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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

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

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

**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:

**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 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.*

**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:**

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

**PROFESSIONAL EXPERIENCES**

***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 6<sup>th</sup> 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:**

- Co-Editor, Sport Management Section, *Kentucky Society of Health and Physical Education Journal* (2020-2021)
- WKU Faculty Senate: At Large Member (2018-Present)
  - Colonnade Committee Member (Fall 2019-Present)
- 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-Present)

# 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:

Quick Turnaround Grant (QTAG), \$3,000: The evaluation of the effectiveness of the Birkman Method in WKU Women's Basketball (Funded October 2018)

## PUBLICATIONS:

**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

### **IN PROGRESS:**

**Forsythe, S. A.,** Upright, P. A., Baker, K., & Sullivan, D. J. (2020). Personal and team development: A case study with a Division I volleyball program. (*in progress*).

**Forsythe, S. A.,** Upright, P. A., Baker, K., & Sullivan, D. J. (2020). Utilizing a personality assessment in the classroom: Enhancing student development in sport management (*in progress*).

\* *WKU Student*

### **INTERNATIONAL/NATIONAL PRESENTATIONS:**

**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:**

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:**

**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.