

David John Kelley Ph.D., CAA

Associate Professor-Field Service

Sport Administration

University of Cincinnati

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David John Kelley Ph.D., CAA
Curriculum Vita

Contact Information

Field Service Associate Professor &
Online MSSA Program Coordinator
University of Cincinnati
School of Human Services
Sport Administration Program

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Education & Certifications

Doctor of Philosophy (Ph.D.) in Higher Education/Sport Administration June 2002
Ohio University; Athens, Ohio
Concentration in Sport Administration

Master of Science (MS) in Physical Education May 1992
Syracuse University; Syracuse, New York.

Bachelor of Science (BS) in Physical Education May 1990
St. Bonaventure University; Olean, New York.

Certified Athletic Administrator (CAA) National Interscholastic Athletic Administrators Association (NIAAA) Issued June 2014

Professional Experience

University of Cincinnati; Cincinnati, Ohio
Online Master of Science in Sport Administration (MSSA) Program Coordinator January 2017-Present

Field Service Assistant Professor, Sport Administration August 2013-Present
Responsibilities include teaching undergraduate and masters level Sport Administration courses (full list below); mentoring undergraduate and advising graduate students; developing/facilitating partnerships with on and off-campus sport organizations for practicum & internship opportunities; serving on program, school and college committees; and cultivating/developing alumni relations.

University of Cincinnati; Cincinnati, Ohio August 2009-
Annual Adjunct Professor July 2013
Responsibilities included teaching courses in Sport Management, Sport Finance, Athletic Fundraising, Applied Statistics, Economics of Sport, Sport Facility and Event Management and Introduction to Sport Administration. Also developed/facilitated partnerships with on and off-campus sport organizations for practicum & internship opportunities.

Macy's Inc; Mason, Ohio

Fraud Analytics & Technology Specialist

October 2007-
September 2009

Responsible for the investigation, analysis and detection of fraudulent patterns as it relates to Macy's and Bloomingdales credit card accounts utilizing predictive analytics and data mining procedures.

Sports Image Inc; Miamisburg, Ohio

Project Manager-Ohio & New York State

May 2006-
August 2008

Responsibilities included partnering businesses with schools and provided free sports equipment and revenue for their athletic programs through corporate sponsor signage agreements.

Xavier University; Cincinnati, Ohio

Adjunct Professor, Sport Administration Program

August 2003-
June 2006

Responsibilities included teaching undergraduate sport administration courses in Sport Facility and Event Management. Taught graduate level Research & Statistics as well as advised students with their research projects. Instructed graduate students on current issues among various fields in the sport industry, including how sport promotions and sales are integral components in sports entertainment industry.

Vinton County Local Schools; McArthur, Ohio

Health & Physical Education Teacher & Director of Athletics

August 1993-
June 2003

Teaching responsibilities included delivering instruction in flexibility training, cardiovascular fitness, motor skill development, anaerobic and aerobic testing for muscular strength and endurance, sportsmanlike behavior, game rule testing and community service. Health; responsible for teaching overall wellness which encompassed Drug/alcohol education, sex education, nutrition education, body systems education and health career education. As Athletic Director; responsibilities included the overall management of the junior high athletic program coordinating schedules, budgeting, facilities management, marketing and event management. Significant experiences with maintaining student-athlete eligibility, coordinating study tables, fundraising, grant-writing. Effectively collaborated with teachers, faculty, and administrators, as well as worked collaboratively with a variety of external organizations.

Summary of Courses Taught at the University of Cincinnati				
Terms	Course Title	Instruction Format	# of Students	Comments
Fall-Spring, Summer '09-'17	SMGT 1001: Introduction to Sport Administration	Classroom	75-100	Taught 2 sections & Converted from quarters to semesters
Fall, Spring Summer '12-'19	SMGT 2030: Economics of Sport	Classroom Web-based	50-100	Blended classroom & Developed course map for semester conversion & online
Fall, Spring, Summer '12-'19	SMGT 3031: Sport Finance & Development	Classroom Web-based	50-100	Blended classroom & Developed course map for semester conversion & online
Fall, Spring '15-'16	SMGT 4030: Sports Fundraising & Analytics	Classroom	10	Created this new course/curriculum during Semester Conversion
Fall, Spring, Summer '12-'14	SMGT 1090, 2090 & 3090 Sport Administration Practicum Experience I, II & III	Web-based	20-75	Created a paperless system for the practicum documentation.
Fall, Spring, Summer '15-'19	SMGT 7024: Athletic Budgeting & Finance	Classroom Web-based	6-12	Graduate level course
Fall, Spring, Summer '17-20	SMGT 7026: Revenue Generation in Athletics	Classroom Web-based	10-20	Graduate level course
Fall 2016	SMGT 7034: Financial Issues in Sport Facilities & Events.	Classroom	6	Graduate level course
Fall, Spring, '11-'12	HPE 231: Applied Statistics for Human Services I	Classroom	30-50	Taught one section in the quarter system
Fall, Winter, Spring Quarter '09- '12	SMGT 373: Sport Finance	Classroom	50-75	Taught 1 section every quarter; Developed course map for semester conversion
Fall & Winter Quarter '09-12	SMGT 387: Sport Management	Classroom	50-75	Taught one section each Fall & Winter quarter
Summer 2020	SMGT 7013: Strategic Athletic Marketing and Communications	Web-based	34	Graduate level course

Service at the University of Cincinnati

Program Service

- Online Master's Program Coordinator-2017-Present
- UCSPAD Program Advisory Board & Scholarship Committee-2017-Present.
- UCSPAD Program Liaison with the National Interscholastic Athletic Administrators Association-2017-Present
- UCSPAD Program Liaison with the Ohio Interscholastic Athletic Administrators Association-2017-Present
- UCSPAD Program Liaison with the Ohio High School Athletic Association-2020-Present
- UCSPAD Program Liaison with the National Federation of State High School Associations-2020-Present
- UCSPAD Program Liaison with the Minority Athletic Directors Association-2018-Present
- School of Human Services Mock Interview Day in collaboration with Health Promotion & Education Program – 2016-2017 academic year
- UCSPAD Program Master's Degree Curriculum Committee-2015-Present.
- Co-Chair: University of Cincinnati Sport Administration Faculty Search Committee-Educator Assistant Professor-2015 academic year.
- Co-Chair: University of Cincinnati Sport Administration Faculty Search Committee-Educator Assistant Professor-2016 academic year.
- UCSPAD Program Marketing Committee-2015-Present.
- UCSPAD Program Undergraduate Curriculum Committee-2015-2018.
- UC-Society of Sport Leaders Annual Symposium Event- Assist the UC "Society of Sport Leaders" student group with general support by guiding them in identifying and procuring guest speakers & workshop presenters for the annual symposium event-2009-present.

- UCSPAD Program Practicum, Internship & Campus Relations Liaison. Proactively solicit & supply multiple practicum and internship opportunities with local, regional and national sport industry partners- 2009-present.

School, College, and University Service

- University of Cincinnati Faculty Advisor-UC Club Baseball Team-2018-2019.
- University of Cincinnati CECH-Pearl Wright Scholarship Committee-2017-present.
- University of Cincinnati CECH- Human Services Academic Unit Head Review Committee-2016-17 academic year.
- University of Cincinnati School of Human Services Faculty/Staff Annual Campaign Volunteer Fundraiser-School of Human Services; 2014-present.
- University of Cincinnati School of Human Services (BPIT) Best Practices in Teaching & Learning Faculty Advising Group. 2015-2018.
- University of Cincinnati School of Human Services Marketing Committee Member- August 2016-present.
- University of Cincinnati Hiring Committee Member- Athletic Training Faculty Search-Field Service Assistant Professor-2014'15 academic year.
- University of Cincinnati Faculty Advisor-University of Cincinnati Gymcats Gymnastics Club- 2012-2014.
- University of Cincinnati. School of Human Services Strategic Planning/Vision Planning Committee. 2014-15 academic year.

Professional & Community Service

- Appointed by Ohio High School Athletic Association (OHSAA) Commissioner Dr. Dan Ross; Special Committee Member on the Future of High School Athletics, 2014-2016.
- National Interscholastic Athletic Administrators Association (NIAAA) Curriculum Development Committee for Leadership Training Course (LTC) 640: The Urban Athletic Administrator. Served the profession & helped create specific content for LTC 640 in the area of "fundraising challenges" faced by the urban athletic director. 2015-16
- Vinton County Local Schools; Allensville, Ohio-American Heart Association Jump Rope and Hoops for Heart Coordinator-1993-2003.
- General Chair (IHSADA) Iowa High School Athletic Directors Association Strategic Plan Committee-2020-present.

Professional Memberships

- Member, National Interscholastic Athletic Administrators Association; 2010-present.
- Member; National Federation of State High School Associations; 2010-present.
- Member; Ohio Interscholastic Athletic Administrators Association; 2014-present.
- Member, National Association of Athletic Development Directors; 2012-present.
- Member, National Association of Academic Advisors for Athletics-2008-2013.
- Member, North American Society for Sport Management-2000-2012.

Publications and Presentations

Kelley, D.J. (2020). Workshop Presentation at the AHSAAA (Arkansas High School Athletic Administrators Association) Summer Athletic Directors Conference via Zoom Webinar, Wednesday May 20th, 2020 Workshop Topic: The A.D.'s Financial Interests.

Kelley, D.J., Shea, R. (2020). Workshop Presentation at the NIAAA (National Interscholastic Athletic Administrators Association) Summer Workshop Series via Zoom Webinar, Wednesday May 13th, 2020 Workshop Topic: Generating New Ideas and Sources of Revenue.

Kelley, D.J., Shea, R. (2019). Workshop Presentation at the NIAAA (National Interscholastic Athletic Administrators Association) National Athletic Director's Conference; December 13-17th, 2019 in National Harbor Maryland. Workshop Topic: Generating New Ideas and Sources of Revenue; Workshop #14.

Kelley, D.J. & Simmons, J.M. (2018). Today's Intern, Tomorrow's Athletic Administrator *Interscholastic Athletic Administration*, 44(4), 12-14.

Kelley, D.J. (2016). Sports Fundraising and gender equity: Clearing up the confusion. *High School Today*, 9 (7) 22-23.

Kelley, D.J. (2016). Grant Writing: Is it a feasible option for the contemporary interscholastic athletic director? *High School Today*, 9 (8) 16-17.

Kelley, D.J. (2012) *Sports Fundraising: Dynamic Methods for Schools and Universities and Youth Sport Organizations.* Routledge Publishing Inc. May 2012 ISBN-10: 0415507197.

Kelley, D. J. (2003, November, 24). Consider Life Skills a Curriculum Option. *NCAA News*, Vol. 40, (24), pp. 4, 17.

Kelley, D. J. (2002, Spring). NIAAA Member Interest Survey Promising. In K. Vogt's (Ed.), Leadership Training Program concludes another successful year (pp. 33-35). *Interscholastic Athletic Administration*, Vol. 28, (3).

Kelley, D. J. (2000, December 11-17). Sponsors Pay So Students Can Play. *Sports Business Journal*, 3 (34), pp. 51.

Kelley, D.J. Workshop Presentation at the USA Field Hockey Summit; March 16-18, 2018, Lord Baltimore Hotel; Baltimore, MD. Workshop Topic: Dynamic Fundraising For Your Club. Lord Baltimore Hanover B.

Kelley, D.J., Herges, L. Workshop Presentation at the NIAAA (National Interscholastic Athletic Administrators Association) 47th National Athletic Director's Conference; December 9-13th, 2016 in Nashville, TN. Workshop Topic: Grant Money Available to Athletic Programs. Workshop #6.

Kelley, D.J., Herges, L. Workshop Presentation at the OIAAA (Ohio Interscholastic Athletic Administrators Association) State Athletic Director's Conference; November 15-17th, 2015 in Columbus Ohio. Workshop Topic: Grants and Funding for Facilities-Breakout Session #3.

Kelley, D.J., Herges, L. Workshop Presentation at the NIAAA (National Interscholastic Athletic Administrators Association) National Athletic Director's Conference; December 11-15th, 2015 in Orlando FL. Workshop Topic: Grant Writing – Is it a true option? Workshop #37.

Kelley, D.J. Workshop Presentation at the NIAAA (National Interscholastic Athletic Administrators Association) National Athletic Director's Conference National Athletic Directors Conference; December 13-17th, 2013 in Anaheim, CA Workshop Topic: Leveraging Sport Sponsorships in Interscholastic Athletics. Workshop #19.

Honors, Awards, External Funding and Gifts

University of Cincinnati School of Human Services Distinguished Service Award	2018-19
CECH Golden Apple for Excellence in Teaching	2017-18
Dr. Simon Anderson Faculty Recognition Award	2017-18
University of Cincinnati Sport Administration Graduate Assistantships. Cultivated & secured over \$22,000 in external stipends to support UCSPAD Graduate Assistantships.	2017, 2018, 2019 2015

Blackbaud-Raiser's Edge Customer Relationship Management (CRM) software for the School of Human Services Computer Lab. Cultivated & secured thirty-three CRM licenses were gifted by the Blackbaud Company. Approximate gift value = \$1.65 million.

2002

General Mills Physical Education Equipment Grant

Secured \$10,000 from the General Mills Company to purchase a Four-Station Weight Machine and Stationary Bicycles in order to improve the physical fitness of students & student athletes in the Vinton County Junior High School in Allensville, Ohio.

1999, 2000 & 2001

Vinton County School-to-Work Fund

Vinton County/Ohio University Sports Career Day.

Secured \$2,000 (Awarded Annually) from the Vinton County School-to-Work Fund for junior high school students to have opportunities to interact with and learn about careers from Ohio University Athletic Department administrators, coaches and Sports Administration & Facility Management Graduate Students.

1998

Vinton County Junior High Gym Floor Replacement Project

Secured \$20,000 from United States Congressman Ted Strickland, State Senator Mike Shoemaker and State Representative Joe Sulzer to replace The Junior High Gymnasium floor, Allensville, OH.