

KUNSOO (KS) SHIM, PH.D.

Associate Professor
Sport Management Program
School of Exercise and Sport Science
University of Mary Hardin-Baylor (UMHB)
ksshim81@gmail.com

EDUCATION

Ph.D. in Sport Management

December 2014

Texas A&M University, College Station, TX

Dissertation: The Experiences for People of Asian Descent in Professional Positions in American College Sport

Committee: Akilah R. Carter-Francique, Ph.D. (San Jose State University); Jon Welty Peachey, Ph.D. (University of Illinois); John N. Singer, Ph.D. (Texas A&M University); Ben D. Welch, Ph.D. (Texas A&M University)

M.S. in Sport Management

May 2011

Texas A&M University, College Station, TX

B.S., Double Major in French & Sport Management

March 2008

Kyunghee University, South Korea

PROFESSIONAL EXPERIENCE

Academic Appointments

Associate Professor (Tenure-Track)

07/2022 – Present

Sport Management Program, School of Exercise and Sport Science, University of Mary Hardin-Baylor (UMHB), Belton, TX

Taught sport management courses for undergraduate and graduate students and oversaw the graduate program in sport management, along with assessment and reporting of the sport management program.

Associate Professor (Tenured: April 2021)

08/2020 – 05/2022

Director for Undergraduate and Graduate Program in Sport Management — Department of Human Performance, Campbellsville University, Campbellsville, KY

Oversaw the sport management program for both undergraduate and graduate levels; advised and mentored students for academic progress; conducted assessment and reporting of the programs for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC); developed and taught courses in sport management.

Assistant Professor

01/2015 – 08/2020

Director for Graduate Program in Sport Management — Department of Human Performance, Campbellsville University, Campbellsville, KY

Taught sport management courses for undergraduate and graduate students and oversaw the graduate program in sport management, along with assessment and reporting of the sport management program for the SACSCOC.

Instructor

Fall 2014

Department of Health and Kinesiology, Texas A&M University, College Station, TX

Taught SPMT 304: Psychology of Sport and Physical Activity.

Teaching Internship

09/2013 – 12/2013

Department of Health and Kinesiology, Texas A&M University, College Station, TX

Graduate Teaching Assistant (GTA)

01/2011 – 08/2014

Department of Health and Kinesiology, Texas A&M University, College Station, TX

Graduate Research Assistant (GRA)

09/2010 – 12/2010

Department of Health and Kinesiology, Texas A&M University, College Station, TX

Assisted Dr. Jon Welty Peachey with the research project: Street Soccer USA for a sport-for-homeless intervention (qualitative data audio transcripts).

Industry Experiences

Faculty Supervisor, Student Volunteers — NCAA Final Four

04/04/2025 – 04/05/2025

San Antonio, Texas — in collaboration with San Antonio Sports

- Supervised and accompanied sport management students serving as volunteers for the 2025 NCAA Final Four in San Antonio.
- Partnered with San Antonio Sports to coordinate student involvement in event operations, logistics, and fan engagement activities.
- Provided mentorship and professional guidance, helping students connect classroom learning with practical experiences in a major collegiate sporting event.
- Enhanced student exposure to industry networks and strengthened experiential learning opportunities in the sport management field.

Faculty Supervisor, Student Volunteers — College Football Playoff (NRG Stadium, Houston, TX)

01/05 – 01/08/2024

- Supervised and accompanied sport management students participating as volunteers at the 2024 College Football Playoff in Houston, Texas.
- Oversaw student responsibilities in collaboration with event organizers, ensuring professional conduct and successful contributions to large-scale event operations.
- Provided mentorship and guidance to students, linking classroom knowledge with real-world sport industry experience.
- Strengthened professional networks with event stakeholders while enhancing students' experiential learning opportunities.

Student Volunteer Team Leader, NCAA Final Four (NRG Stadium, Houston, TX)
04/03/2023

04/01 –

Houston, Texas — in collaboration with the Houston Sports Authority

- Served as a student leader for the volunteer program during the NCAA Final Four, one of the largest collegiate sporting events in the United States.
- Collaborated with the Houston Sports Authority to oversee and guide student volunteers, ensuring effective coordination of assignments and responsibilities.
- Provided leadership and mentorship to student volunteers, while supporting event operations, logistics, and guest services.
- Gained practical experience in large-scale sport event management and strengthened professional relationships with sport industry partners.

President / Vice President, Korean Aggies Soccer Association (Texas A&M University, College Station, TX)
2010 – 2011

- Oversaw and managed a student-run club program with more than 80 active members, providing organizational leadership and long-term vision for the association.
- Directed weekly practices and competitive games, coordinated logistics, and maintained the financial operations of the club.
- Collaborated with the City of College Station Parks & Recreation Department and Texas A&M University officials to arrange facilities and schedules for practices and competitions.
- Achieved competitive success by winning the Korean Students Soccer Championship (KSSC) in 2010 as Vice President and securing the 2011 KSSC title as President in Austin, Texas.

President, AS Soccer Club

11/2004 – 11/2008

Kyunghee University, South Korea

Showed leadership to manage the club with more than 40 members for four years.

Instructor, GnB English Institution

09/2006 – 01/2007

SeungNam, South Korea

Physical Education Instructor (Military Service)

02/2001 – 04/2003

Republic of Korea Army Training Center, Daegu, South Korea

- Served as a Physical Education Instructor during mandatory military service at the Republic of Korea Army Training Center.
- Provided structured physical education and conditioning programs to train new recruits, focusing on discipline, endurance, and overall physical fitness.
- Delivered instruction on physical readiness, exercise techniques, and military fitness standards to prepare soldiers for the demands of active duty.
- Contributed to the development of recruits by fostering resilience, teamwork, and confidence through rigorous training and mentorship.

Teaching/Student Mentorship

Faculty Mentor, Graduate Student Team — National Sports Forum Case Competition (Los Angeles, CA) 02/26/2023 – 02/28/2023

- Served as faculty mentor for graduate students competing in the Sport Marketing Case Competition at the National Sports Forum, one of the largest annual gatherings of sport industry professionals in the United States.
- Guided students in the development of strategic sport marketing solutions, providing academic and professional insight throughout the competition process.
- Supported students in bridging theoretical knowledge with applied practice, enhancing their analytical, presentation, and problem-solving skills.
- Represented the university at a national-level event while strengthening institutional visibility and industry-academic connections.

Faculty Supervisor — Sport Entertainment Symposium (AT&T Stadium, Dallas, TX) 11/2023 *Hosted by the University of North Texas (UNT)*

- Accompanied and supervised sport management students attending the Sport Entertainment Symposium held at AT&T Stadium, home of the Dallas Cowboys.
- Facilitated student engagement with panels, workshops, and presentations led by sport industry professionals.
- Provided mentorship by connecting academic coursework with real-world applications in sport entertainment and venue management.
- Enhanced experiential learning opportunities and expanded students' professional networks within the sport industry.

Faculty Supervisor — Tennessee Titans Learning Lab (Nissan Stadium, Nashville, TN) 03/2015 *National Football League (NFL) Organization*

- Accompanied and supervised sport management students participating in the Tennessee Titans Learning Lab, an NFL-hosted educational program at Nissan Stadium.
- Facilitated student interaction with executives and staff members across multiple departments, exposing students to diverse career paths in the professional sport industry.
- Provided guidance to help students connect classroom knowledge with practical insights from NFL operations, sport marketing, and facility management.
- Enhanced experiential learning by integrating real-world industry exposure with academic development in sport management.

COURSES TAUGHT

Instructor of Record — Undergraduate Level

University of Mary Hardin-Baylor (Associate Professor)

EXSS 4376 Leadership Principles in Sport	Spring 2026
EXSS 4378 Sport Finance	
EXSS 2371 Principles of Sport Management	
EXSS 4377 Field Experience	
EXSS Economics in Sport (Online)	Winter 2025
EXSS 3374 Sport Promotion/Marketing	Fall 2025
EXSS 3377 International Sport Management	
EXSS 3360 Sport Venue/Event Management	
EXSS 4377 Field Experience	
EXSS 4376 Leadership Principles in Sport	Spring 2025
EXSS 4378 Sport Finance	
EXSS 2371 Principles of Sport Management	
EXSS 4377 Field Experience	
EXSS Economics in Sport (Online)	Winter 2024
EXSS 3374 Sport Promotion/Marketing	Fall 2024
EXSS 3377 International Sport Management	
EXSS 3360 Sport Venue/Event Management	
EXSS 4377 Field Experience	
EXSS 4377 Field Experience	Summer 2024
EXSS 4376 Leadership Principles in Sport	Spring 2024
EXSS 4378 Sport Finance	
EXSS 2371 Principles of Sport Management	
EXSS 4377 Field Experience	
EXSS 3374 Sport Promotion/Marketing	Fall 2023
EXSS 3377 International Sport Management	
EXSS 3360 Sport Venue/Event Management	
EXSS 4377 Field Experience	
EXSS 4377 Field Experience	Summer 2023
EXSS 4376 Leadership Principles in Sport	Spring 2023
EXSS 4378 Sport Finance	
EXSS 3374 Sport Promotion/Marketing	Fall 2022
EXSS 3375 Economics in Sport	

Campbellsville University

Associate Professor

HP 360 Gender & Diversity in Sport Spring 2022
HP 375 Current Issues and Trends in Sport (Fully Online)
HP 405 Sport Marketing

HP 394 Event Management in Sport (Fully Online) Fall 2021
HP 430 Sport Psychology
HP 315 Introduction to Sport Management
HP 371 Sport Finance

HP 394 Event Management in Sport (Fully Online) Summer 2021

HP 360 Gender & Diversity in Sport Spring 2021
HP 375 Current Issues and Trends in Sport (Fully Online)
HP 405 Sport Marketing

HP 371 Sport Finance Fall 2020
HP 360 Gender & Diversity in Sport
HP 350 Sport Tourism
HP 315 Introduction to Sport Management (Fully Online)

HP 375 Current Issues & Trends in Sport (Fully Online) Summer 2020

Assistant Professor

HP 360 Gender & Diversity in Sport Spring 2020
HP 394 Event Management in Sport
HP 405 Sport Marketing

HP 371 Sport Finance Fall 2019
HP 315 Introduction to Sport Management
HP 375 Current Issues and Trends in Sport (Fully Online)
HP 394 Event Management in Sport (Fully Online)

HP 315 Introduction to Sport Management (Fully Online) Spring 2019
HP 405 Sport Marketing

HP 350 Sport Tourism Fall 2018
HP 370 Sport Facility Design & Management
HP 371 Sport Finance
HP 375 Current Issues & Trends in Sport (Fully Online)
OR 100 First Year Experience

HP 375 Current Issues & Trends in Sport (Fully Online) Summer 2018

HP 360 Gender & Diversity in Sport Spring 2018
HP 394 Event Management in Sport

HP 405 Sport Marketing	
HP 371 Sport Finance	Fall 2017
HP 370 Sport Facility Management	
HP 315 Introduction to Sport Management	
HP 315 Introduction to Sport Management (Fully Online)	Summer 2017
HP 405 Sport Marketing	Spring 2017
HP 394 Event Management in Sport (new course development and taught)	
HP 360 Gender & Diversity in Sport	
HP 371 Sport Finance	Fall 2016
HP 370 Sport Facility Management	
HP 315 Introduction to Sport Management	
HP 405 Sport Marketing	Spring 2016
HP 360 Gender & Diversity in Sport	
HP 350 Sport Tourism (new course development and taught)	
OR 110 Orientation Class for New Students	
HP 444 Sport Policy and Governance	Fall 2015
HP 370 Sport Finance	
HP 371 Sport Facility Management	
HP 405 Sport Marketing	Spring 2015
HP 360 Gender & Diversity in Sport	
HP 350 Sport Tourism	
<i>Texas A&M University</i>	
Instructor	
SPMT 304 Psychology of Sport and Physical Activity (Fully Online)	Fall 2014
Teaching Intern	
SPMT 217 Introduction to Sport Management	Fall 2013
SPMT 334 Sport Communication	
Teaching Assistant	
SPMT 217 Foundation of Sport Management	2011–2014
SPMT 420 Sport Facility Plan	
SPMT 304 Psychology of Sport and Physical Activity	
Guest Lecturer	
SPMT 217 The Foundation of Sport Management	10/2014
SPMT 610 Understanding of Sport Organizations	11/2013
4-H Mash Camp for the Kids: Introduction to Sport Management (community outreach, College Station, TX)	06/2013
SPMT 613 Diversity in Sport Organization	02/2013
SPMT 610 Understanding of Sport Organizations	11/2012

SPMT 613 Diversity in Sport Organization 01/2012

Instructor of Record — Graduate Level

University of Mary Hardin-Baylor (UMHB) — Associate Professor

EXSS 6337 Facilities Management Spring 2025

EXSS 6352 Research Method in Sport Administration Fall 2024

EXSS 6337 Facilities Management Spring 2024

EXSS 6352 Research Method in Sport Administration Fall 2023

EXSS 6337 Facilities Management Spring 2023

EXSS 6352 Research Method in Sport Administration Fall 2022

Campbellsville University

Designed, developed, and taught all fully online master's-level courses in the graduate Sport Management program (Moodle).

Associate Professor

HP 670 Facility Development and Management in Sport Spring 2022

HP 660 Event Management & Promotion in Sport Fall 2021

HP 670 Facility Development and Management in Sport Spring 2021

HP 675 Current Issues and Trends in Sport

HP 660 Event Management & Promotion in Sport Fall 2020

Assistant Professor

HP 670 Facility Development & Management in Sport Spring 2020

HP 605 Sport Administration

HP 660 Event Management & Promotion in Sport Fall 2019

HP 670 Facility Development and Management in Sport Spring 2019

HP 605 Sport Administration

HP 660 Event Management & Promotion in Sport Fall 2018

HP 670 Facility Development & Management in Sport Spring 2018

HP 605 Sport Administration

HP 660 Event Management & Promotions Fall 2017

HP 650 Ethics in Sport

HP 670 Facility Development and Management Spring 2017

HP 605 Sport Administration

HP 660 Event Management & Promotions Fall 2016

HP 650 Ethics in Sport

HP 670 Facility Development & Management

Spring 2016

HP 605 Sport Administration

HP 660 Event Management & Promotions

Fall 2015

HP 670 Facility Development & Management

Spring 2015

HP 605 Sport Administration

PROFESSIONAL TEACHING CERTIFICATES

- Vector LMS, Higher Education Edition — online training courses (Canvas Online Class Platform) — 06/2021
- BP500 — Certificate in Online-Course Delivery Best Practice (Moodle), Iowa Wesleyan University — 02/2016
- MT202 — Faculty Orientation to Online Teaching (Moodle), Campbellsville University — 01/2016
- Teaching Assistant Certificate (In-Person & Online Format — eCampus), Texas A&M University — 08/2013

RESEARCH INTERESTS

My research program is organized around a single, cumulative line of inquiry — Cross-Cultural Consumer Engagement in Global Sport and Entertainment — that extends my foundational work on the underrepresentation of Asians and Asian Americans in U.S. sport leadership from the industry's workforce to its audience. The program is designed to grow in stages, each building on the one before it: (1) qualitative work examining why ethnic-minority and immigrant consumers engage with sport and entertainment properties, connecting national belonging and cultural heritage as competing or complementary motivations; (2) development and validation of a Cross-Cultural Sport-Entertainment Engagement Scale, extending my methodological training into quantitative and mixed-methods approaches; (3) a flagship longitudinal study of ethnic-minority consumer engagement surrounding global mega-events — such as the 2026 FIFA World Cup and the 2028 Los Angeles Olympics; and (4) international comparative research examining how Korean sport and entertainment organizations engage diaspora and cross-cultural audiences relative to their U.S. counterparts, an area I am positioned to pursue through my bilingual fluency and ongoing professional connections in South Korea. Cross-cultural consumer behavior in global sport and entertainment.

1. Underrepresentation of Asians/Asian Americans in sport leadership and organizations (sociocultural)
2. Motivation, engagement, and identity among ethnic-minority and immigrant sport/entertainment fans and participants

3. Mega-event legacy and consumer engagement (Olympic and World Cup contexts)
4. International and comparative sport marketing

REFEREED JOURNAL ARTICLES

Shim, K., Carter-Francique, A.R., & Singer, J. N. (2020). The Foreigner: Race-based experiences of Asian employees in intercollegiate athletics administration. *Journal of Issues in Intercollegiate Athletics*, 13, 70–93. http://csri-jiaa.org/wp-content/uploads/2020/03/RA_2020_04.pdf

Shim, K., Carter-Francique, A.R., & Oshiro, K. (Completed & to be submitted September 2026). Developing ethnic minority employees: Strategies for Asian employees in intercollegiate athletics administration. *Journal of Intercollegiate Sport*.

Oshiro, K., Singer, J., & Shim, K. (In the progress as the last stage). The forever foreigner in a white man's world: Exploring the underrepresentation of Asian Americans in leadership positions in college sport. Target journal: *Journal of International Review for the Sociology of Sport*.

Journal Articles in Progress

Shim, K., & Carter-Francique, A.R. From race to ethnicity: Analysis of the underrepresentation of Asians in leadership positions in college sport: An Asian Critical Theory perspective. Target journal: *International Review for the Sociology of Sport*.

Shim, K. Examining the motives and retention factors of Asian international students as volunteers at a NAIA sporting event. Target journal: *International Journal of Sport Management*.

Shim, K. An examination of surface-level and deep-level diversity in the sport environment. Target journal: *Quest*.

PUBLISHED RESEARCH PROCEEDINGS/ABSTRACTS

Shim, K., & Carter-Francique, A. R. (2017). Experiences for people of Asian descents in professional positions in American college sport. Conference Abstract of the 2017 North American Society for Sport Management Annual Conference, 569–570. http://www.nassm.org/files/conf_abstracts/2017-177.pdf

Shim, K., & Carter Francique, A.R. (2012). From race to ethnicity: A critical analysis on the underrepresentation of Asians in leadership positions in college sport. Conference abstract of the 2012 North American Society for the Sociology of Sport (NASSS), New Orleans, 16.

Shim, K., & Carter Francique, A.R. (2012). An examination of recognition and impact of deep-level diversity in the team sport environment. Conference Abstract of the 2012 North American Society for Sport Management Annual Conference, 45–46. http://www.nassm.org/files/conf_abstracts/2012-112.pdf

OTHER PUBLISHED

Shim, K.S. (2014). The Experiences for people of Asian descent in professional positions in American college sport (Doctoral Dissertation, Texas A&M University).

RESEARCH COVERAGE IN THE MEDIA

On the Move, Texas A&M University (Spring 2015). “The Bigger Picture, Student tackles race questions for Asians in sport.” http://issuu.com/hlknaggies/docs/otm_spring_2015

NATIONAL/INTERNATIONAL PRESENTATIONS

Shim, K. (June 2026). “Play Big”: U.S. Sports, Tourism & Your Future. Invited guest lecture at Hanyang University ERICA Campus, Ansan, South Korea.

Funded by a \$4,000 UMHB Faculty Development Grant; connected to the development of a 2027 study abroad program with a winter sport theme.

Mala, J., Shim, K., Sombito, L., & Prevost, E. (May 2026). Moral Dissonance in the Field: How Faith-Inconsistent Coaching May Undermine Athlete Trust and Retention. Presentation at the 2026 North American Society for Sport Management (NASSM) Conference, San Juan, Puerto Rico.

Shim, K., & Mala, J. (March 2026). Turning Chapters into Conversations: CDL as a Sport Management Teaching Best Practice. Presentation at the Alliance for Sport Business Conference, Boston, MA.

Shim, K., & Carter-Francique, A. R. (June 2017). Experiences for people of Asian descents in professional positions in American college sport. Accepted oral presentation at the North American Society for Sport Management (NASSM), Denver, Colorado.

Shim, K. (June 2016). Diversity project in sport. Teaching and learning presentation at the North American Society for Sport Management (NASSM), Orlando, Florida.

Shim, K., & Carter-Francique, A.R. (April 2014). The lived experiences of Asian professionals in intercollegiate athletics. Oral presentation at the College Sports Research Institute (CSRI), Columbia, South Carolina.

Shim, K., & Carter-Francique, A. R. (February 2013). Examining the underrepresentation of Asians in college sport. Oral presentation at the Texas Graduate Sport Management Student Symposium (TGSMSS), College Station, Texas.

Shim, K., & Carter Francique, A.R. (November 8, 2012). From race to ethnicity: A critical analysis on the underrepresentation of Asians in leadership positions in college sport. Oral presentation at the North American Society for the Sociology of Sport (NASSS), New Orleans, Louisiana.

Shim, K., & Carter Francique, A.R. (May 2012). An examination of recognition and impact of deep-level diversity in the team sport environment. Poster presentation at the North American Society for Sport Management (NASSM), Seattle, Washington.

Abstracts Submitted for Conference Participation for Journal Publications

Shim, K., & Carter Francique, A.R. (May 28, 2013). Acknowledging the underrepresentation of Asians in leadership positions in sport context: An AsianCrit Analysis. Diversity Committee Writing Workshop at North American Society for Sport Management (NASSM), Austin, Texas.

Shim, K., & Carter Francique, A.R. (May 28, 2013). Examining the underrepresentation of Asians in college sport. North American Society for Sport Management (NASSM), Austin, Texas.

INVITED PROFESSIONAL LECTURES & DISCUSSANTS

Shim, K. (October 2017). Panel Discussant. Student Government Association's Tiger Talks and Campbellsville University's Dialogue on Race open forum on “Issues of Race in Sports,” Campbellsville University, Campbellsville, Kentucky.

Shim, K. (September 2017). Presenter. Ethical issues in sport: Race in college sport. Quality Enhancement Plan (QEP) faculty lecture series, Southern Association of Colleges and Schools (SACS), Campbellsville University, Campbellsville, Kentucky.

RESEARCH & PROFESSIONAL GRANTS

Shim, K. (2026). Faculty Development Grant, University of Mary Hardin-Baylor (\$4,000). Project: Enhancing Sport Management Pedagogy through International Field Experience: 2018 PyeongChang Winter Olympic Facility Site Visit, Guest Lecture at Hanyang University ERICA Campus (Ansan), and Development of a 2027 Study Abroad Program (Winter Sport Theme).

Shim, K. (2022–2026). Faculty Professional Development Grant, University of Mary Hardin-Baylor (\$1,500 each year).

Shim, K. (2021). Lilly Virtual Conference Workshop (Enhancing Online, Onsite, and Hybrid Teaching Learning), funded by Title III Grant, Campbellsville University (\$399).

Shim, K. (2020). Association of American Colleges & University Conference, Jacksonville, FL, funded by Title III grant from Campbellsville University (\$1,910).

Shim, K. (2018). Lilly Conference Workshop, funded by Title III Grant, Campbellsville University (\$2,000).

Shim, K. (2017). Quality Enhancement Plan (QEP) retreat workshop, funded by Southern Association of Colleges and Schools (SACS), Cumberland, Kentucky (\$500).

Shim, K. (2017). Professional Development Grant for North American Society for Sport Management (NASSM), funded by the Professional Development Committee & Department of Human Performance at Campbellsville University (\$855).

Shim, K. (2016). Engagement Learning Program (WEL) Grant for Tennessee Titans (Learning Lab) at Campbellsville University (\$494).

Shim, K. (2016). Professional Development Grant for North American Society for Sport Management (NASSM): Teaching and Learning Fair, funded by the Professional Development Committee & Department of Human Performance at Campbellsville University (\$1,250).

Shim, K. (2014). Graduate Travel Grant for the College Sports Research Institute (CSRI), funded by the College of Education and Human Development, Texas A&M University (\$500).

Shim, K. (2012). Graduate Travel Grant for the North American Society for the Sociology of Sport (NASSS), funded by the College of Education and Human Development, Texas A&M University (\$500).

Shim, K. (2011). Graduate Travel Grant for the North American Society for Sport Management (NASSM), funded by the College of Education and Human Development, Texas A&M University (\$500).

CONFERENCE & JOURNAL REVIEW

- Scholar Day Review, University of Mary Hardin-Baylor
- Research Abstract Reviewer, North American Society for Sport Management (NASSM)
- Ad hoc Reviewer, Physical Activity Review

PROFESSIONAL AFFILIATIONS

- Kentucky Association for Health, Physical Education, Recreation, and Dance (KAHPERD)
- North American Society for the Sociology of Sport (NASSS)
- Diversity & Conference Climate Committee in NASSS (evaluation on Gary Sailes Graduate Diversity Award, 2021)
- North American Society for Sport Management (NASSM)
- Korea Marketing Association (KMA)

UNIVERSITY/DEPARTMENT SERVICE

Campbellsville University

Director for SPMT Graduate Admission Committee

- Evaluated all applications for SPMT graduate program
- Issuing reject or acceptance letter for applicants — 2015–present

Director for Annual Sport Management Program Assessment

- Report and assess the program — 2018, 2019, 2020, 2021, for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) — SPOL program

Program Development in Sport Management

- Developed program: fully online Sport Management Program — Fall 2021
- Redeveloped program: Master of Art in Sport Management Program (Moodle) — Spring 2015
- Developed Associate Degree in Sport Management Program (Moodle) — Fall 2016; launched the program Spring 2018

Academic Advising

- Advising undergraduate (45) and graduate students (30) — 2015–present — for academic achievement and progress in sport management
- Providing advice for class schedules every semester
- Internship Coordinator for MASM students

Committee Services

- HP Department Tenure/Promotion Committee (Chair) — 2021–present
- Diversity Policy Committee (Member) — 2021–present (Hate Speech Task Force)
- SACSCOC 5th Year Committee (Member) — 2019–present
- Cheatham Center Advisor Council (Member) — 2018–present
- Online Learning Committee (Member) — 2017–present
- Honors Council (Member) — 2017–present
- Graduate Council (Member) — 2015–present
- IRB Committee (Member) — 2015–present
- Graduate Admission Committee in Master of Sport Management (Chair) — 2015–present
- Human Performance Search Committee (Member) — 08/2015

New Student Recruitments and Orientations

- New Student Orientations — 2015–present — provided information and advice on the sport industry for new students interested in the sport management program
- Preview and Tiger Days — 2015–present — consulted with prospective students and their families for the sport management major
- Tennessee Titans Learning Lab — 11/2016 — provided students in the sport management major with hands-on experiences by meeting executives currently working for the Tennessee Titans and visiting critical spots in the stadium (Nissan Stadium); Titans employees from many different departments led discussions, explained their job responsibilities, and gave practical information on how their careers began