

VITA

Laci R. Wallace-McRee, PhD
Assistant Professor
East Texas Baptist University
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Updated: 5/2018

Area of Expertise

Sport Management: Branding, Marketing, and Online Communication
Sport and Exercise Psychology: Imagery in rehabilitation, Sociology of sport, and Motivation
Coaching: Educational development, Sport Psychology, and Strength, Conditioning & Nutrition

I. EDUCATION

Jan 2009-Dec 2012 **Texas Woman's University** **Denton, Texas**

Doctor of Philosophy: Kinesiology
College of Health Sciences
Sport Management with an emphasis in Marketing GPA: 3.88
Defended Dissertation August 10, 2012: PROFESSIONAL SPORT AND FACEBOOK: A CONTENT ANALYSIS OF BRANDING, MARKETING, AND COMMUNICATION STRATEGIES IN THE NATIONAL FOOTBALL LEAGUE

Jan 2007-Dec 2008 **University of North Texas** **Denton, Texas**

Masters of Science: Kinesiology
College of Education
Kinesiology: Sport Psychology GPA: 3.84

Aug 2004-Dec 2006 **East Texas Baptist University** **Marshall, Texas**

Bachelor of Science
School of Education; Natural and Social Sciences
Double Major Kinesiology & Psychology GPA: 3.74 *Magna Cum Laude*
1. Major in Kinesiology and Exercise Science with emphasis in Sport Supervision/Administration GPA: 3.81
2. Major in Behavioral Sciences with emphasis in Psychology GPA: 3.90

II. PROFESSIONAL EXPERIENCE

2011-Present **Assistant Professor**, Department of Kinesiology and Exercise Sciences, East Texas Baptist University, Marshall, Texas.

- 2010-2011 **Part-time Adjunct Faculty**, Department of Kinesiology, Texas Wesleyan University, Fort Worth, Texas.
- 2009-2011 **Adjunct Faculty**, Health and Physical Education Department, Tarrant County Community College, Northeast Campus, Hurst, Texas.
- 2009-2011 **Graduate Assistant**, Department of Kinesiology, Texas Woman's University, Denton, Texas.
- 2008- 2011 **House Director**, Pi Beta Phi Fraternity for Women, University of North Texas, Denton, Texas.
- 2008-2009 **Boot Camp Instructor**, Argyle Boot Camp, Argyle, Texas.
- 2007-2008 **Sport Psychology Consultant**, Center for Sport Psychology and Performance Excellence, University of North Texas, Denton, Texas.
- 2007-2008 **Graduate Teaching Fellow & Assistant**, Department of Kinesiology, Health Promotion and Recreation, University of North Texas, Denton, Texas.
- 2005-2006 **Front Office Internship**, Central Hockey League, Shreveport-Bossier City Mudbugs, Shreveport, Louisiana.
- 2004-2006 **Publications Staff**, Yearbook and Newspaper, East Texas Baptist University, Marshall, Texas.

III. TEACHING EXPERIENCE

A. Courses Developed

- 2018 KINE 3321 Sport and Recreation Tourism
- 2017 KINE 3372 Sport and Recreation Tourism
- 2017 KINE 5309 Sport and Exercise Nutrition
- 2016 KINE 4308 Sport Facility Management
- 2016 KINE 3372 Special Topics in Sport and Recreational Tourism
- 2016 KINE 3315 Sport Marketing
- 2016 KINE 4307 Legal Aspects of Sport
- 2016 KINE 5304 Sport and Exercise Psychology Online Version
- 2012 KINE 5302 Sport Management & Marketing
- 2012 KINE 5304 Sports and Exercise Psychology
- 2010 KINS 5263 Sport Psychology*
- 2009 KINS 5273 Sport Conditioning and Nutrition*
- *Helped developed two online masters courses for the Coaching Program under the direction of Dr. Sally Ford, Coaching Program Coordinator. Both courses passed the TWU Quality Matters

Criteria. More information about this criterion can be found at this website: <http://www.twu.edu/de/quality-matters.asp>.

B. Courses Taught

2011- present **East Texas Baptist University**

Assistant Professor

KINE 1302 Introduction to Structures and Functions
KINE 2201 Activities for All Level Physical Education
KINE 3310 Concepts of Personal Health & Wellness
KINE 3311 Exercise Physiology
KINE 3312 Kinesiology and Applied Anatomy
PSYC/KINE 3362 Sport Psychology
KINE 3315 Sport Marketing
KINE 3321 Sport and Recreation Tourism
KINE 4301 Organization/Administration in Kinesiology and Sport
KINE 4307 Legal Aspects of Sport
KINE 4308 Sport Facility Management

Graduate Level (M.ED. & M.S.)

KINE 5302 Sport Management & Marketing
KINE 5304 Sport and Exercise Psychology
KINE 5309 Sport and Exercise Nutrition

2010-2011 **Texas Wesleyan University**

Adjunct Faculty

KINE 4325 Sport Psychology

2009-2011 **Tarrant County Community College**

Adjunct Faculty

PHED 1164 Concepts of Physical Activity- Full semester & Accelerated
PHED 2125 Tennis
PHED 2134 Yoga
PHED 1148 Pilates
PHED 1121 Swim Conditioning-Beginning

2009-2011 **Texas Woman's University**

Graduate Teaching Assistant- (Undergraduate Courses)

KINS 1941 Jogging

Graduate Teaching Assistant - (Online Graduate Courses; Not instructor of record)

KINS 5263 Sport Psychology*
KINS 5273 Sport Conditioning and Nutrition*
KINS 5203 Theory of Coaching
KINS 5303 Coaching Tactical Skills

KINS 5783 Learning and Teaching Styles in Sport

2007-2008 **University of North Texas**

Graduate Teaching Fellow

PHED 1010 Beginning Swimming

PHED 1030 Intermediate Swimming

PHED 1210 Weight Training

PHED 1211 Intermediate Weight Lifting

PHED 1590 Beginning Tennis

PHED 1600 Intermediate Tennis

PHED 1221 Walking for Health and Fitness

PHED 1250 Pilates

PHED 1000 Scientific Principles and Practices of Health-Related Fitness

Graduate Assistant

KINE 2050 Sociology of Sport (Assisted Dr. Christy Greenleaf)

KINE 4200 Basic Athletic Training (Assisted Dr. Jennifer Jordan Hamson-Utley)

IV. SCHOLARSHIP AND PRESENTATIONS

A. Upcoming Refereed Presentations & Publications

Wallace-McRee, L. (2018). Branding the Christian University. Invited textbook chapter in draft.

Wallace-McRee, L. (2018). Branding the Woman's University. Invited textbook chapter in draft.

Lee, J. & **Wallace-McRee, L.** (2018). Don't Mess with SFA: A Failed Attempt to Rebrand Stephen F. Austin State University. Manuscript submitted to Sport Marketing Association conference for presentation.

Wallace-McRee, L., & Lee, J. (2018). The Branding Drift in Today's Faith-Based University & Athletic Departments. Manuscript submitted to Sport Marketing Association conference for presentation.

B. Peer-Reviewed Scholarly Publications

Lee, J. & **Wallace-McRee, L.** (2018) Brand-Building Pedagogy: Professional Self-Branding for Career Advancement in Kinesiology, *International Journal of Higher Education in Kinesiology*. Abingdon, OX, United Kingdom: Taylor & Francis, 1-12, DOI: 10.1080/24711616.2017.1391029.

Lee, J., Cavanaugh, T. & **Wallace-McRee, L.** (2018) Getting to the Point: Integrating Fast-Presentation Design in Kinesiology and Sport Management, *International Journal of Higher Education in Kinesiology*. Abingdon, OX, United Kingdom: Taylor & Francis. 1-9. 10.1080/24711616.2017.1404875.

Wallace-McRee, L & Lee, J. (2016) I Like It: Examining NFL Facebook Communication Strategies. *Journal of Contemporary Athletics* 10(4), 257-276.

Wallace-McRee, L. (2012). *Professional Sport and Facebook: A content analysis of branding, marketing, and communication strategies in the national football league* Dissertation Abstracts International Section A, 74.

Wallace, L., Wilson, J. & Miloch, K. (2011). Sporting Facebook: A Content Analysis of NCAA Organizational Sport Pages and Big 12 Conference Athletic Department Pages. *International Journal of Sport Communication*, 4(4), 422-444.

Wallace, L., Yang, C. & Miloch, K. (2010, Oct.). *Sporting Facebook: A Case Study of Dallas' Professional Sports on Facebook*. Paper presented at the Eighth Annual Conference of the Sport Marketing Association, New Orleans, LA. Retrieved from <http://www.sportmarketingassociation.com/2010conference/2010conferencepresentations/S-30.pdf>

C. Textbook Chapters

Miloch, K. & **Wallace-McRee, L.** (2018) Chapter 1: Introduction to Branding. In J. Lee (Eds.), *Branded: Branding in the Sport Business*. Durham, NC: Carolina Academic Press.

Wallace-McRee, L. (2018). Chapter 2: Social Media in Sport: Creating the environment and activation. In J. Lee (Eds.), *Branded: Branding in the Sport Business*. Durham, NC: Carolina Academic Press.

Lee, J. & **Wallace-McRee, L.** (2018). Chapter 6: Mountain Dew: Dew Something Extreme. In J. Lee (Eds.), *Branded: Branding in the Sport Business*. Durham, NC: Carolina Academic Press.

Wallace-McRee, L. (2018). Chapter 7: Subway: Branding the Footlong. In J. Lee (Eds.), *Branded: Branding in the Sport Business*. Durham, NC: Carolina Academic Press.

Wallace, L., Rodenberg, R., Lee, J. & Miloch, K. (2012). Sport Brand Management and Licensing. In B. L. Parkehouse, B. Turner, K. Miloch(Eds.), *Marketing for Sport Business Success* (Chapter 12). Dubuque, IA: Kendall Hunt Publishing Company.

D. Publications in Proceedings of Refereed Symposia

Manning, L. & Wallace-McRee, L. (2018, March 1). Integrating Social Media in to the Classroom. Content session One Hour Oral Presentation at the Annual conference for 2018 Texas Association for Councilor Education Mid-Winter Conference; Austin, TX.

Lee, J. & **Wallace-McRee, L.** (2017, June 7). Integrating a Conceptual Framework for Faith-Based University Visual Identity. Oral Presentation at the Annual conference for the Christian Society for Kinesiology, Leisure and Sport Studies. Libscomb University, Nashville, TN.

Lee, J., **Wallace-McRee, L.** & Tolbert, D. (2017, June 8). Sporting Faith: University Branding at Today's Christian University. Oral Presentation at the Annual conference for the Christian Society for Kinesiology, Leisure and Sport Studies. Libscomb University, Nashville, TN.

Lee, J. & **Wallace-McRee, L.** (2017, June 9). Building Your Brand: Pedagogical Practices and Faith-Integration for CSKLS Disciplines. Oral Presentation at the Annual conference for the Christian Society for Kinesiology, Leisure and Sport Studies. Libscomb University, Nashville, TN.

Wallace-McRee, L. & Weatherford, G. (2015, March 7). An Investigation of Experience, Demographics and Career Advancement Practices in Female Sport Coaches. 2015 Intercollegiate Athletics Diversity Summit in the Rockies; Colorado State University, Fort Collins, CO.

Wallace-McRee, L. (2013, May 28). A Summative & Directed Content Analysis using Two-Step Cluster Analysis: Branding, Marketing, and Fan Interaction Facebook Strategies in the National Football League. Oral Presentation: In Proceedings of the 2013 Annual North American Society for Sport Management National Convention, Austin, Texas.

Wallace-McRee, L., Lee, J. & Robinson, C. (2013, June 12). An Evaluation of the Educational Structure on Christian & Non-Christian Affiliated Kinesiology Departments. Oral Presentation: Christian Society of Kinesiology and Leisure Studies 2013 Annual Conference at Baylor University in Waco, Texas.

Miloch, K., Clavio, G., Ross, S. **Wallace-McRee, L.**, & Dittmore, S. (2012, October 23-27). Strategic Social Media Usage in Sport: A Conceptual and Integrated Model. Oral Presentation: Sport Marketing Association 2012 National Convention, Orlando, Florida.

Wallace-McRee, L., Miloch, K. (2012, May 26) Using SPSS 14.1 Modeler with Social Media Content: A Summative Content Analysis Methodology Explained. Oral Presentation: In Proceedings of the 2012 Annual North American Society for

Sport Management National Convention, Seattle, Washington. Retrieved from http://www.nassm.com/NASSM2012/ProgramSchedule/ps_saturday.php

Wallace, L., Miloch, K. (2011, October 28). Uses and Gratifications Case Study: Texas Rangers Activate Twitter on Game Day. Oral Presentation: Sport Marketing Association 2011 National Convention, Houston, Texas.

Wallace, L., Wilson, J. & Miloch, K. (2011, June 1-4). Sporting Facebook: A Case study with the National Football League. Oral Presentation: In Proceedings of the 2011 Annual North American Society for Sport Management National Convention, London, Ontario, Canada.

Wallace, L., Wilson, J. & Miloch, K. (2011, June 1-4). Sporting Facebook: The NCAA & Big 12 Experience. Oral Presentation: In Proceedings of the 2011 Annual North American Society for Sport Management National Convention, London, Ontario, Canada.

Wallace, L., Wilson, J., & Miloch, K. (2011, April 14). *An Organizational analysis of NCAA's Content on Facebook*. Oral Presentation: In Proceedings of the 2011 Annual Student Creative Arts and Research Symposium. Texas Woman's University, Denton, Texas.

Tennison, J., & **Wallace, L.** (2011, April 14). Analysis of Effectiveness of a Professional Sports Team's Social Media Efforts. Oral Presentation: In Proceedings of the 2011 Annual Student Creative Arts and Research Symposium. Texas Woman's University, Denton, Texas.

Wallace, L., Yang, C., & Miloch, K. (2010, October 27). Sporting Facebook: Dallas Professional Teams. Oral Presentation: In Proceedings of the Sport Marketing Association 2010 Annual National Convention, New Orleans, Louisiana.

Wallace, L., & Yang, C. (2010, April). Sporting Facebook: Dallas Professional Teams. Oral Presentation: In Proceedings of the Student Creative Arts and Research Symposium, Texas Woman's University, Denton, Texas.

Wallace, L. (2010, March). Sporting Facebook: Professional Leagues' First Year & Brand Image. Oral Presentation: Sport Management Doctoral Research Colloquium, Texas Woman's University, Denton, Texas.

Wallace, L. (2008, October). Identifying Physiological Responses During Positive Emotional Imagery with NCAA Division I Athletes. Oral Presentation: *College of Education Research Symposium*. University of North Texas, Denton, Texas.

E. Invited Presentations

Wallace-McRee, L. & Lee, J. (2018, June 5). Implementing Online 5 minute Student Presentations. Oral Presentation: NASSM 2018 Teaching and Learning Fair Annual Conference in Halifax, Nova Scotia.

Wallace-McRee, L. (2018, June 5). Travel Study Sport Tourism. Oral Presentation: NASSM 2018 Teaching and Learning Fair Annual Conference in Halifax, Nova Scotia.

Wallace-McRee, L. & Lee, J. (2013, October 23-26). Framing the Branded Conversation: Super Bowl XLVII #Hashtag TV Commercials. Oral Presentation: Sport Marketing Association 2013 Annual Conference in Albuquerque, New Mexico.

F. Poster Presentations

Wallace, L., & Yang, C. (2010, March). Sporting Facebook: Dallas Professional Teams. Poster Presentation: Sport Management Doctoral Research Colloquium. Texas Woman's University, Denton, Texas.

Wallace, L. (2009, April). Wellness Center Service Bundling: The consumer, the product, the package. Poster Presentation: Student Creative Arts and Research Symposium, Texas Woman's University, Denton, Texas.

Hamson-Utley, J.J., Martin, S., Walters, J. & **Wallace, L.** (2007, October). Athletic Trainers' and Physical Therapists' and the Psychological Care of the Injured Athlete. Poster Presentation: The 2007 Annual *Association for Applied Sport Psychology Convention*, Louisville, Kentucky.

G. Master's Student Professional Papers

***Provided feedback and direction on completing the paper completion for Masters degree requirements.*

Martinez, M., Ford, S. & **Wallace, L.** (July 2011). Economical impact of the Parent and Coach dynamic in Club Volleyball.

Dehdari, A., Ford, S., & **Wallace, L.** (April 2011). Effects of Unilateral Resistance training on explosive power in sprint starts of Female Track Athletes.

H. Grants

Grant Submitted

Wallace-McRee, L. (January 2014). The Organizational structure of Social Media in Professional Sport Leagues. Amount requested: \$1179. Janet B. Parks NASSM Research Grant. *(Not-funded)*

Wallace, L., & Miloch, K. (March 2011). A content analysis of National Football League teams using Facebook during the 2010-2011 season. Amount requested: \$1242. NASSM Research Grant Program. (*Not-funded*)

Grants Received

Wallace-McRee, L. (March 2018). East Texas Baptist University Faculty Travel

Grant for the 2018 Texas Association for Councilor Education Mid-Winter Conference; Austin, TX. Amount requested \$499. Amount Received: \$499.

Wallace-McRee, L. (March 2015). East Texas Baptist University Faculty Travel Grant for the 2015 Intercollegiate Athletics Diversity Summit in the Rockies; Colorado State University, Fort Collins, CO. Amount requested \$930. Amount Received: \$930.

Wallace-McRee, L. (March 2013). The Intersection of Faith and Religion from the Center for Excellence in Christian Scholarship at East Texas Baptist University. Amount Received: \$1000 + 8GB Sky Wifi LiveScribe Pro Package.

Wallace-McRee, L. (May 2013). East Texas Baptist University Faculty Travel Grant for NASSM's 2013 Conference in Austin, Texas on May 28-June, 2013. Amount requested \$1378. Amount Received: \$214. Exceeded maximum amount of Faculty Travel.

Wallace-McRee, L. (October 2012). East Texas Baptist University Faculty Travel Grant for Sport Marketing Association's 2012 Conference in Orlando, Florida on October 23-27, 2012. Amount requested: \$985. Amount Received: \$985.

Wallace-McRee, L. (May 2012). East Texas Baptist University Faculty Travel Grant for NASSM's 2012 Conference in Seattle, Washington on May 22-26, 2012. Amount requested: \$850. Amount Received: \$850.

Wallace, L. (April 2011). Texas Woman's University Student Travel Grant for NASSM's 2011 Conference in London, Ontario, Canada on June 1-4, 2011. Amount requested: \$780. Amount Received: \$400.

V. PROFESSIONAL SERVICE

A. University Service

Committee Member:

East Texas Baptist University. Marshall, Texas.

Teaching & Learning – Mrs. Martha Dudley Fall 2017- Spring 2018
Teaching & Learning- Dr. Sargent Fall 2016- Spring 2017

Teaching & Learning- Dr. Manning	Fall 2016- Spring 2017
Teaching & Learning- Dr. L. Smith	Fall 2016- Spring 2017
Teaching & Learning- Dr. Duckworth	Fall 2016- Spring 2017
Disabilities & Accommodations	Fall 2016- Spring 2018
Sport Management Task Force	Spring 2016
Teaching & Learning- Dr. Cone	Fall 2015- Spring 2016
Integration of Faith & Learning	Fall 2014- Spring 2016
Athletic Training Faculty Search	Summer 2015
School of Education Dean Search	Fall 2014- Spring 2015
Student Conduct	Fall 2013- Summer 2015
Disabilities & Accommodations	Fall 2011- Spring 2013

Faculty Work Week Presenter: Advanced Blackboard- Building & Importing Quizzes, Grading & Utilizing Discussion Boards (August 19, 2015). East Texas Baptist University. Marshall, Texas. Dr. Meadows 101. Dr. Laci McRee & Dr. Kristy Duckworth.

Fundraiser Consultant: Tiger Golf Classic Tournament. Fall 2013 & Spring 2014. East Texas Baptist University. Marshall, Texas.

Convocation Speaker: Sophomore Convocation Address (September, 2012). East Texas Baptist University. Marshall, Texas.

Recruiter:

Texas Woman's University Information Booth (July, 2010). Texas Girls' Coaches Association. Arlington, Texas.

Texas Woman's University Information Booth (December, 2009). Texas Association for Health, Physical Education, Recreation and Dance, Arlington, Texas.

B. Department Service

Honor's Program Faculty Committee Member:

The Relationship between Body Image & Lifestyle Choices in College Students. Psychology Undergraduate Student: Morgan Hammontree McGaughey, (Fall 2016- Fall 2017), East Texas Baptist University, Marshall, Texas.

Athletic Trainer Gender preferences of athletes. Athletic Training Undergraduate Student: Lauren McCurry. (Spring 2012- Spring 2013), East Texas Baptist University, Marshall, Texas.

Student Advisor:

Mentor, schedule, & manage 25-40+ undergraduate advisee students (2011-Present) East Texas Baptist University, Marshall, Texas.

Recruiter: Kinesiology & Exercise Science Major & Minor Fair (Fall 2011-Present).

East Texas Baptist University, Marshall, Texas.

Graduate Student Mentor: Attend Undergraduate Kinesiology Club Officer meeting as planning liaison for Graduate Students (Fall 2010). Texas Woman's University.

C. Program Service

Research Team member: Sport Management Ph.D. Research Team (November, 2010), Texas Woman's University, Denton, Texas.

Research Team member: Center for Psychosocial Health (May 2007-December 2008), <http://www.unt.edu/cph/about.shtml#staff> University of North Texas, Denton, Texas.

D. Student/Student Organization Service

Presenter:

Senior Girl Call Out at East Texas Baptist University.

Lauren Lee 2017

Lindy Ross 2017

Sasha Kotowych 2016

Guest Speaker: Honors Program at East Texas Baptist University hosted a campus-wide event called "Preparing for Graduate School" on March 2, 2016. I was invited to speak about going to conferences, internships, and joining professional organizations.

Faculty Sponsor: Kinesiology Professional Club Faculty Sponsor (August 2012-Present), East Texas Baptist University, Marshall, Texas. Planned events and mentored students in majoring or minoring in Kinesiology. Secured funding from Student Government Association totally over \$1000. Students have organized a trip to the Texas Rangers Game, and participate annually in Homecoming Student Activity Events. Raised over \$200 for Kinesiology Scholarship with an "ETBU night out at Chipotle".

Graduate Student Mentor: Undergraduate Kinesiology Club (September 2010-2011), Texas Woman's University, Denton, Texas.

E. Professionally Related Community Service and Involvement

Parks and Recreation Advisory Board City of Longview

Appointed by Mayor Jay Dean April 1, 2015- Current.

Elected Chair by members 2017-2018.

Junior League of Longview: Member 2015- Present

Strategic Planning 2016-2018

Monster Dash 5K 2016

The Ledger Publications Staff 2016

School Supply Train at Frist Baptist Church Longview 2015

Peer-Reviewer for Scholarly Journal Articles:

Special issue on University Branding for Journal of School Publics Relations published by *Rowman & Littlefield*, Spring 2017.

International Journal of Kinesiology in Higher Education for the *National Association for Kinesiology in Higher Education*. Spring 2016- Present.

Abstract Reviewer for Ethics Topic Submissions: 2016 North American Society for Sport Management Annual Convention presented by the Division of Sport Management at Texas A&M University May 31- June 4th, 2016. Orlando, Florida.

Leadership Seminar Host: Institute for Healthy Living at Good Shepard Medical Center, Longview, TX, & Boys & Girls Club of East Texas, Marshall, TX, July, 2015.

Exercise Facility Marketing and Management Effectiveness Evaluator: Institute for Healthy Living at Good Shepard Medical Center, July 2015.

Volunteer Event Staff: NCAA Football Championship, City of Frisco, January 7, 2011.

Data Collector: Super Bowl Economic Impact with Dr. Patrick Rishe, and SportsImpact which was contracted by Super Bowl committee, February 1-6, 2011.

Data Collector: Plano Sport Authority (2008), Dr. Trent Petrie, Center for Sport Psychology and Performance Enhancement, Plano, TX

Data Collector: PATHS Project Grant (2007), Dr. Allen Jackson, Health Promotion and Recreation, University of North Texas Kinesiology, Denton, Texas.

F. Other Professional Experiences

Professional Development:

Teaching and Learning Group participation as part of promotion at East Texas Baptist University- Fall 2013 -Spring 2014

TWU Graduate Teaching Assistant Monthly training, Dr. Barbara Ben-Ezra, 2009-Summer 2011

Human Relations Policy, Bob Mabry, April, 2010

Blackboard Seminar, Dr. Kimberly Miloch, September, 2010

Teaching online, Dr. Sally Ford, November, 2010

G. Membership to Professional Societies

<i>Professional Organization</i>	<i>Year</i>
National Association for Kinesiology in Higher Education	2016-present
North American Society for Sport Management	2009-present
Sport Marketing Association	2009-present
Texas Association for Health, Physical Education, Recreation and Dance	2009
Association for Applied Sport Psychology	2006-2009
American Psychology Association	2006-2009

H. Guest Lecturer

Using SPSS 14.1 Modeler with Social Media Content: A Summative Content Analysis Explained (April, 2012). The Center for Excellence in Christian Scholarship Scholar's Forum. East Texas Baptist University, Marshall, Texas.

Life, Goal Setting & Education (January 4, 2011). Lecture to Dual Credit Program Students at Hallsville High School, Hallsville, Texas.

Higher education opportunities with Dual Credit Program (January 4, 2011). Lecture to High School Assembly for each grade (4 times) at Hallsville High School, Hallsville, Texas.

APA Poster Presentation (Summer 2010). Lecture to Research Methods Coaching Masters Program Students at Texas Woman's University, Denton, Texas.

APA Scholarly Writing (Summer 2010). Lecture to Research Methods Coaching Masters Program Students at Texas Woman's University, Denton, Texas.

The field of sport management (Spring 2009). Lecture to undergraduate Kinesiology students at East Texas Baptist University, Marshall, Texas.

Sport Psychology Consulting (Spring 2008). Lecture to undergraduate Kinesiology classes at East Texas Baptist University, Marshall, Texas.

VI. HONORS & ACTIVITIES*A. Ph.D. Kinesiology at Texas Woman's University*

Sport Management Outstanding Doctoral Researcher Award by Texas Woman's University (April 28, 2011), Member of Doctoral Sport Management Group

B. Masters Kinesiology at the University of North Texas

Doctoral Student Association member, Center for Sport Psychology and Performance Excellence consultant, research member for Center for Psychosocial Health, and a UNT Wakeboarding club sport team member.

C. Undergraduate Kinesiology & Psychology at East Texas Baptist University
Psi Chi International Honor Society for Psychology, Christian Leadership Scholarship, Baptist Student Ministry Leadership Team, Fellowship of Christian Athletes Officer, Former Coast to Coast Athletics International Softball Player (Holland, Belgium, and Hawaii), and NCAA Division III Softball Letterman