

Heath W. Hooper

EDUCATION

PhD in Education <i>Specialization: Sport Management</i>	2016 Northcentral University Prescott Valley, AZ
Masters of Science in Coaching & Athletic Administration	2011 Concordia University Irvine, CA
Bachelor of Science in Sports Studies <i>Concentration: Sports Administration</i>	2009 Reinhardt College Waleska, GA

PROFESSIONAL EXPERIENCE

2015 – Present Dean of Ledbetter College of Business Shorter University, Rome, GA

- As dean, responsibilities include overall management, planning, daily operations of the college, including faculty hiring, recruitment and retention of students, budgeting, financial planning, curriculum development, and review of faculty for promotion and tenure. The College of Business is the largest college at Shorter University with 350+ students, 17 full-time faculty members, 20+ adjunct faculty members, three departments, seven undergraduate majors and six graduate degree offerings and an operational budget of \$750K. Key initiatives since becoming dean have included the following:
- Initiated and developed a five-year strategic plan for the College of Business to adhere to, specifically as it relates to institutional presence, assessment outcomes, accreditation of programs, curriculum development, and student recruitment and retention.
- Collaboratively worked directly with Provost and Office of Academic Affairs to develop new college-level, undergraduate major programs including Human Services and Healthcare Management (Fall 2019) and graduate program offerings such as an MBA with a concentration in Sport Management, MBA with a concentration in Healthcare Management, and Masters of Management with a concentration in Non-Profit.
- Successfully initiated accreditation efforts for the Sport Management Program with the Commission of Sport Management Accreditation (COSMA) and the Accreditation Council for Business Schools and Programs (ACBSP) for the College of Business (Fall 2019).
- Worked together with the VP of Enrollment Management in initiating a “Finish in Four” degree plan in which students can complete an undergraduate degree in three years and a graduate degree in one year.

- Rebranding and marketing of Accelerated Master's degree programs.
- Creating articulation agreements with local technical and junior colleges to assist with recruitment of potential students.
- Focus on diversity and international recruitment with universities and agencies in Saudi Arabia, Brazil, China, and Germany.
- Strategically aligned the College of Business and Shorter University to have a community presence with local governmental agencies, chamber of commerce, and community functions.
- Initiated and created a College of Business Advisory board
- Worked together with the VP of Advancement in creating an endowment campaign to memorialize the previous Sport Management department chair.
- Created College of Business Professional Program Series (Fall 2019) as a way to offer professional development to community members to attend a six-week seminar on topics such as leadership, ethics, business principles, etc. These students will have the opportunity to continue their education in graduate offerings at Shorter.

**2014 – 2016 Department Chair of Sport Management
Shorter University, Rome, GA**

- Responsibilities included oversight of the Sport Management department and curriculum, daily operations, recruitment of student, fiscal planning, hiring faculty, assessment, and faculty evaluations. Further responsibilities during the time of department chair included internship and practicum-based components to integrate students into professional sport atmospheres and work opportunities to progress as a student and gain experience prior to graduation.

**2012 – Present Associate Professor of Sport Management (Tenured)
Shorter University, Rome, GA**

**2010 – 2012 Assistant Men's Basketball Coach
Young Harris College, Young Harris, GA**

**2009 – 2010 Assistant Men's Basketball Coach
Reinhardt College, Waleska, GA**

TEACHING and DESIGN

**Traditional and Online Associate Professor – Shorter University – Rome, GA: 2012-
Current**

Courses taught Undergrad: Intro to Sport Management, Contemporary Issues in Sport, Sport Ethics, Sport Marketing, Sport coaching, Leadership in Sport, Olympic Games in Sport, Sport Psychology, Sport Communication, Social Media in Sport.

Courses taught Graduate: Risk Management in Sport, Sport Operations & Event Management, Business of Sport, Leadership & Administration in Sport, Legal Aspects of Sport.

Course Designer – Shorter University – Rome, GA: 2012 – Current

Undergraduate: Intro to Sport Management, Contemporary Issues in Sport, Sport Ethics, Sport Marketing, Sport Coaching, Olympic Games in Sport, Social Media in Sport

Graduate: Sport Marketing, Sport Operations & Event Management, Business of Sport, Leadership & Administration in Sport

Online Adjunct Course Instructor/Subject Matter Expert – Liberty University – Lynchburg, VA: 2018 – Current

Undergraduate: Global Sport Outreach

Graduate: Sports Marketing & Public Relations; Advanced Coaching Theory

Online Adjunct Course Instructor/Designer – Concordia University – Irvine, CA: 2016 – Current

Graduate: Research Methods & Analysis; International Social Research Methods

ADMINISTRATIVE COMMITTEE SERVICE

Chair - Graduate Council – 2018 – Present

Chair, Faculty Appeals Committee – 2019 – Present

Vice Chair – Retention Taskforce Committee – 2018 – Present

Vice Chair – Athletic Advisory Committee – 2017 – Present

Ex officio – Curriculum Committee – 2015 – Present

Ex officio – Generation Education Assessment Committee – 2017 – Present

Dissertation Committee Member – United States Sports Academy -2019 – Current

COMMISSION OF SPORT MANAGEMENT ACCREDITATION (COSMA)

- COSMA Site Visit Team Member – 2018-2019
- Credential assessment on university programs attempting to become COSMA accredited members.
- February 2019 – Wilmington College – Ohio

NATIONAL PRESENTATIONS

Applied Sport Management Association (ASMA) Conference - Baton Rouge, LA: 2016
Topic: “Lack of Social Media Policy in NCAA Athletic Departments”

Indiana University Pennsylvania Sport Business Conference – Indiana, PA: 2016 –
Topic: “Identifying the Significance of Cultural Diversity in Advising Student-Athletes”

National Alliance of Social Work in Sports Conference – Atlanta, GA: 2016 – Topic: “Learning Disabilities Amongst Today’s NCAA Student-Athletes”

Map for Success: Learning Improvement for Traditional College Students – Rome, GA 2016 – Shorter University

Applied Sport Management Association (ASMA) Conference – Baton Rouge, LA: 2017
Topic: “NCAA Power Five Conference Autonomy: A Case Study on the Rise and Fall of NCAA Division I College & University Profit”

Commission of Sport Management Association Conference – Tampa, FL: 2017 – Topic: "Best Practices in Assessment in Sport Management Education."

North American Society for Sport Management – Denver, CO: 2017 – Topic: "An Investigation of the Role of Communication Privacy Management Theory in the Development of NCAA Division I Social Media Policies”

Commission of Sport Management Association Conference – Atlanta, GA: 2018 – Topic: “Incorporating Practicality within the Sport Management Curriculum”

PUBLICATIONS

Hooper, H. (2017). An investigation of the role communication privacy management theory has in the development of NCAA Division I social media policies. *The Sport Journal*.

Hooper, H. (2017). Attention Deficit Hyperactivity Disorder Amongst Today’s NCAA Student-Athletes. *MOJ Sports Med* 1(2): DOI: 10.15406/mojism.2017.01.00015

Hooper, H. & Caldwell, C., (2018). “A Transformative Philosophy: Insights to Excellence) in *Human Resource Management: A Transformative Approach*, Caldwell, C. & Anderson, V. (Eds.) Hauppauge, NY: NOVA Publications, Chapter Three.

Hooper, H. (2018). Discussing Eating Disorders amongst NCAA Student-Athletes. *MOJ Sports Med* 2(5):148–151. DOI: 10.15406/mojism.2018.02.00065

Hooper, H. (2019). An Examination of Title IX and its Impact on NCAA Male and Female Sports. *Journal of Sports and Games*.

Hooper, H. (2019). Recognizing the Risk of Obesity in Youth. *MOJ Sports Med* 3(2): 40-43. DOI: 10.15406/mojism.2019.03.00078

BOOK REVIEW

“Sports Marketing: A Strategic Perspective”. Matthew D. Shank & Mark R. Lyberger. Routledge Publishing. 5th edition.

MAJOR COLLABORATIVE INSTITUTIONAL ACADEMIC ACCOMPLISHMENTS

- *Shorter University Program Review*, an element of Shorter University's long term strategic planning five-year program review of all degree programs (undergraduate and graduate, traditional and online) based on general criteria that includes initiatives, retention, recruitment, budgeting, and academic rigor. It is designed to explore the role and function of each degree program within the College of Business and the mission and vision of the University. Since becoming Dean, it has been essential to add specific majors and minors in order to boost enrollment and recruitment of students. Since becoming Dean, I have added a Human Services Traditional & Online Major, Master of Management with a Non-Profit emphasis, Master of Business Administration in Healthcare Management, as well as the implementation of a Managerial Economics minor. Changes have been made across the adult learners' discipline to mirror the traditional Bachelor of Business Administration degree from its origin of a Bachelor of Science in Business Administration degree.
- *Dean's Effectiveness Report*, a yearly element that includes the effectiveness of the Dean in his responsibilities towards the academic excellence and achievement of all degree programs. All full-time faculty are measured on their classroom evaluations as well their initiatives and commitment to vision of the College of Business and University. More specifically, the strengths and weaknesses by faculty and within specific department are determined. Reflection on the current year and suggestions for improvement for the next year.
- *Assessment*, a yearly element that is used to assess each academic discipline in terms of identifying areas of assessment as well as a reflection on the previous year's results. In depth opportunity for each degree at all levels including online and how it relates to the University's mission and vision of academia.
- *Finish in Four Accelerated Degree Program*, Shorter University's Ledbetter College of Business is pleased to offer highly motivated and well-qualified students the opportunity to accelerate their education. Students undertake an aggressive academic schedule that permits them to earn both their undergraduate and graduate degrees in as soon as four year (3+1). This unique opportunity is available to dual enrolled high school students and entering freshmen. Initiation of (3+1) Finish in Four initiated in Spring of 2019 and provides offerings for our following BBA Degrees: Sport Management, General Business, Accounting, Management, and Marketing. Graduate Degrees (MBA, MBA with a concentration in Sport Management, concentration in Healthcare Management, Master of Accountancy, Master of Management, and Master of Management with a concentration in Human Services – Non-Profit. (Spring 2019)

- *Ledbetter College of Business Advisory Board*, initiated discussion and presented this opportunity to the provost and president on orchestrating a board of advisors for the college of business. This is an opportunity to build relationships for the University, but to create networking opportunities for students to gain employment after graduation. (Fall 2018).
- *Commission of Sport Management Accreditation*, Presented and spoke in-depth with COSMA in regards towards advancing towards being an accredited member of COSMA. The Sport Management degree program at Shorter University (pending acceptance and approval) will be the only Sport Management Degree accredited in the state of Georgia by COSMA (Fall 2019).
- *The Association to Advance Collegiate Schools of Business (AACSB)*, In the Fall of 2019 I will initiate the process of taking the Ledbetter College of Business towards achieving Institutional Accreditation through The Accreditation Council for Business Schools and Programs by completed the eligibility application for our business and accounting accreditation. (Fall 2019)
- *Ledbetter College of Business Professional Program Series*, created an opportunity for business professionals in the local community to complete a professional business program series in which attendees will come to campus and attend six workshops within a semester to receive a certificate of completion. Excellent opportunity for professional development within local businesses and for the University. This initiative also will serve as a feeder into our graduate programs since attendees who complete all six sessions will receive a reduced rate for one MBA, MM, MACC course (Fall 2019).
- *Increase Enrollment*, set and accomplished objectives to actively recruit interested students and undecided majors to become Business Majors. Enrollment for the college of business undergraduate traditional programs increased from Fall 2016 (263) to Fall 2017 (298). Actively recruited for graduate programs by visiting and speaking with faculty and students at Western Carolina University, University of Tennessee at Chattanooga, Georgia Highlands College, Georgia Northwestern Technical College and Dalton State.

UNIVERSITY STUDENT INNOVATION

- Creation of College of Business Welcome Event: Initiative to assist in the welcoming of students for a new academic year and opportunity to show students we care about them and their experience at Shorter University (retention opportunity).
- College of Business Student Job Fair – Assist in the internship and employment hiring of current students. Workshop on cover letter and resume prior to event. First

job fair was held in the Spring of 2018 where we had 32 businesses for the North Georgia area attend.

- Initiated Hopkins Research Lecture Series in which I secured endowment and funding for in which local business executives come and speak to our College of Business students to establish networking, relationship building and community involvement for the University.
- Assisted in the assembly and creation of student orientation at the beginning of the academic year. I speak to incoming freshmen about the expectations of college, tips to be successful and ways to be involved on campus.
- Initiated and created scholarship funding for “Awards Day” in which current students and former alumnus of the Ledbetter College of Business receive awards based off their academic and professional accomplishments.
- Orchestrated Sigma Beta Delta ceremony for student accomplishments at the undergraduate level as well as a hooding ceremony for graduate students completing their graduate studies.
- Developed partnerships with local business in which student internship placement feeders were created for Shorter students.
- Campus leader for “Shorter Supporters” in which faculty members mentor and advise Shorter freshmen throughout the academic year in areas such as academics, student life, athletics, and any other aspect in the student’s daily lives.
- Ambassador for the continued involvement in student life activities and events on campus to had better serve the students.

STUDENT SUCCESS

- Initiated development and oversight of Panera Bread Partnership. Panera Bread Corporation has come and spoke with all business students about internship and assistant managerial positions at their locations across north Georgia. Also, Panera has promised to provide two scholarships (\$1,000 and \$500) per year to two winners of the Panera Marketing Campaign contest held for our Marketing and Sport Management students (sport marketing class).
- Initiated university wide discussion of student recruitment and retention: I have been to several universities in the area (University of Tennessee-Chattanooga, Georgia Highlands, Georgia Northwestern, Dalton State and Western Carolina University to discuss opportunities within our graduate programs). Retention conversations have been university wide to innovate new ideas and possibilities for our students to transition from undergraduate to graduate programs.
- Initiated student practicum experience within athletic department. Each semester, 8-12 students are enrolled in SPM 3901 (Sport Practicum) course, which these students are used as athletic volunteers to assist in game day events, game management, marketing and facility maintenance for the athletic department.

- GLO-BUS: Glo-Bus is a simulation used in the Strategic Management course (MGT 4600), which is taken by students during their last semester. It is a holistic approach to business that encompasses a large variety of subject matter providing students practical experience during the Business Administration degree process, including strategic management, production and operations, marketing, ethics, corporate social responsibility, human resources management, and accounting/finance. Glo-bus is used throughout the world in 22 countries, 249 colleges and universities and 1,464 classes in any given semester. Every semester since 2009, Shorter University has been ranked in the top 5% of all participants in the world.
- *Lunch and Learn development:* We host three lunches and learns per year in which all the faculty are invited, and we discuss innovative ways to teach in the classroom as well as methods for improving academic excellence for the students. In November of 2016, we had a panel of students that were asked questions regarding their study and learning habits. Helpful to hear firsthand what helps students learn (retention initiative).

PROGRAM RECOGNITIONS

- BBA in Sport Management
 - #2 of the Top 5 Online Associate in Sport Management programs for 2017
 - #9 on the list of Best Online Sport Management Degrees
 - #14 on the 2017-2018 rankings of the Top 15 Sport Management Degree
 - #25 on the 2017-2018 top 30 Sport Management Programs in the US
 - #4 on the 2018 top 10 best programs in the nation for MBA in Sport Management
- BBA – Management
 - Shorter University students finish 1st in world-wide Glo-Bus Simulation
- Student Centered and Business Partnerships with the following companies:
 - Scott Logistics
 - Panera Bread
 - Allstate insurance
 - Floyd Hospital
 - University of Georgia Small Business Development Center (SBDC)
 - Lake Point Sports – Emerson, GA
 - Atlanta Falcons
 - Action Sports Council
 - Rome Chamber of Commerce
 - Atlanta Business Radio Appearance
<http://businessradiox.com/podcast/atlantabusinessradio/shorter-university/>

ACADEMIC RESTRUCTURING OF PROGRAMS

- Restructured College of Adult Professional Programs (four campuses): Falls under the College of Business, reports to the Dean of College of Business (August 2016).
- Implementation of new major: Bachelor of Science in Human Services (January 2017).
- Articulation of the Bachelor's Degree in Human Services (January 2017)
- Implementation of the Master of Management with a Non-Profit concentration (August 2017)
- Realignment of Online Bachelor of Business Administration: Added concentrations to the major that includes management, marketing, and accounting (November 2016).
- Implementation of MBA Concentration in Sport Management (January 2015).
- Implementation of MBA Concentration in Healthcare Management (January 2016).
- Realignment of Master of Accountancy Program: Create opportunities for students to transition directly into the MAAC program from undergraduate degree (March 2016).
- Articulation agreements: Georgia Northwestern Technical College (December 2016). UNIEvangelica Brazil, including course equivalencies and opportunities for international students to complete undergraduate degree (September 2016). Spoke to a group of 80 students in Brazil via Skype as a recruitment tool for international study program.
- Creation and implementation of Managerial Economics Minor (August 2018).
- SACSCOC: Credentialing of all full-time, and adjunct faculty that teach within the college of business. Creation and dissemination of change of programs letter to SACSCOC for approval.
- By the Fall of 2019, I plan to have implemented an undergraduate Bachelor of Business Administration degree in Healthcare Management which will not only serve as a valuable undergraduate degree but will be a feeder into the MBA Healthcare management program.

PROFESSIONAL ASSOCIATIONS

- Commission of Sport Management Accreditation (COSMA)
- North American Society of Sport Management (NASSM)
- Applied Sport Management Association (ASMA)

REFERENCES

- Available upon request