

Regina G. Presley
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Education

Masters of Science, Sport Administration
University of Northern Colorado
Greeley, CO (2008)
Advisor: Dr. David Stotlar

Bachelor of Arts, Sport Industry Operations
Minor, Management
Metropolitan State University of Denver
Denver, CO (2007)

Therapeutic Massage
Capri College
Cedar Rapids, IA (1998)

Teaching Experience

University of Louisville (Louisville, KY)

Teach undergraduate lecture classes, supervise internships, act as the Undergraduate Program Coordinator and represent the College of Education and Human Development partnership with Central high School as the Program Coordinator. Serve as faculty advisor for student organizations and the internship program. Advise undergraduate students and coordinate curriculum.

Department of Health and Sport Sciences (Louisville, KY)

Courses Taught in semester format:

- Academic Orientation in HSS (2018-present)
- Entrepreneurship in Sport Business (2015-present)
- Sport Ethics (2014-2016)
- Introduction to Sport Management, (2013 to present)
- Senior Seminar, (2013 to present)
- Career & Professional Development, (2013 to present)
- Sport Governance, (2013)
- Internships in Sport Administration (2013- present)

CEHD Service Learning Faculty: London/Gibraltar, United Kingdom: NatWest Island Games (2019)

CEHD Service Learning Faculty: Copenhagen, Denmark: International Ice Hockey World Championships (2018)

CEHD Service Learning Faculty: Wroclaw, Poland: World Games (2017)

CEHD Service Learning Faculty: Amsterdam European Athletics Championship (2016)

SPAD Program Coordinator Central High School Education Partnership (2015)

CEHD Service Learning Faculty: Toronto Para Pan Am Games (2015)

SPAD Hospitality Instructor/ Coordinator PGA Championship @ Valhalla Golf Club (2014)

SPAD Undergraduate Program Coordinator (2013-present)

Metropolitan State College of Denver (Denver, CO)

Teach undergraduate lecture classes and supervise internships. Serve as faculty advisor for student organizations. Advise undergraduate students and Coordinate curriculum for COSMA Accreditation.

Department of Human Performance and Sport (Denver, CO)

Courses Taught in semester format:

Introduction to Sport Management, (2008 to 2013)

Sport Ethics, (2008 to present)

Organization, Administration & Curriculum of Sport Programs, (2008 to 2013)

Sport Media, (2011- present)

Sport Venue Operations (2011-2013)

University of Colorado

Executive Education Programs (Boulder, CO)

Courses Taught:

Introduction to Business of Sport, (2010)

Heritage College of Health Careers

Lakewood, CO

Courses Taught:

Anatomy & Physiology (1998-2001)

Business Management (1998-2001)

Responsibilities:

Senior Coordinator, Internship Placement Program (1998-2001)

Work Experience

University of Louisville

Louisville, KY (2013-present)

Department of Health & Sport Sciences

Sport Administration Program

Faculty, Undergraduate Program Coordinator, Student Advisor

Metropolitan State College of Denver

Denver, CO (2008-2013)

Professor, Faculty Academic Advisor

Undergraduate Program Coordinator

Metropolitan State College of Denver

Denver, CO (2008-2011)

Department of Marketing

Sport Marketing Event Manager

Denver Public Schools

Denver, CO (2009-2010)

Guest Teacher

Natural Touch Massage Inc.

Denver, CO (1997-2008)

Business Owner/Instructor

University of Northern Colorado

Greeley, CO (2006-2007)

Student Athletic Advising Center

Student Athletic Advisor

Heritage College of Health Careers

Lakewood, CO (1998-2001)

Instructor, Anatomy & Physiology, Business Management

Senior Coordinator, Internship Placement Program

Research Areas of Interest/ Work in Progress

Shreffler, M.E., Cocco, A. & **Presley, R.G.** (2018). Preferential learning in sport administration courses: An assessment of student learning styles, instructional methods and learning outcomes, University of Louisville (in progress).

Professional Publications

Presley, R.G. & Hambrick, M.E. (2019). Greatness is a Process: An Examination of Jay Z's Rise in the Entertainment Industry and His Future in Sports Agency. SAGE Publishing

Presley, R.G.(2019). Strategies for Career Success (book chapter). *Principals and practice of sport management*. Sudbury, MA: Jones & Bartlett Publishing (6th Ed).

Presley, R.G., Shreffler, M.E., Hancock, Meg G. & Schmidt, S.E., (2017). *Issues & ethics in sport: A practical guide for sport managers* (2nd Ed.). Dubuque, IA: Kendall-Hunt Publishing.

Schmidt, S.E, Shreffler, M.E. & **Presley, R.G.**(2016). Motivations for Twitter Use: An Examination of Intercollegiate Athletes through Impression Management.

Case Study: Shreffler, M., **Presley, R.G.**, & Schmidt, S. (2015). Cases for Sport Management: Special Issue on Strategic Management in Sport Business. Crisis in the NBA: Donald Sterling's History of Racism with the LA Clippers.

Presley, R.G.(2015). Ambush Marketing (book chapter). *Intro to sport marketing*. Urbana, IL: Sagamore Publishing.

Murphy, A., & **Presley, R.G.** (2012) *Online Advising Course: Leveraging Technology in Advising to Minimize the Impact of Budget Cuts*, Metropolitan State College of Denver, NACADA.

Professional Presentations

NASSM Conference: Preferential Learning in Sport Management Courses: An Assessment of Student Learning Styles, Instructional Methods, and Course Outcomes, June 2019.

Journalism School Hackathon at University of North Texas, Speaker, October 2017.

SPAD Internship Program: University of Louisville *Internship Summit*, February, 2017.

SMA National Conference: *College Football Fans' Interest and Perception of the College Playoff National Championship*, October 2016.

SMA National Conference: *Motivations for Twitter Use: An Examination of Intercollegiate Athletes through Impression Management*, October 2015.

NACADA Regional Conference: *Online Advising Course: Leveraging Technology in Advising to Minimize the Impact of Budget Cuts*, March, 2011.

Advanced Study/ Professional Training

Dean's Forum on Leadership & Educational Excellence, 2019
Bellarmine: Innovation in Corporations, 2019
UofL Delphi University Online Teacher Training/ Certificate 2015
UofL Delphi University Online Teacher Training/ Certificate 2014
MSU Professional Development Webinar: *Writing an Effective Learning Outcome Statement*
MSU Professional Development Webinar: *At Risk Students*, December, 2011
CSEAP Seminar: *C-SEAP Workplace Conflict*: November, 2011
MSU Professional Development Webinar: *Advising as Teaching*. September, 2011
MSU Professional Development Webinar: *Learning Outcomes Assessment*. November, 2011
NACADA Conference: *Lights, Camera Action*. March, 2011
MSU Professional Development Conference: *Principles of Democratic Design*. January, 2011
MSU Faculty Workshop: *Using Online Tools for Campus Courses*. March 13, 2009
MSU Faculty Workshop: *Podcasting to Enhance your Courses*: March 3, 2009
MSU Developing Communities of Practice at Metro State: February 6, 2009
MSU WebCt Vista Orientation: *Teaching with Vista*: Fall 2007
NCAA CHAMPS/Lifeskills Orientation and Training: 2007

Conferences Attended

NACADA (2019) New Orleans, LA
NASSM (2017) Denver, CO
SMA (2015) Atlanta, GA
NASSM (2006, April) Ft. Lauderdale, Florida
NCAA CHAMPS Life Skills (2007, March) *Student Athlete Success Strategies*: Kansas City, Missouri.
NACADA (2008, March) Chicago, Illinois
NACADA (2011, March) Albuquerque, NM
WES Credentialing (2011, July) San Francisco, CA
SEME (2011, March) Washington, DC
NACADA (2011, October) Denver, CO
MIT (2012, March) Boston, MA

Achievements: Higher Education

University of Louisville WBB Most Influential Faculty, Fall 2018
University of Louisville Faculty Favorite, Fall 2018
CEHD Service Learning Faculty: London/Gibraltar, United Kingdom: NatWest Island Games (2019)
University of Louisville Faculty Favorite, Spring 2018
CEHD Service Learning Faculty: Copenhagen, Denmark: International Ice Hockey World Championships (2018)
University of Louisville WBB Most Influential Faculty, Fall 2017
University of Louisville Faculty Favorite, Spring & Fall 2017
CEHD Service Learning Faculty: Wroclaw, Poland: World Games (2017)
University of Louisville Athletics Read & Black Scholar Faculty Mentor, Fall 2017
University of Louisville Athletics Read & Black Scholar Faculty Mentor, Spring 2017
University of Louisville Faculty Favorite, Fall, 2016
University of Louisville Education Advising Executive Board, Fall 2016
University of Louisville Faculty Favorite (Spring 2016)
CEHD Service Learning Faculty: Amsterdam European Athletics Championship (2016)
University of Louisville SPAD Undergraduate Program Coordinator (2013-present)
SPAD Program Coordinator Central High School Education Partnership (2015-present)

Designed Sport Entrepreneurship curriculum (SPAD 2015)
University of Louisville Faculty Favorite (2014-2015)
University of Louisville Red & Black Scholar Advisor (2014, 2013)
CEHD Service Learning Faculty: Toronto Para Pan Am Games (2015)
SPAD Hospitality Instructor/ Coordinator PGA Championship @ Valhalla Golf Club (2014)
University of Louisville CEHD/ CHS Partnership Program Coordinator (2013-2014)
Designed Sport Ethics curriculum/Human Performance and Sport core class (MSU Denver)
Managed Sport Sales Workshop event to a three-year increase of 24 to 100+ student and alumni participants from surrounding colleges and universities (MSU)
Developed peer tutoring and mentoring program for student-athletes to boost academic success (UNC)
Established a social networking policy to improve online marketing opportunities for student-athletes (UNC)
Authored course content and curriculum to encourage first generation, at-risk students to remain engaged in college (Greeley Dream Team)
Advise an average of 250 School of Business students per month, reducing faculty advising load (MSU)
Structured SCOBS online advising course in Blackboard, increasing office student interaction opportunities 35% (MSU)
Obtained training to properly review international credentials to improve retention of a diverse student population (MSU)

Private Professional

Brevity Consulting, LLC 2018
Created multiple small business ventures. Built NTMI with a starting base of 35 initial clients to over 500 in 5 years (NTMI). Also developed a relocation and transition services company specializing in the movement, close-out and relocation of businesses.

Membership: University

HSS Student Engagement Committee, Chair 2017-2019
University of Louisville CEHD Standards and Admissions Committee (2017-2019)
University of Louisville Beyond HSS Committee, Chair (2017-2018)
University of Louisville Education Advising Executive Board (2016-2017)
University of Louisville Residency Review Committee (2015-2017)
University of Louisville Advising Assessment Committee (2015-2017)
University of Louisville Progress Toward Degree Committee (2014)
University of Louisville Assistant Director of Undergraduate Advising Search Committee (2013)
University of Louisville 2nd Year Initiatives Committee (2013)
University of Louisville SPAD Masters Admissions Committee (2013, 2014, 2015)
University of Louisville CHED Advising Hiring Committee (2013)
University of Louisville Books-in-Common Group Discussion Leader (2013)
University of Louisville Welcome Week (Fall 2013)
MSU Denver Student Advisory Committee, Member (2005-2006)
UNC Student Athletic Advisory Committee, Advisor (2007-2008)
Sport Industry Operations Club, Advisor (2008-2010)
MSU Denver Student Judiciary Committee, Member (2009-2010)
Multiple search committees, Member (2008-2012)
Orientation Planning Committee, Member (2010-2012)
Curriculum Coordinator, COSMA Accreditation, HPS Department (2012)
Banner Relationship Management Early Alert Committee (2012)
Title III Grant Committee (2013)
Education Advising Hiring Committee (2013)
First Year Initiatives Committee (2013)

Membership: Community

Greater Louisville Inc. Business Plan Competition Judge (2018)
Pride Leadership Academy, Board of Directors (2015-2016)
Atherton High School Site Based Decision Making Council Member (2013-2015)
Aurora Public Schools Senate Committee on Academic Planning (2005-2006)
Aurora Quest Academy Accountability Committee, Chair (2006-2009)

Engagement: Community

Greater Louisville Inc. (2018-2019)
Pride Leadership Academy, Board of Directors (2015-2016)
Coordinator, Central High School Education Partnership (2015-present)
Taught and Coordinated Logistics of Hospitality for PGA Championship Tour, Valhalla Golf Club (2014)
Volunteer Coach, Girls on the Run of Louisville (2013)

Professional Affiliations

NASSM (2016-2019)
Sport Marketing Association (2015-2016)
International Marketing Association (2007-2008)
National Academic Advising Association (NACADA) 2007-2009 & 2010-2011
International Massage Association (1997-2010)

Volunteerism

HSS Service Learning: United States Olympic Committee, Colorado Springs, CO (2019)
SPAD Service Learning: NCAA Final Four Green Team, US Bank Stadium, (2019)
SPAD Service Learning: NFL Draft/Fan Experience Nashville, Tennessee (2019)
CEHD Service Learning Faculty: Gibraltar, United Kingdom: NatWest Island Games (2019)
NCAA Final Four Green Ambassador (2019)
SPAD Service Learning: NFL Draft/Fan Experience Dallas, Texas (2018)
SPAD Service Learning: NFL/PepsiCo Green Ambassador Super Bowl LII (2018)
HSS Service Learning: Kentucky Derby Festival: Runner's Reunite (2015-2019)
HSS Service Learning: Kentucky Derby Festival: Packet Pickup (2013-2019)
SPAD Service Learning: National Wheelchair Basketball Association (2013-2018)
CEHD Service Learning Faculty: Copenhagen, Denmark: International Ice Hockey World Championships (2018)
CEHD Service Learning Faculty: Wroclaw, Poland: World Games (2017)
CEHD Service Learning Faculty: Amsterdam European Athletics Championship (2016)
CEHD Service Learning Faculty: Toronto Para Pan Am Games (2015)

References

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Department of Human Performance and Sport
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