

# CURRICULUM VITAE

**Name:** Morse, Alan L.

**Date:** October 11, 2023

## **Education**

Ph.D. Sport and Exercise Science, Emphasis in Sport Administration (2008)

Doctoral Minor: Applied Statistics and Research Methods

University of Northern Colorado, Greeley, Colorado

Advisor: Dr. David K. Stotlar

Dissertation:

## Google Scholar Citation Indices

	<u>All</u>	<u>Since 2018</u>
Citations	713	435
*h-index	11	10
**i10-index	13	10

\*h-index is the largest number h such that h publications have at least h citations.

\*\* i10-



### Refereed Publications (Continued)

Park, Jin., Park, Jiy., Williams, A., & **Morse, A.**\*\*\* (2017). Exploring the roles of mentoring relationships on female student- development. *Journal of Issues in Intercollegiate Athletics*, 10, 175-182.

- 11 citations

Mayer, K., **Morse, A.**, & DeSchraver, T. (2017). Intercollegiate football and luxury suites: An investigation of factors related to price. *Sport Marketing Quarterly*, 26(2k(, 26)] TJETQq0.00000912

### Refereed Publications (Continued)

Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (2013). Soccer-specific stadiums and attendance in Major League Soccer: Investigating the Novelty Effect. *[Journal of Applied Sport Management](#)*, 5(2), 32-46.

- 18 citations
- SSRN: 1,521 views; 396 downloads
- ABDC: C

Love, A., **Morse, A.**

## Refereed Publications (Continued)

Morse, A., Shapiro, S., McEvoy, C., & Rascher, D. (2008) The effects of roster turnover on attendance in the National Basketball Association. [\*International Journal of Sport Finance\*](#), 3(1), 8-18.

- 45 citations
- SSRN: 1,115 views; 179 downloads
- 5-year Impact Factor: 0.689 (SCImago SJR)
- Eigenfactor Score: 0.000401
- ArticleInfluence Score: 0.2484
- 506 of 1,410 in aggregate rankings. (IDEAS/RePEc)
- 311 of 822 in Business, Management and Accounting (SCImago SJR)
- 258 of 606 in Economics, Econometrics and Finance. (SCImago SJR)
- ABDC: C

McEvoy, C. & Morse, A. (2007). An investigation of the relationship between television broadcasting and game attendance. [\*International Journal of Sport Management and Marketing\*](#), 2(3), 222-235.

- 35 citations
- SSRN: 518 views; 122 downloads
- ABDC: B

## Submitted Manuscripts Currently In-Review (\*Dissertation Advisor, \*\* Thesis Advisor, \*\*\*Research Advisor)

Mondt, A., Morse, A., Stotlar, D. (In-Review). An eye-tracking investigation at the U.S. Olympic swim trials.

## Non-Refereed Publications (Book Contributions, Trade Journals, & Interviews Conducted)

Romano, A., Riggs, J., Morse, A., & Sung, Y. (2022). How to increase corporate sponsorship spending. [AthleticDirectorU.com](#)

Morse, A. (2021). Reference Pricing in the Sport Industry. In Corsten, K., *Sportsindustrien og dens omverden - ledelse og kommercialisering I Sport*. [English translation: The Sports Industry and its surroundings - management and commercialization in sports].

Morse, A. (2017). Program Experiential Learning: Sport Marketing Research Institute. In Foster-Brown, S.B. & Dollar, J., *Experiential Learning in Sport Management: Internships and Beyond*, 2<sup>nd</sup> ed. Morgantown, WV: FiT Publishing.

Morse, A. (2017). Industry Insider: Spencer McAnally. *Sport Marketing Quarterly*, 26(4), 197-198.

Morse, A. (2016). Industry Insider: Grant Jostol. *Sport Marketing Quarterly*, 25(1), 4-6.

Morse, A. (2015). Industry Insider: Sean Pyun. *Sport Marketing Quarterly*, 24(4), 203-206.

- 2 citations

## Refereed Abstracts/Conference Presentations (\*Dissertation Advisor, \*\* Thesis Advisor, \*\*\*Research Advisor)

Lee, Y. & **Morse, A.** (2023). The power of tweets: How official tweets affect Major League Baseball

Conference in Tampa, FL.

Paek, B. & **Morse, A.** (2023). Assessing Sports Consumer Flourishing: Focusing on Fantasy Baseball and Social Media Engagement. Abstract accepted for presentation at the SMA Conference in Tampa, FL.

Paek, B. & **Morse, A.**, Sung, Y., & Jung, H. (2022). Effects of social media engagement and perceived value on sport An empirical model from regulatory engagement theory. Presented at the SMA Conference in Charlotte, NC.

Lee, Y., Sung, Y., **Morse, A.**\*\*\* (2022). New policies and restrictions: Secondary market ticket prices in Major League Baseball spring training. Presented at the SMA Conference in Charlotte, NC.

Brannigan, K. & **Morse, A.**\* (2022). An investigation of outsourcing ticket sales in division I college athletics. Presented at the SMA Conference in Charlotte, NC.

Romano, A., Schuetz, L., **Morse, A.**\*\*\* (2022). Using Eye-Tracking to Understand Real-time Consumer Behaviors During Division I Basketball. Presented at the SMA Conference in Charlotte, NC.

Romano, A., Lee, Y., **Morse, A.**\*\*\*, & Shapiro, S. (2022). Consumer perceptions of a Secondary ticket market: The case of StubHub and Major League Baseball. Presented at the NASSM Conference, Atlanta, GA.

Brannigan, K, Martyn, J., & **Morse, A.** \*\*\*(2021). The impact of winning on donor contributions: . Abstract submitted for poster presentation at the Global Sport Business Association Conference, Nassau, Bahamas. Did not present due to international Covid19 travel restrictions.

Martyn, J., **Morse, A.**, Brannigan, K. (2021). Forming institutional values: A hypothesized model of the interinstitutional system and National Collegiate Athletic Association embedded agents. Accepted for poster presentation at the Global Sport Business Association Conference, Nassau, Bahamas. Did not present due to international Covid19 travel restrictions.

Romano, A. & **Morse, A.** (2021). sponsorships: An eye-tracking investigation at the 2021 U.S. Olympic swim trials. Presented at the SMA Conference, Las Vegas, NV.

Lee, Y., **Morse, A.**, Drayer, J., Hyun, M. (2021). Does time matter? How major league baseball secondary market sellers make ticket pricing decisions. Poster presented at the SMA Conference, Las Vegas, NV.

Romano, A., Riggs, J., **Morse, A.**\*\*\*, & Sung, Y. (2021). Factors impacting revenue Generation within the Power Five Institutions. Virtual presentation at ASMA hosted by

**Refereed Abstracts/Conference Presentations (Continued)**

Daly, S., Morse, A.\*, Oja, B., Larson, M., & Iyer, V. (2020). Perceived servant





### **Refereed Abstracts/Conference Presentations (Continued)**

Cork, B., Pfleegor, A., **Morse, A.**\*\*\* (2014). A happy marriage? The honeymoon effect and the new wave of sport facility construction. Poster presented at the NASSM Conference, Pittsburgh, PA.

Pfleegor, A., **Morse, A.**\*\*\*, Cork, B. (2014). The Past, Present, & Future of Davis Wade Stadium: A Historic Structure Report. Poster presented at the CSRI Conference, Columbia, SC.

McEvoy, C., **Morse, A.**, & Shaprio, S. (2012). Factors influencing collegiate athletic department revenues. Presented at the SMA Conference, Orlando, FL.

Mayer, K., **Morse, A.**\*\* , Eddy, T., & Love, A. (2012). A lly, T.,







**Internal Funding (Continued)**

Department of Kinesiology, Travel Grant \$667.50 (Spring 2014)

Office of Research and Economic Development, Travel Grant of \$450 (Fall 2013)

Office of Research and Economic Development, Travel Grant of \$750 (Fall 2009)

**Higher Education Teaching**

The University of Northern Colorado Greeley, Colorado (August 2015-Present)

*Full Professor Graduate Faculty with Doctoral Research Endorsement (Present)*

*Associate Professor Graduate Faculty with Doctoral Research Endorsement*

*Program Coordinator for M.S. and Ph.D. in Sport Administration (2016-Present)*

*Program Coordinator for M.S. Sport Administration Extended Campus (2016-Present)*

*Director of the Sport Marketing Research Institute (2016-Present)*

*Sport Administration Assessment Coordinator (2017-Present)*



## **Higher Education Teaching (Continued)**

August 2005-May 2008

University of Northern Colorado - Greeley, Colorado

*Teaching and Research Assistant*

Responsible for development of syllabi, lectures, exams, and evaluation for a variety of lecture-based and activity classes:

SES 461 Administration and Law

SES 153 Weight Training, SES 150 Walking and Jogging,

SES 146 Aerobics, SES 129 Downhill Skiing, SES 114 Golf

SES 111 Bowling, SES 101 Flag Football, SES 100 Basketball

Prepared and presented lectures for graduate level classes:

SES 650 Financial Management for Sport Organizations

SES 576 Sport Promotion and Marketing

SES 570 Program Management

June 2007-July 2007

AIMS Community College - Greeley, Colorado

*Golf Instructor*

### **Invited Guest Lectures University of Northern Colorado**

SES 123 Introduction to Sport and Exercise Science (Fall 2018 & 2019)

- Introduction to Sport Management

### **Invited Guest Lectures Mississippi State University**

EP 2013 Introduction to Exercise Science (Fall of 2008 Spring of 2015)

- Introduction to Sport Management

KI 8303 Research Methods

- Introduction to Qualitative Research Methods (Fall 2013-2014)

### **Dissertation Committees University of Northern Colorado**



**Dissertation Committees University of Northern Colorado (Continued)**

Dissertation Committee Advisor for Lei Ouyang, Sport Administration (2016-2020)  
Dissertation Committee Co-Advisor for Erin Patchett, Sport Administration (2017-2019)  
Dissertation Committee Faculty Rep for Drew Lail, Higher Ed/Student Affairs (2019)  
Dissertation Committee Advisor for Alex Traugott, Sport Administration (2017-2018)  
Dissertation Committee Advisor for Jiyoung Park, Sport Administration (2017-2018)  
Dissertation Committee Member for Brittany Jacobs, Sport Administration (2017-2018)  
Dissertation Committee Advisor for Emily Must, Sport Administration (2016-2018)  
Dissertation Committee Advisor for Nicole Furuiye, Sport Administration (2016-2018)  
Dissertation Committee Advisor for Dean Ekeren, Sport Administration (2016-2017)  
Dissertation Committee Co-Advisor for Alex Rondon, Sport Administration (2016-2017)  
Dissertation Committee Member for Janet Howes, Sport Administration (2016)  
Dissertation Committee Advisor for Kerry Fischer, Sport Administration (2015-2019)

**Dissertation Committee Mississippi State University**

Dissertation Committee Member for Charrod Dodd, Economics (2009-2010)

**Thesis Committee University of Northern Colorado**

Thesis Committee Chair for Francisco Logan, Sport Administration (2023).

**Thesis Committees Mississippi State University**

Thesis Committee Chair for Sivas Vivekanandan, Sport Administration (2013-2014)  
Thesis Committee Chair for Julie Rhoads, Sport Administration (2013-2014)  
Thesis Committee Member for Young Ha Kim, Sport Administration (2013)  
Thesis Committee Member for Brandon Bolen, Economics (2012)  
Thesis Committee Chair for K.C. Mayer, Sport Administration (2011-2012)  
Thesis Committee Chair for Michael Grimes, Sport Administration (2010-2011)

**Internal Mentorship**

ding Dissertation: Alicia Romano (2023)

UNC Research Celebration Advisor for Yohan Lee (2023)



**Undergraduate Curriculum Development at the University of Northern Colorado**

SES 451 Sport Sales (Fall 2020)

Developed the approved curriculum and four-year plan for creation of the program (2016-2017)

SES 461 Sport Governance & Law (Fall 2016)

## Editorial Board Member

Sport Marketing Quarterly (2021-Present)

- 2 manuscripts reviewed as board member

Journal of Global Sport Management (2021-Present)

- 1 manuscript reviewed as board member

Journal of Issues in Intercollegiate Athletics (2013-Present)

- 19 manuscripts reviewed as board member
- 4 manuscripts reviewed for the 2018 Outstanding Journal Article of the Year Award

Case Studies in Sport Management (2012-Present)

- 17 manuscripts reviewed as board member
- 1 manuscript reviewed for Special I

## **Ad Hoc Reviewer**

Journal of Sport Behavior (2021)

- 1 manuscript reviewed

International Journal of Sport Management and Marketing (2020)

- 2 manuscripts reviewed

International Journal of Sports Marketing and Sponsorship (2019)

- 1 manuscript reviewed

Journal of Sports Economics (2019)

- 1 manuscript reviewed

International Journal of Financial Studies (2018)

- 1 manuscript reviewed

SMQ Special Issue on Experimental Research in Sport Consumer Behavior (2018)

- 2 manuscripts reviewed

### **Conference Abstract Reviewer (Continued)**

- Southern Sport Management Conference (2014)
  - 8 abstracts reviewed
- College Sport Research Institute Conference (2014)
  - 4 abstracts reviewed
- Southern Sport Management Conference (2014)
  - 12 abstracts reviewed
- SMA Conference (2014)
  - 4 abstracts reviewed
- SMA Conference (2013)
  - 6 abstracts reviewed
- NASSM Conference (2011)
  - 3 abstracts reviewed
- College Sport Research Institute Conference (2011)
  - 6 abstracts reviewed
- College Sport Research Institute Conference (2010)
  - 6 abstracts reviewed

### **Book Review/Chapter Review**

- Sport Law by Sharp, L., Moorman, A., & Claussen, C. for Holcomb Hathaway (2012)
- Children Moving by Parker, et al. Reviewed and edited section in chapter on Creating a Learning Environment: Safety & Negligence (2023)

### **External Service**

- External Promotion to Full Professor Reviewer (2021)
  - 2 reviews
- External Promotion and Tenure Reviewer (2020)
  - 1 review
- External Promotion to Full Professor Reviewer (2019)
  - 1 review
- External review of proposed Ph.D. program for Northern Illinois University (2019)
- Sport Sales Workshop and Job Fair, Denver, CO (2019)
  - Moderator for Kroenke Sports VP Panel
- Sport Marketing Association
  - Vice President of Industry Affairs (Elected in 2015 to 2017)
    - Special Editor of SMQ, sponsorship sales, and executive council duties
    - Oversaw sponsorship sales totaling \$19,550 (2017)
    - Oversaw sponsorship sales totaling \$19,700 (2016)
    - Executive Board meeting in Boston in Fall 2017
    - Executive Board meeting in Boston in Spring 2017
    - Executive Board meeting in Indianapolis in Spring 2016
    - Executive Board meeting in Indianapolis in Fall 2016
    - Sport Marketing Quarterly, Editorial Board meeting in Indianapolis in Fall 2016
- North American Society of Sport Management
  - Student/Faculty Mentor Meeting (2012, 2014, 2016, 2017, 2019)
- External Promotion and Tenure Reviewer (2015)
  - 1 review



## **Internal Service Department/School**

Chair of the Sport Administration Assistant Professor search committee (2021-2022)  
Summer Transfer Student Orientation (2018-2021)  
Summer Freshman Orientation (2018-2019)  
Sport Administration Assessment Coordinator (2017-Present)  
Exhibitor booth at the SMA Conference, graduate recruiting (2017)  
Exhibitor booth at the ASMA Conference, graduate recruiting (2017)  
Founder and Co-developer of the Sport Administration Online-M.S. Program (2017)  
Founder and Developer of the Sport Administration B.S. Program (2017)  
Program Coordinator of Sport Administration Undergraduate Program (2017-Present)  
Program Coordinator of Sport Administration Graduate Programs (2016-Present)  
Program Coordinator of Sport Administration Extended Campus Program (2016-Present)  
Director of the Sport Marketing Research Institute (2016-Present)  
Exhibitor booth at the SMA Conference, graduate recruiting (2017)  
Exhibitor booth at the SMA Conference, graduate recruiting (2016)  
Exhibitor booth at the CSRI Conference, graduate recruiting (2016)  
Exhibitor booth at the Denver Outlaws Career Fair, Extended Campus recruiting (2016)  
Chair of the Sport Administration Assistant Professor search committee (2015-2016)  
Chair of the Sport Administration Assistant/Associate Professor search committee (2015-2016)  
School of Sport & Exercise Science Evaluation Committee (2015-2016)  
Group Leader, Department of Kinesiology Strategic Planning (2015)  
Department of Kinesiology Graduate Council (2014-2015)  
Department of Kinesiology Promotion and Tenure Committee (2014-2015)  
Chair of Public Relations Committee for Kinesiology (2010-2015)  
Co-Director, Sport Studies Program (2008-2015)  
Co-Director, Sport Administration Program (2008-2015)  
Department of Kinesiology Curriculum Committee (2008-2015)  
Department of Kinesiology Scholarship Committee (2008-2010)  
Department of Kinesiology Technology Committee (2008-2010)

## **Community Service**

American Legion Golf Tournament in Greeley, Colorado (2016)

- Consulting for organization of the tournament

Watch D.O.G.S. Program at Tozer Elementary in Windsor, Colorado (2015)

- Assisted in the classroom and provided additional security for the grounds

## **Professional Honors, Awards, and Nominations**

College of Natural and Health Sciences Faculty Research Mentor of the Year (2017-2018)

- Graduate Level Award Recipient; \$600 for Professional Development

Irvin Atly Jefcoat Award Nominee (2012)

- Advising Award

Hal Parker Faculty Award Recipient (2011)

- \$2,500 Teaching, Research, and Service Award







### **Professional Development Teaching and Learning Fair/Symposium Presentations**

Martyn, J. & Morse, A.\*\*\* (2019). Bringing the business of sport inside your classroom. Presented at the 2019 NASSM Conference in New Orleans, LA.

Morse, A. & Traugutt, A. (2017). Virtual Reality: From the sport marketing classroom to the sport marketing industry. Presented at the 2017 SMA Conference in Boston, MA.

Rondon-Azcarate, A. & Morse, A.\*\*\* (2017). Sport event management bid assignment. Presented at the 2017 NASSM Conference in Denver, CO.

Morse, A. & Love, A. (2014). Collaboratively teaching sport marketing across sport administration curriculum. Presented at the 2014 SMA Conference in Philadelphia, PA.

Morse, A. & Rye, M. (2014). Collaborative teaching in facility management across academic departments and within the community. Presented at the 2014 NASSM Conference Teaching and Learning Fair in Pittsburgh, PA.

### **Professional Development Teaching and Learning Fairs/Symposiums Attended**

Sport Marketing Association Annual Conference (2022)

Teaching and Learning Fair in Charlotte, North Carolina

North American Society for Sport Management Annual Conference (2022)

Teaching and Learning Fair in Atlanta, Georgia.

North American Society for Sport Management Annual Conference (2019)

Teaching and Learning Fair in New Orleans, Louisiana.

Sport Marketing Association Annual Conference (2018)

Teaching and Learning Fair in Dallas, Texas

Sport Marketing Association Annual Conference (2017)

Teaching and Learning Fair in Boston, Massachusetts

North American Society for Sport Management Annual Conference (2017)

Teaching and Learning Fair in Denver, Colorado.

Sport Marketing Association Annual Conference (2016)

Teaching and Learning Fair in Indianapolis, Indiana.

North American Society for Sport Management Annual Conference (2016)

Teaching and Learning Fair in Orlando, Florida.

Sport Marketing Association Annual Conference (2015)

Teaching and Learning Fair in Atlanta, Georgia.

Sport Marketing Association Annual Conference (2014)

Teaching and Learning Fair in Philadelphia, Pennsylvania.

North American Society for Sport Management Annual Conference (2014)

Teaching and Learning Fair in Pittsburgh, Pennsylvania.

North American Society for Sport Management Annual Conference (2012)

Teaching and Learning Fair in Seattle, Washington.

Sport Marketing Association Annual Conference (2011)

Teaching and Learning Symposium in Houston, Texas.

Sport Marketing Association Annual Conference (2010)

Teaching and Learning Fair in New Orleans, Louisiana.

North American Society for Sport Management Annual Conference (2009)

Teaching and Learning Fair in Columbia, South Carolina.

### **Professional Development Conferences Attended Without Presentation**

- American Kinesiology Association Annual Workshop - Leading through Times of Uncertainty: The Future of Higher Education, Work, and Kinesiology, Virtual (2021)
- Applied Sport Management Association Conference, Nashville, TN (2019)
- Sport Sales Workshop and Job Fair, Denver, CO (2019)
  - Attended the workshop on Inside Ticket Sales and Job Fair with students
- Sport Sales Workshop and Job Fair, Denver, CO (2018)
  - Attended the workshop on Inside Ticket Sales and Job Fair with students
- American Marketing Association Conference, San Francisco, CA (2017)
  - Selected as a focus group participant for experiential learning in marketing
- Sport Marketing Association Conference, Indianapolis, IN (2016)
  - Attended the SMA Executive Board Meeting
- North American Society for Sport Management Annual Conference, Orlando, FL (2016)
  - Attended the CSSM Editorial Board Meeting
- American Marketing Association Conference, Las Vegas, NV (2016)
  - Selected as a focus group participant for marketing plans in education
- Sport Marketing Association Conference, Albuquerque, NM (2013)
  - Faculty Representative for the Graduate Case Study Competition

### **Professional Development Fellowships**

- American Kinesiology Association Leadership Institute Fellow (2024)

### **Professional Development - Workshops Attended On-campus**

- Active Shooter Training (Fall 2023)
- College of Natural & Health Sciences DEI Day (Spring 2023)
- Level Up Engagement (gamification) Learning Community (Spring 2023)
- Using the Phish Alert Button - Report Suspicious Emails using Microsoft 365 (Fall 2022)
- Hiring Committee Equity, Diversity, and Inclusion Training (Fall 2021)
- Hiring Committee Bias Training (Fall 2021)
- Panopto Tools for Engagement Webinar (2021)
- Panopto Basics Webinar (2021)
- Introduction to Zoom Webinar (2020)
- Canvas: Updates (2020)
- Canvas: Working with the classroom template (2020)
- Strategic Enrollment and Student Success Lunch & Learn: Action Team 4 (2019)
- Strategic Enrollment and Student Success Lunch & Learn: Overall Strategy (2019)
- Outlook: Ways to Tame Your Inbox and Calendar (2018)
- Virtual Reality in the Classroom Workshop (2017)
- Digital Measures at UNC (2015)
- Grant Writing Workshop (2015)
- Using Google Analytics to Understand Your Website Visitors (2014)
- Using Rubrics in MyCourses (2014)
- How to Ev7(i)7(c)r (20172.8 Tm0 g0 G[(U06)7(e)ubjSn Mty Rpahoo-[(7(s)-6( T)7(r)12 8, 1210, 121)(202

## Professional Development - Associations and Affiliations

North American Society of Sport Management (NASSM)  
Sport Marketing Association (SMA)  
College Sport Research Institute (CSRI)  
American Kinesiology Association (AKA)  
American Marketing Association (AMA)  
Southeastern Conference Sport Educators Collaborative (SEC<sup>2</sup>)

## Professional Development Media Coverage

WalletHub.com (Spring 2023)

[Super Bowl Fun Facts-The Big Game By The Numbers](#)

The Washington Post (Fall 2022)

[The sports world loves Twitter. Will that love survive Elon Musk?](#)

The Syracuse Post-Standard

Interviewed about the impact of Covid19 on Intercollegiate Athletic Department budgets (Spring 2022)

Bozeman Daily Chronicle

Interviewed about salary equity publication (Spring 2020)

USA Today

Fundraising and Development interview with Thomas Schad (July 2019)

WalletHub.com

[\\_\\_\\_\\_\\_](#) (October 2018)

Tao of Sports Podcast - Sport Administration Education, Revenue Generation in Sport

[http://www.sports\(t\)7\(p:\)7\(/\)-1 238rDC IJETQ EMC /Span A MCID 3/Lang \(en-US\)BDC q0.0001 0](http://www.sports(t)7(p:)7(/)-1 238rDC IJETQ EMC /Span A MCID 3/Lang (en-US)BDC q0.0001 0)

## **Experience in the Sport Industry**

May 2003-2004

Illinois State University - Normal, Illinois

*Athletic Marketing Graduate Assistant*

Sponsorship sales

Internal and external marketing and promotions

August 2001-July 2002

Lincoln Saltdogs Baseball - Lincoln, Nebraska

*Director of Group Sales*

Group ticket and picnic package sales

Lincoln Saltdogs sky suite rentals

University of Nebraska baseball sky suite rentals

August 2000-August 2001

Lincoln Saltdogs Baseball - Lincoln, Nebraska

*Ticket Account Executive*

Season ticket sales & group ticket sales

Picnic packages

Saltdogs sky suite rentals

May 2000-August 2000

Lincoln Lightning Indoor Football - Lincoln, Nebraska

*Internship-Assistant to the General Manager*

Sponsorship sales

Marketing and promotions

March 1999-August 1999

Denton Community Activities Committee - Denton, Nebraska

*I-80 Little League President and Tournament Director*

*Director of Baseball and Softball Operations*

## **Computer Skills**

Competency in computer programs includes, but is not limited to:

Qualtrics, SPSS 25, NVivo, SurveyMonkey, Blackboard, Canvas, Digital Measures,

Zoom, Microsoft Teams, Slate, URSA, OnBase, CAPP compliance, Power BI,

MyCourses/Banner, Microsoft Office, Google Analytics, Adobe, Facebook, LinkedIn,

Twitter

## **Educational Honors**

Denton Dollars for Scholars Scholarship Fund (1996-2000, 2003-2006)

Shapiro, S. & **Morse, A.** (Fall 2006). Ancillary price determination in

Major League Baseball: An empirical analysis. Poster presentation selected to represent

2007 Student Research Celebration