

SARAH B. WILLIAMS

University of Delaware | Alfred Lerner College of Business & Economics

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Curriculum Vitae

EDUCATION

Ph.D.	University of Louisville Educational Leadership, Evaluation and Organizational Development Sport Administration Concentration	2019
M.S.	James Madison University Kinesiology Sport and Recreation Leadership Concentration	2012
B.B.A.	James Madison University Business Administration Finance Concentration	2009

ACADEMIC EXPERIENCE

Assistant Professor, Sport Management **2019 to Present**
University of Delaware

Courses taught include:

- SPTM 210: Introduction to Sport Management
- SPTM 313: Sport and Media
- SPTM 315: Legal Aspects of Sport Management
- SPTM 418: Sport Event & Facility Management
- SPTM 420: Sport Event Management Practicum

Graduate Teaching Assistant, Health and Sport Sciences **2016 to 2019**
University of Louisville

Courses taught include:

- SPAD 281: Principles of Sport Administration – Online
- SPAD 284: Issues and Ethics in Sport
- SPAD 382: Organizational Behavior in Sport – Online
- SPAD 390: Sport Governance
- SPAD 404: Financial Principles in Sport
- SPAD 420/39: Sociology of Sport - Online
- SPAD 529: Women & Sport – Online
- SPAD 561: Student Services in College Athletics - Online (Teaching Assistant)
- SPAD 571: Sport for Development and Peace

RESEARCH

Textbooks:

- Deschraver, T., **Williams, S. B.**, & Mahony, D. Finance and economics in the sport industry. In P. M. Pedersen & L. Thibault (Eds.), *Contemporary sport management* (7th Ed.). Human Kinetics. (In progress)

Refereed Publications:

- Darwin, L., Hancock, M. G., & **Williams, S. B.** (2021). Do women encounter a sport leadership labyrinth? The effects of sport organization symbolic equity structures on the career pathways of women administrators. *SN Social Sciences*.
- **Williams, S. B.**, Taylor, E. A., Greenwell, T. C., & Burpo, B. (2021). Differences in sport management doctoral students' experiences with gender microaggressions and stereotype threat by gender. *Sport Management Education Journal*.
- Hums, M. A., Bower, G. G., & **Williams, S. B.** (2019). Career paths of men working in leadership positions within intercollegiate athletic administration. *Journal of Intercollegiate Sport*.
- **Williams, S. B.**, & Greenwell, T. C. (2019). The impact of scandal on NCAA division I women's basketball fan consumption and brand loyalty. *Journal of Issues in Intercollegiate Athletics*.
- Ransdell, L.B., Nguyen, N., Hums, M.A., Clark, M., & **Williams, S. B.** (2018). Voices from the field: Perspectives of US kinesiology chairs on opportunities, challenges, and the role of mentoring in the chair position. *Quest*. (Impact Factor: 1.375)

Invited Publications and Reviews:

- Staurowsky, E. J., Cooky, C., Cooper, J., **Williams, S. B.**, Paule-Koba, A., & Lough, N. (2019). WSF Status of Girls & Women in Sports Report. *Invited and funded research project for the Women's Sport Foundation*.
- **Williams, S. B.** (2017). Book review. Invisible Seasons: Title IX and the Fight for Equity in College Sports. *Journal of Issues in Intercollegiate Athletics*, 10, xi-xiii.

Research in Progress:

- **Williams, S. B.**, Moorman, A. M., & Pegoraro, A. (In Progress). The use of religion in NCAA Division I women's basketball recruiting in the Southeast Conference. To be submitted to *Journal of Issues in Intercollegiate Athletics*.
- **Williams, S. B.**, & Hancock, M. G. (In Progress). The disconnect between athlete and student-Athlete: Schlossberg's 4 S's and Black men's basketball transfer experiences with the redshirt year. To be submitted to *Journal of Issues in Intercollegiate Athletics*.

ACADEMIC PRESENTATIONS

Presentations in the United States:

- **Williams, S. B.**, & Hancock, M. G. (2020, June). The division I men's basketball transfer redshirt requirement: Hurting or helping Black student-athletes? Accepted to the annual conference of the North American Society for Sport Management, San Diego, California. Withdrawn due to Covid-19 pandemic.
- Hums, M. A., Bower, G. G., & **Williams, S. B.** (2019, June). Comparing career advice for women and men aspiring to leadership positions in intercollegiate athletic administration. Accepted to the annual conference of the North American Society for Sport Management, New Orleans, Louisiana.
- **Williams, S. B.** (2018, March). The impact of scandal on Division I women's basketball fan consumption. Presented at the annual conference of the Graduate Student Regional Research Conference, Louisville, Kentucky.
- Hums, M. A., Bower, G. G., & **Williams, S. B.** (2017, May). A comparison of the career experiences of men and women working in intercollegiate athletic administration. Presented at the annual conference of the North American Society for Sport Management, Denver, Colorado.
- Weiner, J.F. & **Williams, S.B.** (2016, November). Show me the money! A financial case study of multiple ticket revenue options. Presented at the annual conference of the Sport Marketing Association, Indianapolis, Indiana.

International Presentations:

- Darwin, L., **Williams, S. B.**, & Hancock, M. G. (2018, June). Myth or reality? Athletic administrator's perceptions of the sport industry leadership labyrinth. Presented at the annual conference of the North American Society for Sport Management, Halifax, Nova Scotia.
- Bower, G. G., Hums, M. A., & **Williams, S. B.** (2018, June). A comparison of the mentoring characteristics and functions important to the advancement of men and women within intercollegiate athletic administration. Presented at the annual conference of the North American Society for Sport Management, Halifax, Nova Scotia.
- **Williams, S. B.** (2017, November). How did participation in sport affect perceptions of feminism before the influence of Title IX? Presented at the annual conference of the North American Society for the Sociology of Sport, Windsor, Canada.

Invited Presentations:

- **Invited presenter.** (2020, January). A Woman's Worth: The Impact of Women in the Sport Industry. Drexel University.
- **Invited presenter.** (2018, September). The dissertation writing process. *The State of Sport Management* podcast, Texas Tech University.

FUNDING

- **Williams, S. B.** (2018). The Division I Men's Basketball Transfer Redshirt Requirement: Hurting or Helping Black Student-Athletes? National Collegiate Athletic Association Graduate Student Research Grant in the amount of \$3,462. **Not funded**
- **Williams, S. B.** (2017). University of Louisville Graduate Student Council Travel Award. Funded by the University of Louisville Travel Funding Administration in the amount of \$200. **Funded.**

SPORT INDUSTRY EXPERIENCE

Women's College Basketball Referee

August 2018 to Present

Levels assigned include:

- NCAA Division I
- NCAA Division II
- NCAA Division III
- NAIA Division II

NCAA Division I Assistant Women's Basketball Coach

May 2013 to April 2016

James Madison University, Harrisonburg, Virginia

- NCAA Tournament berth, 2014, 2015, and 2016
- Colonial Athletic Association Conference Champions, 2014, 2015, 2016
- Players selected in the WNBA Draft, 2015 and 2016
- Top 25 ranking in both *USA Today* and *AP* national polls, 2014 and 2015

NCAA Division I Assistant Women's Basketball Coach

June 2012 to May 2013

Longwood University, Farmville, Virginia

- Big South Conference Tournament finalist
- Doubled previous season's win total (7 to 14)

NCAA Division I Women's Basketball Graduate Assistant

August 2011 to May 2012

James Madison University, Harrisonburg, Virginia

- WNIT Finalist

BUSINESS INDUSTRY EXPERIENCE

Alternative Investments Fund Accountant

December 2010 to August 2011

Bank of New York Mellon, Wilmington, Delaware

- Contributed to the production of client portfolio statements and Net Asset Value calculations for Hedge Fund clients serviced in the Bank of New York Mellon's Alternative Investment Services Division
- Contributed portfolios included multi-billion-dollar funds for CITI, RBC, etc.

TEACHING EXPERIENCE

Courses Taught:

- **SPTM 210 – Foundations of Sport Management** (enrollment: 96)
Undergraduate Level: This course focuses upon the breadth of the sport industry, issues facing sport organizations, and provides students networking and career development opportunities.
- **SPAD 281 – Principles of Sport Administration – ONLINE** (enrollment: 45)
Undergraduate Level: This course is intended to provide the student with an overview of the structure of the sport industry, as well as issues facing sport organizations and how management techniques can be applied to solve business problems.
- **SPAD 284 - Issues and Ethics in Sport** (enrollment: 60)
Undergraduate Level: This course is designed to provide information on current issues in the sport and recreation industry through critical examination, debate, and discussion.
- **SPTM 313 – Management of Sport Information** (enrollment: 48)
Undergraduate Level: This course focuses on the benefit of regular communication between a sport organization and its key stakeholders
- **SPTM 315 – Legal Aspects of Sport Management** (enrollment: 48)
Undergraduate Level: This course is designed to enable sport management students to expand their knowledge of the laws, rules and regulations that apply to the sport business industry and that impact the work setting of sport organizations
- **SPAD 382 - Organizational Behavior in Sport - ONLINE** (enrollment: 35)
Undergraduate Level: This course is designed to expand student's understanding of various management theories, research and their application to sport organization and administration.
- **SPAD 390 - Sport Governance** (enrollment: 36)
Undergraduate Level: This course is designed to provide knowledge and awareness of the rules and laws governing various sport organizations as well as the participants.
- **SPAD 391 - Sociology of Sport - ONLINE** (enrollment: 30)
Undergraduate level: This course is designed to expand students' understanding of sport by critically examining how sport and society interact, specifically, the relationship of sport to social variables, social institutions, and social issues.
- **SPAD 404 - Financial Principles in Sport - ONLINE** (enrollment: 16)
Undergraduate Level: This course is designed to provide students the basic financial and economic concepts necessary to understand the sport business industry. Additionally, this course is designed to help students examine the various means for financing sport organizations.
- **SPTM 418 – Sport Event and Facility Management** (enrollment: 54)
Undergraduate Level: This course is designed to enable sport business management students to expand their knowledge of the management of sporting events and facilities.
- **SPTM 420 – Sport Event Management Practicum** (enrollment: 8)
Undergraduate Level: This course is designed to provide students the opportunity to explore and discover career experiences in the sport event management industry, to evaluate strengths and weaknesses in light of demands and expectations in sport event management, and to develop career-enhancing skills in sport event management.

- **SPAD 529 - Women & Sport - ONLINE** (enrollment: 30)
Graduate and Undergraduate Level: This course is designed to explore the evolution and future of roles of the American woman in sport, concepts about women, sport, and society in historical and contemporary settings.
- **SPAD 561 - Student Services in College Athletics - ONLINE** (enrollment: 26)
(TEACHING ASSISTANT) Graduate and Undergraduate Level: This course is designed to expand students' understanding of college student development, student-athlete development, and the services/programming offered by athletic departments designed to enhance the student-athlete experience.
- **SPAD 571 - Sport for Development and Peace** (enrollment: 26)
Graduate and Undergraduate Level: This course introduces students to sport for social change. Through this course, students develop practical and theoretical knowledge of the field by better utilizing their sport platform to benefit society.

Guest Lectures:

- **SPAD 480: Athletics in Higher Education**, University of Louisville, Summer 2020: *Transfer Student-Athletes*
- **SPAD 404: Financial Principles in Sport**, University of Louisville, Fall 2016, Spring 2017, Fall 2018: *The Cost of Cost of Attendance*
- **SPAD 489: Legal Aspects of Sport**, University of Louisville, Fall 2016, *Tort Principles in Sport and Premise/Spectator Issues*
- **SPAD 281: Principles of Sport Administration**, University of Louisville, Spring 2017, *Intercollegiate Athletics*
- **SPAD 382: Organizational Behavior of Sport**, University of Louisville, Spring 2017, *Sport Leadership*
- **HSS 293: Social and Psychological Dimensions of Physical Activity**, University of Louisville, Fall 2017, *Children and Sport Psychology*

Other Program Responsibilities:

- Faculty Coordinator of the Future Professionals of Sport Management Club, University of Delaware, 2019 to Present
- Co-coordinator for COSMA Accreditation candidacy application and self-study
- Oversaw and evaluated 10 to 15 interns per summer in SPAD 402/692: Internship in Sport Administration
- Liaison of Central High School Sport Management magnet and dual credit partnership program for high school students
- Member of Health and Sport Sciences Student Engagement Committee
 - Represent the SPAD program at on-campus Majors Fair to recruit prospective students
 - Organize College of Education and Health and Sport Sciences-sponsored Freshmen Welcome Week student activities on campus
- Member of University of Louisville Sport Administration master's program admissions committee

OTHER SPORT INDUSTRY ACTIVITY

PGA Tour BMW Championships at Wilmington Country Club

August 2022

Wilmington, Delaware

- Point of contact for partnership with University of Delaware Sport Management to provide venue captain roles for hospitality venues throughout the course for the entirety of the tournament

Atlantic 10 Women's Basketball Championship

March 2022

Wilmington, Delaware

- Organized professional development opportunities for twelve UD Sport Management students to gain work experience in the tournament environment

NFL Draft Graduate/Undergraduate Student Trip Leader

April 2018

Dallas, Texas

- Coordinated travel arrangements for 16 graduate students and 1 undergraduate student to volunteer at the NFL Draft
- Organized professional development opportunities throughout the trip including panel discussions with executives with the Dallas Mavericks and tours with the University of Memphis and Southern Methodist University athletic departments
- Volunteered for three days with fan experience coordination surrounding AT&T Stadium

High School Basketball Referee

2017 to 2019

Kentuckiana Basketball Officials Association

At-Large Member, KBOA Board of Directors

- Referee middle-school, freshman, junior varsity, and varsity girls' and boys' basketball games in the 6th and 7th regions of the Kentucky High School Athletic Association
- Board responsibilities include: resources and staffing, grading criteria, delinquent member coordination, communication to prospective members, website management, retention, social activities, fundraising, and updating bylaws

SERVICE

Professional Service:

- Reviewer, International Journal of Sport Management, 2021 to Present
- Student Director member, Commission on Sport Management Accreditation (COSMA) Board of Directors, 2018 to 2019

College Service:

- Curriculum Management Committee, Lerner College of Business & Economics, University of Delaware, 2020 to Present
- Graduate Student member, Student Academic Grievance Committee in the College of Education and Human Development Graduate Student Representative, University of Louisville, 2016 to 2019

Department Service:

- Vita Nova Chef Search Committee, University of Delaware, 2022
- Academic APR Review Committee, University of Delaware, 2021 to Present
- Vita Nova Chef Search Committee, University of Delaware, 2021
- Faculty Supervisor, Future Members of the Sport Management Industry Student Organization, University of Delaware, 2019 to Present
- Undergraduate Curriculum Committee, University of Delaware, 2019 to Present
- NFL Draft Graduate Student Trip Leader to Dallas, Texas, 2018
- Sport Administration Master's Admissions Committee Member, 2017 to 2019
- Central High School and University of Louisville SPAD Program Partnership Liaison, 2016 to 2018
- Health and Sport Sciences Student Engagement Committee, 2017 to 2019
- Doctoral Student Virtual Open House Panelist, 2017
- Graduate Assistant Orientation Panelist, 2017
- SPAD program presenter, Majors Fair, University of Louisville, Fall 2018
- College of Education and Health and Sport Sciences-sponsored Freshmen Welcome Week organizer, 2017 and 2018

Community Service:

- Board Member, SL24 Unlocks the Light Foundation, 2021 to present
- Board Member, Diversity, Equity, and Inclusion Council, Ursuline Academy, Wilmington Delaware, 2020 to present
- Guest Lecturer, Central High School Senior Sport Marketing Class
 - October 2016: *Gender and Diversity in Sport*

- October 2017: *Transgender Athlete Policy*
- Volunteer Basketball Official, Special Olympics Kentucky, 2018
- Volunteer Captain, Ironman Louisville 2017
- Presenter, Sacred Heart Model School Grade 4 Stewardship Workshop, Louisville, Kentucky, 2017
- Volunteer, USA Cycling National Championships, Louisville, Kentucky, 2017
- Volunteer, Ironman Louisville 2016

PROFESSIONAL DEVELOPMENT

- Attended University of Delaware Libraries workshop *Keep Calm and Teach On:*
 - Everything You Need to Know about Multimedia Assignments
- Attended Lerner College Hiring Excellence Workshop
- Attended workshops presented by the Delphi Center for Teaching and Learning at the University of Louisville:
 - Delphi U Principles of Online Course Design
 - Building your Teaching Philosophy

HONORS AND AWARDS

- Most Valuable Professor Award, University of Delaware Field Hockey, 2021
- Ursuline Academy Athletics Hall of Fame Inductee, 2019
- Faculty Guest Coach, University of Louisville Football, 2017
- Team Captain, James Madison University Basketball (Division I), 2009-2010
- Dean Ehler's Leadership Award Nominee, Colonial Athletic Association, 2010
- Colonial Athletic Association First Team All-Academic, 2010

PROFESSIONAL AFFILIATIONS

National Association of Sports Officials	2018 to Present
North American Society for Sociology of Sport	2017 to 2019
Kentuckiana Basketball Officials Association	2017 to 2019
<ul style="list-style-type: none"> ● At-Large Board Member 	2018 to 2019
Kentucky High School Athletic Association	2017 to 2019
North American Society for Sport Management	2016 to 2018
Sport Marketing Association	2016 to 2017
Women's Basketball Coaches' Association	2011 to 2016