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Associate Professor | Western Kentucky University
School of Kinesiology, Recreation and Sport
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EDUCATION

Western Kentucky University, Bowling Green, KY (2015)

Doctor of Education | Postsecondary Educational Leadership

Dissertation title: *The Impact of a head coaching change on intercollegiate student-athletes*

Western Kentucky University, Bowling Green, KY (2010)

Master of Science | Recreation and Sport Administration

Western Kentucky University, Bowling Green, KY (2006)

Bachelor of Arts | Public Relations; Marketing Minor

TEACHING EXPERIENCE

Associate Professor, Western Kentucky University, Bowling Green, KY

School of Kinesiology, Recreation & Sport (2023 – Present)

Sport Management Program Coordinator (2021-Present)

Sport Media and Communication Co-Coordinator (2024-Present)

Assistant Professor, Western Kentucky University, Bowling Green, KY

School of Kinesiology, Recreation & Sport (2017 – 2023)

Sport Management Program Coordinator (2021-Present)

Esports Management Certificate Co-Coordinator (2021-2023)

Visiting Assistant Professor, Western Kentucky University, Bowling Green, KY

School of Kinesiology, Recreation & Sport (2016 – 2017)

Part-Time Faculty, Western Kentucky University, Bowling Green, KY

School of Kinesiology, Recreation & Sport (2014 – 2016)

College of Health and Human Services (2010 – 2014)

COURSES:

RSA 558: Intercollegiate Compliance (Online)

This graduate course provides an in-depth analysis of NCAA rules and regulations relating to intercollegiate athletics. Topics include ethical conduct, employment issues, amateurism, recruiting, eligibility (academic and general requirements), financial aid, awards and benefits, playing and practice schedules, and enforcement.

SPM 200: Introduction to Sport Management (Online)

This course covers history, principles, and objectives within the sport management profession, overview of sport delivery systems, study of sport as a microcosm of society, and career options within sport organizations.

SPM 290: Sport Management Seminar (Traditional; Online; Hybrid)

This course is designed to help students explore sport management career opportunities and prepare for the application and interview process. The course covers career planning, including application materials, interviewing, and other professional issues.

SPM 300: Public Policy in Sport (Online and Traditional)

This course examines social, political, and economic impact of national and international sport. Topics include structure of public finance of sport, politics of sport, sport and public health, community ownership, globalization of sport, and professional sport.

SPM 305: Sport Event Management (Traditional)

This course addresses the management of sporting events and tournaments. Students learn multiple methods of designing and implementing tournaments and special events, and work with a local organization to consult on a real tournament.

SPM 350: Intercollegiate Athletic Administration (Traditional)

This course provides a comprehensive overview of the governance, structure, and operation of intercollegiate athletics. Special emphasis is placed on the history of college athletics, various reform efforts, sociological issues, and the intersection of intercollegiate athletics and management principles.

SPM 450: Sport Law (Traditional)

The purpose of this course is to identify basic legal principles that are applicable to sport management careers and learn how to effectively manage potential legal issues associated with injury, contracts, and employment relations

SPM 452: Sport Leadership and Management (Traditional; Online; Hybrid)

This course examines the various skills, roles, and functions of the sport manager, including leadership theories and practices as they relate to managerial responsibilities in sport.

SPM 454: Sport Governance (Traditional)

This course examines sport organization governing bodies including those in amateur and professional sports, their organizational structure, authority, requirements for membership, sanctions and appeals, and the influence of outside political organizations.

SPM 490: Internship in Sport (Online)

This course is a supervised internship with community, interscholastic, intercollegiate, amateur or professional sport, and/or industry organizations.

REC 200: Introduction to Recreation (Traditional)

Rec 200 introduces the student to recreation, parks and leisure history, philosophical concepts, and trends with attention to recreation sectors and employment opportunities.

CHHS 175: University Experience (Traditional)

This course covered topics including study skills, critical thinking skills, library education, campus resources, and personal development. Special emphasis on careers and degree programs related to the fields of health and human services.

CONTINUING EDUCATION:

- CITL Workshop – WKU Generative AI Conference (3/27/2026)
- CITL Workshop – The Importance of Structure and Scaffolding in Course Design (1/30/2026)
- CITL Workshop – Professional Development Day (1/15/2026)
- CITL Workshop – A New Approach to Syllabus Day (1/7/2026)
- CITL Workshop - Grade-a-thon & Spring Planning Party (12/8/2025)
- Best Practices in Assessing General Education (Tennessee Higher Education Commission; November 20, 2025)
- 2025 IU Assessment Institute, Indianapolis, IN (October 26-28, 2025)
- WKU Generative AI Conference (April 4, 2025)
- Toppers RISE: Coffee talk about the new QEP (February 24, 2025)
- Future of Sport Institute (FoSI) (April 2024)
- Center for Innovative Teaching & Learning (CITL) - The New AI Frontiers: ChatGPT4 in Your Teaching and Research (March 2024)
- Center for Innovative Teaching & Learning (CITL) - Keynote: Distracted & Disengaged: A Return to Attention (September 2023)
- Administrative Council on Undergraduate Education Fellow: Effective Teaching Practices: Cohort A, Spring 2019 – Fall 2019
- Online Teaching: The Essentials, Spring 2015
- Web Course Development Trainings, Fall 2015 and Winter 2015
- Professional Learning Community for New Faculty, Fall 2016

ACADEMIC LEADERSHIP EXPERIENCE

Director, Colonnade General Education Program, Western Kentucky University, Bowling Green, KY (January 2025 – Present)

- Coordinate the development of revised General Education curriculum
- Work with the new General Assessment Oversight, Assessment and Improvement Committee to improve general education; work with UCC Vice Chair to liaise between OAI group and UCC
- Promote campus-wide knowledge and understanding of General Education learning goals
- Work with the Assurance of Student Learning Committee/QEP Committee to make sure the General Education learning outcomes add to the overall WKU student experience.
- Consult with the Center for Innovative Teaching & Learning (CITL) on appropriate faculty development opportunities for those teaching or potentially teaching Colonnade courses
- Oversee public relations initiatives and ongoing communication efforts for the Colonnade Program to different constituencies.

- Work with the Assistant Vice President for Student Success and the Registrar for course availability
- Oversee the General Education website design and development

PROFESSIONAL EXPERIENCE

ASSOCIATE: Plaid, LLC (July, 2018-Present)

- Create and facilitate professional development programming for intercollegiate athletic teams using the Birkman Method Personality Assessment
- Develop course material for Sport Leadership and Management professionals
- Consult with Plaid, LLC when developing services for intercollegiate athletic programs
- Market and recruit programs and individuals to utilize programming
- Work with Plaid, LLC to conduct research on the impacts of professional development programming in intercollegiate athletics
 - Present findings at national conferences and integrate research into WKU classroom

ASSISTANT TO THE DEAN: College of Health and Human Services, WKU (October 2014 – July 2016)

- Assisted the Dean of the college with all matters related to personnel, students, scheduling, media relations, and college communications
- Served as a member of the CHHS Administrative Council
- Developed public relations materials for the college
- Assisted in developing an on-boarding program for all new college hires
- Maintained document flow from the college to the university, including hiring forms, personnel forms, travel documents, and budgetary materials
- Planned and implement college-wide meetings and bi-weekly Administrative Council meetings
- Served as a liaison with the Development Office to assist with donor relations
- Assisted the Dean in leadership development of faculty and staff within the college

OFFICE COORDINATOR: Institute for Rural Health, WKU (January 2011-October 2014)

- Managed a departmental budget of over \$461,000, in addition to a Foundation account of over \$50,000
- Worked with various departments on partnerships with grants and assist with the entire grant process through completion and reporting
- Assisted IRH Director with grant compliance, including securing funds, implementation, and budget management; assisting with planning, budgeting, communication, and implementation of The Belize Program, a study abroad program through IRH
- Served on CHHS and other University committees to represent The Institute for Rural Health
- Conducted the operation of scheduling Mobile Dental Unit and Mobile Health Unit activities, including coordinating efforts among community contacts, WKU faculty, and the IRH staff
- Assisted in planning and executing meetings for out-of-town guests, speakers and events and assisted with the planning and implementation of a Kynect luncheon in conjunction with the Kentucky Center for Excellence in Rural Health
- Created and distributed all marketing and community relations materials
- Served as the communication link between the public and the IRH
- Hired, supervised, trained, and scheduled all part-time employees, graduate assistants, interns, and student workers

OFFICE ASSOCIATE: Institute for Rural Health, WKU (February 2010-January 2011)

- Managed departmental budget
- Created all marketing and community relations materials
- Worked with IT department to create, maintain and update website
- Performed day-to-day office responsibilities
- Served as the communication link between the public and the IRH
- Formed community relationships and partnerships by marketing IRH services

DIRECTOR OF BASKETBALL OPERATIONS: WKU Women's Basketball (July 2006-February 2010)

- Worked daily with women's basketball players to provide academic and student support services by assessing student-athlete needs, implementing academic programming, and monitoring progress
- Planned and executed all travel for the team and coaches
- Worked daily with hotel, transportation, and food vendors
- Served as a liaison between the team and the 6th Man Team Booster Club
- Solicited donations/volunteers for many activities
- Assisted in NCAA academic compliance and admissions
- Cultivated relationships with WKU coaches and administrators
- Developed and implemented various community outreach programs
- Assisted as an academic advisor and tutor for the Women's Basketball team
- Inventoried and ordered all WKU Lady Topper team apparel and supplies
- Created and maintained several databases
- Designed and distributed quarterly newsletters
- Worked closely with WKU Athletic Marketing on special promotions and events
- Managed a \$155,000+ travel budget

SERVICE ACTIVITIES

PROFESSIONAL SERVICE:

- Editorial Review Board: Journal of Athlete Development and Experience (July 2021-Present)
- Applied Sport Management Association Case Study Competition Judge (2024-2025)
- National Association of Academic and Student-Athlete Development Professionals (N4A) Student-Athlete Development Programs and Best Practices Committee (2021-2023)
- Co-Editor, Sport Management Section, *Kentucky Society of Health and Physical Education Journal* (2020-2021)

UNIVERSITY SERVICE:

- Chair, Colonnade General Education Program (January 2025-Present)
- Kentucky Graduate Profile Workgroup (January 2025-Present)
- WKU Assurance of Student Learning Committee (January 2025-Present)
- Honors Advisory Group (2025)
- CHHS Academic Complaints Committee (2024-Present)
- KRS Tenure and Promotion Committee (Fall 2023-Present)
- Colonnade General Education Committee (Fall 2019-2025)
 - Colonnade General Education Committee Chair (2022-2024)
- KRS Assistant Professor Search (RSA), Member (Spring 2026)
- KRS Permanent Instructor Search, Chair (Spring 2026)
- KRS Assistant Professor Search (SPM/RSA), Chair (Spring 2025)

- KRS Permanent Instructor Search, Member (Spring 2025)
- KRS Tenure and Promotion Documents Committee (2024)
- Honors College Thesis Chair, “The Impact of Track and Field to the Youth Refugee Community: A Case-Study Analyzing Sense of Belonging and Integration to a New Community” with MHC student, Rafael Teodoro da Silva Souto Borges (2023)
 - Designed Distinguished by CE/T Committee
 - Received Thesis of the Year Award by MHC
- Senate Executive Committee Member (2022-2024)
- WKU Faculty Senate: At Large Member (2018-2022)
- WKU School of KRS: Exercise Science Pedagogical Faculty Search Committee (2018)
- WKU CHHS: Faculty Ambassador (2017-2019)
- WKU CHHS: Space Committee (2012 – 2016)
- WKU CHHS: Dean’s Internal Advisory Committee (2013 – 2016)
- WKU CHHS: Search Committees
 - Registered Nurse, Institute for Rural Health (2010): Committee Member
 - Part Time Drivers, Institute for Rural Health (2010): Committee Member
 - Director, Institute for Rural Health (Spring 2011): Committee Member
 - Nurse Practitioner, Institute for Rural Health (2012): Committee Member
 - Director, Institute for Rural Health (Fall 2011): Committee Member
 - Director, Institute for Rural Health (Fall 2012): Committee Member
 - Registered Nurse, Institute for Rural Health (2013): Committee Member

COMMUNITY SERVICE:

- Kappa Delta: Chair, Chapter Advisory Board (2008-2012; 2014-2019); Treasurer, House Corporation (2012-2014); Community Service Chapter Advisor (2018); Operations Chapter Advisor (2019)
 - Responsibilities include mentoring and advising a group of 150+ collegians, creating and implementing national programming, overseeing chapter workshops and trainings, and working with individuals at the campus, state, and national level. Advise the chapter on best practices in accordance with national and local regulations
- Kappa Delta Graduate Scholarship Review Committee (2017-2025)

SCHOLARSHIP

RESEARCH INTERESTS:

- Coaching leadership
- Student-athlete support services
- Organizational change
- Sport policy implications
- Intercollegiate athletics issues
- Athletics as a business
- Leadership and Personal Development

EXTERNAL RESEARCH GRANTS:

Forsythe, S.A., Upright, P.A., Baker, K.M., and Tulusso, D.V. (2020). NCAA Innovations in Research and Practice Grant, \$25,000: Player Development: The Efficacy of the Birkman Method Personality Assessment and Programming (*not funded*)

INTERNAL RESEARCH GRANTS:

Forsythe, S. A. & Czekanski, W. A. (2024). Analyzing Event Management Factors Impacting Fan Satisfaction at the SKY Soccer Tournament (Awarded 10/17/24)

Forsythe, S. A. & Brgoch, S. (2022). Center for Innovative Teaching and Learning Innovative Teaching Grant, \$9,758.28: Gaming in the Classroom: Exploring Student Motivation and Engagement Through Experience Point Grading (Awarded 5/26/22)

Forsythe, S. A. & Teodoro da Silva Souto Borges, R. (2022). College of Health and Human Services Quick Turnaround Grant, \$3,000: “Exploring the significance of sport for development among the refugee population” (Awarded 3/8/22)

Forsythe, S. A. (2018). College of Health and Human Services Quick Turnaround Grant, \$3,000: “The evaluation of the effectiveness of the Birkman Method in WKU Women’s Basketball” (Awarded 10/8/18)

PUBLICATIONS:

Upright, P.A, **Forsythe, S.A.**, & Stone, W. (2026) The impact of travel stress on physical and cognitive performance in college age students, *The Sport Journal*, (under review).

Forsythe, S. A., Fridley, A., Corr, C., Stokowski, S., Ezike, N. C. (2023). Pledging engagement: Motivations and intentions for college sport attendance among Greek-letter organizations.

Journal of Applied Sport Management, 15(3). <https://doi.org/10.7290/jasm-2023-V15-I3-ixWm>

Fridley, A., Anderson, A., Stokowski, S., **Forsythe, S. A.**, (2023). Diversity matters: Highlighting the differences in sport consumption motives of marginalized college students [Special Issue]. *International Journal of Sports Marketing and Sponsorship*, 23(3), p. 485-499. <https://doi.org/10.1108/IJSMS-01-2022-0025>

Fridley, A., Springer, D., Paule-Koba, A. L., **Forsythe, S. A.**, & Stokowski, S. (2022). “He’s an asshole”: Power 5 college football athletes navigating a “shady” coaching transition” [Special Issue]. *Sports Innovation Journal*, 3(SI), 11-25. <https://doi.org/10.18060/26004>

Forsythe, S. A., Upright, P. A., Mergenthal, R.*, & Sullivan, D. J. (2021). Utilizing a personality assessment and programming in Division I football: An exploratory study. *Journal of Student-Athlete Educational Development and Success*, 3, 61-87.

Upright, P.A. & **Forsythe, S.A.** (2021). A review of qualitative research in sport management: utilizing a descriptive case study design. *KySHAPE Journal*, (58)2, 64-70.

Irvin, R., Stokowski, S., Dittmore, S.W., **Forsythe, S.A.**, & Christian, D.D. (2021). Women’s perceptions of and barriers to mountain biking in northwest Arkansas. *KySHAPE Journal*, (58)2, 31-44.

Stokowski, S., Fridley, A., & Kim, K., **Forsythe, S. A.**, & Roberts, S. (2020). Faculty role models: The perceived mentorship of student-athletes, [Special Issue]. *Perspectives on Undergraduate Research and Mentoring*, 9(1), 1-15.

Forsythe, S. A., Upright, P. A., Mergenthal, R., & Jordan, T. A. (2019). The Impacts of a Head Coaching Change on Intercollegiate Student-Athletes. *KAHPERD Journal*, 56(2), 73-85.

Jordan, T., Upright, P. & **Forsythe, S. A.** (2019). Rural Kentucky sports officials' perspectives on recruitment, training, and retention. *KAHPERD Journal*, 55(2), 59-72.

Jordan, T., Upright, P., & **Forsythe, S. A.** (Fall 2017). Social media and relationship marketing in community sport. *KAHPERD Journal*, 55(1), 8-19.

Forsythe, S. A. (2015). The impact of a head coaching change on intercollegiate student-athletes (Doctoral dissertation). <http://digitalcommons.wku.edu/diss/88/>

Composed Test Bank: Lyons, S., Jackson, J., Hey, W., & Bannon, P. (2016). *Interactive Health and Fitness: A Practical Approach to Wellness*. Sagamore Press, Champaign, Illinois

PUBLISHED ABSTRACTS:

Stone, W., Upright, P., **Forsythe, S. A.** (2025) Beyond the Classroom: Physiological Stress of Academic Travel. Presentation at Southeastern Regional American College of Sports Medicine Meeting.

IN PROGRESS:

Forsythe, S. A., Brgoch, S., & Davis, E. (2022). Gaming in the Classroom: Exploring Student Motivation and Engagement Through Experience Point Grading (in progress)

INTERNATIONAL/NATIONAL PRESENTATIONS:

Forsythe, S. A., Czekanski, W. A. (2024). Experiential Learning in Sport Event Management: Total Event Planning, Implementation, and Evaluation. Oral Presentation, Applied Sport Management Association. Cincinnati, Ohio, [February 2025](#).

Fridley, A., **Forsythe, S. A.**, Strode, J., Reed, S. (2024). Alumni Giving: Sport Consumption and Donation Intention. College Sport Research Institute Conference on College Sport. Oral Presentation, Columbia, South Carolina, March 20, 2024.

Brgoch, S. M., **Forsythe, S. A.**, & Davis, E. A. (2024). Unlocking Achievement: The Power of Experience Point Grading. ITLC Lilly Conference. Oral Presentation, San Diego, California, January 4-6, 2024.

Fridley, A., Anderson, A., Stokowski, S., **Forsythe, S. A.**, Corr, C. (2023). College Sport Spectatorship Motives of Underrepresented College Students. North American Society for the Sociology of Sport (NASSS) Conference. Oral Presentation, New Orleans, Louisiana, November 1-4, 2023.

- Forsythe, S. A.,** Fridley, A., Corr, C., Stokowski, S., & Ezike, N. (2023) Motivations and intentions for college sport attendance among greek-letter organizations. Applied Sport Management Association. Oral Presentation, Birmingham, Alabama, February 24, 2023.
- **Morton, J. & Forsythe, S. A.** (2023). Personality and player position: An exploratory study. (2023). Applied Sport Management Association. Graduate Research Competition, Birmingham, Alabama, February 24, 2023.
- Fridley, A., Stokowski, S., Velliquette, A. M., **Forsythe, S. A.,** & Rubin, L. M. (2022). The forgotten inherent relationship: Faculty and intercollegiate athletics. College Sport Research Institute Conference on College Sport. Oral Presentation, Columbia, South Carolina, March 24, 2022.
- Forsythe, S. A.,** Stokowski, S., Fridley, A., Croft, C., & Allen, B. L. (2022). Athlete identity and mental health among NCAA Division III college athletes. College Sport Research Institute Conference on College Sport. Oral Presentation, Columbia, South Carolina, March 24, 2022.
- Forsythe, S. A.,** Stoll, G. K. (2021). Academics and athletics: Creating partnerships for research-based athlete development programming. National Association of Academic and Student-Athlete Development Professionals (N4A) National Conference, *Online*, June 22, 2021.
- Forsythe, S. A.** (2020, February). The Business of Athletics: Breaking into the Marketplace, *International Community of Scholars in Kinesiology*. Talk presented at the 2020 Student Research Week, online.
- Forsythe, S. A.,** Mergenthal, R., & Upright, P.A. (2019). Sport Leadership and Management: Utilizing the Birkman Method in the Classroom to Enhance Student Development. North American Society for Sport Management Teaching and Learning Fair, New Orleans, Louisiana, May 28-June 1, 2019.
- Forsythe, S. A.,** Upright, P.A., & Mergenthal, R., (2019). Managing Stress Behaviors: Utilizing the Birkman Method to Develop a Pilot Program for a Division I College Football Program. Applied Sport Management Association Annual Conference, Nashville, Tennessee, February 15-16, 2019.
- Forsythe, S. A.,** Upright, P. A., & Jordan, T. A. (2018). The Impacts of a Head Coaching Change on Intercollegiate Student-Athletes. Ninth Annual International Conference on Sport & Society, Miami, FL, July 2018.
- Hall, A.T., Morris, C.E., Jordan, T., **Forsythe, S. A.,** Wiczynski, T.L., Schafer, M.A., & Upright, P. (2018). Evaluation of the health and physical fitness status and factors influencing retention of scholastic sports officials in the sport of American football. Annual meeting of the American College of Sports Medicine, Minneapolis, MN, May 29 – June 2, 2018.
- Forsythe, S. A.** (2014). The Impact of a Head Coaching Change on Intercollegiate Student-Athletes. Presentation, European Association for Sport Management Conference, Coventry, England.

STATE/LOCAL PRESENTATIONS:

Brgoch, S. M., **Forsythe, S. A.**, & Davis, E. A. (2024). Unlocking Achievement: The Power of Experience Point Grading. WKU CITL Workshop. April 2024.

Jordan, T., **Forsythe, S. A.**, & Upright, P. (2018). Why do they stay: An examination of the experiences of rural interscholastic sport officials. Proceedings of the Fall KAHPERD Convention, Lexington, KY.

Forsythe, S. A. (2016). *Motivating the Middle and Putting the Fun in Fundatory*. Presentation, Greek Leadership Symposium, Bowling Green, Kentucky.

POSTER PRESENTATIONS:

Czekanski, W. A., **Forsythe, S. A.**, Upright, P., & Siegrist, A. (2026). Preparing scholars and schools for the NIL era: Legal frameworks and policy trends in high school athletics. Poster Presentation, North American Association for Sport Management, San Juan, Puerto Rico, May 26-29, 2026

Forsythe, S.A., Upright, P.A., Baker, K.M., and Tulusso, D.V. (2020). *Player Development: The Efficacy of the Birkman Method Personality Assessment and Programming*. Professional Association of Athlete Development Specialists Summit, New York, New York. (Accepted – Conference canceled)

Forsythe, S. A., Upright, P. A., & Mergenthal, R. (2019, 29, March). The impacts of a leadership development tool on a NCAA division I women's basketball team. Proceedings of the College of Health and Human Services REACH Week. Bowling Green, Ky.