

Brian Fowler
Curriculum Vitae
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Education

Ph.D., Sport & Exercise Science: Sport Administration, *University of Northern Colorado*, August 2021

- Doctoral Minor in Applied Statistics and Research Methods
- Dissertation entitled: *Action and outcome: The connection between organizational goals and organizational effectiveness in Major League Baseball*
- Advisor: Alan L. Morse, PhD

M.A., Sport & Athletic Administration, *Gonzaga University*, May 2017

- Master's thesis entitled: *Prevalence of problem gambling habits in student-athletes at religious institutions*
- Advisor: Jimmy Smith, PhD

B.S., Business Administration – Management, *California State University, Chico*, December 2010

- Minor in Project Management
- Graduated Magna Cum Laude
- Academic All-Conference (Varsity Baseball)

A.A., Oregon Transfer Degree, *Treasure Valley Community College*, June 2008

- Graduated with Honors
- Academic All-NWAC (Varsity Baseball)
- 1st Team All-Conference Pitcher (Varsity Baseball)

Work Experience

Academic Positions

Clinical Assistant Professor, *University of Idaho*, 2021-Present

- RSTM 280 – Practicum in Rec, Sport, & Tourism
- RSTM 425/525 – Programming & Marketing in Movement & Leisure Sciences
- RSTM 498 – Recreation, Sport, & Tourism Management Undergraduate Internship
- RSTM 598 – Recreation, Sport, & Tourism Management Graduate Internship

Academic Positions Continued

Adjunct Faculty, Sport & Physical Education, *Gonzaga University*, 2021-Present

- EDPE 565 – Research Methods and Statistics in Sport/Athletics, Fall 2021
 - Designed course materials and taught online graduate course
 - Key topics include research methods, statistical techniques, research tools, and their applications to the sport context
 - Guided students through the development and writing of a research proposal
 - Canvas used as the primary learning platform
- Currently designing a new undergraduate special topics course in sport analytics and economics – to be taught in-person during Spring 2022

Curriculum & Accreditation Management, *Elson S. Floyd College of Medicine, Washington State University*, 2020-2021

- Manage and track medical school curriculum according to LCME accreditation standards and WSU academic policies
- Assist with course design and content review
- Design methods to assist with tracking of individual student progress and completion of graduation requirements

Adjunct Online Lecturer, Sport Management, *Indiana State University*, 2019-2020

- SPM 622 – Sport Finance, Fall 2019 & Spring 2020
 - Designed and taught online Master's Sport Management class
 - Key topics covered included overview of Excel, financial statements, financial ratios, time value of money, facility financing, and risk management
 - Blackboard used as the primary learning platform

Instructor, Sport & Exercise Science, *University of Northern Colorado*, 2017-2020

Theory & Lecture Based Undergraduate Classes – Instructor of Record

* *Note: Canvas was used as primary online learning platform for all classes at UNC*

- SES 450 – Sport Leadership & Ethics, Spring 2020
 - Key topics covered included resumes, job interviews, leadership styles and theories, ethical decision-making models, and building high-performing teams
- SES 300 – Management of Sport Organizations, Spring 2019
 - Key topics covered included business writing, applications of Excel and Word, mission statements and organizational goals, and SWOT analysis
- SES 314 – Coaching & Officiating Football, Fall 2017 & Fall 2018
 - Key topics covered included leadership styles, budgeting, business technology uses in coaching, and organizational management

Academic Positions Continued

Theory & Lecture Based Graduate Classes – Co-taught (Supervising Professor – Alan L. Morse, PhD)

- SES 688 – Legal Aspects of Sport (Online), Fall 2018
 - Key topics covered included the application of law such as ADA, Title IX, Civil Rights Act of 1964, and ADEA to the sport industry
- SES 671 – Fundraising & Development in Sport, Summer 2018 (Online) & Fall 2018
 - Key topics covered included fundraising in a nonprofit setting and nonprofit program development
- SES 694 – Sport in Film (Online), Summer 2018
 - Key topics covered included the exploration, through film and research articles, of social issues such as race, gender, and poverty in sport
- SES 576 – Sport Promotion and Marketing, Fall 2017
 - Key topics covered included the 5 P's of sport marketing, consumer behavior, and sales technique

Instructor, Sport & Exercise Science, *University of Northern Colorado*, 2017-2020

Activity Based Classes – Instructor of Record

- SES 114 – Golf, Fall 2019
- SES 100 – Basketball, Spring 2018 & Spring 2019
- SES 125 – Hiking, Fall 2017 & Fall 2018
- SES 201 – Track & Field, Spring 2018
- SES 153 – Weight Training, Spring 2018
- SES 111 – Bowling, Fall 2017

Graduate Research Assistant, Sport Administration, *University of Northern Colorado*, 2017-2020

- Student Co-Director of UNC Sport Marketing Research Institute (SMRI), 2017-2020
- Assisted with fan/customer satisfaction study at Budweiser Events Center (Fort Collins, CO), 2018-2019
- Data collection on multiple projects, 2017-2019
- Supervisor: Alan Morse, PhD

Guest Lecturer, *University of Northern Colorado*, 2018-2019

- BAMK 360 – Business Marketing, *Monfort School of Business*, Fall 2019
 - Lectured on distribution, fixed costs, & variable costs
- SES 671 – Fundraising & Development in Sport, Spring 2019
 - Presented material on the process of writing a literature review
- SES 300 – Management of Sport Organizations, Fall 2018
 - Presented material on leadership in the context of athletics

Research Assistant, Business of Sport, *University of Colorado*, Summer 2018

- Assisted with the research aspects of student projects
- Edited student writing to assure professionalism of deliverables
- Supervisor: Colleen McGlone, PhD

Academic Positions Continued

Guest Lecturer, *Gonzaga University*, 2016-2017

- EDPE 190 – Fundamentals of Health, Sport, & P.E., Fall 2016 & Spring 2017
 - Presented and taught materials on issues in sport over three class periods
- EDPE 565 – Research Methods & Statistics in Sport, Spring 2017
 - Presented on the process of data collection and analysis

Graduate Research Assistant, *Gonzaga University*, School of Education, 2016

- Co-authored original research for publication
- Reviewed publications prior to submission

Substitute Teacher, *Coeur d'Alene School District*, Grades K-12, 2016-2017

- Physical Education
- Social Studies
- Sciences: Biology & Earth
- Math: Algebra & Geometry

Other Professional Employment

Club Sports Manager, *Gonzaga University*, 2016-2017

- Supervised game-day activities for 18 competitive club sports
- Maintained a master schedule for on-campus venues
- Assisted with travel arrangements & insurance for Gonzaga teams
- Performed risk management activities and analysis

Volunteer Assistant Baseball Coach, *Gonzaga University Baseball*, 2016-2017

- Led batting practice drills
- Worked with players individually on fundamentals
- Acted as a mentor for academics and athletics

Head Baseball Coach, *Prairie Cardinals American Legion Baseball*, 2015-2017

- Performed coaching, teaching, & mentoring duties
- Performed administrative duties (fundraising, ticket sales, concession management, etc.)
- Designed & managed eight different tournaments
- Managed four employees

Craft Beer Promoter, *Selkirk Abbey Brewing Company*, 2015-2017

- Sold craft beer & merchandise to walk-in customers
- Assisted with the manufacturing process (e.g., bottling & packaging)
- Assisted with marketing through social media, signage, and word-of-mouth
- Helped plan & conduct special events
- Learned about wholesale and direct-to-consumer distribution channels

Other Professional Employment Continued

Asset & Liability Management Analyst, *Missoula Federal Credit Union*, 2012-2015

- Performed investment portfolio & balance sheet analysis for the financial institution
- Assisted in creation of the yearly fiscal budget for the financial institution
- Presented financial data at monthly management meetings

Assistant Baseball Coach, *University of Montana Club Baseball Team*, 2013-2014

- Performed coaching, teaching, & mentoring duties

Professional Baseball Player, 2011-2012

- Pitcher on four different professional baseball teams
- Two-time Frontier League Champion, 2011 (Joliet Slammers) & 2012 (Southern Illinois Miners)
- Pecos League Champion, 2011 (Roswell Invaders)
- MVP of 2011 Goodwill Games (United States vs. Australia)

Professional Baseball Manager, *Pecos League Developmental Team*, 2011

- Performed managing and coaching duties for developmental team in the Pecos League of professional baseball
- Acted as a spokesperson for the league through various media outlets including newspaper and social media

Game Management, *California State University, Chico Athletic Department*, 2010

- Performed duties such as ticketing, crowd management, facility setup, & marketing

Assistant Basketball Coach, *California State University, Chico Women's Basketball*, 2010

- Performed coaching, teaching, & mentoring duties

Publications

Refereed Journals

Traugutt, A., Morse, A. L., Rascher, D. A., & **Fowler, B.** (2020). Coaching salary disparity and team performance: Evidence from the Football Bowl Subdivision. *Journal of Applied Business and Economics*, 22(2), 11-24.

Fowler, B., Smith, J., Nordstrom, H., & Ferguson, T. (2019). Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations in Canada. *Managing Sport and Leisure*, 24(1-3), 18-31.

Fowler, B., & Smith, J. (2019). An investigation of student-athlete gambling habits at religious universities. *Journal of Contemporary Athletics*, 13(3), 145-162.

Martyn, J., **Fowler, B.**, Kropp, D. C., Oja, B. D., & Bass, J. R. (2019). Managing an identity: Social identity complexity and NCAA faculty athletic representatives. *Journal of Issues in Intercollegiate Athletics*, 12(1), 365-383.

Refereed Journals Continued

Fowler, B., Smith, J., & Croskrey, J. E. (2017). Career and educational experiences of high school athletic directors: A multi-level perspective. *The Sport Journal*, 20, 1-15.

Ray, J., Smith, J., & **Fowler, B.** (2016). The effect of regulatory fit on Twitter fandom in the National Hockey League Postseason. *International Journal of Sport Communication*, 9(4), 401-414.

Works in Progress

Fowler, B., Sung, Y. T., & Martyn, J. (2nd Review). Expanding the academic gap: An examination of the athletic reclassification from FCS to FBS. *Journal for the Study of Sports and Athletes in Education*.

Rickel, K., Zink, G., & **Fowler, B.** (In Review). Understanding university students' motivation for activity during a pandemic. *Journal of American College Health*.

Works in Progress Continued

Fowler, B., Morse, A. L., & Stier, S. (In Review). Strategic salary allocation: An observational study of wage dispersion in the National Basketball Association. *Journal of Behavioral and Experimental Economics*.

Martyn, J., **Fowler, B.,** & Morse, A. L. (Data Analysis). Major League Soccer attendance: A longitudinal evaluation using Generalized Estimating Equations Model (GEE). *International Journal of Sport Management*.

Sellars, N., **Fowler, B.,** & Oja, B. D. (Data Analysis). The relationship between athlete identity and athlete satisfaction: A study of intercollegiate club sport. Target Journal: *Journal of Amateur Sport*.

Publications Assisted With

Smith, J. (2019). Strategies for change: A presidential perspective on governing the NCAA. In M. Winand & C. Anagnostopoulos (Eds.), *Research handbook on sports governance* (pp. 385-396). Edward Elgar.

- Reviewed, edited, and accumulated up-to-date statistics for accepted book chapter submission

Nordstrom, H. (2017). Working in a male-dominated sport profession: Female football official. In A. N. Milner & J. H. Braddock (Eds.), *Women in sport: Breaking barriers, facing obstacles* (pp. 41-60). ABC-CLIO, LLC.

- Reviewed chapter and formatted citations to Chicago-style prior to submission

Refereed Abstracts/Conference Presentations

National Presentations

- Fowler, B.,** Schuetz, L., & Morse, A. L. (2020, May). *Utility maximization and player procurement: An investigation of Major League Baseball*. North American Society for Sport Management Conference (NASSM). San Diego, CA.
- Fowler, B.** & Morse, A. L. (2019, November). *The implications of wage dispersion and team performance: An investigation of the National Basketball Association*. Sport Marketing Association Conference (SMA). Chicago, IL.
- Fowler, B.,** Smith, J., Brannigan, K., Nordstrom, H., & Morse, A. L. (2019, May). *Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations*. North American Society for Sport Management Conference (NASSM), New Orleans, LA.
- Sellars, N., **Fowler, B.,** & Oja, B. D. (2019, May). *Athletic identity and athlete satisfaction: An analysis of club sport athletes*. North American Society for Sport Management Conference (NASSM), New Orleans, LA.
- Martyn, J., **Fowler, B.,** Kropp, D. C., Oja, B. D., & Bass, J. R. (2019, March). *Managing an identity: Social identity complexity and NCAA faculty athletic representatives*. Global Sport Business Association Conference (GSBA), Fort Lauderdale, FL.
- Martyn, J., Zaagan, A., **Fowler, B.,** & Morse, A. (2018, October). *Major League Soccer attendance: A longitudinal evaluation utilizing Generalized Estimating Equations models (GEE)*. Sport Marketing Association Conference (SMA). Dallas, TX.
- Fowler, B.,** Sung, Y., & Oja, B. D. (2018, April). *The effect of reclassification on the admissions gap of student-athletes: An examination of the transition from FCS to FBS*. College Sport Research Institute Conference on College Sport (CSRI), Columbia, SC.
- Fowler, B.** (2017, April). *Prevalence of problem gambling habits in student-athletes at religious institutions*. Spokane Intercollegiate Research Conference (SIRC), Spokane, WA.

Local Presentations

- Fowler, B.,** Schuetz, L., & Morse, A. L. (2020, April). *Utility maximization and player procurement: An investigation of Major League Baseball*. NHS Student Research Celebration, University of Northern Colorado, Greeley, CO.
- Fowler, B.** (2019, April). *Wage dispersion and team performance: An observational study of the National Basketball Association*. UNC Research Day, Greeley, CO.
- Research Excellence Award Winner, Graduate Oral Presentation in Social Sciences, Education, & Business (\$100 Award for 1st Place).

Local Presentations Continued

Fowler, B. (2018, December). *University reclassification: A mixed methods explanation of the transition from FCS to FBS*. UNC Research Evening, Greeley, CO.

Shaw, J., Johnson, N., Martyn, J., & **Fowler, B.** (2018, May). *Best practices in instructor interactive whiteboard training: A case study*. UNC Research Evening, Greeley, CO.

Sellers, N., & **Fowler, B.** (2018, April). *The relationship between athlete identity and athlete satisfaction: A study of intercollegiate club sport*. UNC Research Day, Greeley, CO.

Grants

Internal/University Funding

The implications of wage dispersion and team performance: An investigation of the National Basketball Association. (November 1, 2019). \$570. University of Northern Colorado Graduate Student Association.

Collaborator(s): **Fowler, B.** (Principal), Morse, A. L. (Faculty Advisor)

Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations. (June 5, 2019). \$516.15. University of Northern Colorado Department of Sport and Exercise Science.

Collaborator(s): **Fowler, B.** (Principal), Morse, A. L. (Faculty Advisor)

Internal/University Funding Continued

Athletic identity and athlete satisfaction: An analysis of club sport athletes. (June 3, 2019). \$240. University of Northern Colorado Graduate Student Association.

Collaborator(s): **Fowler, B.** (Principal), Morse, A. L. (Faculty Advisor)

Managing an identity: Social identity complexity and NCAA faculty athletic representatives. (March 8, 2019). \$500. University of Northern Colorado Department of Sport and Exercise Science.

Collaborator(s): Martyn, J. (Principal), **Fowler, B.** (Co-author), Oja, B. D. (Faculty Advisor).

The effect of reclassification on the admissions gap of student-athletes: An examination of the transition from FCS to FBS. (February 23, 2018). \$300. University of Northern Colorado Graduate Student Association.

Collaborator(s): **Fowler, B.** (Principal), Sung, Y. (Faculty Advisor), Oja, B. D. (Faculty Advisor).

Service

Co-Director – UNC Sport Marketing Research Institute (SMRI), Greeley, CO (2018-2020)

- Led and participated in projects for various local and national sport organizations

Rec Softball Umpire, Greeley Recreation, Greeley, CO (2018-2020)

- Served as an umpire for adult slow-pitch softball

Assistant to Director – Sport Sales Workshop and Job Fair, Denver, CO (2019)

- Served as assistant to Dr. Jim Kadlecck for the sales workshop and job fair.

Service Continued

Research Judge – UNC Research Day, Greeley, CO (2018-2019)

- Reviewed abstracts and served as a judge for undergraduate projects nominated for the Research Excellence Award in Social Sciences, Education, & Business.

Volunteer – BattleReady Open CrossFit Competition, Greeley, CO (2018)

- Judged a CrossFit competition by counting reps and monitoring movement standards.

Volunteer – UNC Sport Marketing Research Institute (SMRI), Greeley, CO (2017-2018)

- Assisted with the rebranding of the organization and development of a new webpage.

Co-Organizer – United Way Workplace Campaign at MFCU, Missoula, MT (2013 & 2014)

- Assisted with setup and donations during the workplace campaign.

Participant – Relay for Life, Missoula, MT (2013)

- Participated with co-workers in fundraising and walking during the event.

Student-Athlete Advisory Committee (SAAC) – Chico State University, Chico, CA (2008-2010)

- One of two reps from the university baseball team that participated in monthly meetings.
- Discussed NCAA legislation and issues that impacted university student-athletes.

Professional Development

New Employee Welcome Training (2020, February) – Indiana State University – *Diversity, Harassment, FERPA, and Data Protection.*

Graduate Teaching Assistant Conference (2019, August) – University of Northern Colorado – *Building Inclusive Classrooms & Skills for Time Management.*

NASSM Student-Faculty Mentor Program (2019, May) – North American Society for Sport Management – *Academic Faculty Job Search & Interview Process with Ryan Kota, PhD.*

Research Ethics and Compliance Training (2019, March) – Citi Program – *Students Conducting No More Than Minimal Risk Research.*

Sport Sales Workshop and Job Fair (2019, March) – University of Mount Union (Denver, CO) – *Hands-on Sales Training.*

Graduate Teaching Assistant Conference (2018, August) – University of Northern Colorado – *Teaching Strategies for Student Success & Libraries Partnerships.*

Canvas Training (2017, September) – University of Northern Colorado – *Getting Started in Canvas.*

Graduate Teaching Assistant Conference (2017, August) – University of Northern Colorado – *Specific Teaching Strategies and Techniques.*

Certifications, Memberships, & Awards

Certifications

Current:

- Adult/Child CPR, AED, & First Aid, *American Heart Association*, 2020

Past:

- Certified Associate in Project Management (CAPM), *Project Management Institute*, 2013-2018

Memberships/Affiliations

Current:

- Association of American Medical Colleges (AAMC), 2020- Present
- North American Society for Sport Management (NASSM), 2017-Present
- College Sport Research Institute (CSRI), 2018-Present
- Commission on Sport Management Accreditation (COSMA), 2019-Present

Past Member:

- American Baseball Coaches Association (ABCA), 2015-2016
- Phi Theta Kappa Honors Society, 2006-2008
- National Honors Society, 2003-2006

Awards

- Three-year recipient of graduate assistantship and full PhD tuition waiver, *University of Northern Colorado*, 2017-2020
- Graduate Research Excellence Award Winner, *UNC Research Day*, 2019
- Two-time Frontier League Champion, *Frontier League of Professional Baseball*, 2011 & 2012
- MVP of Goodwill Games (United States vs. Australia), *Baseball*, 2011
- Academic All-Conference, *California Collegiate Athletic Association*, 2009
- Baseball Athletic Scholarship, *California State University, Chico*, 2008-2009
- Academic All-Conference, *Northwest Athletic Conference*, 2007 & 2008
- Baseball Athletic Scholarship, *Treasure Valley Community College*, 2006-2008
- Gatorade American Legion NW Region Player of the Year & Scholarship Winner, 2006 & 2007
- Lowell and Rosemary Cox Scholarship Winner, *Treasure Valley Community College*, 2006
- Valedictorian, *Big Sky High School*, 2006