

## **Rhema D. Fuller**

### **Curriculum Vitae**

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## **EDUCATION**

- 2011 Ph.D. University of Connecticut, College of Education  
Major: Kinesiology, Social Science of Sport  
Dissertation: *The Effects of Perceived Racial Discrimination and Racial Identity on the Academic Self-Concept of African American Male College Athletes*
- 2008 M.A. University of Connecticut, College of Education  
Major: Kinesiology, Social Science of Sport
- 2006 B.S. University of Connecticut, College of Business  
Major: Finance (cum laude)

## **PROFESSIONAL EMPLOYMENT**

- 2018 – Present      Director of Graduate Studies  
University of Memphis, School of Hospitality and Resort Management
- 2015 – Present      Assistant Professor, Sport and Leisure Management  
University of Memphis, School of Hospitality and Resort Management
- 2011 – 2015          Assistant Professor, Sport Management  
Alfred State College, Business Department
- 2014 – Present      Adjunct Faculty  
American Public University, Department of Sports and Health Sciences
- 2008 – 2011          Program Coordinator  
Husky Sport
- 2008 – 2011          Academic Mentor  
University of Connecticut, Counseling Program for College Athletics
- 2007 – 2008          Sports Marketing Assistant  
University of Michigan, Department of Athletics
- 2007                  Interim Teacher  
Windham School District

## PUBLICATIONS

27. **Fuller, R.D.**, Harrison, C.K., Johnson, D., Lawrence, S.M., Eyanson, J., McArdle, D. (2018). The leadership perspectives of female intercollegiate athletes. *Journal of Leadership Studies*. doi: <https://doi.org/10.1002/jls.21591>.
26. Agyemang, K., Berg, B.K., **Fuller, R.D.** (2018). Disrupting the disruptor: Perceptions as institutional maintenance work at the 1968 Olympic Games. *Journal of Sport Management*, 6, 567-580. doi: <https://doi.org/10.1123/jsm.2017-0268>.
25. **Fuller, R.D.**, Lawrence, S.M., Harrison, C.K., Eyanson, J., Griffin, W. (in press). College student perceptions of preferential treatment of college athletes. *Journal for the Study of Sports and Athletes in Education*.
24. Berg, B.K., **Fuller, R.D.**, Hutchinson, M. (2018). "But a champion comes out much, much later": A Sport Development Case Study of the 1968 U.S. Olympic Team. *Sport Management Review*, 4, 430-442. doi: <https://doi.org/10.1016/j.smr.2017.10.002>.
23. **Fuller, R.D.**, Agyemang, K. (2018). An examination of activism and NCAA DIII black male athletes. *International Journal of Sport Management*, 2, 186-206.
22. **Fuller, R.D.**, Brandon, L., Griffin, W. (2018). What should the NFL do about Colin Kaepernick? A decision-making case study. *SAGE Business Cases*. doi: <http://dx.doi.org/10.4135/9781526462367>.
21. **Fuller, R.D.**, Berg, B.K., Hutchinson, M. (2018). Eliminating varsity sports at a NCAA Division III institution: Evaluating the decision-making process. *SAGE Business Cases*. doi: <http://dx.doi.org/10.4135/9781526437211>.
20. Havard, C., **Fuller, R.D.** (2018). Civil ConFLiCT? A case study on the created rivalry between University of Connecticut and University of Central Florida football. *SAGE Business Cases*. doi: <http://dx.doi.org/10.4135/9781526439680>.
19. Berg, B.K., Winsley, K., **Fuller, R.D.**, Hutchinson, M. (2017). From crisis to de-escalation: An examination of politics in a U.S. high school steroid testing program. *International Journal of Exercise Science*, 10(6), 890-899.
18. **Fuller, R.D.**, Harrison, C.K., Lawrence, S.M., Eyanson, J., McCardle, D. (2017). "I will change the world": The intersection of social change and male college athletes' leadership perspectives. *International Journal of Exercise Science*, 10(6), 845-856.
17. **Fuller, R.D.** (2017). Perception or reality: The relationship between stereotypes, discrimination, and the academic outcomes of African American male college athletes. *Journal of Sport and Social Issues*. doi: <http://dx.doi.org/10.1177/0193723517719664>.

16. **Fuller, R.D.**, Berg, B.K., Hutchinson, M. (2017). Aspirations through association: Using athletics to enhance institutional prestige. *Case Studies in Sport Management*, 6(1), 20-30. doi: <http://dx.doi.org/10.1123/cssm.2017-0008>.
15. **Fuller, R.D.**, Lawrence, S.M., Harrison, C.K., Eyanson, J., Osika, L. (2017). Perks for players: High school teachers' perceptions of athletic privilege. *American Secondary Education*, 45, 39-45.
14. **Fuller, R.D.**, McGarry, J.E., Coble, C.J., Evanovich, J.M., Zastoupil, G. (2017). Action research in a campus-community partnership: Lessons learned. *SAGE Research Methods Cases*. doi: <http://dx.doi.org/10.4135/9781526423313>.
13. **Fuller, R.D.**, Lawrence, S.M., Harrison, C.K., Eyanson, J., Parks, C. (2017). The Impact of High School on the Leadership Development of African American Male Scholar-Athletes. *The High School Journal*, 100, 146-162.
12. **Fuller, R.D.**, Harrison, C.K., Bukstein, S. (2017). A study of the significance of racial and athletic identification on educational perceptions among African American male college athletes. *Race Ethnicity and Education*, 5, 711-722.
11. **Fuller, R.D.**, Harrison, C.K., Bukstein, S.J., Martin, B.E., Lawrence, S.M., Gadsby, P. (2016). That smart dude: A qualitative investigation of the African American scholar-baller identity. *Urban Education*. doi: <https://doi.org/10.1177/0042085916668955>.
10. Bruening, J.E., **Fuller, R.D.**, Percy, V.E. (2015). A multilevel analysis of the lifespan of the campus- community partnership: From initiation to restructuring. *Journal of Service-Learning in Higher Education*, 4, 86-111.
9. **Fuller, R.D.**, Evanovich, J.M., Bruening, J.E., Welty Peachey, J., Coble Murty, C.J., Percy, V.E., . . . Corral, M. (2015). The impact of a sport-based service learning course on participants' attitudes, intentions, and actions towards social change. *Journal of Intercollegiate Sport*, 8, 14-36.
8. Harrison, C.K., Martin, B.E., **Fuller, R.D.** (2015). "Eagles don't fly with sparrows" Self-determination theory, African American male scholar-athletes and peer group influences on motivation. *Journal of Negro Education*, 84, 80-93.
7. Bruening, J.E., Welty Peachey, J., Evanovich, J.M., **Fuller, R.D.**, Coble Murty, C.J., Percy, V.E., . . . Chung, M. (2015). Managing sport for social change: The effects of intentional design and structure in a sport based service learning initiative. *Sport Management Review*, 18, 69-85.
6. Bruening, J.E., **Fuller, R.D.**, Cotrufo, R.J., Madsen, R.M., Wilson-Hill, D., (2014). Applying intergroup contact theory to the sport management classroom. *Sport Management Education Journal*, 8, 35-45.

5. Stadler Blank, A., Sweeney, K., **Fuller, R.D.** (2014). Room for growth in professional sport: An examination of the factors affecting African-American attendance. *Sport Marketing Quarterly*, 23, 225-240.
4. **Fuller, R.D.** (2014). Transition experiences out of intercollegiate athletics: A meta-synthesis. *The Qualitative Report*, 19, 1-15.
3. **Fuller, R.D.** Percy, V.E., Bruening J.E., & Cotrufo, R.J., (2013). Positive youth development: Minority male participation in a sport-based after-school program in an urban environment. *Research Quarterly for Exercise and Sport*, 84, 469-482.
2. **Fuller, R.D.** (2013). Race in pads and race in class?: An examination of perceptions of stereotypes and racial discrimination among African American male college athletes. *Journal for the Study of Sports and Athletes in Education*, 7, 190 - 209.
1. Bruening, J.E., Madsen, R.M., Evanovich, J.M., & **Fuller, R.D.**, (2010). Discovery, integration, application and teaching: Service learning through sport and physical activity. *Sport Management Education Journal*, 4, 31-48.

#### CONFERENCE PRESENTATIONS (Selected)

19. Fuller, L.A., **Fuller, R.D.** *Sport-based mentoring: An evaluation of a supplemental reading initiative in promoting literacy*. Poster presented at the Tennessee Association for Health, Physical Education, Recreation, and Dance Convention, Murfreesboro, TN. October 2018.
18. Agyemang, K., Berg, B.K., **Fuller, R.D.** *Understanding institutional defiance in an institutionalized field: A case study of the 1968 Olympic Games*. Paper presented at the North American Society for Sport Management Conference, Nova Scotia, CA. May 2018.
17. **Fuller, R.D.**, Berg, B.K., Hutchinson, M., Ryan, T.D. (2018). *The Effect of Athletic Association Reclassification on Institutional Status*. Poster presented at the Applied Sport Management Conference, Waco, TX. February 2018.
16. **Fuller, R.D.**, Berg, B., Hutchinson, M. (2017). *Aspirations through associations: Using athletics to enhance institutional prestige*. Poster presented at the North American Society for Sport Management Conference, Denver, CO. May 2017.
15. Sweeney, K., **Fuller, R.D.**, Stadler Blank, A. (2017). *Factors Affecting Women's Attendance at and Consumption of Professional Sporting Events*. Paper presented at the North American Society for Sport Management Conference, Denver, CO. May 2017.
14. McCray, K., Taylor, E., **Fuller, R.D.** (2017). *Building Diversity Through Research, Service, Advising, and Teaching*. Paper presented at the North American Society for Sport Management Conference, Denver, CO. May 2017.

13. **Fuller, R.D.**, Agyemang, K.J. (2016). *Activism and the Division III Black male athlete*. Paper presented at the North American Society for Sport Sociology Conference, Tampa Bay, FL. November 2016.
12. **Fuller, R.D.**, Hutchinson, M., Berg, B. (2016). *Aspirations through associations: Using Division III athletics to enhance institutional status and reputation*. Paper presented at the North American Society for Sport Management Conference, Orlando, FL. May 2016.
11. **Fuller, R.D.** (2016). *Little brother – All guts, no glory: The experiences of Black male student-athletes at Division III institutions*. Paper presented at the Black Student-Athlete Summit, Austin, TX, January 2016.
10. **Fuller, R.D.**, McPeak, C., Back, K. (2014). *Eliminating varsity sports at a division III institution: An evaluation of process*. Paper presented at the North American Society for Sport Management Conference, Pittsburgh, PA. May 2014.
9. **Fuller, R.D.** (2014). *Using visual metaphors in teaching social issues in sport*. Poster presented at the North American Society for Sport Management Conference, Pittsburgh, PA. May 2014.
8. Stadler Blank, A., Sweeney, K., **Fuller, R.D.** (2013). *Room for growth in American professional sports: The value of appealing to a diverse audience*. Paper presented at the North American Society for Sport Management Conference, Austin, TX. May 2013.
7. Bruening, J.E., **Fuller, R.D.**, Percy, V.E. (2013). *A multilevel analysis of the lifespan of the campus-community partnership: From initiation to restructuring*. Paper presented at the North American Society for Sport Management Conference, Austin, TX. May 2013.
6. **Fuller, R.D.** (2013). *Managing campus-community partnerships from initiation to restructuring*. Paper presented at the SUNY Alfred Professional Development Conference. Alfred, New York. May 2013.
5. **Fuller, R.D.** (2012). *A tipping point? The impact of stereotypes and racial discrimination on the academic outcomes of African American male college athletes*. Paper presented at the CSRI Scholarly Conference on College Sport. Chapel Hill, NC. April 2012.
4. **Fuller, R.D.** (2012). *The relationship between racial discrimination, stereotypes and academic performance for African American male college athletes*. Poster presented at the NCAA Scholarly Colloquium. Indianapolis, Indiana. January 2012.
3. Bruening, J.E., Madsen, R.M., **Fuller, R.D.**, Wilson-Hill, D., & Cotrufo, R.J. (2011). *Applying intergroup contact theory to the sport management classroom*. Symposium at the North American Society for Sport Management Conference, London, Ontario, Canada. June 2011.

2. Bruening, J.E., Evanovich, J.M., **Fuller, R.D.** (2010). *Opening the doors to grant funding: The role of sport management scholars in cross-disciplinary and community partnerships*. Paper presented at the North American Society for Sport Management Conference, Tampa, FL. June 2010.
1. **Fuller, R.D.** (2010). *Transition experiences out of intercollegiate athletics: A meta-synthesis*. Paper presented at the CSRI Scholarly Conference on College Sport, Chapel Hill, NC. April 2010.

## **TEACHING EXPERIENCE**

### Undergraduate

- Event Management (Traditional))
- Event Promotions and Sales (Traditional)
- Facility Management (Online)
- Field Experience (Online and Traditional)
- Gender, Race, and Class in Sport and Leisure (Online)
- Internship (Online and Traditional)
- Introduction to Sport Management (Traditional)
- Introduction to Sport-Based Youth Development
- Licensing and Endorsements (Traditional)
- Professional Development Seminar (Traditional)
- Sport Finance (Online and Traditional)
- Sport in Society (Online and Traditional)

### Graduate

- Event Management (Online)
- Seminar in Sport Commerce (Online)
- Sport Finance (Online and Traditional)
- Strategic Management of Sport Organizations (Traditional)

## **PROFESSIONAL SERVICE (Selected)**

### Academy

- North American Society for Sport Management Diversity Committee: Member; Chair (2016-2017; 2017- Present)
- North American Society for Sport Management Strategic Plan Working Group (2016 - 2017)

### Editorial Board

- Journal of Intercollegiate Sport (2016 – present)
- Journal of Issues in Intercollegiate Athletics (2016 – present)
- The Journal of Higher Education Athletics & Innovation (2015 – present)

### Curriculum Proposal Reviewer

- UMass Boston Sport Leadership Degree Proposal

## **UNIVERSITY SERVICE (Selected)**

### University Level

- Undergraduate Grade Appeal Committee: Member (2017 – Present)
- General Education Committee: Member (2017 – Present)
- Faculty Advisory Committee, Benjamin L. Hooks Institute: Member (2016 – Present)
- Graduate Faculty: Member (2015 – Present)
- Head Football Coach Search Committee: Member (2015)
- Interdisciplinary Studies Degree Committee: Member (2013-2015)
- Student Life Committee: Member (2012-2015)
- Director of Athletics Search Committee: Chair (2014)
- CREATE Minority Mentoring Program: Member (2013 – 2014)
- Assistant Athletic Director Search Committee: Member (2013)
- NCAA Faculty Athletics Representative (2012 – 2014)
- Intercollegiate Athletics Board: Chair (2012 – 2014)
- Emerging Pioneers Leadership Program: Member (2012 – 2015)
- Faculty Senate: Senator (2012 – 2015)
- Human Resources Personnel Assistant Search Committee: Member (2011)

#### College Level

- Director of Graduate Studies (2018 – Present)
- Graduate Curriculum Committee (2017 – Present)
- Sport and Leisure Management Instructor Search Committee: Chair (2017)
- Community Affairs and Awards Committee: Chair (2016 – Present)
- Administration Council: Member (2016 – Present)
- Physical Education Teacher Education Instructor Search Committee: Member (2016-2017)
- Assistant Professor of Economics Search Committee: Member (2015)
- Sports Management Program: Program Coordinator (2013 – 2015)
- Business Department Marketing Committee: Member (2011 – 2015)
- Sport Management Club: Advisor (2011 – 2015)
- CSRI Undergraduate Case Study Competition: Advisor (2013)

### **GRANTS AND FELLOWSHIPS**

#### Funded

- 2018 “Examination of physical activity in homeschool children.” (PI). Tennessee Association of Health, Physical Education, Recreation, and Dance. \$500.
- 2016 “Perception or reality: The relationship between perceived discrimination and the academic outcomes of African American male student-athletes.” (PI). The University of Memphis Diversity Research Grant. \$5,000.
- 2013 “Teaching and learning: The use of visual metaphors as an instructional tool in the sport management classroom.” (PI). Alfred State College Professional Development Grant. \$1,675.
- 2012 “A multilevel analysis of the lifespan of the campus-community partnership: From initiation to restructuring.” (PI). Alfred State College Faculty Scholarship Grant. \$2,196.

- 2011 “A tipping point? The impact of stereotypes and racial discrimination on the academic outcomes of African American male college athletes.” (PI). Alfred State College Faculty Scholarship Grant. \$2,101.
- 2011 Graduate Research Fellowship, University of Connecticut. \$1, 662.
- 2010 “The effects of athletic identity, racial identity and perceived racial discrimination on the academic persistence of African American male college athletes.” (PI). The Laboratory for Diversity in Sport at Texas A&M University Diversity in Sport Dissertation Grant. \$1,000.
- 2010 Graduate Research Fellowship, University of Connecticut. \$1, 575.
- 2007 The National Football Foundation & College Hall of Fame Graduate Fellowship. \$19,000.