to *Sport Management Education Journal*.

### MANUSCRIPTS IN PROGRESS

**Shreffler, M. B.**, Shreffler, J. R., & Murfree, J. (in progress). The imposter phenomenon and work family conflict: An examination of female faculty in higher education.

Presley, R. G., & **Shreffler, M. B.** (in progress). International volunteer learning programs in sport management.

Cocco, A. R., & **Shreffler, M. B.** (in progress). Sensitivity analysis of financial income statements for a new soccer team in the United States.

Cocco, A. R., & **Shreffler, M. B.** (in progress). USWNT sues U.S. soccer for discrimination: A case for equal pay.

Weiner, J., Williams, S., & **Shreffler, M. B.** (in progress). Show Me The Money! Financial Implications of Ticket Revenue Generation Options."

### PROFESSIONAL REPORTS

Rascher, D., Richardson, T., **Shreffler, M. B.** (2018). X-Games Minneapolis: Economic impact report.

Greenwell, T. C., **Shreffler, M. B.**, & Hanna, C. (2015). Louisville City FC Customer Survey. Prepared for the Louisville City FC professional soccer team, Louisville, Kentucky.

**Shreffler, M.B.** & Hambrick, M.E. (2015). Readiness assessment for nursing programs. Prepared for the Robert Wood Johnson New Careers in Nursing Scholarship Program, Washington, D.C.

Hambrick, M.E., & **Shreffler, M.B.** (2015). The creation of an instrument to assess interest in pursuing an advanced nursing degree. Prepared for the Robert Wood Johnson New Careers in Nursing Scholarship Program, Washington, D.C.

Latzko, J., & **Shreffler, M.B.** (2014). Recruiting practices of the University of Louisville baseball program. Prepared for the University of Louisville baseball program, Louisville, Kentucky.

Greenwell, T. C., Cintron, A. & **Shreffler, M. B.** (2014). Louisville Bats Customer Survey. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Cintron, A., Greenwell, T. C., & **Shreffler, M. B.** (2014). Louisville Bats Mystery Shopper Report. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

### **GRANT EXPERIENCE**

**Shreffler, M. B.** & Shreffler, J. R. (2017). An examination of the relationship between instruction type and learning outcomes in sport administration courses. **\$1,750.**

Bonoma, G., & **Shreffler, M.B.** (2016). Time demands and student-athlete academic clustering in the ACC. National Collegiate Athletic Association. Co-Investigator. **\$2,500. Not funded.**

**Shreffler, M.B.** & Hambrick, M.E., (2015). Readiness assessment for nursing programs. Robert Wood Johnson New Careers in Nursing Scholarship Program. Primary Investigator. **\$2,500.**

Hambrick, M.E., & **Shreffler, M.B.** (2015). The creation of an instrument to assess interest in pursuing an advanced nursing degree. Robert Wood Johnson New Careers in Nursing Scholarship Program. Co-Investigator **\$1,300.**

**Shreffler, M.B.,** & Greenwell, T.C. (2015). The relationship between service value, satisfaction, word-of-mouth, and attendance intentions: An examination of minor league soccer fans. Co-Investigator. **\$1,000. Not funded.**

Mclean, A., & **Shreffler, M.B.** (2014). An Examination of the NCAA, Division I, Confederate Flag Policy. NCAA Graduate Student Research Grant. Advisor. **\$7,500. Not funded.**

**Shreffler, M.B.,** Greenwell, T.C., & Schmidt, S. (2015). The Relationship between Service Value, Satisfaction, Word-of-Mouth, and Attendance Intentions: An Examination of Minor League Soccer Fans. Sport Marketing Association Research Grant. Principal Investigator. **\$1,000. Not funded.**

**Shreffler, M.B.** (2014). The need for experiential learning in career preparation: An examination of sales training in sport administration education. University of Louisville Women in Education Grant. Principal Investigator. **\$2,482.**

**Shreffler, M.B.**, & Londergan, J. (2014). Motivations for Twitter use: An examination of intercollegiate athletes through impression management. University of Louisville Undergraduate Research Grant. Principal Investigator. **\$2,899.**

**Shreffler, M.B.** (2012). Effectiveness is in the eye of the consumer: A photo elicitation examination of MLB fans. North American Society for Sport Management Doctoral Research Grant. Principal Investigator. **\$1,000. Not funded.**

**Shreffler, M.B.** & Trail, G.T. (2010). Socialization of fans. North American Society for Sport Management. Principal Investigator. **\$1,000.**

## PRESENTATIONS

**Shreffler, M. B.** (2019). Critical thinking through controversial topics: Debates on ethical issues in sport. 34<sup>th</sup> Annual North American Society for Sport Management Conference, New Orleans, LA.

**Shreffler, M. B.**, Cocco, A. R., Presley, R. G., & Police, C. (2019). Preferential learning in sport management courses: An assessment of student learning styles, instructional methods, and course outcomes. 34<sup>th</sup> Annual North American Society for Sport Management Conference, New Orleans, LA.

**Shreffler, M. B.** & Joseph, B. (2019). An examination of Native American themed mascots: Perceptions of non-Native students. 34<sup>th</sup> Annual North American Society for Sport Management Conference, New Orleans, LA.

Weiner, J., Greenwell, T. C., & **Shreffler, M. B.** (2019). An examination of box office relationship quality and relationship selling in Division I college athletics. 34<sup>th</sup> Annual North American Society for Sport Management Conference, New Orleans, LA.

Cocco, A. R., & **Shreffler, M. B.** (2018). An examination of player quality in Major League Soccer: Comparing Amateur Player Acquisition Methods. 16th Annual Sport Marketing Association Conference. Frisco, TX.

**Shreffler, M. B.**, Weiner, J., & Shreffler, J. R. (2018). An examination of instruction type and learning outcomes in sport administration courses. 33<sup>rd</sup> Annual North American Society for Sport Management Conference, Halifax.

Huberty, L. & **Shreffler, M. B.** (2017). Investigation into Chinese Olympic village green initiatives: National Stadium and National Aquatics Center. 5<sup>th</sup> Annual Global Sports Business Association Conference, Cozumel, Mexico.

Weiner, J., **Shreffler, M. B.**, & Greenwell, T.C. (2017). The secret agents of college athletics: An agency theory perspective of third-party ticketing partnerships. 32nd Annual North American Society for Sport Management Conference. Denver, CO.

Schmidt, S.H., **Shreffler, M.B.**, & Hambrick, M.E. (2016). Good guy, good buy: An experimental look at activism and brand image/purchase intent. 14th Annual Sport Marketing Association Conference. Indianapolis, IN.

**Shreffler, M.B.**, & Schmidt, S.H. (2016). Are you ready...to enter the SELL? 14th Annual Sport Marketing Association Conference. Indianapolis, IN.

**Shreffler, M.B.**, Schmidt, S.H., & Paras, M. (2016). *The need for experiential learning in career preparation: An examination of sales training in sport administration education*. 31<sup>st</sup> Annual North American Society for Sport Management, Orlando, Florida.

**Shreffler, M.B.**, & Greenwell, T.C. (2016). *Understanding quality attributes that predict service value and word of mouth for two minor-league sports*. 31<sup>st</sup> Annual North American Society for Sport Management, Orlando, Florida.

**Shreffler, M.B.**, Schmidt, S., & Presley, G. (2015). *An examination of college athletes through impression management*. 13th Annual Sport Marketing Association Conference. Atlanta, GA.

**Shreffler, M.B.** (2015). *Creating a sales campaign*. 13th Annual Sport Marketing Association Conference. Atlanta, GA.

Greenwell, T.C., Simmons, J., Hancock, M.G., **Shreffler, M.B.**, & Thorn, D. (2015). *Presentations of women in violent sport*. 13th Annual Sport Marketing Association Conference. Atlanta, GA.

Schmidt, S., & **Shreffler, M.B.**, (2015). Motivations for eSport consumption: A road map for sports online spectating. 13th Annual Sport Marketing Association Conference. Atlanta, GA.

Cintron, A., Greenwell, T.C., & **Shreffler, M.B.** (2015). *Game-day customer service project*. 30th Annual North American Society for Sport Management, Ottawa, Ontario.

**Shreffler, M.B.**, & Hancock, M.G. (2015). *Organizational representation through Twitter: An examination of the WNBA*. 3<sup>rd</sup> Annual Global Sports Business Association Conference, Nassau, Bahamas.

**Shreffler, M.B.**, Greenwell, T.C., & Brownlee, E.A. (2015). *The relationship between service value, satisfaction, word-of-mouth, and attendance intentions: An examination of minor league baseball fans*. 3<sup>rd</sup> Annual Global Sports Business Association Conference, Nassau, Bahamas.

Brownlee, E.A., & **Shreffler, M.B.** (2015). *The impact of control mechanism and video game experience on brand recall, recognition, and consumer brand loyalty in sport video games*. 3<sup>rd</sup> Annual Global Sports Business Association Conference, Nassau, Bahamas.

**Shreffler, M.B.**, & Hancock, M.G. (2014) *Self-representation of female athletes: A content analysis of athlete avatars*. 29th Annual North American Society for Sport Management, Pittsburgh, PA.

**Shreffler, M.B.** (2014). *Adaptation of group work for the online marketing classroom*. 12th Annual Sport Marketing Association Conference. Philadelphia, PA.

**Shreffler, M.B.** (2013). *The practical nature of research in the sport industry*. 11<sup>th</sup> Annual Sport Marketing Association Conference, Teaching Symposium. Albuquerque, NM.

**Shreffler, M.B.**, Ross, S.D., & Brownlee, E. (2013). *New media and consumer loyalty: An examination of interactive fans*. 11<sup>th</sup> Annual Sport Marketing Association Conference. Albuquerque, NM.

**Shreffler, M.B.**, & Ross, S.D. (2013). *The persuasiveness of electronic word of mouth on purchase intentions: An elaboration likelihood perspective*. 28<sup>th</sup> Annual North American Society for Sport Management Conference. Austin, TX.

Brownlee, E., & **Shreffler, M.B.** (2013). *Dynamic sponsorship pricing: A conceptual framework*. 28<sup>th</sup> Annual North American Society for Sport Management Conference. Austin, TX.

**Shreffler, M.B.**, & Ross, S.D. (2012). *Effectiveness is in the eye of the consumer: A photo elicitation examination of MLB promotions*. 10<sup>th</sup> Annual Sport Marketing Association Conference. Orlando, FL.

Brownlee, E., **Shreffler, M.B.**, Warren, C., & Ross, S.D. (2012). *The effects of sponsoring brand loyalty and gratitude on purchase intentions: An analysis of a high school football charity all-star game*. 10<sup>th</sup> Annual Sport Marketing Association Conference. Orlando, FL.

Brownlee, E., & **Shreffler, M.B.** (2012). *Using sport facility tours to enhance student knowledge of revenue production in professional sports*. 10<sup>th</sup> Annual Sport Marketing Association Conference, Teaching Symposium. Orlando, FL.

**Shreffler, M.B.** (2012). *The word of mouth phenomenon: Its presence and impact in a sport settling*. 27<sup>th</sup> Annual North American Society for Sport Management Conference. Seattle, WA.

Brownlee, E.A., Huberty, L., **Shreffler, M.B.**, Yoo, J., & Brown, T. (2012). *Student opinions of green building practices within recreation sports facilities*. 27<sup>th</sup> Annual North American Society for Sport Management Conference. Seattle, WA.

**Shreffler, M.B., & Ross, S.D.** (2012). *The word of mouth phenomenon: Its presence and impact in a sport setting*. College of Education and Human Development Research Day. Minneapolis, MN.

**Shreffler, M.B., & Ross, S.D.** (2011). *Personal experience transference: The impact of word of mouth in intercollegiate sport*. 9<sup>th</sup> Annual Sport Marketing Association Conference. Houston, TX.

Brownlee, E., & **Shreffler, M.B.** (2011). *Ten tips for designing an effective sport sales project*. 9<sup>th</sup> Annual Sport Marketing Association Conference, Teaching Symposium. Houston, TX.

Huberty, L.L., **Shreffler, M.B.**, Yoo, J., Brownlee, E., & Ross, S.D. (2011). *Motivations behind fantasy football league participation*. 9<sup>th</sup> Annual Sport Marketing Association Conference. Houston, TX.

Huberty, L.L., **Shreffler, M.B.**, Yoo, J., Brownlee, E., & Ross, S.D. (2011). *Establishing a strategic view of sport events: Multiphase brand experience*. 9<sup>th</sup> Annual Sport Marketing Association Conference. Houston, TX.

**Shreffler, M. B.**, Trail, G.T., & Opegard, J. (2010). *The socialization of Chicagoans into baseball fandom*. 8<sup>th</sup> Annual Sport Marketing Association Conference. New Orleans, LA.

Opegard, J., **Shreffler, M.B.**, & Trail, G.T. (2010). *A case study on sport consumer motivators, constraints, and behaviors: A comparison of affiliation groups across intercollegiate basketball teams*. 8<sup>th</sup> Annual Sport Marketing Association Conference. New Orleans, LA.

## HONORS AND AWARDS

<b>2019</b>	<b>Louisville Athletics Mentor of the Year</b>	
<b>2019</b>	<b>Red and Black Faculty Mentor</b>	Award for hard work and mentorship of student-athletes
<b>2018</b>	<b>Red and Black Faculty Mentor</b>	Award for hard work and mentorship of student-athletes
<b>2018</b>	<b>Delphi Faculty Favorite</b>	Student-nominated award to recognize excellence in teaching and learning
<b>2017</b>	<b>Red and Black Faculty Mentor</b>	Award for hard work and mentorship of student-athletes

<b>2016</b>	<b>Delphi Faculty Favorite</b>	Student-nominated award to recognize excellence in teaching and learning
<b>2015</b>	<b>Delphi Faculty Favorite</b>	Student-nominated award to recognize excellence in teaching and learning
<b>2015</b>	<b>Red and Black Faculty Mentor</b>	Award for hard work and mentorship of student-athletes
<b>2014</b>	<b>Red and Black Faculty Mentor</b>	Award for hard work and mentorship of student-athletes
<b>2013</b>	<b>Student Research Competition Finalist</b>	<b>Shreffler, M.B., &amp; Ross, S.D.</b> (2013). <i>The persuasiveness of electronic word of mouth on purchase intentions: An elaboration likelihood perspective</i> . North American Society for Sport Management Conference. Austin, TX.
<b>2012</b>	<b>Student Research Competition Finalist</b>	<b>Shreffler, M.B., &amp; Ross, S.D.</b> (2012). <i>The word of mouth phenomenon: Its present and impact in a sport setting</i> . North American Society for Sport Management Conference. Seattle, WA.
<b>2010</b>	<b>Best Student Paper</b>	<b>Shreffler, M. B., Trail, G.T., &amp; Oppedard, J.</b> (2010). <i>The socialization of Chicagoans into baseball fandom</i> . Sport Marketing Association Conference. New Orleans, LA.

### PROFESSIONAL MEMBERSHIPS

**Sport Marketing Association**, 2010 – present  
**North American Society for Sport Management**, 2012 – present  
**Global Sport Business Association**, 2014 - present

### SERVICE TO THE PROFESSION

International Journal of Sports Marketing and Sponsorship	Journal Reviewer
Global Sport Business Journal	Journal Reviewer
Journal of Sport Management	Journal Reviewer
Sport Management Review	Journal Reviewer

Sport Marketing Association	Conference Abstract Reviewer
North American Society for Sport Management	Conference Abstract Reviewer
International Journal of Sport Communication	Journal Reviewer
International Journal of Sport Management and Marketing	Journal Reviewer
Sport Marketing Association	Served as a committee member on the academic subcommittee for the annual conference

### SERVICE TO THE PROGRAM/UNIVERSITY

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#### **Chair of CEHD Honors and Scholarship Committee** **08/17 - Present**

- Review and approve proposals for the Summa Cum Laude distinction.
- Assist students in securing needed financial aid and to act as a liaison with the University Director of Financial Aid.
- Secure money for the awarding of scholarships by preparing proposals for appropriate funding agencies.
- Recommend and interpret the criteria for the designation of honors status in the College of Education and Human Development.
- Coordinate existing and new awards in the College of Education and Human Development.

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#### **Chair of Beyond HSS Committee** **03/17 - Present**

- Develop and disseminate measures to track alumni.

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#### **Chair of HSS Honors and Scholarship Committee** **07/16 – Present**

- Organize department meetings for the nomination of graduation awards and scholarships.

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#### **Chair of SPAD Graduate Admissions Committee** **07/14 – Present**

- Evaluate student applications, interview candidates, and contribute to admissions decisions.

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#### **Co-Chair of Faculty Search Committee** **01/16 – 06/16**

- Assisted in the creation of the job posting, the marketing of the posting, and the reviewing of roughly 50 applications.
- Organized and conducted 8 phone interviews, committee meetings, and 2 campus interviews.
- Solicited feedback from others on the search committee in the selection of the final candidate.
- The search was successful and on time.

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#### **Member of Grawemeyer Committee** **08/15 – 05/16**

- Met in June to discuss the award and selection process
  - Read 9 books in June and July and completed evaluations on each of the books.
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- Met with the committee twice in August to discuss the books in more detail and select the finalists.
- Reread the 3 finalists books in August.

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**SPAD Program Committee**

**07/13 – Present**

- Attend meetings twice a month to discuss what is going on in the program, and brainstorm ideas of how to continually improve.

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**Faculty Advisor to SPAD Association**

**07/13 – 08/16**

- Planned and organized one group speaker per month with the assistance of the student executive committee
  - Organized two trips per academic year. The planning of these trips included bus arrangements, scheduling of meetings, extracurricular activities, marketing the trip, and other administrative duties.
  - Communicated with the 80 paid members of the SPAD Association through the registration process, meetings, and the scheduling and marketing of fundraising events and trips.
-