

# Mike Ross, M.Ed.

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## EDUCATION

### *M.Ed., in Sport Administration*

Wichita State University (Wichita, Kan.)  
2006

### *B.A., in Sport Administration*

Wichita State University (Wichita, Kan.)  
2002

## TEACHING EXPERIENCE

### *Instructor, Department of Sport Management*

Wichita State University (Wichita, Kan.)

Jan. 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

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

External Classroom Partnerships
<b>SMGT 426 (Spring 2011)</b> - 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
<b>SMGT 803 (Summer 2012)</b> - Students were assigned the preparation and presentation of a comprehensive sponsorship plan to the recreation board in Whitewater, Kan.
<b>SMGT 803 (Spring 2013)</b> - Students were assigned the preparation and presentation of a comprehensive marketing plan for the Haysville Aviators summer baseball team of the Walter Johnson League
<b>SMGT 803 (Summer 2013)</b> - Students were assigned the preparation and presentation of a comprehensive sponsorship plan to the Newton Warriors Football Club in Newton, Kan.
<b>SMGT 803 (Spring 2014)</b> - Students were assigned the preparation and presentation of a comprehensive naming rights plan for new athletics facilities built in local school district
<b>SMGT 426 (Spring 2014/Spring 2015)</b> - Students were assigned preparation and execution of a social media campaign to convince ESPN to bring their weekly college basketball show "Gameday" to Wichita

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

## SERVICE ACTIVITIES

- Wichita State University Intercollegiate Athletics Association Board of Directors (2013-present, term expires in 2015)
- Newton Warriors Football Club Board of Directors (2011-13)
- Media Coordinator, 2011 NCAA Women's Basketball Tournament First and Second Rounds (INTRUST Bank Arena, Wichita, Kan.)
- Advisor, Wichita State National Sports Forum Case Cup Team (2012-13)
- College of Education Technology Committee (2010-present)
- Advisor, Sport Management Student Association (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, Missouri Valley Conference FOX and ESPN broadcasts (2010-present)

## RESEARCH

### *In Progress*

Ross, M., & Vermillion, M. (2013). Sport Management Student Evaluation of Technology and Flexible Learning Spaces. Manuscript under development.

### *Published/Presented*

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.

Stoldt, G.C., Vermillion, M., Ross, M., & Dittmore, S.W. (2004). *Newspaper Sports Coverage Patterns: Implications for Media Relations Professionals*. Presented at the 19th Annual Conference of the North American Society for Sport Management, Atlanta, Ga.

### *Contracted 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, Kan. Partnership for the Advancement of Sport Management (PASM). Wichita, Kan.

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, Kan. 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**

- 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]