

DR. BRIGITTE M. BURPO

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EDUCATION

- Ph.D.** Educational Leadership, Evaluation, and Organizational Development *May 2020*
University of Louisville Louisville, KY
- M.Ed.** Administration of Higher Education, *Minor: Sport Management* *Dec 2015*
Auburn University Auburn, AL
- B.S.** Sales and Marketing *May 2007*
Tuskegee University Tuskegee, AL

WORK EXPERIENCE

Assistant Dean of Diversity, Equity, & Inclusion **May 2021 – Present**

University of Louisville College of Education and Human Development
Louisville, KY

Develop programs to build competency in diversity, equity, and inclusion for student and employee populations, Serve as an advocate for traditionally underrepresented students, Represent the college on University-wide committees and initiatives for diversity, equity, and inclusion, Short-term and long-term strategic planning for the college related to diversity, equity, and inclusion, Develop, implement, and monitor engagement activity related to the recruitment and retention of BIPOC faculty and staff, Prepare and analyze DEI-related reports to monitor programming and strategies to recruit and retain BIPOC faculty and staff, Prepare and submit grant applications to generate financial resources to support DEI initiatives and strategies, Manage an office budget of \$50,000, Supervise full-time staff in the office of DEI for the college.

Clinical Assistant Professor

June 2020-May 2021

(Instructor - August 2019-May 2020)

University of Louisville Department of Health and Sport Sciences
Louisville, KY

Develop and teach undergraduate and graduate level courses for Sport Administration according to COSMA standards, including Sport Marketing, Sport Management & Leadership, Career Development in Sport, and Sport Governance; Serve on departmental, college, and university committees related to recruitment and retention activities; Co-advise Sport Administration students with the SPAD Association.

Graduate Assistant

August 2017-July 2019

University of Louisville Department of Health and Sport Sciences
Louisville, KY

Developed and taught undergraduate level courses as the instructor on record for Sport Administration according to COSMA standards; Conducted research in the Department of Health and Sport Sciences in the College of Education and Human Development; Participated in departmental and university related recruitment activities; Led experiential learning opportunities for undergraduate and masters students.

Athletics Tutor

April 2018-August 2019

University of Louisville Department of Athletics

Louisville, KY

Tutored student-athletes for the football, men's golf, baseball, rowing, men's basketball, and women's basketball teams; Used practical methods to ensure student comprehension in subject matter from the communications, sport finance, sociology, and business management areas of study.

Residence Hall Director

February 2016-July 2017

*University of Georgia Department of Residence Life and Housing
Athens, GA*

Live-in and on-call position; Coordinated programmatic and academic initiatives; Advised student groups; Supervised Resident Assistants and Desk Assistants including interviewing, hiring, and schedule management; Managed the residence hall budget and reported expenses; Managed key and access control for residence hall; Facilitated staff trainings and meetings; Served as a University hearing officer for students involved in housing and/or university policy violations.

Administrative Intern

2014-2015

*Tuskegee University Department of Athletics
Tuskegee, AL*

Developed and managed promotional activities for all athletic programs; Supervised student volunteer workers for game day and promotional activities; Secured in-kind donations as prizes for promotional activities; Developed marketing initiatives including designing marketing materials, creating marketing campaigns, and securing corporate sponsors; Developed the "Partnering with Champions" corporate sponsorship program.

Event Coordinator

2013-2014

*American Heart Association
Birmingham, AL*

Planned and executed logistics for large fundraising events; Managed budget and finances for the Go Red for Women campaigns including the Go Red Luncheon, Red Dress Dash, peripheral Go Red activities leading to the Go Red Luncheon, and the Birmingham Heart Ball; Prepared media releases and initial grass-roots campaigns; Exceeded fundraising goals for three major campaigns.

Foodservice Operations Specialist

2011-2012

*General Mills, Inc.
Southeast District*

Business to business sales and account management; Managed email marketing campaigns as well as promotional and swag materials; Responsible for product trainings and local promotions; Managed logistics for trade shows with high level opportunities for product demonstrations and customer recruiting.

Account Manager

2010-2011

*Coca Cola Refreshments
Montgomery, AL*

Outside sales and territory management; Created marketing and promotional materials; Business to business sales involving promotional strategy and cross-selling from an extensive brand portfolio; Exceeded sales goals consistently.

Marketing Territory Manager

2008-2010

RJ Reynolds Tobacco Company
South Alabama District

Managed contract negotiations for discount pricing and in-store presence; Developed promotions and pricing strategies; Managed compliance of contracts; Increased share of market for my territory by 14% in my first year.

RESEARCH EXPERIENCE

Dissertation- “It’s Personal”: A case study analysis of the strategic management of resources for an HBCU athletics department, University of Louisville

Committee: Meg Hancock, Ph.D. (*chair*), Meera Alagaraja, Ph.D., Mary Hums, Ph.D., Marion Hambrick, Ph.D., and Ishwanzya Rivers, Ph.D.

- Qualitative case study that explored the strategic management of resources in HBCU athletic departments using resource dependence theory and resource based theory
- Manuscripts in progress

Outsiders Within: Barriers affecting the retention of Black faculty in sport and leisure studies, University of Louisville

Co-Investigator, Dr. Marion Hambrick

- Qualitative phenomenological study that explored the common barriers and facilitators of retention of Black faculty in sport and leisure studies at predominantly White institutions
- Presented initial findings at NASSM 2018 Conference in Halifax, Nova Scotia
- Manuscript in progress

GRANT WORK

2020 Master Educator Course 702-20 Program Co-Investigator – Grant project with the U.S. Army developing training modules for diversity, and inclusion
University of Louisville Dept. of Leadership, Evaluation, and Organizational Development

2019 Multicultural Association of Graduate Students Research Grant recipient – Dissertation research
University of Louisville; Funded \$500

2019 Graduate Student Council Research Grant recipient – Dissertation research funding
University of Louisville; Funded \$500

ACADEMIC PUBLICATIONS

Murfree, J. R., Burpo, B. M., & Hambrick, M. E., (2020). Nike and the balancing act between social justice and selling products. In *SAGE Business Cases*. *SAGE Publications, Ltd.*, <https://www.doi.org/10.4135/9781529734430>

Williams, S., Taylor, E., Burpo, B., Greenwell, T.C. (In Review). Differences in sport management doctoral students’ experiences with gender microaggressions and stereotype threat by gender.

Burpo, B. (In Progress). Culture as a critical resource in HBCU athletics through the lens of resource based theory.

Burpo, B. & Cheeks, G. (In Progress). The role of centralized management structures as inhibitors of resource management for HBCU athletics departments.

Burpo, B. (In Progress). An autoethnography of benign intersectionality in career success for Black women in diversity, equity, and inclusion leadership positions.

CONFERENCE PRESENTATIONS AND INVITED LECTURES

Oral Presentation, Burpo, B. “‘It’s personal’: A strategic management case study of the acquisition and management of resources for HBCU athletics”, Graduate Student Regional Research Conference, February 2020.

Poster Presentation, Cintron, A. & Burpo, B. “Stadium development: A Trojan Horse for urban imperialism”, Urban Affairs Association Conference, April 2019.

Oral Presentation, Burpo, B. “For the culture: An analysis of attraction, identification, and retention of HBCU Classic Consumers”, College Sport Research Institute (CSRI), April 2019.

Oral Presentation, Burpo, B. “Sacrificial lamb games: An analysis of the growing reliance on guarantee games for HBCU athletics”, Black Student Athlete Summit, January 2019.

Oral Presentation, Burpo, B. “Barriers affecting retention of Black faculty in sport and leisure studies academic programs”, North American Society for Sport Management (NASSM) Conference, June 2018.

Oral Presentation, Burpo, B. “The outsider within”: Barriers affecting retention of Black female faculty at predominantly White institutions”, CEHD Spring Research Conference, March 2018.

TEACHING EXPERIENCE

University of Louisville, Louisville, KY
Health & Sport Sciences

January 2018-Present

- Teaching undergraduate and graduate level courses covering the following topics:
 - Principles of Sport Management (SPAD 281 – distance education course)
 - Leadership & Management of Sport (SPAD 382 – distance & in person)
 - Sport Marketing (SPAD 383)
 - Sport Governance (SPAD 390)
 - Career Development in Sport (SPAD 401)
 - Sport Facilities Management (SPAD 405 – distance education course)
 - Senior Seminar in Sport (SPAD 490 – distance & in person)
 - Women in Sport (SPAD 529 – distance education course)
 - Race & Sport in U.S. Society (SPAD 561 – designed new course)
 - Sport for Development & Peace (SPAD 571)
 - Sport Policy (SPAD 684)
- Developed lectures, quizzes, exams, hallmark assessment tasks, and other assignments
- Developed syllabi to meet accreditation standards
- Managed grading of all assignments and final course grades

Student Course Evaluation Feedback

“The instructor was fun and engaging throughout all lectures and she made the class interesting.”

“Excellent professor who did a great job of increasing my knowledge about the marketing world.”

“Very nice having her as a professor, made everyone want to come to class on a regular basis.”

“Professor Burpo was excited and kind!”

“She was very energetic and it made an 8 am go by much easier.”

“The professor always came to class with a positive attitude and gave off a relaxing yet professional atmosphere.”

“I enjoyed the material a lot and Burpo was able to apply it directly to us, which is more helpful than most college courses.”

“The instructor taught relevant information that was very helpful to my success in and out of the classroom.”

HONORS AND AWARDS

SIGS Presidential Diversity Fellow

2017 – Present

School of Interdisciplinary and Graduate Studies (SIGS) Presidential Diversity Fellows are nominated by faculty, selected by SIGS leadership, and receive full academic funding as well as professional development funding for up to four years while studying at the PhD level.

2019 Faculty Women of Color in the Academy Conference

Two female doctoral students with aspirations to become tenure track faculty in their careers are selected each year to attend the conference on behalf of the School of Interdisciplinary and Graduate Studies.

2019 M. Celeste Nichols Award Recipient

This award is given to UofL graduate students according to how well their intended use of the award for research or professional development supports the mission of the UofL Women’s Center. It is named in honor of M. Celeste Nichols who was the first African American to receive a Ph.D. from UofL’s English Department.

PROFESSIONAL TRAINING

PLAN Professional Development Workshops

Time Management

Grant Writing

Developing a Teaching Philosophy

Entrepreneurship

DELPHI U Certification for online teaching

Completed course trainings for effective online course teaching and management

IBM Enterprise Design Thinking Course

Earned Practitioner Badge (October 2020)

PROFESSIONAL SERVICE

Department

Advisor for the SPAD Association 2020-2021

Co-Advisor for the SPAD Association 2019-2020

International Service-Learning Program Assistant 2019-2020

SPAD - Central High School Outreach Program Coordinator 2018-2019

SPAD Graduate Program master’s candidate interviews 2018-2020

2019 NFL Draft Green Team experiential learning trip coordinator 2019

Exercise Physiology Faculty Search Committee 2020

College

College of Education and Human Development Diversity Committee Chair	2020-2021
College of Education and Human Development Diversity Committee Member	2019-2020
Leadership and Innovation in Academic Medicine (LIAM) – CEHD Cohort	2020-2021
CEHD Marketing Manager Search Committee member	2020
CEHD Community of Black Professionals Co-Founder	2020
The Counter Narrative Initiative (Founder)	2020
CEHD Dean’s Search Committee member (by nomination)	2020-2021
Cardinal Success Post-Doc Search Committee	2020-2021

University

SIGS Search Committee for Director of Graduate Diversity and Retention	2019
University of Louisville Graduate Student Ambassador	2018-2020
Multicultural Association of Graduate Students (MAGS) - Vice President	2018-2019
Multicultural Association of Graduate Students (MAGS) - Treasurer	2019-2020
MAGS Professional Development Committee Chair	2019-2020
University of Louisville Athletics Faculty Mentor - Football	2018-2019
Black Faculty & Staff Association Gala Planning Committee	2019-2020

State

Kentucky CPE – Academic Leadership Development Institute	2021-2022
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Industry

Tuskegee University “Bring Back the Relays” Campaign Coordinator	2020-2021
Tuskegee University Golf Classic Fundraiser	2019
NFL Draft Green Team Volunteer – Nashville, TN	2019
Southwestern Athletic Conference (SWAC) Media Days Radio Interviews	2011-2015

Community

Black Woman Entrepreneurship Panel Moderator	2020
Tech-Nique Program Client Mentor	2019 & 2021
Jefferson County Public Schools TAPPS Career Day Panelist	2018 & 2019
Louisville HBCU Alumni Showcase Recruitment Fair	2019

INTERESTS AND INVOLVEMENT

Black Coffee Chat Series (Founder & Creative Director)
International Service-Learning Program – Ghana 2019
Tuskegee University Alumni Association
Delta Sigma Theta Sorority, Inc.
North American Society for the Sociology of Sport
North American Society for Sport Management
Individual Sports (Tennis & Golf)