

**VITA**  
Dr. Laci McRee  
Associate Professor in Kinesiology  
East Texas Baptist University  
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Marshall, TX 75670  
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**EDUCATION:**

Doctor of Philosophy	Texas Woman's University	2009-2012
Major: Kinesiology		
Master of Science in Kinesiology	University of North Texas	2007-2008
Major: Kinesiology		
Bachelor of Science	East Texas Baptist University	2004-2006
Major: Kinesiology		
Major: Psychology		

**TEACHING EXPERIENCE:**

Associate Professor	East Texas Baptist University	2021-Present
Assistant Professor	East Texas Baptist University	2011-Present
Part-time Adjunct Professor	Texas Wesleyan University	2010-2011
Adjunct Professor	Tarrant County Community College	2009-2011
Graduate Assistant	Texas Woman's University	2009-2011
Graduate Teaching Fellow & Assistant	University of North Texas	2007-2008

**OTHER WORK EXPERIENCE:**

House Director	Pi Beta Phi Fraternity for Women, University of North Texas	2008-2011
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Boot Camp Instructor	Argyle Boot Camp	2008-2009
Sport Psychology Consultant	Center for Sport Psychology and Performance Excellence, University of North Texas	2007-2008
Front Office Internship	Central Hockey League, Shreveport- Bossier City Mudbugs	2005-2006
Publication Staff	East Texas Baptist University	2004-2006

**EAST TEXAS BAPTIST UNIVERSITY COMMITTEES**

Institutional Effectiveness Committee	2022- Current
Faculty Senate	2021-Current
Teaching & Learning – Daniel Vaughan	2021-2022
Faculty Development Committee	2020-2021
Teaching & Learning – Dr. Norman Blackaby	2020- 2021
Teaching & Learning – Hillary Wisk	2019- 2020
Integration of Faith & Learning	2018- 2020
Teaching & Learning – Kristi Burns	2018- 2019
Teaching & Learning – Mrs. Martha Dudley	2017- 2018
Teaching & Learning- Dr. Sargent	2016- 2017
Teaching & Learning- Dr. Manning	2016- 2017
Teaching & Learning- Dr. L. Smith	2016- 2017
Teaching & Learning- Dr. Duckworth	2016- 2017
Disabilities & Accommodations	2016- 2018
Sport Management Task Force	Spring 2016
Teaching & Learning- Dr. Cone	2015- 2016
Integration of Faith & Learning	2014- 2016
Athletic Training Faculty Search	Summer 2015
School of Education Dean Search	2014- 2015
Student Conduct	2013- Summer 2015
Disabilities & Accommodations	2011- Spring 2013

**PROFESSIONAL DEVELOPMENT EXPERIENCES:**

Mid-Career Institute for Women in Sport	Virtual	October 2020
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## PRESENTATIONS AND PUBLICATIONS:

**McRee, L., Lee, J., & Tolbert, D.** (2022). Sporting Faith: Exploring Displays of Faith as Part of Christian Higher Education Athletic Program Identity, *Movement and Being: The Journal of the Christian Society for Kinesiology, Leisure and Sports Studies*: Vol. 7 : Iss. 1 , Article 5. <https://doi.org/10.7290/jcskls07w0xh> .

**McRee, L.** (2021, January 7th). Pregnancy & Adoption Resource Guide for Coaches and Administrators. *National Association for Kinesiology in Higher Education*, Online Workshop.

Lee, J. & **McRee, L.** (2020, June 8<sup>th</sup>) Take them to Church: Sport Branding and Faith Integration. Christian Society for Kinesiology, Leisure and Sport Studies. Conference at California Baptist University; Online.

**Wallace-McRee, L., & Powell, J.** (2019, October 23-27<sup>th</sup>). Mentoring Model for the Christian Sport Professional (MMCSP). Oral Presentation at the Second Global Congress on Sport and Christianity at Calvin College; Grand Rapids, Michigan, USA.

**Wallace-McRee, L., & Lee, J.** (2018, October 24<sup>th</sup>). The Branding Drift in Today's Faith- Based University & Athletic Departments. Oral Presentation at the Sport Marketing Association conference; Frisco, Texas.

Lee, J. & **Wallace-McRee, L.** (2018, October 24<sup>th</sup>). Don't Mess with SFA: A Failed Attempt to Rebrand Stephen F. Austin State University. Poster Presentation at the Sport Marketing Association conference; Frisco, Texas.

**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.

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, Texas.

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, DOI: 10.1080/24711616.2017.1404875.
- 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.
- 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.
- 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.
- 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, Tennessee.
- 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, Tennessee.
- 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, Tennessee.
- 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.** & 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, Colorado.
- 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.

- 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.
- 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.
- 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](http://www.nassm.com/NASSM2012/ProgramSchedule/ps_saturday.php)
- 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.
- 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.,** 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.**, 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, 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. & 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>

**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.**, & 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.

**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.

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.

#### **OTHER RELEVANT INFORMATION:**

#### **MEMBERSHIP TO PROFESSIONAL SOCIETIES**

Christian Society for Kinesiology, Leisure, and Sport Studies	2018-present
National Association for Kinesiology in Higher Education	2016-present
North American Society for Sport Management	2009-2020
Sport Marketing Association	2009-2020
Texas Association for Health, Physical Education, Recreation and Dance	2009
Association for Applied Sport Psychology	2006-2009
American Psychology Association	2006-2009

#### **OTHER PROFESSIONAL EXPERIENCES**

Moderator: **McRee, L.** (2022, April) Faith Integration Get to the Point Presentation Submission Moderator. Christian Society for Kinesiology, Leisure and Sport Studies. Online.

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.

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

Human Relations Policy, Bob Mabry, April, 2010

Blackboard Seminar, Dr. Kimberly Miloch, September, 2010

Teaching online, Dr. Sally Ford, November, 2010

### **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.