

CURRICULUM VITAE

Name: Morse, Alan L.

Date: January 16, 2019

Contact Information:

Butler-Hancock 261-A
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Alan.Morse@unco.edu

Education

Ph.D. Sport and Exercise Science, Emphasis in Sport Administration (2008)
Doctoral Minor: Applied Statistics and Research Methods
University of Northern Colorado, Greeley, Colorado
Advisor: Dr. David K. Stotlar
Dissertation: Perceptions of Ticket Pricing in Major League Baseball:
A Case Study of the Colorado Rockies
• 1 citation

M.S. Kinesiology, Emphasis in Sport Management (2004)
Illinois State University, Normal, Illinois
Advisor: Dr. Chad D. McEvoy

B.S. Human Performance and Leisure Studies, Emphasis in Sport Management (2000)
Minor: Geography
Wayne State College, Wayne, Nebraska

Academic Positions

University of Northern Colorado - Greeley, Colorado (August 2015-Present)
Full Professor: Graduate Faculty & Doctoral Research Endorsement (Present)
Associate Professor: Graduate Faculty & Doctoral Research Endorsement (2015-2018)
Program Coordinator for MS and PhD in Sport Administration (2016-Present)
Program Coordinator for MS in Sport Administration Extended Campus (2016-Present)
Director of the Sport Marketing Research Institute (2016-Present)
Sport Administration Assessment Coordinator (2017-Present)
Program Coordinator, Founder, and Developer of the Sport Administration BS Program (2017-Present)

Mississippi State University - Starkville, Mississippi (August 2008-August 2015)
Level II Associate Professor with Tenure (2014-2015)
Co-Founder of the Doctorate of Philosophy Sport Administration Program
Co-Director and Co-Founder of the Undergraduate Sport Studies Program
Co-Director of the Masters Sport Administration Program

Level II Assistant Professor (2008- 2014)
Co-Director and Co-Founder of the Undergraduate Sport Studies Program
Co-Director of the Masters Sport Administration Program

Google Scholar Citation Indices

	<u>All</u>	<u>Since 2014</u>
Citations	326	255
*h-index	8	8
**i10-index	7	7

*h-index is the largest number h such that h publications have at least h citations.

** i10-index is the number of publications with at least 10 citations.

Refereed Publications (*Dissertation Advisor, ** Thesis Advisor, ***Research Advisor)

Traugutt, A., Sellars, N., & **Morse, A.***** (2018). Salary disparities between men's and women's head coaches: An investigation of the NCAA Power Five conferences. *The Journal of Sport*, 6(1), Article 4.

Available at: <https://digitalcommons.kent.edu/sport/vol6/iss1/4/>

Augustin, J., Traugutt, A., & **Morse, A.***** (2018). The effects of beer sales on attendance at collegiate football games. *The Journal of Sport*, 6(1), Article 2.

Available at: <https://digitalcommons.kent.edu/sport/vol6/iss1/2/>

Park, Jin., Park, Jiy., Williams, A., & **Morse, A.***** (2017). Exploring the roles of mentoring relationships on female student-athletes' career development. *Journal of Issues in Intercollegiate Athletics*, 10, 175-182.

Mayer, K., **Morse, A.**, & DeSchriver, T. (2017). Intercollegiate football and luxury suites: An investigation of factors related to price. *Sport Marketing Quarterly*, 26(2), 75-86.

- Social Science Research Network (SSRN): 66 views; 0 downloads
- Impact Factor: 0.694 (2017)
- SMQ acceptance rate from October 2016 to 2017 was 15.25%

Mayer, K., **Morse, A.**, Eddy, T., Love, A. (2017). Constraint factors affecting non-attendance in collegiate volleyball. *International Journal of Sport Management and Marketing*, 17(3), 182-199.

- 1 citation
- SSRN: 113 views; 0 downloads

Dodds, M., DeGaris, L., **Morse, A.**, Velez-Colon, L. & Perricone, D. (2015). Increasing baseball revenue from the female market. *Case Studies in Sport Management*, 4(1), 1-7.

Popp, N., Weight, E., Dwyer, B., **Morse, A.**, & Baker, A. (2015). Measuring degree satisfaction among graduates and current students in sport management master's degree programs. *Sport Management Education Journal*, 9(1), 25-38.

- 4 citations

Refereed Publications (Continued)

- Morse, A.** & McEvoy, C. (2014). Qualitative research in sport management: Case study as a methodological approach. *The Qualitative Report*, 19(How to Article 17), 1-13.
- 77 citations
 - SSRN: 1,290 views; 402 downloads
 - SSRN's Top Ten download list (#6): Econometric & Statistical Methods - Special Topics, 26 June 2014 through 25 August 2014.
- Morse, A.** (2013). Season ticket holder no-shows: An attendance dilemma at Mississippi State baseball games. *Case Studies in Sport Management*, 2(1), 1-15.
- McEvoy, C., **Morse, A.**, & Shapiro, S. (2013). Factors influencing NCAA Division I athletic department revenues. *Journal of Issues in Intercollegiate Athletics*, 6(14), 249-267.
- 22 citations
 - SSRN: 935 views; 365 downloads
- Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (2013). Soccer-specific stadiums and attendance in Major League Soccer: Investigating the Novelty Effect. *Journal of Applied Sport Management*, 5(2), 32-46.
- 12 citations
 - SSRN: 823 views; 246 downloads
- Love, A., **Morse, A.**, Ruibley, B. (2013). Understanding sporting event volunteers' experiences: A critical incident approach. *Journal of Contemporary Athletics*, 7(2), 69-86.
- 9 citations
 - SSRN: 326 views, 90 downloads
- Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2011). Effects of motives on satisfaction and behavioral intentions of volunteers at a PGA TOUR event. *International Journal of Sport Management*, 12(1), 86-101.
- 56 citations
 - SSRN: 640 views, 187 downloads
- Drayer, J., Shapiro, S., Dwyer, B., **Morse, A.**, & White, J. (2010). The effects of fantasy football participation on NFL consumption: A qualitative analysis. *Sport Management Review*, 13(2), 129-141.
- 85 citations
 - SSRN: 1,029 views; 256 downloads
 - 16th most downloaded Sport Management Review article January-December 2011
 - Impact Factor (as of June, 2018): 3.516

Refereed Publications (Continued)

Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2009). Punching a ticket to the big dance: A critical analysis of at-large selection into the NCAA Division I men's basketball tournament. *Journal of Issues in Intercollegiate Athletics*, 1(2), 46-63.

- 7 citations
- SSRN: 261 views; 38 downloads

Morse, A., Shapiro, S., McEvoy, C., & Rascher, D. (2008) The effects of roster turnover on attendance in the National Basketball Association. *International Journal of Sport Finance*, 3(1), 8-18.

- 30 citations
- SSRN: 623 views; 90 downloads
- 5-year Impact Factor: 0.689 (SCImago SJR)
- Eigenfactor Score: 0.000401
- ArticleInfluence Score: 0.2484
- 506 of 1,410 in aggregate rankings. (IDEAS/RePEc)
- 311 of 822 in Business, Management and Accounting (SCImago SJR)
- 258 of 606 in Economics, Econometrics and Finance. (SCImago SJR)

McEvoy, C. & **Morse, A.** (2007). An investigation of the relationship between television broadcasting and game attendance. *International Journal of Sport Management and Marketing*, 2(3), 222-235.

- 19 citations
- SSRN: 178 views; 44 downloads

Non-Refereed Publications (Book Contributions & Interviews Conducted)

Morse, A. (2017). Reference Pricing in the Sport Industry. In Corsten, K., *Sportsindustrien og dens omverden - ledelse og kommercialisering I Sport* (In-press). [English translation: The Sports Industry and its surroundings - management and commercialization in sports].

Morse, A. (2017). Program Experiential Learning: Sport Marketing Research Institute. In Foster-Brown, S.B. & Dollar, J., *Experiential Learning in Sport Management: Internships and Beyond*, 2nd ed. (In-press). Morgantown, WV: FiT Publishing.

Morse, A. (2017). Industry Insider: Spencer McAnally. *Sport Marketing Quarterly*, 26(4), 197-198.

Morse, A. (2016). Industry Insider: Grant Jostol. *Sport Marketing Quarterly*, 25(1), 4-6.

Morse, A. (2015). Industry Insider: Sean Pyun. *Sport Marketing Quarterly*, 24(4), 203-206.

- 1 citation

Refereed Abstracts/Conference Presentations (*Dissertation Advisor, ** Thesis Advisor, ***Research Advisor)

- Paek B. & **Morse, A.** (2019). Developing online sport consumer behavior: Online Sport Consumer Information Search Behavior (OSCISB). Poster accepted for presentation at the 2019 NASSM Conference in New Orleans, LA.
- Fowler, B., Smith, J., Brannigan, K., Nordstrom, H., & **Morse, A.***** (2019) Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations. Poster accepted for presentation at the 2019 NASSM Conference in New Orleans, LA.
- Ouyang, L., Rondon, A, & **Morse, A.***** (2018). Testing the moderating effect of switching barriers on the relationship between satisfaction and repurchase intention. Presented at the 2018 SMA Conference in Dallas, TX.
- Park, Jiy. & **Morse, A.*** (2018). Examining the effects of social media on brand equity of the NBA. Poster presented at the 2018 SMA Conference in Dallas, TX.
- Martyn, J., Zaagan, A., & **Morse, A.***** (2018). Major League Soccer attendance: A longitudinal evaluation utilizing Generalized Estimating Equations Model (GEE). Presented at the 2018 SMA Conference in Dallas, TX.
- Seifried, C., **Morse, A.**, & Oja, B. (2018). The modernization of football at the University of Colorado: A story of Gamble Field and Folsom Field. Presented at the 2018 CSRI Conference in Columbia, SC.
- Park, Jiy. & **Morse, A.***** (2017). Exploring the relationship of social media to the brand personality of the National Basketball Association. Poster presented at 2017 SMA Conference in Boston, MA.
- Park, Jin., Park, Jiy., & **Morse, A.***** (2017). Exploring the Roles of Mentoring Relationships on Female Student-Athletes' Career Development. Poster presented at the 2017 NASSM Conference in Denver, CO.
- Traugutt, A., Rascher, D., & **Morse, A.***** (2017). Salary disparity and team performance: Evidence from the Football Bowl Subdivision. Presented at the 2017 CSRI Conference In Columbia, SC.
- Traugutt, A., Sellars, N., **Morse, A.*****, Augustin, J. (2017). An investigation of salary discrepancies between men's and women's head coaching positions in NCAA Power Five conferences. Presented at the 2017 CSRI Conference in Columbia, SC.
- Wagner, S., **Morse, A.**, Shapiro, S. (2017). The effect men's basketball and football success has on undergraduate enrollment and quality of student at Southeastern

Conference institutions. Presented at the 2017 ASMA Conference in Baton Rouge, LA.

Augustin, J., Traugutt, A., & **Morse, A.***** (2016). The effects of alcohol sales on student attendance at collegiate football games. Presented at the 2016 CSRI Conference in Columbia, SC.

Refereed Abstracts/Conference Presentations (Continued)

Mayer, K., **Morse, A.**, & DeSchraver, T. (2015). Factors influencing the price of luxury suites in collegiate sports. Presented at the 2015 SMA Conference in Atlanta, GA.

Love, A., Pfleegor, A., & **Morse, A.** (2015). Social networks, time use, and classroom performance: An examination of sport management graduate student success. Presented at the 2015 Southern Sport Management Association Conference in Baton Rouge, LA.

Rhoads, J. & **Morse, A.**** (2014). CLV and relationship marketing in the National Football League. Poster presented at the 2014 SMA Conference Philadelphia, PA.

Popp, N., Weight, E., **Morse, A.**, & Baker, A. (2014). Assessing stakeholder satisfaction of graduate sport management programs. Presented at the 2014 NASSM Conference, Pittsburgh, PA.

Cork, B., Pfleegor, A., **Morse, A.***** (2014). A happy marriage? The honeymoon effect and the new wave of sport facility construction. Poster presented at the 2014 NASSM Conference, Pittsburgh, PA.

Pfleegor, A., **Morse, A.*****, Cork, B. (2014). The Past, Present, & Future of Davis Wade Stadium: A Historic Structure Report. Poster presented at the 2014 CSRI Conference, Columbia, SC.

McEvoy, C., **Morse, A.**, & Shaprio, S. (2012). Factors influencing collegiate athletic department revenues. Presented at the 2012 SMA Conference, Orlando, FL.

Mayer, K., **Morse, A.****, Eddy, T., & Love, A. (2012). An empirical analysis of factors that affect student non-attendance at Mississippi State volleyball. Presented at the 2012 SMA Conference, Orlando, FL.

Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (2012). The influence of soccer specific stadiums on attendance in Major League Soccer. Presented at the 2012 NASSM Conference, Seattle, WA.

Morse, A. (2011). Social media use in grassroots marketing: A case study of the Ford Motor Company. Presented at the 2011 SMA Conference, Houston, TX.

Morse, A. (2011). Fundraising and development: A formative assessment. Presented at the 2011 CSRI Conference, Chapel Hill, NC.

- Love, A., **Morse, A.**, & Ruihley, B. (2011). Understanding sport volunteers' experiences: A critical incident approach. Presented at the 2011 Southern Sport Management Conference, Troy, AL.
- Kim, S. & **Morse, A.** (2010). A qualitative analysis of youth marketing in the National Football League. Presented at the 2010 SMA Conference, New Orleans, LA.
- McEvoy, C., **Morse, A.**, & Shapiro, S. (2010). An analysis of the factors influencing revenue production in college athletics. Presented at the 2010 CSRI Conference, Chapel Hill, NC.

Refereed Abstracts/Conference Presentations (Continued)

- Morse, A.** & Stotlar, D. (2009). Perceptions of ticket pricing in Major League Baseball: A case study on the Colorado Rockies. Presented at the 2009 SMA Conference, Cleveland, OH.
- Morse, A.** & Love, A. (2009). Academic Progress Rates and their relationship to on-court success in NCAA division I men's and women's basketball. Presented at the 2009 CSRI Conference, Chapel Hill, NC.
- Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2009). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. Presented at the 2009 NASSM Conference, Columbia, SC.
- Kim, S., Wang, J., **Morse, A.** (2008). Profiling golfers on the basis of innovativeness: Cluster analysis verse diffusion theory. Presented at the 2008 NASSM Conference, Toronto, CN.
- Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2008). Punching a ticket to the big dance: Determinants and financial implications of at-large selection to the NCAA Division I men's basketball tournament. Presented at the 2008 Issues in College Sport Symposium, Memphis, TN.
- Drayer, J., **Morse, A.**, Shapiro, S., Dwyer, B., White, J. (2007). Assessing the impact of fantasy football participation on consumption behavior. Presented at the 2007 SMA Conference, Pittsburgh, PA.
- Min, S., **Morse, A.**, Kim, S. (2007). An empirical analysis of the effectiveness of World Wrestling Entertainment marketing strategies. Poster presented at the 2007 NASSM Conference, Fort Lauderdale, FL.
- Shapiro, S. & **Morse, A.** (2007). Ancillary price determination in Major League Baseball: An empirical analysis. Presented at the 2007 NASSM Conference, Fort Lauderdale, FL.
- Morse, A.** & Shapiro, S. (2006) The effects of roster turnover on attendance in the National Basketball Association. Presented at the 2006 SMA Conference, Denver, CO.
- Wang, J., Shapiro, S., **Morse, A.**, Giannoulakis, C., Min, S., & Gray, D. (2006). Volunteer motivation in non-profit sporting events within Colorado. Presented at the

2006 SMA Conference, Denver, CO.

McEvoy, C. & **Morse, A.** (2005). An investigation of the relationship between television broadcasting and game attendance. Presented at the 2005 SMA Conference, Tempe, AZ.

Invited Presentations

Morse, A. (2018). Financing collegiate athletics. Invited guest lecture at National Taiwan University (NTU) in Taipei, Taiwan.

Morse, A. (2018). Financing collegiate athletics. Invited guest lecture at the National Taiwan Sport University (NTSU) in Taipei, Taiwan.

Morse, A. (2018). History of ticket sales in sport. Invited guest lecture at the National Taiwan Sport University (NTSU) in Taipei, Taiwan.

Rhoads, J. & **Morse, A.** (2015). CLV and relationship marketing in the National Football League. Poster presented at the MSU College of Education 8th Annual Faculty/Student Research Forum, Mississippi State, MS.

Morse, A. (2013). Revenue generation in collegiate athletics. Keynote speaker at the 2013 Wayne State College Sport Management Symposium, Wayne, NE.

Love, A., Hardin, R., Koo, G. Y., & **Morse, A.** (2009). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. Poster presented at the MSU College of Education 2nd Annual Faculty/Student Research Forum, Mississippi State, MS.

Love, A., & **Morse, A.** (2009). The Sport Industry and Sport Administration. Presentation given to the MSU MBA Association, Mississippi State, MS.

Morse, A. (2007). Major League Baseball fans' perception of variable ticket pricing in the Rocky Mountain Region. Poster presented at the 2007 University of Northern Colorado Research Days, Greeley, CO.

Morse, A. (2006). Everyone has a price: Ticketing trends in professional sports. Poster presented at the 2006 University of Northern Colorado Research Days, Greeley, CO.

Drayer, J., Wang, J., **Morse, A.**, Shapiro, S., & Giannoulakis, C. (2006). *USA Taekwondo Research*. Presented at the 2006 Research and Statistics Colloquium at the University of Northern Colorado, Greeley, CO.

Refereed Manuscripts In-Review (*Dissertation Advisor, ** Thesis Advisor, ***Research Advisor)

Martyn, J., Zaagan, A., Fowler, B., & **Morse, A.***** (In-Review). Major League Soccer attendance: A longitudinal evaluation utilizing Generalized Estimating Equations models (GEE). Submitted Summer 2018 to the *International Journal of Sport Management*.

Scholarly Activity In-Progress

Morse, A., Traugutt, A., Deschraver, T. (Manuscript in-progress). Working title: Placement of sport management programs within institutions of higher learning.

Seifried, C., **Morse, A.**, Oja, B. (Manuscript in-progress). The modernization of football at the University of Colorado: A story of Gamble Field and Folsom Field.

Traugutt, A, **Morse, A.*****, & Rascher, D. (Manuscript in-progress). Salary disparity and team performance: Evidence from the Football Bowl Subdivision

Wagner, S., **Morse, A.**, & Shapiro, S. (Manuscript in-progress). The effect of SEC football success on undergraduate enrollment and quality of student.

Ouyang, L., Rondon, A., & **Morse, A.** (Manuscript in-progress). An integrated model for sport consumer repurchase intention: A case in the commercial martial arts schools.

Ouyang, L. & **Morse, A.** (Manuscript in-progress). The psychological continuum model and serious leisure participation: A study of athletes' involvement in the Huntsman World Senior Games.

Paek, B., **Morse, A.**, Lim, C.H. (Manuscript in-progress). Examining the relationship for sport motives, relationship quality, and sport consumption intention.

External Funding

NIRSA Grant, PI/Advisor for submission of \$6,683 (Fall 2018)

- Successfully awarded \$2,000

Sport Administration Fund-raising donation of \$1,300.00 (Spring 2018)

Sport Administration Fund-raising donation of \$260.00 (Summer 2014)

#HailStateDay pledges of \$11,320.39 for the Department of Kinesiology (Spring 2014)

#HailStateDay pledges of \$1,080.55 for the Sport Administration Program (Spring 2014)

National College Athletic Association, Unfunded Grant Submission of \$10,000 (Spring 2014)

Sport Administration Fund-raising pledges of \$1,320.75 (Summer 2013)

TEAMS Conference, Service Grant of \$12,632 gift-in-kind (Fall 2012)

Sport Administration Fund-raising pledges of \$2,715 (Summer 2012)

adidas Group, Donation of \$220, gift-in-kind (Spring 2011)

TEAMS Conference, Service Grant of \$5,745 gift-in-kind (Fall 2011)
Fund-raising & Development Course, Donations of \$2,985 (2010-2011)
Ford Motor Company, Donation of \$1,500 (Fall 2010)
TEAMS Conference, Service Grant of \$10,210 gift-in-kind (Fall 2010)
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2010)
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2009)
TEAMS Conference, Service Grant of \$8,103 gift-in-kind (Fall 2009)
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2008)
TEAMS Conference, Service Grant of \$10,742 gift-in-kind (Fall 2008)

Internal Funding

Assessment Mini-Grant Unfunded Submission of \$2,259.52 (2018)
School of Sport and Exercise Science Travel Fund of \$2,000 (Fall of 2017)
Provost Travel Grant, Unfunded Submission of \$2,007 (Fall of 2017)
School of Sport and Exercise Science Travel Fund of \$1,000 (Fall of 2016)
Office of Sponsored Programs SSI Unfunded Grant Submission of \$5,999 (Spring of 2016)
School of Sport and Exercise Science Travel Grant of \$1,063.88 (Fall of 2015)
Office of Research and Economic Development, Travel Grant of \$220 (Spring 2015)
College of Education, Travel Grant \$220 (Spring 2015)
Department of Kinesiology, Travel Grant \$220 (Spring 2015)
Office of Research and Economic Development, Travel Grant of \$410 (Fall 2014)
College of Education, Travel Grant \$410 (Fall 2014)
Department of Kinesiology, Travel Grant \$410 (Fall 2014)
Department of Kinesiology, Data Collection Grant \$743.61 (Spring 2014)
Department of Kinesiology, Travel Grant \$667.50 (Spring 2014)
Office of Research and Economic Development, Travel Grant of \$450 (Fall 2013)
Office of Research and Economic Development, Travel Grant of \$750 (Fall 2009)

Higher Education Teaching

The University of Northern Colorado – Greeley, Colorado (August 2015-Present)
Full Professor – Graduate Faculty with Doctoral Research Endorsement (Present)
Associate Professor – Graduate Faculty with Doctoral Research Endorsement
Program Coordinator for M.S. and Ph.D. in Sport Administration (2016-Present)
Program Coordinator for M.S. Sport Administration Extended Campus (2016-Present)
Director of the Sport Marketing Research Institute (2016-Present)
Sport Administration Assessment Coordinator (2017-Present)
Program Coordinator, Founder, and Developer of the Sport Administration
B.S. Program (2017)

Responsibilities include, but not limited to:

Undergraduate, Masters, and Doctoral advisement and mentorship

Curriculum development (development of syllabi, exams, and evaluation)

On-Campus Courses Taught:
SES 270 Introduction to Sport Management
SES 570 Program Management
SES 576 Sport Promotions and Marketing
SES 622 Directed Individual Study
SES 650 Financial Management of Sport Organizations
SES 660 Personnel Management
SES 671 Fundraising & Development in Sport
SES 675 Management of Sport Facilities and Equipment
SES 692 Graduate Internships
SES 694 Doctoral Seminar in Advanced Consumer Behavior
SES 705 Doctoral Seminar in Sport Administration
SES 755 Practicum in College Teaching

Higher Education Teaching (Continued)

Online Courses Taught:
SES 576-900 Sport Promotions and Marketing
SES 622-900 Directed Individual Study
SES 671-900 Fundraising & Development in Sport
SES 688-900 Legal Aspects of Sport
SES 694-970 Sport in Film

Extended-Campus Courses Taught:
SES 570 Program Management
SES 576 Sport Promotions and Marketing
SES 675 Management of Sport Facilities and Equipment
SES 671 Fundraising & Development in Sport
SES 678 Event Development and Management
SES 688 Legal Aspects of Sport
SES 692 Graduate Internships

Mississippi State University - Starkville, Mississippi (August 2014-August 2015)

Level II Associate Professor with Tenure

Co-Director of the Undergraduate Sport Studies Program

Co-Director of the Graduate Sport Administration Program

Responsibilities include, but not limited to:

Undergraduate and graduate advisement

Curriculum development (development of syllabi, exams, and evaluation)

Courses Taught:

SS 8823/3103 Sport Sponsorship
SS 8803 Sport Law
SS 8710/4396 Sport Industry Internship
SS 4803 Seminar in Sport Studies

SS 4503/6503 Sport Promotion and Sales Management
KI 4990/6990 Special Topics in Sport Promotion and Sales Management

Mississippi State University - Starkville, Mississippi (August 2008-August 2014)

Level II Assistant Professor

Co-Director of the undergraduate Sport Studies Program

Co-Director of the graduate Sport Administration Program

Responsibilities include, but not limited to:

Undergraduate and graduate advisement

Curriculum development (development of syllabi, exams, and evaluation)

Higher Education Teaching (Continued)

Courses Taught:

SS 8823/3103 Sport Sponsorship

SS 8803/3203 Sport Law

SS 8833/3403 Event and Facility Management

SS 8710/4396 Sport Industry Internship

SS 8213/4203 Funding of Sport

SS 4803 Seminar in Sport Studies

KI 4990/6990 Sport Promotion and Sales Management

KI 6990 Fundraising and Development

PE 8123 Sport Administration

PE 6990 Fiscal Implications of Sport Management

PE 4990/6990 Special Topics in Business of Fantasy Sports

PE 4990/6990 Special Topics in Sport in Higher Education

PE 4990 Special Topics in Senior Seminar: Research Foundations

PE 4990 Special Topics in Sport Sponsorship

PE 4990 Special Topics in Sport Management

August 2005-May 2008

University of Northern Colorado - Greeley, Colorado

Teaching and Research Assistant

Responsible for development of syllabi, lectures, exams, and evaluation for a variety of lecture-based and activity classes:

SES 461 Administration and Law

SES 153 Weight Training, SES 150 Walking and Jogging,

SES 146 Aerobics, SES 129 Downhill Skiing, SES 114 Golf

SES 111 Bowling, SES 101 Flag Football, SES 100 Basketball

Prepared and presented lectures for graduate level classes:
SES 650 Financial Management for Sport Organizations
SES 576 Sport Promotion and Marketing
SES 570 Program Management

June 2007-July 2007

AIMS Community College - Greeley, Colorado

Golf Instructor

Dissertation Committees – University of Northern Colorado

Dissertation Committee Advisor for Brian Fowler, Sport Administration (2018-2019)
Dissertation Committee Advisor for Nicole Sellars, Sport Administration (2018-2019)
Dissertation Committee Co-Advisor for Jay Martyn, Sport Administration (2018-2019)
Dissertation Committee Advisor for Alex Traugutt, Sport Administration (2017-2018)
Dissertation Committee Advisor for Jiyoung Park, Sport Administration (2017-2018)
Dissertation Committee Advisor for Jacob Augustin, Sport Administration (2017-2019)
Dissertation Committee Co-Advisor for Erin Patchett, Sport Administration (2017-2019)
Dissertation Committee Member for Matthew Brinton, Higher Ed/Student Affairs (2017-2019)
Dissertation Committee Member for Brittany Jacobs, Sport Administration (2017-2018)
Dissertation Committee Advisor for Emily Must, Sport Administration (2016-2018)
Dissertation Committee Advisor for Sean Daly, Sport Administration (2016-2019)
Dissertation Committee Advisor for Nicole Furuiye, Sport Administration (2016-2018)

Dissertation Committees – University of Northern Colorado (Continued)

Dissertation Committee Advisor for Lei Ouyang, Sport Administration (2016-2019)
Dissertation Committee Advisor for Dean Ekeren, Sport Administration (2016-2017)
Dissertation Committee Co-Advisor for Alex Rondon, Sport Administration (2016-2017)
Dissertation Committee Member for Janet Howes, Sport Administration (2016)
Dissertation Committee Advisor for Kerry Fischer, Sport Administration (2015-2018)

Dissertation Committee – Mississippi State University

Dissertation Committee Member for Charrod Dodd, Economics (2009-2010)

Thesis Committees – Mississippi State University

Thesis Committee Chair for Sivas Vivekanandan, Sport Administration (2013-2014)
Thesis Committee Chair for Julie Rhoads, Sport Administration (2013-2014)
Thesis Committee Member for Young Ha Kim, Sport Administration (2013)
Thesis Committee Member for Brandon Bolen, Economics (2012)
Thesis Committee Chair for K.C. Mayer, Sport Administration (2011-2012)
Thesis Committee Chair for Michael Grimes, Sport Administration (2010-2011)

Internal Mentorship

Dean's Citation for Outstanding Dissertation: Alex Traugutt (2018)
Dean's Citation Award for Excellence: Alex Traugutt (2018)
UNC Research Celebration Advisor for Jiyoung Park (2018)
UNC Research Celebration Advisor for Alex Traugutt (2018)
Directed Study Advisor for Brian Fowler (Fall 2018)
Directed Study Advisor for Bomin Paek (Fall 2018)
Directed Study Advisor for Brian Fowler (Fall 2017)
Directed Study Advisor for Jesse Thomas (Fall 2017)

Directed Study Advisor for Jacob Augustin (Summer 2017)
UNC Research Celebration Award Advisor for Finalist, Jiyoung Park (2017)
UNC Research Celebration Award Advisor for Finalists Nicole Sellars, Alex Traugutt, and Jacob Augustin (2017)
Directed Study Research Advisor Brittany Jacobs (Spring 2017)
Directed Study Research Advisor Jiyoung Park (Spring 2017)
UNC Research Celebration Award Advisor for Jacob Augustin and Alex Traugutt (2016)
Directed Study Research Advisor Nicole Sellars (Fall 2016)
Directed Study Research Advisor Silas Arnold (Fall 2016)
Directed Study Research Advisor for Alex Traugutt (Spring 2016)
Directed Study Research Advisor for Jacob Augustin (Fall 2015)
Graduate Student Research Symposium Presentation Advisor for Sivas Vivekanandan (2015)
Research Award Program, Graduate Category Nomination for Sivas Vivekanandan (2015)
Research Award Program, Graduate Category Nomination for Sivas Vivekanandan (2014)
Faculty Representative for Sport Marketing Association Case Study Competition (2013)

- 1st Place Finish, Graduate Student Division, Albuquerque, New Mexico.

Supervised Directed Individual Studies: 24 undergraduates; 39 graduates (2008-2015)
Supervised Internships: 135 undergraduates; 56 graduates (2008-2015)

Sport Administration Program Development

Co-developed, Online Sport Administration Masters program at Northern Colorado (2017)
Developed, Sport Administration Undergraduate program at Northern Colorado (2016)
Co-developed, Sport Administration Doctorate of Philosophy at Mississippi State (2015)
Co-developed, Sport Studies Undergraduate program at Mississippi State (Summer 2008)

Graduate Curriculum Development at the University of Northern Colorado

SES 694 Special Topics: Sport in Film (Summer 2018)
SES 675 Fundraising & Development in Sport (Fall 2016)

Online Graduate Curriculum Development at the University of Northern Colorado

SES 694-970 Special Topic: Sport in Film (Summer 2018)
SES 671-900 Fundraising & Development in Sport (Summer 2018)
SES 688-900 Legal Aspects of Sport Law Online Course (Spring 2018)
SES 576-900 Sport Promotion and Marketing Online Course (Spring 2017)

Undergraduate Curriculum Development at the University of Northern Colorado

Developed the approved curriculum and four-year plan for creation of the program (2016-2017)
SES 461 Sport Governance & Law

Doctoral Curriculum Development at Mississippi State University

KI 8923 Doctoral Seminar in Sport Studies (2014-2015)

Graduate Curriculum Development at Mississippi State University

SS 6503 Sport Promotion and Sales Management
SS 8823 Sport Sponsorship

SS 8803 Sport Law
SS 8833 Event and Facility Management
SS 8710 Sport Industry Internship
SS 8213 Funding of Sport
KI 6990 Special Topics in Sport Promotion and Sales Management
KI 6990 Special Topics in Fundraising and Development
PE 8123 Sport Administration
PE 6990 Fiscal Implications of Sport Management
PE 6990 Special Topics in Business of Fantasy Sports
PE 6990 Special Topics in Sport in Higher Education

Undergraduate Curriculum Development at Mississippi State University

SS 3103 Sport Sponsorship
SS 3203 Sport Law
SS 3403 Event and Facility Management
SS 4203 Funding of Sport
SS 4396 Sport Industry Internship
SS 4503 Sport Promotion and Sales Management
SS 4803 Seminar in Sport Studies
PE 4990 Special Topics in Senior Seminar: Research Foundations
PE 4990 Special Topics in Business of Fantasy Sports
PE 4990 Special Topics in Sport in Higher Education
PE 4990 Special Topics in Sport Sponsorship
PE 4990 Special Topics in Sport Management

Editorial Board Member

Journal of Issues in Intercollegiate Athletics (2013-Present)

- 16 manuscripts reviewed as board member

Case Studies in Sport Management (2012-Present)

- 13 manuscripts reviewed as board member
- 1 manuscript reviewed for Special Issue on Strategic Management in Sport Business
- 1 manuscript reviewed for Special Issue on Organizational Behavior in Sport Management (2018)

Special Editor for Sport Marketing Quarterly: Interviews Edited

Nagel, M. (2017). Industry Insider: Donna Goldsmith. *Sport Marketing Quarterly*, 26(3), 127-129.

Nagel, M. (2017). Industry Insider: Jami Pardi. *Sport Marketing Quarterly*, 26(2), 61-62.

Nagel, M. (2017). Industry Insider: Bill Powell. *Sport Marketing Quarterly*, 26(1), 3-5.

Nagel, M., Koesters, T. (2016). Industry Insider: Adam Lippard. *Sport Marketing Quarterly* 25(4), 135-137.

Special Editor for Sport Marketing Quarterly: Interviews Edited (Continued)

Nagel, M. (2016). Industry Insider: Nicholas Horbaczewski. *Sport Marketing Quarterly*, 25(3), 75-78.

Nagel, M. (2016). Industry Insider: Joyce Caron-Mercier. *Sport Marketing Quarterly*, 25(2), 75-78.

Ad Hoc Article Editor

SAGE Open (2017)

- 1 article editorship
- Primary role as the Article Editor was to run the peer-review process. This entails more responsibility than serving as a traditional reviewer. Secured two reviewers, and then made the final decision on the paper after the reviews had been returned.

Ad Hoc Reviewer

International Journal of Financial Studies (2018)

- 1 manuscript reviewed

SMQ Special Issue on Experimental Research in Sport Consumer Behavior (2018)

- 2 manuscripts reviewed

Journal of Intercollegiate Sport (2018)

- 1 manuscript reviewed

International Journal of Markets and Business Systems (2016)

- 1 manuscript reviewed

International Journal of Accounting and Finance (2016)

- 1 manuscript reviewed

International Journal of Sport Management and Marketing (2016)

- 1 manuscript reviewed

Ad Hoc Reviewer (Continued)

International Journal of Sport Management and Sponsorship (2014-2015)

- 3 manuscripts reviewed

CSSM Special Issue on Strategic Management in Sport Business (2014)

- 1 manuscript reviewed

Sport Management Review (2013-2014)

- 2 manuscripts reviewed

International Journal of Sport Communication (2013-2014)

- 2 manuscripts reviewed

International Journal of Sport Communication Special Issue on Twitter (2013)

- 1 manuscript reviewed

Journal of Issues in Intercollegiate Athletics (2008-2012)

- 2 manuscripts reviewed

Book Review

Sport Law by Sharp, L., Moorman, A., & Claussen, C. for Holcomb Hathaway (2012)

Conference Abstract Reviewer

CSRI Conference (2018)

- 4 abstracts reviewed

CSRI Conference (2017)

- 3 abstracts reviewed

- SMA Conference (2016)
 - 6 abstracts reviewed
- SMA Conference (2015)
 - 9 abstracts reviewed
- NASSM Conference (2015)
 - 2 abstracts reviewed
- Southern Sport Management Conference (2014)
 - 8 abstracts reviewed
- College Sport Research Institute Conference (2014)
 - 4 abstracts reviewed
- Southern Sport Management Conference (2014)
 - 12 abstracts reviewed
- SMA Conference (2014)
 - 4 abstracts reviewed
- SMA Conference (2013)
 - 6 abstracts reviewed
- NASSM Conference (2011)
 - 3 abstracts reviewed
- College Sport Research Institute Conference (2011)
 - 6 abstracts reviewed
- College Sport Research Institute Conference (2010)
 - 6 abstracts reviewed

External Service

Sport Marketing Association

Vice President of Industry Affairs (Elected in 2015 to 2017)

- Special Editor of SMQ, sponsorship sales, and executive council duties
- Oversaw sponsorship sales totaling \$19,550 (2017)
- Oversaw sponsorship sales totaling \$19,700 (2016)
- Executive Board meeting in Boston in Fall 2017
- Executive Board meeting in Boston in Spring 2017
- Executive Board meeting in Indianapolis in Spring 2016
- Executive Board meeting in Indianapolis in Fall 2016
- Sport Marketing Quarterly, Editorial Board meeting in Indianapolis in Fall 2016

North American Society of Sport Management

Student/Faculty Mentor Meeting (2012, 2014, 2016, 2017)

External Promotion and/or Tenure Reviewer (2015)

- 1 review

North American Society of Sport Management

Student Research Paper Competition Reviewer (2015)

- 4 papers reviewed

North American Society of Sport Management

Nominating Committee, 2-year term (2012-2014)

Internal Service – University

Provost Taskforce: Academic Portfolio (2018)

- Sub-Committee: New or Expanded Academic Programs

University of Northern Colorado Athletic Department Recruiting (2018)

Elected to Graduate School Faculty Council (2016-Present)

- Standards Sub-committee: Vice Chair (2018-Present)
- Standards Sub-committee (2016-Present)
 - 75 Graduate Faculty/Doctoral Research Endorsement Status Reviewed
 - 1 Dean's Citation Application Reviewed
 - 3 Dissertation Reviewed for Outstanding Dissertation Award

Applied Statistics and Research Methods search committee member (2016-2017)

Honor Code Faculty Council Member (2014-2015)

Mississippi State Athletic Department Recruiting (2008-2015)

Appointed to the Athletic Council at Mississippi State University (2009-2010)

Internal Service – College

College of Natural and Health Sciences Policy & Procedures Committee (2016-2018)

- Committee wrote policies & procedures for joint appointments within the college
- Revised Tenure and Promotion policies & procedures within the college

Foreign Language Education Department faculty search committee member (2012)

Elected Chair of College of Education Diversity Council (2010-2012)

Elected member of the College of Education Faculty Council (2008-2010)

Internal Service – Department/School

Summer New Student Orientation (2018)

Summer Freshman Orientation (2018)

Sport Administration Assessment Coordinator (2017-Present)

Exhibitor booth at the SMA Conference, graduate recruiting (2017)

Exhibitor booth at the ASMA Conference, graduate recruiting (2017)

Founder and Co-developer of the Sport Administration Online-M.S. Program (2017)

Founder and Developer of the Sport Administration B.S. Program (2017)

Program Coordinator of Sport Administration Undergraduate Program (2017-Present)

Program Coordinator of Sport Administration Graduate Programs (2016-Present)

Program Coordinator of Sport Administration Extended Campus Program (2016-Present)

Director of the Sport Marketing Research Institute (2016-Present)

Exhibitor booth at the SMA Conference, graduate recruiting (2016)

Exhibitor booth at the CSRI Conference, graduate recruiting (2016)

Exhibitor booth at the Denver Outlaws Career Fair, Extended Campus recruiting (2016)

Chair of the Sport Administration Assistant Professor search committee (2015-2016)

Chair of the Sport Administration Assistant/Associate Professor search committee (2015-2016)

School of Sport & Exercise Science Evaluation Committee (2015-2016)

Group Leader, Department of Kinesiology Strategic Planning (2015)

Department of Kinesiology Graduate Council (2014-2015)
Department of Kinesiology Promotion and Tenure Committee (2014-2015)
Chair of Public Relations Committee for Kinesiology (2010-2015)
Co-Director, Sport Studies Program (2008-2015)
Co-Director, Sport Administration Program (2008-2015)
Department of Kinesiology Curriculum Committee (2008-2015)
Department of Kinesiology Scholarship Committee (2008-2010)
Department of Kinesiology Technology Committee (2008-2010)

Community Service

American Legion Golf Tournament in Greeley, Colorado (2016)

- Consulting for organization of the tournament

Watch D.O.G.S. Program at Tozer Elementary in Windsor, Colorado (2015)

- Assisted in the classroom and provided additional security for the grounds

Professional Honors, Awards, and Nominations

College of Natural and Health Sciences Faculty Research Mentor of the Year (2017-2018)

- Graduate Level Award Recipient; \$600 for Professional Development

Irvin Atly Jefcoat Award Nominee (2012)

- Advising Award

Hal Parker Faculty Award Recipient (2011)

- \$2,500 Teaching, Research, and Service Award

Professional Development – Consulting/Expert Contribution

Sport Marketing Research Institute (SMRI) - University of Northern Colorado
Director of the Sport Marketing Research Institute (2016-Present)

- 1 Proposal submitted to SBRNet (2019)
- 1 Proposal submitted to SBRNet (2018)
- 1 Proposal submitted & accepted with Budweiser Events Center (2017-Present)
- 3 Proposals submitted to the United States Olympic Committee (2016)

Sport Consumer Research Lab - University of Arkansas
Advisory Board Member (2016-Present)

Academic Consultant for the University of Northern Illinois
Remuneration commensurate with consulting activities for online teaching (2016)

Research Consultant for Temple University
Remuneration commensurate with consulting activities for research (2016)

United States Court of Appeals for The 9th Circuit, Case Nos. 09-cv-1967 CW/09-cv 3329 CW
NCAA, *Defendant-Appellant v. Edward O'Bannon* (2015)
Co-signatory, Brief of Amicus Curiae, invitation by Cotchett, Pitre & McCarthy

National Labor Relations Board, Case 13-RC-12135
Northwestern University and the College Athletes Players Association (2014)
Co-signatory, Brief of Amicus Curiae on invitation by the National Labor
Relations Board

Learfield Sports Properties
Mississippi State University Bulldog Properties (2011-2015)
Coordinate student volunteers/interns

Mississippi State University Recreational Sports
Sponsorship Consultant for Adidas proposal (2011)

Sport Administration Research Center (SARC)
Co-Founder, Sport Administration Research Center (2008-2015)
Founder and Executive Director of the Sport Business Lab
Ford Motor Company (2010)
\$15,000 budget to create and implement a marketing plan

Professional Golf Association
Viking Classic Event Management Supplemental Support (2008-2010)
\$6,850 service grant

Mississippi Special Olympics for Area 6
Event/Personnel Management (2008-2015)
Assist with coordination of student volunteers who manage the event

Professional Development – Consulting/Expert Contribution (Continued)

Sport Marketing Research Institute (SMRI)
Co-Director of SMRI (Spring 2007-Spring 2008)
Active member (2005-2008)
Director of United States Olympic Committee Project (2007-2008)
\$15,000 contract involved 35 National Governing Bodies
Colorado State Athletics, traffic flow study (Fall, 2007)
Remuneration and perquisites included
Denver Nuggets, market researcher (Spring 2006, Spring 2007)
Remuneration and perquisites included
Colorado Avalanche, market researcher (Spring 2006, Spring 2007)
Remuneration and perquisites included
USOC, researcher and consultant (Spring 2007)
Remuneration included
Sport Business Research Network (SBRnet), Data consultant (Spring 2007)
Remuneration included

USA Taekwondo, market researcher and consultant (Summer 2006)
Travel and accommodations paid in full for onsite data collection

Sport Marketing Association Conference
Denver Conference, Director of VIP Services (Fall 2006)

Professional Development - Research Reports

Ford Motor Company Project (2010)
Social Networking/Marketing Consultant Report
United States Olympic Committee Project (2007-2008)
Market Data Reports for 35 National Governing Bodies
USA Taekwondo National Governing Body Research Report (2006)
On-site Membership Satisfaction Study at Junior National Taekwondo Championships

Professional Development – Teaching and Learning Fair/Symposium Presentations

Morse, A. & Traugutt, A. (2017). Virtual Reality: From the sport marketing classroom to the sport marketing industry. Presented at the 2017 SMA Conference in Boston, MA.

Rondon-Azcarate, A. & **Morse, A.***** (2017). Sport event management bid assignment. Presented at the 2017 NASSM Conference in Denver, CO.

Morse, A. & Love, A. (2014). Collaboratively teaching sport marketing across sport administration curriculum. Presented at the 2014 SMA Conference in Philadelphia, PA.

Morse, A. & Rye, M. (2014). Collaborative teaching in facility management across academic departments and within the community. Presented at the 2014 NASSM Conference Teaching and Learning Fair in Pittsburgh, PA.

Professional Development – Teaching and Learning Fairs/Symposiums Attended

Sport Marketing Association Annual Conference (2018)
Teaching and Learning Fair in Dallas, Texas
Sport Marketing Association Annual Conference (2017)
Teaching and Learning Fair in Boston, Massachusetts
North American Society for Sport Management Annual Conference (2017)
Teaching and Learning Fair in Denver, Colorado.
Sport Marketing Association Annual Conference (2016)
Teaching and Learning Fair in Indianapolis, Indiana.
North American Society for Sport Management Annual Conference (2016)
Teaching and Learning Fair in Orlando, Florida.
Sport Marketing Association Annual Conference (2015)
Teaching and Learning Fair in Atlanta, Georgia.
Sport Marketing Association Annual Conference (2014)

Teaching and Learning Fair in Philadelphia, Pennsylvania.
North American Society for Sport Management Annual Conference (2014)
Teaching and Learning Fair in Pittsburgh, Pennsylvania.
North American Society for Sport Management Annual Conference (2012)
Teaching and Learning Fair in Seattle, Washington.
Sport Marketing Association Annual Conference (2011)
Teaching and Learning Symposium in Houston, Texas.
Sport Marketing Association Annual Conference (2010)
Teaching and Learning Fair in New Orleans, Louisiana.
North American Society for Sport Management Annual Conference (2009)
Teaching and Learning Fair in Columbia, South Carolina.

Professional Development – Conferences Attended Without Presentation

Sport Sales Workshop and Job Fair, Denver, CO (2018)

- Attended the workshop on Inside Ticket Sales and Job Fair with students

American Marketing Association Conference, San Francisco, CA (2017)

- Selected as a focus group participant for experiential learning in marketing

Sport Marketing Association Conference, Indianapolis, IN (2016)

- Attended the SMA Executive Board Meeting

North American Society for Sport Management Annual Conference, Orlando, FL (2016)

- Attended the CSSM Editorial Board Meeting

American Marketing Association Conference, Las Vegas, NV (2016)

- Selected as a focus group participant for marketing plans in education

Sport Marketing Association Conference, Albuquerque, NM (2013)

- Faculty Representative for the Graduate Case Study Competition

Professional Development - Workshops Attended On-campus

Outlook: Ways to Tame Your Inbox and Calendar (2018)
Virtual Reality in the Classroom Workshop (2017)
Digital Measures at UNC (2015)
Grant Writing Workshop (2015)
Using Google Analytics to Understand Your Website Visitors (2014)
Using Rubrics in MyCourses (2014)
How to Evaluate an Online Course (2014)
Human Subjects Research Training (2008, 2010, 2012, 2013, 2014)
Promotion and Tenure: Does Teaching Still Matter? (2012)
Grant Writing II (2008)
Introduction to SPSS 16 (2008)

Professional Development - Associations and Affiliations

North American Society of Sport Management (NASSM)
Sport Marketing Association (SMA)
College Sport Research Institute (CSRI)
American Marketing Association (AMA)
Southeastern Conference Sport Educators Collaborative (SEC²)

Professional Development – Media Coverage

WalletHub.com

[2018's Best Baseball Cities: Aske the Experts](#) (October, 2018)

Tao of Sports Podcast - Sport Administration Education, Revenue Generation in Sport
<http://www.sportstao.com/> (August 15, 2016)

WalletHub.com

[2015's Best & Worst Cities for Baseball Fans: Ask the Experts](#) (June 2, 2015)

USA Today

NCAA Basketball Tournament Dodges Conference Bias (March 16, 2010)

Chicago Tribune

Home TV Policy Aids Declining Hawks Interest Blackouts; Blackouts Hurt Expansion
Of Fan Base (Archive for Thursday, September 27, 2007)

Professional Development – Courses Taken

Mississippi State University

EDF 9453 Introduction to Qualitative Research Education (Audited with Dr. Xu)

Experience in the Sport Industry

May 2003-2004

Illinois State University - Normal, Illinois

Athletic Marketing Graduate Assistant

Sponsorship sales

Internal and external marketing and promotions

August 2001-July 2002

Lincoln Saltdogs Baseball - Lincoln, Nebraska

Director of Group Sales

Group ticket and picnic package sales
Lincoln Saltdogs sky suite rentals
University of Nebraska baseball sky suite rentals

August 2000-August 2001

Lincoln Saltdogs Baseball - Lincoln, Nebraska

Ticket Account Executive

Season ticket sales
Group ticket sales
Picnic packages
Saltdogs sky suite rentals

May 2000-August 2000

Lincoln Lightning Indoor Football - Lincoln, Nebraska

Internship-Assistant to the General Manager

Sponsorship sales
Marketing and promotions

March 1999-August 1999

Denton Community Activities Committee - Denton, Nebraska

I-80 Little League President and Tournament Director

Director of Baseball and Softball Operations

Computer Skills

Competency in computer programs includes, but is not limited to:

Qualtrics, SPSS 24, NVivo, SurveyMonkey, Blackboard, CAPP compliance,
MyCourses/Banner, Microsoft Office, Google Analytics, Facebook, LinkedIn, Twitter,
Oakland A's baseball simulator.

Educational Honors

Denton Dollars for Scholars Scholarship Fund (1996-2000, 2003-2006)

Shapiro, S. & **Morse, A.** (Fall 2006). Ancillary price determination in

Major League Baseball: An empirical analysis. Poster presentation selected to represent
the College of Natural and Health Sciences at the University of Northern Colorado's
2007 Student Research Celebration.