Mark L. Howard

BERRY COLLEGE
DEPARTMENT OF KINESIOLOGY
VISITING ASSISTANT PROFESSOR
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EDUCATION

Florida State University – Tallahassee, FL – **Ph.D. Sport Management**
Major: Sport Management
Cognate Area: Sport Finance
Graduation: August, 2016

Dissertation: Public Goods Generated by Intercollegiate Athletics: Student's Willingness-to-Pay Increased Athletic Fees

Dissertation Chair: Dr. Jeffrey James
Dissertation Committee: Dr. Ryan Rodenberg, Dr. Joshua Newman, Dr. Mark Isaac

Georgia State University – Atlanta, GA – **Master of Science**
Major: Sports Administration
Specialization: School, College, and Professional Sports Management
Graduation: August, 2008

Dallas Baptist University – Dallas, TX – **Bachelor of Business Administration**
Major: Finance
Graduation: December, 1997

TEACHING EXPERIENCE

Berry College – Department of Kinesiology
Visiting Assistant Professor (FA 2016 – Current)

BCC 100 – First Year Seminar (FA 2019, FA 2017)
KIN 255 – Sports Administration (FA 2019, FA 2018, FA 2017, SP 2017, FA 2016)
KIN 290 – Sport and Film (SU 2019)
KIN 303 – History of Sports (FA 2019, FA 2017, FA 2016)
KIN 319 – Sport in Contemporary Society (FA 2018, SU 2017)
KIN 340 – Legal and Ethical Issues in Sport (SP 2017, SP 2018)

KIN 455 – Facilities Management (SP 2018)
KIN 457 – Sports Finance (SP 2018, SP 2017)
KIN 461 – Sports Leadership Development (FA 2019, FA 2018, FA 2017)
KIN 462 – Sports Leadership Application (SP 2018)
KIN 496 – Academic Internship (SP 2017)
KIN 498 – Directed Study (SP 2019, FA 2017)

Florida State University – Department of Sport Management
Instructor (FA 2009 - FA 2015)

SPM 4124 – Human Resource Management in Sport (FA 2015)
SPM 4505 – Sport Finance (SP 2015, SP 2012, FA 2011, FA 2010, SP 2010, FA 2009)
SPM 4003 – Careers in Sport (SU 2011)

Southern New Hampshire University – College of Continuing Education
Adjunct Instructor (SP 2013 – WI 2014)

Graduate Level:

SPT 565 - Internationalization of Sport Business (WI 2014) - Online
SPT 501 – Research Methods in Sport Management (SU II 2014) – Online
SPT 501 – Research Methods in Sport Management (SU I 2014) – Online
SPT 501 – Research Methods in Sport Management (SP 2014) – Online
SPT 510 – Sport and Society (SP 2013) – Online

Undergraduate Level:

SPT 402 – Sport Revenue (SP 2013) – Online

Florida State University – Department of Sport Management
Graduate Teaching Assistant (FA 2009 – SP 2012)

Undergraduate Level:

SPT 4154 – Introduction to Sport Management (FA 2011)
SPT 4505 – Sport Finance (SP 2009)

Graduate Level:

SPM 5027 – Diversity in Sport (SP 2012)
SPM 5405 – Sport and the Media (SP 2011)

INVITED GUEST LECTURES

Introduction to Sport Management (UG) – SP 2014, FA 2013, FA 2011, FA 2010
Issues in Sport Management (UG) – SP 2013, FA 2012, SP 2012
Sport Law (UG) – FA 2012

Athletic Administration (G) – SP 2012

SCHOLARLY WORK

REFEREED PUBLICATIONS

1. Nagel M. S., & **Howard, M. L**. (2012). From the playing field to the courtroom: The past, present, and future role of the government in intercollegiate athletics' suspensions. *Journal of Kinesiology & Wellness, 1*(1), 23-34. Retrieved from http://www.site.wskw.org/wp-content/uploads/2017/03/BoxPickerAPI_Vol-1-2012-1.pdf.

RESEARCH IN PROGRESS

4. Rynarzewska, A., & **Howard, M. L.** (Manuscript in development). Effects of spectator motivations, fan identity on Virtual Reality adoption in sport fans.
3. **Howard, M. L.**, & Magnusen, M. (Manuscript in development). Season ticket holder activity on the secondary market: An analysis in intercollegiate athletics.
2. **Howard, M. L.** (Manuscript in development). Public Goods Generated by Intercollegiate Athletics: Student's Willingness-to-Pay Increased Athletic Fees.
1. **Howard, M. L.** (Manuscript in development). Effects of athletic department policy changes affect season ticket holder activity on the secondary market.

REFEREED PRESENTATIONS

10. **Howard, M. L.** (2019, April). *How Do Athletic Department Policy Changes Affect the Secondary Ticket Marke?.* Presented at the 12th Annual College Sport Research Institute Conference on College Sport (CSRI), University of South Carolina, Columbia, SC.

9. **Howard, M. L.**, & Magnusen, M. (2019, February). *Season ticket holder activity on the secondary market: An analysis in intercollegiate athletics*. Presented at the Annual Conference of Applied Sport Management Association, Nashville, TN.

8. Rynarzewska, A., & **Howard, M. L.** (2017, February). *Effects of spectator motivations, fan identity on Virtual Reality adoption in sport fans*. Presented at the annual conference of Applied Sport Management Association, Baton Rouge, LA. (Works in Progress Session)

7. **Howard, M. L. (**2016, May**).** *Public goods generated by intercollegiate athletics: Student's Willingness-to-pay increased athletic fees*. Presented at the annual conference of North American Society for Sport Management, Orlando, FL.

6. **Howard, M. L.**, & McMorrow, T. (2013, May). *Incorporating Excel in the sport management curriculum*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.

5. Magnusen, M., Mondello, M., and **Howard, M. L.** (2010, May). *Sport ticket pricing: Innovative revenue generating strategies*. Presented at annual conference of the North American Society for Sport Management, Tampa, FL.

4. Pitts, B., Danylchuck, K., Quarterman, J., Cianfrone, B., **Howard, M. L.**, and Jackson, E. N. (2010 September). *Sport Management Literature: A Content Analytic Examination of the European Sport Management Quarterly and its Predecessor the European Journal for Sport Management.* Presented at the annual conference for the European Association for Sport Management, Prague, Czech Republic.

3. Pitts, B., Danylchuck, K., Quarterman, J., Cianfrone, B., and **Howard, M. L.** (2008 September). *Examining the body of scholarship in sport management: A content analysis of the European Sport Management Quarterly*. Presented at the annual conference for the European Association for Sport Management, Heidelberg, Germany.

2. Pitts, B., Cianfrone, B. A., Lucas, C., Lu, D., and **Howard, M. L.** (2008, March). *The living classroom as a vital component of sports marketing education: Benefits of developing partnerships with local sports businesses*. Presented at the annual conference of the Association of Collegiate Marketing Educators, Houston, TX.

1. Nagel, M. S., and **Howard, M. L.** (2007, March). *The Reuben Houston suspension: Does the school or the court determine athletic eligibility?* Presented at the 20th annual conference of the Sport and Recreation Law Association, Chapel Hill, NC.

ACADEMIC ADMINSTRATIVE EXPERIENCE

Berry College – Department of Kinesiology
Visiting Assistant Professor (Fall 2016 – Current)

- Implemented several curriculum modifications
- Worked with department chair, dean and interim provost to incorporate USTA Tennis Management Certification program into Kinesiology department curriculum
- Developed new course materials
- Provide academic advising to undergraduate students in the Kinesiology department
- Attended on-campus recruitment events
- Developed course scheduling for future semesters

Florida State University – Department of Scientific Computing
Academic Program Specialist (November 2014 – August 2016)

- Provide academic advising to undergraduate and graduate students in the DSC program
- Coordinate the admissions process for the DSC graduate program
- Coordinate class scheduling for the upcoming semesters
- Responsible for promoting recruitment of new students
- Create reports for faculty members to assist with student reviews
- Coordinate preliminary exams for graduate students
- Monitor academic performance of both undergraduate and graduate students

Florida State University – Department of Sport Management (SM)
Academic Advisor (May 2009 – Aug 2011)

- Provided academic and development advising to new and continuing undergraduate students (185 per semester) in the SM program
- Coordinated the admissions process for the SM undergraduate program
- Worked with department chair to resolve any student related issues
- Discussed the SM program and counseled prospective students and their parents on program requirements
- Served as the student member on the Graduate Policy Council Review for the SMRMPE department
- Assisted students in clarifying their interests, aptitudes and goals
- Monitored academic performance, intervening with students in academic difficulty
- Worked with the FSU College of Education to coordinate student admissions and graduation

PROFESSIONAL EXPERIENCE

Florida State University – Athletic Ticket Office
Athletic Ticket Office Assistant (February 2009 – July 2016)

- Assist in operations of all ticket sales including windows, mail and phone orders, and game-day sales (Football, Men and Women's Basketball, and Baseball)
- In charge of player guest ticket distribution (Men and Women's Basketball)
- Balance cash/credit receipts and tickets sold to ensure accuracy and security
- Contribute to day-to-day operations of athletic ticket office
- Use of Raiser's Edge, Paciolan and Ballena ticketing software
- Process phone and mail orders including season ticket renewals and bill plans
- Make outbound customer service and sales calls
- Gain familiarity with NCAA regulation regarding athlete guest tickets

Florida State University – Office of Faculty Recognition
Web Support Specialist (August 2012 – November 2014)

- Responsible for maintaining and updating the database of the OFR Faculty Awards Catalog
- Provide training for new personnel of OFR processes and procedures for testing the Faculty Expertise and Advancement System (FEAS), Faculty Award Catalog, the Extraordinary Accomplishments Petition Interface
- Coordinate with OFR staff to create documentation updates for FEAS system and new documentation for the Extraordinary Accomplishments Program
- Work with OFR programmer and staff to test and debug updates to OFR programs
- Suggested numerous updates to the Award Catalog interface which were implemented

FIS Flood Services, Arlington, TX
Geographic Information Systems Supervisor / Manager, November 2002 to August 2005

FIS Flood Services is the first flood data provider to replace the paper flood maps with a complete set of digital FEMA flood maps. This innovation gives FIS Flood Services the most accurate and comprehensive nationwide GIS coverage in the industry, producing higher hit rates and quicker turn-times.

- In charge of hiring new employees (approximately 25 employees)
- Managed employee evaluations (performance reviews and disciplinary actions)
- Supervised a department of (up to) 30 employees
- Oversaw data integration caused by purchase of competitors
- Communicated with other departments concerning project status and information
- Set up scheduling for department's employees

UNIVERSITY SERVICE

Berry College, Faculty Liaison – Men's and Women's Golf, 2018-Present

Berry College, CSEHS, Planning Council Committee Representative, 2018-Present

Berry College, CSEHS, Writing Across the Curriculum Committee Representative, 2018-Present.

Berry College, CSEHS, Athletics Committee Representative, 2017-Present.

Berry College, BCC 100 First-Year Seminar Instructor, FA 2017

Berry College, Governor's Honors Interview Day Volunteer, SP 2017

FSU, Diversity and Inclusion Council, Recruitment and Retention Subcommittee, Researcher, SP 2013

GSU, College of Education Activity Fee Committee, Student Representative, 2006 – 2007

DEPARTMENTAL SERVICE

Berry College, Kinesiology Department Discover Berry Representative, FA 2019, SP 2017

Berry College, Kinesiology Department Majors Fair Representative, FA 2018, FA 2016

FSU, Graduate Policy Review (SMRMPE Department), Student Representative, FA 2010

GSU, Sports Administration Search Committee, Student Representative, SP 2007

GSU, Sport Management and Administration Club, Treasurer, 2005 - 2007

PROFESSIONAL SERVICE

NCAA Division I East Regional Golf Championship, Atlanta, GA, 2007

19th Annual State Farm College Slam Dunk & Three Point Championships, Atlanta, GA, 2007

HONORS AND AWARDS

Department of Kinesiology and Health Outstanding Sports Administration Graduate Student, 2006-2007

Sports Administration Academic Honors Award (4.0 GPA), 2007

PROFESSIONAL AFFILICATIONS/ASSOCIATIONS

North American Society for Sport Management (NASSM), 2007 – 2010 & 2013 – Present

Sport and Recreation Law Association (SRLA), 2006 – 2008