

BRIGITTE M. BURPO, M.ED.

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EDUCATION

- Ph.D.** Sport Administration, University of Louisville
Louisville, KY Anticipated Completion - **May 2020**
Dissertation topic: Strategic Management of Resources in HBCU Athletics
- M.Ed.** Administration of Higher Education, Auburn University
Minor: Sport Management
Auburn, AL Completed - **Dec 2015**
- B.S.** Sales and Marketing, Tuskegee University
Tuskegee, AL Completed - **May 2007**

TEACHING EXPERIENCE

University of Louisville, Louisville, KY January 2018-Present
Instructor, Health & Sport Sciences

- Taught undergraduate courses averaging 70 students per semester, covering the following topics:
 - Organizational Behavior in Sport (SPAD 382)
 - Sport Marketing (SPAD 383)
 - Sport Governance (SPAD 390)
 - Career Development in Sport (SPAD 401)
 - Sport Facilities Management (SPAD 405 – distance education course)
 - Senior Seminar in Sport (SPAD 490 – distance education course)
 - Sport for Development & Peace (SPAD 571)
- Developed lectures, quizzes, exams, hallmark assessments, and other assignments
- Developed and revised syllabi to meet accreditation standards
- Managed grading of all assignments and final course grades

RESEARCH EXPERIENCE

Outsiders Within: Barriers affecting the retention of Black faculty in sport and leisure studies, University of Louisville 2017 to 2018

Co-Investigator, Dr. Marion Hambrick

- Qualitative phenomenological study that explored the common barriers and facilitators of retention of Black faculty in sport and leisure studies at predominantly White institutions (PWIs)
- Presented initial findings at NASSM 2018 Conference in Halifax, Nova Scotia
- Manuscript in progress

CONFERENCE PRESENTATIONS AND INVITED LECTURES

Poster Presentation, Cintron, A. & Burpo, B. “Stadium development: A Trojan Horse for urban imperialism”, Urban Affairs Association Conference, April 2019.

Oral Presentation, Burpo, B. “For the culture: An analysis of attraction, identification, and retention of HBCU Classic Consumers”, College Sport Research Institute (CSRI), April 2019.

Oral Presentation, Burpo, B. “Sacrificial lamb games: An analysis of the growing reliance on guarantee games for HBCU athletics”, Black Student Athlete Summit, January 2019.

Oral Presentation, Burpo, B. “Barriers affecting retention of Black faculty in sport and leisure studies academic programs”, North American Society for Sport Management (NASSM) Conference, June 2018.

Oral Presentation, Burpo, B. “The Outsider within: Barriers affecting retention of Black female faculty at predominantly White institutions, CEHD Spring Research Conference, March 2018.

WORK EXPERIENCE

Instructor August 2019 – Present
*University of Louisville Department of Health and Sport Sciences
Louisville, KY*

Develop and teach undergraduate and graduate level courses for Sport Administration according to COSMA standards; Serve on departmental, college, and university committees related to recruitment and retention activities, Co-Advise Sport Administration students with the SPAD Association

Graduate Assistant August 2017 – July 2019
*University of Louisville Department of Health and Sport Sciences
Louisville, KY*

Develop and teach undergraduate level courses as the instructor on record for Sport Administration according to COSMA standards; Conduct research in the Department of Health and Sport Sciences in the College of Education and Human Development; Participate in departmental and university related recruitment activities; Lead experiential learning opportunities for undergraduate and masters students.

Athletics Tutor April 2018 – August 2019
*University of Louisville Department of Athletics
Louisville, KY*

Tutor student-athletes for the football, men’s golf, baseball, rowing, men’s basketball, and women’s basketball teams; Use practical methods to ensure student comprehension in subject matter from the communications, sport finance, sociology, and business management areas of study.

Residence Hall Director February 2016 -July 2017
*University of Georgia Department of Residence Life and Housing
Athens, GA*

Live-in and on-call position; Coordinated programmatic and academic initiatives; Advised student groups; Supervised Resident Assistants and Desk Assistants including interviewing, hiring, and schedule management; Managed the residence hall budget and reported expenses, Managed Key and Access Control for residence hall; Facilitated staff trainings and meetings; and Served as a University hearing officer for students involved in housing and/or university policy violations.

Administrative Intern 2014-2015
*Tuskegee University Department of Athletics
Tuskegee, AL*

Developed and managed promotional activities for all athletic programs; Supervised student volunteer workers for game day and promotional activities; Secured in-kind donations as prizes for promotional activities; Developed marketing initiatives including designing marketing materials, creating marketing campaigns, and securing corporate sponsors; Developed the “Partnering with Champions” corporate sponsorship program.

Go Red Event Coordinator

2012-2014

*American Heart Association
Birmingham, AL*

Planned and executed logistics for large fundraising events; Managed budget and finances for the Go Red for Women campaigns including the Go Red Luncheon, Red Dress Dash, and other peripheral Go Red activities leading to the Go Red Luncheon; Prepared media releases and initial grass-roots campaigns; Exceeded fundraising goals for three major campaigns.

Foodservice Operations Specialist

2011-2012

*General Mills, Inc.
Southeast District*

Business to business sales and account management; Managed email marketing campaigns as well as promotional and swag materials; Responsible for product trainings and local promotions; Managed logistics for trade shows with high level opportunities for product demonstrations and customer recruiting.

Account Manager

2010-2011

*Coca Cola Refreshments
Montgomery, AL*

Outside sales and territory management; Created marketing and promotional materials; Business to business sales involving promotional strategy and cross-selling from an extensive brand portfolio; Exceeded sales goals consistently.

Marketing Territory Manager

2008-2010

*RJ Reynolds Tobacco Company
South Alabama District*

Managed contract negotiations for discount pricing and in-store presence; Developed promotions and pricing strategies; Managed compliance of contracts; Increased share of market for my territory by 14% in my first year.

HONORS AND AWARDS

SIGS Presidential Diversity Fellow

2017 – Present

School of Interdisciplinary and Graduate Studies Presidential Diversity Fellows are nominated by faculty, selected by SIGS leadership, and receive full academic funding as well as professional development funding for up to four years while studying at the PhD level.

2019 Faculty Women of Color in the Academy Conference

Two female doctoral students with aspirations to become tenure track faculty in their careers are selected each year to attend the conference on behalf of the School of Interdisciplinary and Graduate Studies.

PROFESSIONAL TRAINING

PLAN Professional Development Workshops

Time Management

Grant Writing

Presenting at Academic Conferences

Developing a Teaching Philosophy

DELPHI U Certification for online teaching 2017

Completed course training for effective online course teaching and management

PROFESSIONAL SERVICE

Department

SPAD - Central High School Outreach Program Coordinator 2018-2019

SPAD Graduate Program masters candidate interviews 2018-2020

HBCU Magic City Classic experiential learning trip coordinator 2019

2019 NFL Draft Green Team experiential learning trip coordinator 2019

University

SIGS Search Committee for Director of Graduate Diversity and Retention 2019

University of Louisville Graduate Student Ambassador 2018-2019

Multicultural Association of Graduate Students (MAGS) - Vice President 2018-2019

Multicultural Association of Graduate Students (MAGS) - Treasurer 2019-2020

University of Louisville Athletics Faculty Mentor - Football 2018-2019

Black Faculty & Staff Association Gala Planning Committee 2019-2020

Industry

Tuskegee University Golf Classic Fundraiser 2019

NFL Draft Green Team Volunteer – Nashville, TN 2019

Southwestern Athletic Conference (SWAC) Media Days Radio Interviews 2011-2015