

LAURA M. HATFIELD

Assistant Professor, Sport Management
Department of Health, Physical Education and Sport Studies
University of West Georgia
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EDUCATION

- Ph.D. Human Performance, Emphasis: Administration and Teaching
The University of Southern Mississippi, Hattiesburg, Mississippi
August 2003
- M.S. Sport Administration, Specialization: Sport Management
The University of Southern Mississippi, Hattiesburg, Mississippi
December 2000
- B.S. Sport Management
Liberty University, Lynchburg, Virginia
January 1997
- B.S. Community Health Promotion
Liberty University, Lynchburg, Virginia
May 1993

PROFESSIONAL RECORD

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|------------------------------|---|
| August 2006-
Present | Assistant Professor, Sport Management, Department of Health, Physical Education and Sport Studies, University of West Georgia, Carrollton, Georgia <ul style="list-style-type: none">Coordinate the undergraduate program (including internships), teach classes in sport management, numerous committees |
| September 2003-
July 2006 | Clinical Assistant Professor, Sport Management, Department of Health and Kinesiology, Texas A&M University, College Station, Texas <ul style="list-style-type: none">Coordinated the undergraduate program (including internships), taught classes in sport management, various committees |

- August 2002-
August 2003
- Instructor, Coaching and Sport Administration, School of Human Performance and Recreation, The University of Southern Mississippi, Hattiesburg, Mississippi
- Taught classes in Coaching and Sport Administration, academic advisor for students with Sport Administration emphasis
- August 2001-
July 2002
- Instructor, Human Performance, School of Human Performance and Recreation, The University of Southern Mississippi, Hattiesburg, Mississippi
- Taught classes in Physical Education, Coaching, and Sport Administration
- January 2001-
July 2001
- Office Manager/Senior Secretary, Eagle Club, Division of External Affairs Department of Athletics, The University of Southern Mississippi, Hattiesburg, Mississippi
- Responsible for all aspects of office management, assisted director in fundraising activities for NCAA Division I booster club, maintained annual memberships, planned and implemented special events
- August 2000-
December 2000
- Teacher/Coach, North Florida Christian School, Tallahassee, Florida
- Physical education teacher for girls grades 7-9, Varsity Volleyball Coach, supervised all facets of FHSAA, 1-A Girls Volleyball Program, District Champions, Playoff Qualifier
- July 1999-
June 2000
- Assistant Volleyball Coach, The University of Southern Mississippi, Hattiesburg, Mississippi, NCAA Division I, Conference USA
- Coordinated match strategies and tactics, designed and implemented practice sessions – including setter training, recruited student-athletes for volleyball program
- July 1998-
June 1999
- Head Volleyball Coach, Liberty University, Lynchburg, Virginia, NCAA Division I, Big South Conference, Regular Season Champions, (Interim Head Coach, January-June 1998)
- Developed match strategies and tactics for highly competitive program, designed and implemented practice sessions, recruited student-athletes, prepared and managed annual budget, supervised all aspects of successful volleyball camp

- July 1997-
June 1998 Assistant Director of Academic Services for Student-Athletes, Liberty University, Lynchburg, Virginia
- Advised student-athletes on academic programs, assisted student-athletes with course scheduling, prepared and administered student-athlete progress reports
- May 1993-
December 1997 Assistant Volleyball Coach, Liberty University, Lynchburg, Virginia, NCAA Tournament Appearance, 1997, Big South Conference Champions, 1997
- Designed and implemented practice sessions, recruited student-athletes, supervised administrative aspects of volleyball camp
- July 1993-
June 1994 Teacher/Coach, Timberlake Christian School, Forest, Virginia
- Physical Education teacher for grades 3-5, girls grades 6-10, taught health related courses to girls grades 6-10, coached Varsity Volleyball and Varsity Softball

PUBLICATIONS

- Hatfield, L.M. & Johnson, J.T. (2010). *A Discussion of Work Family Conflict and Related Theories in NCAA Division I Sports Information Professionals*. Manuscript submitted for publication.
- Hatfield, L.M., Johnson, J.T., & Flowers, C.L. (2010). *Gender equity in an NCAA Division I donor publication*. Manuscript submitted for publication.
- Hatfield, L.M., Hatfield, L.C., & Drummond, J.L. (2009). The perceived role of Senior Woman Administrators in NCAA Division I institutions. *The Sport Journal (online)*, 12(4).
- Butts, F.B., Hatfield, L.M., & Hatfield, L.C. (2007). African-Americans in college baseball. *The Sport Journal (online)* 10(2).
- Hatfield, L.M. & Hatfield, L.C. (2005). Careers in the Sport Industry. In P.G. Comfort (Ed.), *Directory of undergraduate programs in sport management* (pp. xxix-xxxii). Morgantown, WV: Fitness Information Technology.
- Hatfield, L.C. & Hatfield, L.M. (2005). Unique Aspects of Sport Management. In P.G. Comfort (Ed.), *Directory of undergraduate programs in sport management* (pp. xv-xvii). Morgantown, WV: Fitness Information Technology.
- Hatfield, L.M. & Hatfield, L.C. (2005). Careers in the Sport Industry. In P.G. Comfort (Ed.), *Directory of graduate programs in sport management* (pp. xxii-xxvi). Morgantown, WV: Fitness Information Technology.

Hatfield, L.C. & Hatfield, L.M. (2005). Unique Aspects of Sport Management. In P.G. Comfort (Ed.), *Directory of graduate programs in sport management* (pp. xiii-xv). Morgantown, WV: Fitness Information Technology.

Hatfield, L., Taylor, B., & Bennett, G. (Fall 2000). Student perceptions of sport heroes. *The MAHPERD Journal*, 17(2), 12-18.

Hatfield, L.C. & Hatfield, L.M. An examination of the effects of personal conflict management behaviors on workplace related conflict and stress among NCAA Division I compliance coordinators. Data Collected.

PROFESSIONAL PRESENTATIONS

Hatfield, L.M. (Spring 2011). *Recalling the Association for Intercollegiate Athletics for Women, AIAW*. Symposium conducted at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Greensboro, North Carolina.

Hatfield, L.M. (Spring 2011). *Sport Management Interns: Balancing Work and Life*. Symposium conducted at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Greensboro, North Carolina.

Hatfield, L.M. & Flowers, C.F. (November, 2010). *Striking the balance: Managing the risk and providing a fan friendly atmosphere*. Symposium conducted at the meeting of the Georgia Alliance of Health, Physical, Education, Recreation, and Dance, Atlanta, Georgia. (presentation accepted)

Hatfield, L.M., Nicholson, B.J., & Easter, E.A. (February, 2010). *College Football Scheduling Project*. Symposium conducted at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Myrtle Beach, South Carolina.

Hatfield, L.M. (February, 2010). *Millennials and Sport Management Internships*. Symposium conducted at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Myrtle Beach, South Carolina.

Hatfield, L.M. & Hatfield, L.C. (November, 2009). *The Sponsorship Bridge*. Symposium conducted at the meeting of the Georgia Alliance of Health, Physical, Education, Recreation, and Dance, Atlanta, Georgia.

Hatfield, L.C., Batista, P.B., & Hatfield, L.M. (2009). *Title VII and Racial Diversification of College Head Football Coaches*. Symposium conducted at the meeting of the American Alliance of Health, Physical Education, Recreation, and Dance, Tampa, Florida.

Butts, F.B. & Hatfield, L.M. (2008). *Under Representation of African Americans in College Baseball* (poster). Symposium conducted at the meeting of the American Alliance of Health, Physical Education, Recreation, and Dance, Ft. Worth, Texas.

- Hatfield, L.C. & Hatfield, L.M. (2007). *Ethical Modalities of Future Sport Business Professionals*. Symposium conducted at the meeting of the Southern District American Alliance of Health, Physical Education, Recreation, and Dance, Chattanooga, Tennessee.
- Hatfield, L.M. & Drummond, J. (2005). *The Perceived Role of the Senior Woman Administrator at NCAA Division I Institutions*. Symposium conducted at the meeting of the Southern District American Alliance of Health, Physical Education, Recreation, and Dance, Little Rock, Arkansas.
- Hatfield, L.M. (2005). *Staff Leadership & Team Development*. Symposium conducted at the meeting of the Texas Public Pool Conference, College Station, Texas.
- Hatfield, L.M. & Velasquez, B.J. (2003). *Sexual harassment in athletics, physical education, and sports*. Symposium conducted at the National Conference on Women's Health, Physical Activity, and Sport, Shreveport, Louisiana.
- Hatfield, L.M. (2002). *Title IX: 30 years later*. Symposium conducted at the meeting of the Mississippi Alliance of Health, Physical Education, Recreation and Dance Annual Conference, Hattiesburg, Mississippi.
- Letter, G., Box, D., Hatfield, L.M., & Jacobsen, D. (January, 2002). *Sport Pre-Professional Internship Competency Evaluation (S.P.I.C.E): A model for evaluating sport management interns*. Symposium conducted at the meeting of the National Association of Physical Education in Higher Education Annual Conference, San Antonio, Texas.

FUNDED ACTIVITIES

- Student Activity Fee Budget Allocation, University of West Georgia, Sport Management Society (student organization), Funds support member travel to professional conference hosted by Georgia Southern University in Savannah, GA, \$2,000. (2010-1011)
- Principal Investigator: Dr. Gregg Bennett. Co-Investigator: Dr. Laura Hatfield. Event effectiveness of the 2005 Sunshine State Games, Florida Sports Foundation. \$6,500.00. (2005)
- Research Stipend Award, Committee on Services and Resources for Women, The University of Southern Mississippi, Hattiesburg, Mississippi. \$300.00. (2002-2003)

TEXTBOOK REVIEW

- Chelladurai, P. (2009). *Managing Organizations in Sport and Physical Activity* (3rd ed.). Scottsdale, AZ: Holcomb Hathaway, Publishers.

ACCREDITATION RELATED ACTIVITIES

University of West Georgia, College of Education 2011 Institutional Report, to be submitted for continuing accreditation (NCATE), Editorial team member for entire report, Author for Standard 6 Governance, Report Submission Date: October 2010, Visit Date: April 2011

Sport Management 2009-1010 Professional Standards Commission Program Report

Commission on Sport Management Accreditation (COSMA), Site Reviewer Training, AAHPERD, April 2009

TEACHING

University of West Georgia

SPMG 2600	Introduction to Sport Management
SPMG 3662	Management and Leadership in Sport Organizations
SPMG 3665	Communication in Sport
SPMG 3670	Practicum in Sport Management
SPMG 4584	Pre-Internship Seminar
SPMG 4668	Human Resource Management in Sport
SPMG 4680	Applied Research Methods in Sport Management
SPMG 4686	Internship in Sport Management
SPMG 6001	Sociology of Sport (supports Sport Emphasis in MBA program)
PHED 3641	Psychology of Sport
PHED 8603	Educational Facilities
PWLA 1695	Beginning Volleyball

Course/Program Development

SPMG 4584, Pre-Internship Seminar, New Course
 SPMG 6001, Sociology of Sport, New Course
 Other course modifications and additions developed collaboratively
 Modified program admissions, retention, and graduation standards
 Program name change, Board of Regents Approval Fall 2009
 Outcomes assessment plan, implemented Spring 2010

Texas A&M University

KINE 285	Learning Community
KINE 217	Foundations of Sport Management (Team Taught)
KINE 333	Sport Management
KINE 402	Pre-Internship Field Experiences (Sport Management)
KINE 423	Marketing Aspects of Sport (Writing Intensive)
KINE 484	Internship in Kinesiology, Sport Management
KINE 682	Seminar in Sport Management, Internships
KINE 684	Professional Internship, Doctoral Teaching Internship (Bryan Butler, Windy Dees, Bryan Finch, Jason Sosa, Yosuke Tsuji)

Course/Program Development

KINE 423, Marketing Aspects of Sport, Developed writing intensive component

The University of Southern Mississippi

HPR 146	Developmental Skills (Team Taught)
HPR 220	Introduction to Human Performance
HPR 314	Instructional Techniques in Team Sports
HPR 320	Pre-School and Primary School Physical Education
HPR 326	Instructional Techniques in Individual/Dual Sports
HPR 327	Coaching Volleyball
HPR 332	Sport Information Management
HPR 403	Coaching the Female Athlete
HPR 410	Sport Promotion and Fundraising
HPR 414	Ethics in Sport
HPR 419	Practicum in Coaching and Sport Administration
HPR 468	Sport Law
HPR 715	Advanced Sport Administration Processes, Marketing

DISSERTATION AND THESIS COMMITTEE MEMBERSHIP

Michael Eidson, Ed.S., *The Effect of Student Choice on Intrinsic Motivation of 5th Grade Boys and Girls in a Three-Week Physical Education Dance Unit*, Member, (2008)

Rick Townsend, Ed.D., *Gender Equity in Georgia High Schools*, Member, (in progress)

PROFESSIONAL AFFILIATIONS

NASSM, North American Society for Sport Management
 AAHPERD, American Alliance of Health, Physical Education, Recreation, and Dance
 NAGWS, National Association for Girls and Women in Sport

UNIVERSITY SERVICE

Faculty Senator, College of Education, University of West Georgia, 2009-2011

Intercollegiate Athletics Committee, Faculty Senate Representative, University of West Georgia, 2009-2012

University Grade Appeal Committee, Sub-Committee of Academic Policies and Procedures Committee, University of West Georgia, Chair, 2008-2009, Spring 2010, Member, 2007-2008

Academic Policies and Procedures Committee, University Committee, University of West Georgia, Secretary, 2008-2009, Member, 2007-2008

Gender Equity Committee, NCAA Compliance, The University of Southern Mississippi, 2001-2003

COLLEGE SERVICE

Faculty Governance Council, College of Education, University of West Georgia, Chair, 2009-2010,
Secretary, 2008-2009

Graduate Advisory Committee, College of Education, University of West Georgia, 2007-2009

Dean's Search Committee, College of Education, University of West Georgia, 2007-2008

Social Committee, College of Education, University of West Georgia, 2006-2008

DEPARTMENTAL SERVICE

Leadership Team, Department of Health, Physical Education and Sport Studies, University of West
Georgia, 2009-Present

Awards Committee, Department of Health, Physical Education and Sport Studies, University of West
Georgia, 2008-2010

Public Relations Committee, Department of Physical Education and Recreation, University of West
Georgia, 2006-2008

Graduate Program Revisions, Ad Hoc Committee, Department of Physical Education and Recreation,
University of West Georgia, 2007

Physical Education-Teacher Education (PETE), Search Committee Member, University of West
Georgia, 2007

Admissions Committees, Pre-Professional Phase Chair and Professional Phase Member, Texas A&M
University, 2004-2006

Sport Management Faculty Search Committee, Texas A&M University, 2004-2005

PROFESSIONAL SERVICE

Nominating Committee, Southern District AAHPERD, 2010-2012

History Council, Member, General Division, Southern District AAHPERD, 2010-2011

Sport Management Council, Member at Large, SDAHPERD, 2005-2006

NAGWS Representative, MAHPERD Council, 2001-2003

RELATED PROFESSIONAL ACTIVITIES

Sport Management Society, Co-Advisor, University of West Georgia, 2007-Present

Sport Management Society Speaker Series, Co-Advisor, University of West Georgia, 2007-Present

Sport Management Symposium, Co-Sponsor, University of West Georgia, 2007

Sport Management Society, Advisor, Texas A&M University, 2003-2006

Sport Business Forum, Co-Sponsor, Texas A&M University, 2003-2006

Sport Professional Student Association, Sponsor, The University of Southern Mississippi, 2002-2003

Co-Founder/Administrator, Chris (Fletcher) Phillips Volleyball Camps, Lynchburg, Virginia, and Boiling Springs, North Carolina, 1993-2008

Sports Festival for Girls, Committee Member, Hattiesburg, Mississippi, 1999-2000

Volleyball Camp Director, Laura Miller Volleyball Camps, Lynchburg, Virginia, 1998

Participant, Herb Appenzeller, Managing Editor: *The Gym to the Jury*, Lynchburg, Virginia, 1996

Game Day Management, Women's Athletics Programs, Liberty University, Lynchburg, Virginia, 1996

American Volleyball Coaches' Association National Convention, 1995, 1996

Certification, American Sport Education Program Seminar, Virginia High School League State Games, Liberty University, Lynchburg, Virginia, 1993

AWARDS AND HONORS

Cambridge Who's Who Registry among Executives and Professionals, 2009/2010, Biographical Candidate to represent Carroll County, GA

Who's Who in America's Teachers, 11th Edition, 2006-2007

Teacher of the Year, Kinesiology Division, Department of Health and Kinesiology, Texas A&M University, 2005-2006

Fish Camp Namesake, Freshman Orientation Program, Texas A&M University, 2005-2006

Doctoral Student of the Year, School of Human Performance and Recreation, The University of Southern Mississippi, 2001

Phi Kappa Phi, The University of Southern Mississippi, 2001-Present

Dean's List, Liberty University, 1995-1997

Health Education Major of the Year, Liberty University, 1993