

## Emily M. Newell, Ph.D.

University of Southern Maine | 416 Luther Bonney | PO Box 9300 | Portland, ME 04104  
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### EDUCATION

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- May 2016** Ph.D. Kinesiology – Sport Management, The Ohio State University  
*Cumulative GPA: 3.98*  
DISSERTATION: *The international student-athlete transition to college: Identifying struggles and suggestions for support*  
Brian A. Turner, Ph.D., Chair
- Aug. 2013** M.A. Sport Management, The Ohio State University  
*Cumulative GPA: 4.00*
- May 2011** B.A. Journalism with High Honors, Butler University  
*Cumulative GPA: 3.83, Cum Laude*

### RESEARCH INTERESTS

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My research interests fall within the intersection of intercollegiate athletics and higher education. Currently, my research primarily focuses on the student-athlete experience in higher education. I am also focused on research that impacts: (1) minority student-athlete populations (e.g., international student-athletes, student-athletes of color), (2) student-athlete retention, (3) student-athlete personal and career development, and (4) practitioner and governance issues with student-athlete academics.

### ACADEMIC/TEACHING POSITIONS

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- Sept. 2018 - Present** - Assistant Professor (tenure track) – University of Southern Maine, School of Business, College of Management and Human Service
- Aug. 2016 - Aug. 2018** - Assistant Professor (tenure track) – Georgia Southern University, Department of Sport Program, School of Health & Kinesiology, College of Health & Human Science
- Aug. 2013 - May 2015** - Graduate Teaching Associate – The Ohio State University, Sport Industry Program, Department of Human Sciences, College of Education and Human Ecology

## PROFESSIONAL INDUSTRY EXPERIENCE

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- May 2015 - June 2016** Athletic Academic Counselor – The Ohio State University, Student Athlete Support Services Office, Office of Academic Affairs/Department of Athletics
- Served as academic athletic advisor to 115 student-athletes from men's and women's swimming & diving
  - Conducted NCAA continuing eligibility certification for each student each semester
  - Assisted in the recruitment of and official visits for more than 100 prospective student-athletes
  - Provide coaches with weekly academic summaries
  - Work with students on academic and professional development
  - Co-advise Student-Athlete Advisory Board (campus SAAC group)
- Aug. 2015- Dec. 2015** Football Day of Game Assistant, Athletics Command Center, The Ohio State University Department of Athletics, Columbus, OH
- Managed 5 radio channels with more than 125 day of game staff reporting in-stadium issues and concerns
  - Maintained command center digital database, inputting issues and monitoring time to completion
  - Dispatched radio calls to facilities, day of game, medical, security, and operations staff
- Aug. 2013 - May 2015** Graduate Assistant – The Ohio State University, Student Athlete Support Services Office, Office of Academic Affairs/Department of Athletics
- Assisted full-time counselor in providing academic support to a select group of 14 high-risk baseball, men's gymnastics, women's gymnastics, and men's soccer student-athletes (1 year)
  - Managed academic support for 15 international student-athletes (1 year)
  - Held weekly check-in meetings to update grade sheets, create assignment calendars, and monitor course progress
  - Developed study plans, taught study skills and strategies, and coordinated tutoring schedule
  - Tutored students in various courses under the subject areas of communication, art education, higher education, English, history, and sociology
- Jan 2015** Operations Assistant/Lead Zone Manager, 2015 NHL All-Star Fan Fair, Kreate Inc., Columbus, OH
- Supervised 9 zone managers responsible for different attractions
  - Reported relevant issues to and prepare daily execution plan with operations director
  - Assisted fans within the festival area, providing information, directions, and promoting a positive atmosphere

- June 2014** Swimming Curriculum Coordinator, LiFE Sports Camp, The Ohio State University Department of Athletics, Columbus, OH
- Developed daily curriculum plan for three sessions with campers aged 9-15 from low-income families
  - Supervised counselor staff of six swim instructors, communicating daily lesson plans and assisting with curriculum implementation
- Aug. 2012- Dec. 2014** Graduate Coordinator, Event Management, The Ohio State University Department of Athletics, Columbus, OH
- Served as lead event manager for all men's and women's tennis home events, including tournaments
  - Worked as assistant championships manager for 2013 Men's Big Ten Tennis Tournament, 2012 & 2013 Men's NCAA First & Second Rounds, 2013 Men's Fall ITA Regional Championship
  - Assisted with numerous additional Big Ten and NCAA championship events, including: 2013 NCAA Women's Basketball First & Second Rounds, 2013 NCAA Men's Lacrosse First Round, 2013 Men's Big Ten Soccer Tournament, 2014 NCAA Fencing Championships
- June 2011- May 2012** Public & Media Relations Postgraduate Intern, National Collegiate Athletic Association (NCAA), Indianapolis, IN
- Primarily worked on communication related to enforcement and student-athlete reinstatement
  - Wrote press releases, conducted pre-interview media training, assisted with press conference setup, and compiled briefing documents for more than 10 major enforcement cases
  - Planned and coordinated travel and logistics for media tour in South Florida for Vice President of Enforcement
  - Developed and executed a student media outreach webinar on enforcement for Division I FBS institutions

## **TEACHING PHILOSOPHY**

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My teaching philosophy, first and foremost, takes a student-centered approach that emphasizes experiential learning, universal design, and real-world experiences. My teaching philosophy is heavily influenced by my transition from the sport industry into academia, and the understanding that what makes the most marketable graduates are those who can demonstrate experience and understanding that goes beyond the classroom. As such, I make every attempt to incorporate projects that provide students with résumé-building experiences. Additionally, I feel my role as an educator extends beyond the classroom, and I make clear to students my availability to discuss a multitude of topics related to career development.

## TEACHING EXPERIENCE

<b>Course</b>	<b>Level</b>	<b>Sections Taught</b>
<b>This Is College: A Podcast Guide to Gaining a Sense of Self</b> Georgia Southern – FYE 1220	Undergraduate	AU17, enrollment 23, traditional delivery
<b>Discovering the Business of Sport</b> University of Southern Maine – EYE 130	Undergraduate	SU18, enrollment 11, online delivery
<b>Introduction to Sport Management</b> University of Southern Maine – BUS 210	Undergraduate	SU19, enrollment 11, online delivery AU20, enrollment 35, online delivery (total course redevelopment)
<b>Introduction to Sport Management</b> Georgia Southern – SMGT 2130	Undergraduate	AU16, enrollment 100, hybrid delivery SP17, enrollment 60, hybrid delivery SU17, enrollment 30, online delivery SU18, enrollment 30, online delivery
<b>Introduction to the Sport Industry</b> Ohio State – KNSISM 3208	Undergraduate	AU13, enrollment 40, traditional delivery SP14, enrollment 50, traditional delivery AU14, enrollment 40, traditional delivery, flipped classroom SP15, enrollment 40, traditional delivery, flipped classroom
<b>Sport Marketing &amp; Promotion</b> Georgia Southern – SMGT 3330	Undergraduate	AU17, enrollment 60, hybrid delivery
<b>Sport Marketing</b> University of Southern Maine – BUS 311	Undergraduate	AU18, enrollment 16, traditional delivery AU18, enrollment 36, online delivery SP19, enrollment 19, hybrid delivery/flipped classroom AU19, enrollment 20, hybrid delivery/flipped classroom AU19, enrollment 38, online delivery SP20, enrollment 24, hybrid delivery/flipped classroom SU20, enrollment 11, online delivery AU20, enrollment 10, online live delivery AU20, enrollment 31, online delivery
<b>Facility and Event Management</b> Georgia Southern – SMGT 4330	Undergraduate	AU16, enrollment 35, traditional delivery SP17, enrollment 50, traditional delivery

		SU17, enrollment 15, hybrid delivery AU17, enrollment 45, hybrid delivery SP18, enrollment 50, hybrid delivery
<b>Sport Facility Management</b> University of Southern Maine – BUS 313	Undergraduate	AU18, enrollment 14, traditional delivery
<b>Sport Communication and New Media</b> University of Southern Maine – BUS 314	Undergraduate	SP20, enrollment 28, hybrid delivery/flipped classroom, experiential learning course AU20, enrollment 1, independent study offering
<b>Sport Event and Facility Management (Sport Event Management prior to SP20)</b> University of Southern Maine – BUS 316	Undergraduate	SP19, enrollment 19, traditional delivery/experiential learning course SP20, enrollment 8, traditional delivery/experiential learning course
<b>Athletic Administration</b> University of Southern Maine – BUS 318	Undergraduate	AU19, enrollment 18, hybrid delivery/flipped classroom
<b>Sport Management Practicum</b> University of Southern Maine – BUS 378	Undergraduate	SU19, supervised 1 student practicum SP20, supervised 2 student practicums
<b>Sport Management Internship</b> University of Southern Maine – BUS 397	Undergraduate	AU19, supervised 2 student internships SP20, supervised 1 student internship
<b>Sport Policy Development</b> Georgia Southern – SMGT 4338	Undergraduate	AU17, enrollment 50, hybrid delivery SP18, enrollment 50, hybrid delivery, flipped classroom
<b>College Sport</b> Ohio State – KNSISM 4411	Undergraduate	AU13, enrollment 35, traditional delivery SP14, enrollment 40, traditional delivery AU14, enrollment 35, traditional delivery SP15, enrollment 40, traditional delivery
<b>Sport Management Internship</b> Georgia Southern – SMGT 4735	Undergraduate	SP18, enrollment 21, off-campus experience/online delivery
<b>Independent Directed Study</b> Georgia Southern – KINS 4899	Undergraduate	SP18, supervised undergraduate student research project (1) SU18, supervised undergraduate student research project (1)
<b>Independent Study</b> University of Southern Maine – BUS 490	Undergraduate	AU19, supervised undergraduate student project
<b>Revenue Generation in Sport</b> Georgia Southern – SMGT 6135	Graduate	SU18, enrollment 16, online delivery
<b>Research and Analysis in Sport</b>	Graduate	SP17, enrollment 12, online delivery

Georgia Southern – SMGT 7330		SP18, enrollment 21, online delivery
Independent Directed Study Georgia Southern – SMGT 7899	Graduate	AU17, supervised graduate student research project SP18, supervised graduate student research project

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## TEACHING PROJECTS & CERTIFICATIONS

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### Technology

- 2020** USM Brightspace Pilot Program Participant
- 2019** Developed and implemented flipped classroom version of BUS 311, Sport Marketing (SP19, AU19) & BUS 318, Athletic Administration (AU19)
- 2019** Developed and implemented fully online section of BUS 210, Introduction to Sport Management (SU19)
- 2017** Developed and implemented fully online section of SMGT 2130, Introduction to Sport Management (SU17; SU18)
- 2017** Integrated Top Hat platform into one hybrid section of SMGT 2130, Introduction to Sport Management (SP17)
- 2014** Developed and implemented flipped classroom version of KNSISM 3208, Introduction to the Sport Industry (AU14, SP15)

### Selected Workshops & Certifications

- 2020** Brightspace Instructor Training (12 hours), University of Southern Maine
- 2019** Universal Design Learning Workshop, University of Southern Maine
- 2018** Online Teaching Program, Georgia Southern University
- 2017** Developing and Teaching Online Courses Certification, Georgia Southern University
- 2016** Quality Matters Course Certification, Georgia Southern University
- 2016** Center for Teaching & Learning Workshop: Engaging Students in All Class Sizes Workshop, Georgia Southern University
- 2015** Teaching and Advising International Undergraduate Students at Ohio State, Three-Part Workshop, The Ohio State University

## PEER-REVIEWED PRESENTATIONS

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**Newell, E.M.**, Parietti, M., Tudor, M. Stereotype Threat and the Student-Athlete: Addressing the Impact of the “Dumb Jock” Narrative. (2020, April). Presented at the College Sport Research Institute (CSRI) Annual Conference, Columbia, South Carolina.

**Newell, E.M.** Using Scaffolded Assignments to Solve a Problem-Based Project in Sport Marketing. (2019, June). Presented at the North American Society for Sport Management (NASSM) Annual Conference, New Orleans, Louisiana.

Tudor, M., Parietti, M. & **Newell, E.M.** Descriptions of student-athletes in the classroom: Views from sport management students. (2019, May). Presented at the College Sport Research Institute (CSRI) Annual Conference, Columbia, South Carolina.

Pickett, A.C., Wells, J.E., **Newell, E.M.**, McCray, K.L. & Walker, M. Breaking down silos: A professional development workshop on methodological diversity in sport management research. (2018, June). Presented at the North American Society for Sport Management (NASSM) Annual Conference, Halifax, Nova Scotia.

Tudor, M., **Newell, E.M.**, & Parietti, M. Student-athletes and peer perceptions in the classroom: A pilot study. (2018, May) Presented at the College Sport Research Institute (CSRI) Annual Conference, Columbia, South Carolina.

Alvarado, D., & **Newell, E.M. (Advisor)**. The international student-athlete: Connecting research with practice from a coaching perspective. (2018, February). Presented at the Applied Sport Management Association Annual Conference, Waco, Texas.

Huml, M, **Newell, E.M.**, Smith, N., & Wegner, C. *Apply – Accept – Survive: The Experience of First-Year Faculty in Sport Management*. (2017, June). Presented at the North American Society for Sport Management (NASSM) Annual Conference, Denver, Colorado.

Bell, L., & **Newell, E.M.** (2017, April). *Research to better understand the international student-athlete experience*. Presented at the 2017 NCAA Inclusion Forum, Providence, Rhode Island.

**Newell, E.M.**, & Turner, B. (2016, June). *International student-athletes' transition to college: Unveiling the unique struggle of a special population and proving solutions for better support*. Presented at the North American Society for Sport Management (NASSM) Annual Conference, Orlando, Florida.

Lott, G., Dahlin, S., & **Newell, E.M.** (2016, June). *The strategic use of sport to grow enrollment: A case study analysis*. Presented at the North American Society for Sport Management (NASSM) Annual Conference, Orlando, Florida.

**Newell, E.M.**, & Turner, B. (2015, June). *Using outside factors to predict APR scores of NCAA Division I Football programs: the impact of non-calculated variables on postseason eligibility*. Presented at the North American Society for Sport Management (NASSM) Annual Conference, Ottawa, Ontario, Canada.

Watanabe, N., **Newell, E.M.**, & Hart, A. (2015, June). *The Future of Diversity Research: A Symposium for Researchers Sponsored by the NASSM Diversity Committee*. Presented at the North American Society for Sport Management (NASSM) Annual Conference, Ottawa, Ontario, Canada.

Pastore, D., Dahlin, S., Ervin, S., McCray, K., & **Newell, E.M.** (2014, December). *Current research in sport management*. Educational session presented at the annual meeting of Ohio Association for Health, Physical Education, Recreation and Dance (OAHPERD), Sandusky, Ohio.

**Newell, E.M.** (2010, April) *Hilton v. Hallmark: The Case for a Federal Right of Publicity Law*. Presented at the Butler University Undergraduate Research Conference, Indianapolis, Indiana.

## **INVITED PRESENTATIONS**

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- 2020** Invited speaker, Board of Trustees Meeting (September 2020), University of Maine System, Online Presentation  
*Promoting Engagement in Online Education*
- 2017** Invited guest lecturer, Introduction to the Sport Industry (SMGT 2130), Georgia Southern University, Statesboro, GA  
*Working in Intercollegiate Athletics: Myth vs. Reality*
- 2017** Invited guest lecturer, Leadership and Programming in the Sports Industry (KNSISM 4245), The Ohio State University, Columbus, OH  
*Networking in the sport industry: Quality connections for career success*
- 2017** Invited guest lecturer, Current Issues in Sport Psychology (KINS 7534), Georgia Southern University, Statesboro, GA  
*Working with international student-athletes: A collaborative approach for success*
- 2016** Invited guest lecturer, International Center for Sport Management (ISCM) Lecture Series, University of Georgia, Athens, GA  
*Symposium – Impact of Sport, Fitness, and Community Wellness Industries on the State of Georgia*

- 2016** Invited guest lecturer, Colloquium in Sport Management: Current Issues in Sport Management (KNSISM 7897), The Ohio State University, Columbus, OH  
*Sticking with it: Research and publishing as a doctoral student*
- 2015** Invited guest lecturer, College Sport (KNSISM 4411), The Ohio State University, Columbus, OH  
*NCAA enforcement's new "it" issue: Student-athlete support offices and academic misconduct*
- 2015** Invited guest lecturer, Introduction to Sport Management, Capital University, Columbus, OH  
*Student-Athlete Support: Opportunities & Challenges*
- 2014** Invited guest lecturer, Introduction to Sport Management, Capital University, Columbus, OH  
*Opportunities & Challenges in Sport Communication*
- 2013** Guest Speaker, Positive Transitions for Intercollegiate Student Athletes (KINESIO 3315), The Ohio State University, Columbus, OH  
*Preparing for Graduate School*

#### **OTHER MEDIA/PRESS**

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- 2020** Podcast Guest, USM Now, Flipped Classrooms, Technology, and Teaching
- 2020** Podcast Guest, The Greater Good, Rethinking Leadership: Doing well by doing good
- 2019** Podcast Guest, The Greater Good, Role of Sport in American Culture & Communities, Parts 1 & 2

#### **PUBLICATIONS**

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##### Peer Reviewed

Kim, S.H., Lee, H.W., **Newell, E.M.**, Cho, H. (In Review) Who Won the Social Media March Madness Bracket? Demand Shifters for Twitter Followers. Submitted to *Sport Management Review*.

**Newell, E.M.**, & Parker, H.M. (In Review) College Athletics Original Sin: A History of Preferential Admissions in Intercollegiate Athletics. Submitted to *Perspectives on the History of Higher Education (Special Issue)*.

Long III, Leroy L., Council, M.R., **Newell, E.M.**, & Bennett III, R.A. (In Review) Black Unicorns: The Intersectionality of Black STEM Student-Athletes in Non-Revenue Sports. Submitted to *Journal of College Student Development*.

Lee, H.W., Cho, H., **Newell, E.M.**, & Kwon, W. (2020) How Multiple Identities Shape Fan Behavior: Interaction Effect of Team Identification and Topophilia on Attendance. *International Journal of Sports Marketing and Sponsorship*, 21(4), 719-734.

Huml, M., Bergman, M., **Newell, E.M.**, & Hancock, M. (2019) From the Playing Field to the Classroom: The Academic Challenges for Athletes in Higher Education. *Journal for the Study of Sport and Athletes in Education*.

**Newell, E. M.** (2015). International student-athlete adjustment issues: Recommendations for effective transitions. *NACADA Journal*, 35(2), 36-47.

#### Book Chapter

**Newell, E.M.**, & Council, M.R. (2018) Measuring Academic Success. In Council, M.R., Hodge, S.R., & Bennett, R.A. (eds.) *The Collegiate Athlete at Risk: Strategies for Academic Support and Success*. Information Age Publishing: Charlotte, NC.

#### Book Reviews

**Newell, E.M.** (2018) Governance and Policy in Sport Organizations: A Welcome Update on the Latest Hot-Button Issues in Sport [Review of the book *Governance and Policy in Sport Organizations*]. *International Journal of Sport Communication*, 12(1), pp. 142–143

**Newell, E.M.** (2017) Communication in Sport: Surveying the Field [Review of the book *Communication in Sport: Surveying the Field* by A.C. Billings, M.L. Butterworth, & P.D. Turman]. *International Journal of Sport Communication*, 11(1), pp. 145–146.

#### **GRANTS**

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*Spencer Foundation Conference Grant* (2020). Reducing racial inequalities in rural communities through innovative research partnerships. Amendah, E.R. & **Newell, E.M.** Requested amount: \$50,000

#### Not Funded

*National Collegiate Athletic Association (NCAA) Innovations in Research and Practice Grant* (2018). Assist the transition: Developing a model of support for incoming international student-athletes. **Newell, E.M.** & Tang, A. Requested amount: \$25,000.

*National Collegiate Athletic Association (NCAA) Innovations in Research and Practice Grant* (2014). Stereotype threat in the classroom: Perceptions of student-athletes and non-student-athletes on the behavior and treatment of student-athletes in the classroom. Parietti, M., Lower, L.M., **Newell, E.**, & Baker, A.R. Requested amount: \$10,000.

*National Collegiate Athletic Association (NCAA) Graduate Student Research Grant* (2015). International student-athletes: Transitional issues and programming for better support. Turner, B. A. & **Newell, E.**, & Graham, D. Requested amount: \$7,500.

*National Collegiate Athletic Association (NCAA) Innovations in Research and Practice Grant* (2014). International student-athletes: Transitional issues and solutions for support. Turner, B. A., **Newell, E.**, & Graham, D. Requested amount: \$10,000.

## **ADVISING**

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### Undergraduate

Advise ~60 students per academic year

### Graduate

**2019-** Dissertation Committee Member, Jennifer Laney, University of Maine  
**2019-20** Thesis Committee Member, Alison Adams, Georgia Southern University

## **SERVICE**

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### Institutional

#### *University of Southern Maine*

**2020-** USM Faculty and Staff of Color Association Member

**2020-21** USM Brightspace Implementation Faculty Ambassador

**2020** Hussey Leadership Institute Breakout Session Facilitator

**2018-** School of Business Assurance of Learning Committee

- Committee Chair (2019-present)
- Attended AOL I seminar in Tampa, FL (2018)
- Attended AOL II seminar (virtual, 2020)
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**2018** Excellence in Academic Advising Committee

- Member of Advisor Selection and Training subcommittee

Georgia Southern University

- 2017-18** School of Health and Kinesiology Technology Committee
- 2017-18** Sport Management Graduate Admissions Committee
- 2017** Faculty Advisor, University of Michigan Sporting Event Bid Competition Team
- Final bid submitted was selected as an alternate finalist (4 finalists, 16 teams total)
- 2016-18** Sport Management Instagram Manager
- Developed strategy to increase follower interaction
  - Grew followers by 25% during first semester
- 2016-18** Dr. Willie J. Burden Memorial Golf Tournament
- Worked with golf course pro to reserve tee times, coordinate drink cart, setup luncheon, and prepare clubhouse prior to the event
- Developed marketing plan to recruit university and alumni teams
  - Led student team to solicit silent auction donors and tournament sponsors
  - Raised more than \$10,000 for an undergraduate sport management endowed scholarship

Ohio State University

- 2015-16** Advisor, Student-Athlete Advisory Board (SAAB), The Ohio State University Department of Athletics

Professional

National

- 2019-** Reviewer, International Journal of Sport Management
- 2017-19** Member, North American Society for Sport Management (NASSM) Diversity Committee
- 2017-** Reviewer, International Journal of Kinesiology in Higher Education
- 2017-** Reviewer, Journal of Amateur Sport
- 2015-16** Student Representative, North American Society for Sport Management (NASSM) Promotions and Public Relations Committee
- 2014-15** Student Representative, North American Society for Sport Management (NASSM) Diversity Committee

State

- 2016** Georgia Board of Regents Academic Advisory Committee for Sport, Fitness, and Community Wellness Management
- Led a task force of three sport/recreation management faculty focused on outlining the professional value and skills earned through sport,

fitness, and community wellness management programs presented to the University System of Georgia Board of Regents.

### Community

- 2019** Volunteer, United Way of Greater Portland, Refugee Assistance  
**2016-17** Volunteer, 5th Annual Erk Russell Football Classic  
**2014-15** Marketing & Public Relations Chair, Team Buckeye Student Riders Executive Board, Pelotonia

### **PROFESSIONAL MEMBERSHIPS**

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- 2020- Present** Graduate Faculty, University of Maine  
**2016-18** Graduate Faculty, Georgia Southern University  
**2013- Present** Member, North American Society for Sport Management (NASSM)  
**2015- Present** Professional Member, National Association of Academic Advisors for Athletics (N4A)  
**2013-16** Student Member, North American Society for Sport Management (NASSM)

### **AWARDS**

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- 2017** Most Impactful Professor Honoree, Georgia Southern University Department of Athletics, Georgia Southern University  
**2015** McCormick Endowment Scholarship, College of Education and Human Ecology, The Ohio State University  
**2014** Graduate Associate Teaching Award Finalist, The Ohio State University  
**2014** Ted Coates Scholarship, College of Education and Human Ecology, The Ohio State University  
**2013** Oberteuffer Scholarship, College of Education and Human Ecology, The Ohio State University  
**2013** Edith M. Slabaugh Scholarship, College of Education and Human Ecology, The Ohio State University  
**2012** Graduate Enrichment Fellowship, The Ohio State University