

Mike Ross, M.Ed.

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EDUCATION

EdD, in Higher Education Administration
Baker University (Overland Park, KS)
expected graduation August 2019

M.Ed., in Sport Administration
Wichita State University (Wichita, KS)
2006

B.A., in Sport Administration
Wichita State University (Wichita, KS)
2002

TEACHING EXPERIENCE

Instructor, Department of Sport Management | Wichita State University (Wichita, Kan.) | January 2010 - present

- Responsible for development and management of assigned sport management curricula to meet COSMA related program standards in traditional, hybrid and online formats
- Supervision of assigned undergraduate/graduate practica and internships
- Provide effective advising for assigned graduate students
- Pursue and maintain external partnerships with critical constituents including practitioners, potential funding opportunities and research partners
- Serve on a variety of internal and external committees as assigned

Courses Taught	
Undergraduate	Graduate
SMGT 210 - Practicum in Sport Management	SMGT 781 - Cooperative Education
SMGT 300 - Technology in Sport Management	SMGT 802 - Ethics in Sport
SMGT 426 - Sport Public Relations	SMGT 803 - Sport Marketing
SMGT 446 - Preinternship Seminar (Co-taught)	SMGT 809 - Sport Management Technology
SMGT 447 - Internship in Sport Management	SMGT 810 - Applied Leadership in Sport
SMGT 462 - Legal Aspects of Sport and Physical Activity II	SMGT 822 - Communication in Sport
SMGT 466 - Marketing Sport and Physical Activity	SMGT 847 - Internship in Sport Management
SMGT 540 - Seminar in Sport Business (Co-taught)	SMGT 890 - Special Topics
SMGT 590 - Independent Study	
CI 541 - Desktop Publishing	

External Classroom Projects/Partnerships

- SMGT 426 (Spring 2011)** - Students assisted in the planning and management of media activities surrounding the 2011 NCAA Women's Basketball Tournament First and Second Rounds hosted by Intrust Bank Arena and Wichita State Athletics
- SMGT 803 (Summer 2012)** - Students were assigned the preparation and presentation of a comprehensive sponsorship plan to the recreation board in Whitewater, Kan.
- SMGT 803 (Spring 2013)** - Students were assigned the preparation and presentation of a comprehensive marketing plan for the Haysville Aviators summer baseball team of the Walter Johnson League
- SMGT 803 (Summer 2013)** - Students were assigned the preparation and presentation of a comprehensive sponsorship plan to the Newton Warriors Football Club in Newton, Kan.
- SMGT 803 (Spring 2014)** - Students were assigned the preparation and presentation of a comprehensive naming rights plan for new athletics facilities built in local school district
- SMGT 803 (Spring 2014)** - Students were assigned preparation and execution of a social media campaign to convince ESPN to bring their weekly college basketball show "Gameday" to Wichita
- SMGT 822 (Fall 2015)** - Students were assigned a social media project to develop a fan 'hub' in advance of the 2018 NCAA Tournament coming to Wichita
- SMGT 822 (Fall 2017)** - Students partnered with VisitWichita, The Greater Wichita Area Sports Commission, and INTRUST Bank Arena to develop a social media campaign to convince stakeholders to bring a sanctioned and televised UFC Fight to Wichita.
- SMGT 426 (Spring 2018)** - Students were assigned a role to assist with media operations for the 2018 NCAA Men's Basketball Championship First and Second Rounds hosted by INTRUST Bank Arena in downtown Wichita.
- SMGT 810 (Ongoing)**- Students enrolled were assigned to create a maintain a student-led small group to engage other students socially, professionally and in community
- SMGT 822 (Fall 2018)**- Students were assigned a social media project to develop interest in bringing a Whataburger location to Wichita, using campaign tools learned in the course
- SMGT 822 (Fall 2018)**- Through an educational partnership with HubSpot, every student in the course will receive free social media training, and the opportunity to successfully complete a Social Media Training certificate through HubSport as part of a graded assignment for the course.

Organizations of Student Internship Supervision			
Oklahoma City Thunder	Disney/ESPN Wide World of Sports	Charlotte Motor Speedway	Tampa Bay Buccaneers
Houston Astros	IMG Academy	Wichita State Athletics	Kansas City Chiefs
Sporting Kansas City	Greater Wichita YMCA	USD 259 Athletics	Kansas Golf Association
Kansas City Royals	runDisney	Wichita Wingnuts	Pine Bay Golf Course

SERVICE ACTIVITIES

- Wichita State University Intercollegiate Athletics Association Board of Directors (2013-present, 2nd term expires in 2019)
- Media Coordinator, 2018 NCAA Men's Basketball Tournament First and Second Rounds (INTRUST Bank Arena, Wichita, Kan.)
- Media Coordinator, 2011 NCAA Women's Basketball Tournament First and Second Rounds (INTRUST Bank Arena, Wichita, Kan.)
- President's Budget Advisory Committee (2017-present)
- College of Applied Studies Recruiting and Retention Committee (2016-2017)
- Kansas Board of Regents Core Outcomes Group for Leadership Discipline (2018-present)
- Advisor, Wichita State National Sports Forum Case Cup Team (2012-13)
- College of Applied Studies Technology Committee (2010-present)
- Advisor, Sport Management Student Association/WuGroups (2010-present)
- Department of Sport Management Assessment Committee (2010-present)
- Presenter, Department of Sport Management Graduate Student Orientation (2010-present)
- Presenter, Department of Sport Management Recognition Night (2010-present)
- Department of Sport Management Program Committee (2010-present)
- Department of Sport Management Career Fair Planning Committee (2010-present)
- Media Resources Center Education Technologist Search Committee (2012)
- Chair, Ad-hoc College of Education Committee on Academic Honesty (2011)
- Department of Sport Management COSMA Site Visit Committee (Jan. 2012)
- College of Education Director of Technology Search Committee (2011-12)
- Judge, Distinguished Scholarship Invitational (Nov. 2012)
- Public Address Announcer, Wichita State Athletics (2010-present)
- Timeout Coordinator/Statistician: CBS and ESPN broadcasts (2010-present)
- Newton Warriors Youth Football Club Board of Directors (2011-13)

SCHOLARSHIP

Book Chapters

Ross, R.M., (2019) Chapter 5: Engaging key publics via legacy media. In *Sport Public Relations (3rd Ed.)*. Champaign, IL: Human Kinetics. Manuscript accepted under contract and in development.

Ross, R.M., (2019) Chapter 4: Engaging key publics with other forms of digital media. In *Sport Public Relations (3rd Ed.)*. Champaign, IL: Human Kinetics. Manuscript accepted under contract and in development.

Ross, R.M., (2019) Chapter 3: Engaging key publics via social media. In *Sport Public Relations (3rd Ed.)*. Champaign, IL: Human Kinetics. Manuscript accepted under contract and in development.

Publications

Kim, W., Walker, M., Noble, J., **Ross, M.**, Vermillion, M., Stoldt, G.C., & Drane, D. (2013). Residents's perceived social impacts of public funded multipurpose sport facility: A case of the Intrust Bank Arena in Wichita, KS. *Sport Marketing Quarterly*, 22(Supplement), 217-220.

Stoldt, G.C., Noble, J., **Ross, M.**, Bonsall, J. & Richardson, T. (2012). Advantages and Disadvantages of Social Media Use in College Athletics: Insights from Department Communicators. *CoSIDA Monthly E-Digest*. March. pp. 62-67.

Professional Presentations

Vermillion, M., **Ross, M.**, Stoldt, G.C., Munson, C. (2019). Social media usage within a sport management department: A strategic audit. Presented at the annual meeting of the Commission on Sport Management Accreditation (COSMA), Atlanta, GA. Refereed.

Lim, N., Kim, W., Vermillion, M., & **Ross, M.** (2019). Analyzing multilevel data in sport using general linear modelling (GLM) and hierarchical linear regression modelling (HLM). Presented at the annual meeting of the North American Society for Sport Management (NASSM), New Orleans, LA. Refereed.

Vermillion, M., Stoldt, G.C., **Ross, M.** (2018). Use and evaluation of adjunct faculty in higher education: Developing and implementing a systematic tool. Presented at the annual meeting of the Commission on Sport Management Accreditation Conference (COSMA), Jacksonville, FL. Refereed.

Vermillion, M., **Ross, M.**, Jasso, K., Stoldt, G.C. (2016). An Integrated Communications Approach to Engaging Sport Management Students. Presented at the annual meeting of the Commission on Sport Management Accreditation Conference (COSMA), Tampa, FL. Refereed.

Ament, B., Kim, W., Vermillion, M., **Ross, M.**, Noble, J. (2014). The Relationships between Service Quality, Satisfaction, and Behavioral Intentions of Customers at a Non-Profit Sports Organization. Presented at the annual meeting of the Applied Sport Management Conference (ASMA), Baton Rouge, LA. Refereed.

Kim, W., Walker, M., Noble, J., **Ross, M.**, Vermillion, M., Stoldt, G.C., & Drane, D. (2013). Residents' perceived social impacts of public funded multipurpose sport facility: A case of the Intrust Bank Arena in Wichita, KS Sport Marketing Association Conference, Albuquerque, NM. Refereed.

Stoldt, G.C., Vermillion, M., **Ross, M.**, & Dittmore, S.W. (2004). Newspaper Sports Coverage Patterns: Implications for Media Relations Professionals. Presented at the annual meeting of the North American Society for Sport Management (NASSM), Atlanta, GA.

Technical Research Reports

Ross, M., Vermillion, M., Stoldt, G.C., Kim, W., Noble, J., Richardson, T., Howe, C., Zhang, L., Elmore, C. (2014). Final Four Media Exposure Valuation. Wichita, KS. Partnership for the Advancement of Sport Management (PASM). Retrieved: <http://webs.wichita.edu/depttools/depttoolsmemberfiles/coepasm/FinalFourMediaExposure.pdf>

Vermillion, M., Ross, M., & Stoldt, G.C. (2014). The Kansas Shrine Bowl and consumer behavior: A report of findings. Partnership for the Advancement of Sport Management (PASM). Retrieved: <http://webs.wichita.edu/depttools/depttoolsmemberfiles/coepasm/KansasShrineBowl.pdf>

Koespsel, J., Poppe, M., Thompson, D., Vermillion, M., Noble, J., **Ross, M.**, & Stoldt, G.C. (2012). The Impact of the 2012 Preferred Health Systems Wichita Open Golf Tournament: Survey results and the impact on the metropolitan economy. Wichita, KS. Wichita State University.

RELATED PROFESSIONAL EXPERIENCE

Assistant Media Relations Director (Feb. 2004- Jan. 2010), Media Relations Assistant (May 2001-2004)

Wichita State Athletics (Wichita, Kan.)

- Served as primary media contact for men's and women's tennis, softball and women's basketball
- Served as webmaster for GoShockers.com
- Supervised graduate assistants handling various Olympic sports
- Assisted committee with Director of Athletics to generate more than \$100,000 in institutional support
- Provided play-by-play and color analysis of WSU Softball postseason games
- Official Scorer - 2005-06 MVC Baseball Championships and 2007 NCAA Wichita Baseball Regional
- Public Address for various on-campus contests
- Media Coordinator - 2004 KSHSAA state track meet, known as one of the largest high school state track meets in the country
- Press Box Coordinator - 2003 Kansas Shrine Bowl
- Wrote, edited and produced 2002 Wichita State Athletics Year-In-Review

HONORS/AWARDS

- 2018 College of Education Emory Lindquist Faculty Award
- 2016 Regents Award for Leadership in the Advancement of Teaching
- 2012 College of Education Distinguished Service Award
- 2011 College of Education Outstanding Technology Innovation Faculty Award
- 2008 CoSIDA Citation for Excellence in Publications, District VII runner-up, Women's Basketball Media Guides (A)
- 2006 CoSIDA Citation for Excellence in Publications, District VII runner-up, Softball Media Guides (A)
- 2003 CoSIDA Citation for Excellence in Publications, District VII runner-up, Softball Media Guides (A) [Top 10 Nationally]
- 2003 Fred Stabley Writing Contest - Historical Feature National Winner - 1962-63 Team Remembered [National Story of the Year runner-up]
- 2003 CoSIDA Citation for Excellence in Publications, District VII runner-up, Softball Media Guides (A)
- 2003-04 Men's Basketball Game Program [Top 10 Nationally, no formal certificate]