

CURRICULUM VITA

Jennifer A. Pecoraro, M.S.

EDUCATIONAL BACKGROUND

- 2016 **Doctorate of Philosophy**, Kinesiology and Health
Cognate: Sport Administration
Georgia State University, Atlanta, Georgia
Expected Completion 2020
Research Interests: Collegiate Recreation, Minorities, Sport Marketing, Policy, and Inclusion
Major Advisor: Dr. Brenda G. Pitts, Professor, Sport Management, Georgia State University
- 2015 **Master of Science**, Sport Administration
Georgia State University, Atlanta, Georgia
2013 – 2015, GPA: 4.23
- 2013 **Bachelor of Arts**, English, *Secondary Education*
Minor: Philosophy
Georgia State University, Atlanta, Georgia
2009 – 2013, Overall GPA: 3.60, Major GPA 3.78
Graduated Cum Laude

PROFESSIONAL EXPERIENCE

- 2017 – Current **Instructor, Sport Management**
University of West Georgia
- 2015 – 2017 **Member Services Coordinator, Campus Recreation Complex**
Georgia Institute of Technology
- 2010 – Current **Trip Leader – Outdoor Recreation Program**
Georgia State University, Department of Recreational Services
- 2014 – 2015 **Business Services Graduate Assistant**
Georgia State University, Department of Recreational Services
- 2010 – 2015 **Ropes Course Technician**
Georgia State University, Department of Recreational Services

- 2013 – 2014 **Outdoor Recreation Graduate Assistant**
Georgia State University, Department of Recreational Services
- 2010 – 2013 **Student Assistant, Outdoor Recreation Program**
Georgia State University, Department of Recreational Services
- 2010 – 2012 **Marketing and Graphic Design Coordinator**
Fun Junction USA

RESEARCH AND SCHOLARSHIP

My primary research objective is to understand the barriers that inhibit participation by underrepresented populations in collegiate recreation programs and services. My aim is to understand such influencing factors among diverse underrepresented populations on university and institute campuses. I am specifically interested in the use of strategic marketing as a tool to address barriers to participation among underrepresented populations; I aim to identify barriers to participation and examine the effectiveness of strategic marketing that utilizes principles of social justice in sport.

PRESENTATIONS

Pecoraro, J. A., & Pitts, B. G. (2017) A Content Analysis of Transgender Inclusivity on Collegiate Recreation Websites. Accepted for poster presentation at the annual conference of the World Association for Sport Management, June 20 – 23, 2017, Kaunas, Lithuania.

Pecoraro, J. A., Marquez, A. A., Cianfrone, B. A., & Pitts, B. G. (2017). A content analysis of digital content accessibility on university athletic department websites. Accepted for presentation at the annual conference of the College Sports Research Institute, April 12 –14, 2017, Columbia, South Carolina.

Pecoraro, J. A. (2017). Let's Build Something! Feasibility Case Study. Accepted for presentation at the annual conference of the North American Society for Sport Management Teaching and Learning Fair, May 30 – June 3, 2017, Denver, Colorado.

Pecoraro, J. A. (2017). Embrace your entire campus: Creating an inclusive atmosphere for faculty and staff. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation, February 21 – 24, 2017, National Harbor, Maryland.

Pecoraro, J. A. (2017). ADA compliant marketing for campus recreation. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation, February 21 – 24, 2017, National Harbor, Maryland.

Pecoraro, J. A. (2017). Getting over that awkward hello: Succeeding as an introvert in campus recreation. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation, February 21 – 24, 2017, National Harbor, Maryland.

Pecoraro, J. A., & O’Neil, K. (2016). Practicing inclusion: Implementing inclusive marketing methodologies. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation and ACUI Collegiate Marketing, November 9 – 11, 2016, Las Vegas, Nevada.

Pecoraro, J. A. (2016). ADA compliant marketing for campus recreation. Accepted for presentation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, October 31 – November 2, 2016, Atlanta, Georgia.

Pecoraro, J. A., & Verdin, T. (2016). The profound impact of a pronoun: Supporting inclusion and diversity. Accepted for presentation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, October 31 – November 2, 2016, Atlanta, Georgia.

Pecoraro, J. A. (2016). Marketing & business operations. Accepted for moderation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, October 31 – November 2, 2016, Atlanta, Georgia.

Pecoraro, J. A. (2016). NIRSA Assembly. Accepted for moderation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, October 31 – November 2, 2016, Atlanta, Georgia.

Pecoraro, J. A. (2016). Making it more than just a lower sink: Programming, marketing, and ADA compliance. Accepted for moderation at the annual conference of NIRSA: Leaders in Collegiate Recreation – Facilities Institute, October 19 – 21, 2016, Tempe, Arizona.

Pecoraro, J. A. (2016). Create your community: Engaging and retaining non-student members. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation, April 3 – 6, 2016, Kissimmee, Florida.

Pecoraro, J. A. (2016). Getting over that awkward “hello” – Succeeding as an introvert in campus recreation. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation – Emerging Recreational Sport Leaders, February 25 – 27, 2016, Hattiesburg, Mississippi.

Pecoraro, J. A., & Toberg, K. (2016). Take it from the big screen! Cinematic leadership lessons for campus recreation leaders. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation – Emerging Recreational Sport Leaders, February 25 – 27, 2016, Hattiesburg, Mississippi.

Pecoraro, J. A. (2015). ADA Compliance: It’s more than just a lower sink. Accepted for presentation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, November 9 – 11, 2015, Greenville, South Carolina.

Pecoraro, J. A., & Kolis, W. (2015). Ambassadors assemble! Creating a member engagement team. Accepted for presentation at the annual conference of Region II, NIRSA: Leaders in Collegiate Recreation, November 9 – 11, 2015, Greenville, South Carolina.

Pecoraro, J. A., Willis, A., Hughes, K., & Gardner, K. (2015). Are you TECH savvy? Embracing technology in campus recreation. Accepted for presentation at the annual conference of Georgia Recreational Sports Association, September 25 – 25, 2015, Milledgeville, Georgia.

Pecoraro, J. A., O’Neil, K., & Kolis, W. (2015). Marketing that matters: Promoting inclusion and diversity through strategic marketing. Accepted for presentation at the annual conference of Georgia Recreational Sports Association, September 25 – 25, 2015, Milledgeville, Georgia.

Pecoraro, J. A., & Kolis, W. (2015). Marketing and Business Operations. Accepted for moderation at the annual conference of Georgia Recreational Sports Association, September 25 – 25, 2015, Milledgeville, Georgia.

Pecoraro, J. A. (2015). Addressing barriers to underrepresented populations in outdoor recreation. Accepted for presentation at the annual conference of NIRSA: Leaders in Collegiate Recreation – Emerging Recreational Sport Leaders, February 19 – 21, 2016, Orlando, Florida.

TEACHING

SPMG 3661: Sociology of Sport (Fall 2017-2).

SPMG 2600: Introduction to Sport Management (Fall 2017-2).

KH 6380: Introduction to Sport Management. (Guest Presenter, Spring 2017). Course Instructor: Beth A. Cianfrone, Ph.D.

The roles and functions of administration of sports programs in educational, commercial, and professional settings are analyzed.

KH 7410: Sport Marketing. (Guest Lecturer, Spring 2017; Fall 2016; Spring 2015). Course Instructor: Dr. Brenda Pitts.

Students apply the principles of marketing and promotion to collegiate, professional, and recreational sports marketing.

KH 6560: Budgeting and Finances in Sports. (Guest Lecturer, Summer 2016; Summer 2017). Course Instructor: Dr. Brenda Pitts.

Students study budgetary theory and the process of planning as they relate to recreation and sports administration.

KH 7200: Cultural Aspects of Sport. (Guest Lecturer, Spring 2015). Course Instructor: Dr. Brenda Pitts.

Cultural Aspects of Sport. Students study the role and significance of sports in contemporary society. Emphasis is placed on issues which affect the athlete, coach, administrator, and the sports fan.

SERVICE

2016 – 2018	NIRSA: Leaders in Collegiate Recreation, Assembly Member National Intramural Recreational Sports Association Professional Member Less Than Five Years
2017	Marketing Coordinator Georgia Recreational Sports Association
2017	Marketing and Communications Assistant Director National Intramural Recreational Sports Association NIRSA Regional Basketball Championships
2015 – Current	NIRSA Engagement Coordinator National Intramural Recreational Sports Association
2015 – Current	Social Committee Member Georgia Recreational Sports Association
2015 – 2016	Marketing and Communications Co-Chair Region II National Intramural Recreational Sports Association, Region II Conference
2016 – Current	NIRSA Mentor Program National Intramural Recreational Sports Association
2016	Conference Volunteer Emerging Recreational Sports Leader Conference
2015	Conference Volunteer Association of Outdoor Recreation and Education

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management (NASSM) Student Member, Current
National Intramural Recreational Sports Association (NIRSA) Professional Member, Current
Georgia Recreational Sports Association (GRSA) Professional Member, Current
American Canoe Association (ACA) Current

CERTIFICATIONS

2017 – 2020 Wilderness First Responder
2017 – 2020 Advanced Wilderness First Aid
2017 – 2020 Wilderness First Aid
2017 – 2019 American Heart Association, CPR, AED, and First Aid Instructor
2017 – 2019 American Heart Association First Aid, AED, and CPR Base Level Certification
2017 Stewards of Children – Darkness to Light Instructor Certified
2017 Question, Persuade, Refer (QPR) Certified – QPR Institute

AWARDS

February, 2017 **Top Educational Session**
National Intramural Recreational Sports Association, Region II 2016

March, 2016 **Employee of the Month; Providing Superior Customer Service**
Georgia Institute of Technology – Campus Services

2016 **GRSA Professional Member Scholarship, National Conference 2016**
Georgia Recreational Sports Association

2015 **Graduate Division First Place, 2015 Case Study Competition**
College Sport Research Institute Conference

2014 **Most Outstanding Graduate Student**
Georgia State University, Sports Administration