

**Ashley Gibson Bowers, Ph.D.**  
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**EDUCATION**

Ph.D., Human Performance, *University of Southern Mississippi*, August 2007

- Emphasis: Administration and Teaching
- Concentration: Sport Management
- Doctoral dissertation entitled, “The Influence of Sports Magazines and Thin-Ideal Images on the Body Image of Division IA Female Athletes”
- Major Professor: Nancy Speed, Ph.D.

M.S., Kinesiology, *Louisiana State University*, December 2002

- Major Area of Study: Sport Management

B.S., Elementary Education, *Louisiana State University*, December 1998

**PROFESSIONAL EXPERIENCE**

Associate/Assistant Professor, *Southeastern Louisiana University*, 2008-Present

- Perform teaching, research, and service duties for the Department of Kinesiology and Health Studies:

Notables:

- \*Sport Management Program Coordinator (2010-2019) [COSMA Accreditation]
- \*Received Promotion to Associate Professor with Tenure (2014)
- \*Graduate Studies Coordinator (2019-present)
- \*B.C. Purcell Endowed Professor (2018-2021)
- \*College of Nursing and Health Sciences Excellence in Service Recipient (2011-12; 2012-13)
- \*Program Assessment Coordinator for Sport Management (2010-19) & Graduate Program (2019-21)
- \*Received rating of Excellence/Distinction in Teaching (2008-2021)

Courses Taught:

- KIN 232: Introduction to Sport Management
- KIN 276: Practicum in Sport Management
- KIN 332: Sport Information and Media Relations
- KIN 333: Governance in Sport
- KIN 334: Social Aspects of Sport
- KIN 362: History of Sport and Physical Education
- KIN 366: Facility and Event Management
- KIN 380: Legal-Ethical Implications for Sport
- KIN 406: Sport Promotion and Fundraising
- KIN 410: Internship in Sport Management

KIN 451:	Sport Administration
KIN 606:	Research Methods (Graduate)
KIN 632:	Independent Research (Graduate)
KIN 633:	Independent Reading (Graduate)
KIN 693:	Socio-Cultural Issues in Sport (Graduate)
KIN 695:	Legal Issues in Sport/Fitness (Graduate)
KIN 696:	Event Management (Graduate)
KIN 710:	Internship in Sport Management (Graduate)
KIN 770:	Thesis (Graduate)

Assistant Professor, *Tusculum College*, 2007-2008

- Performed teaching, service, and research duties for the Department of Physical Education

Courses Taught:

PHED 360:	Curriculum Design and Teaching Methods for Elementary School Physical Education, Health, and Wellness
PHED 335:	Managing Legal Aspects of Sport
PHED 313:	Communication in Sport
PHED 245:	Clinical Experience in Sport Management
PHED 243:	Sport Facilities and Design
PHED 201:	Foundations of Physical Fitness and Wellness

Teaching Assistant, *University of Southern Mississippi, School of Human Performance and Recreation*, 2004-2007

- Taught and managed undergraduate courses for the university
- Received Outstanding Doctoral Student Award for 2006-2007

Course Instructor:

HPR 332:	Sport Information Management
HPR 284:	Creative Rhythms
HPR 217:	First Aid
HPR 105:	Concepts in Physical Fitness
HPR 102:	Fitness Walking
COH 100:	Wellness

Graduate Research Assistant, *University of Southern Mississippi, Center for Applied Research and Evaluation*, 2003-2004

- Responsible for data management
- Responsible for survey compilations
- Responsible for the coordination and facilitation of focus groups
- Supervised approximately 30 undergraduate students

Teacher, *East Baton Rouge Parish School Board* (Baton Rouge, LA), 2002-2003

- Instructor of third, fourth, and fifth grade special-education students

Teacher, *St. Landry Parish School Board* (Opelousas, LA), 1999-2001

- Instructor of third grade students

- Instructor of fifth grade students (math, science, and social studies).

### **INTERNSHIP EXPERIENCES**

Coordinator of Physical Education Newsletter, *Petal School District* (Petal, MS), 2006

- Compiled information for stories
- Assisted with graphics design
- Assisted with photography

Media Relations Intern, *University of Southern Mississippi* (Athletic Department),  
Summer 2005

- Assisted with media guide compilation

Graduate Intern, *Louisiana State University* (Pete Maravich Assembly Center),  
Summer/Fall 2002

- Assisted with box office management
- Coordinated ushers for large events

Marketing Intern, *New Orleans Saints Organization*, Fall 2002

- Assisted the Baton Rouge regional marketing director with ticket sales, promotions, and graphics design

### **RESEARCH**

#### **PUBLICATIONS**

##### **Peer-Reviewed**

**Gibson, A.** & Drane, D. (2006) Gender, Age, and Race as Predictors of Sports-Viewing Behavior of Sport Management Undergraduates. *The Sport Journal*, 9(2)  
ISSN: 1543-9518.

Hall, S.A., **Bowers, A.** & Martin, C.L.L. (2011). An exploratory study of job satisfaction levels of athletic marketing directors at national collegiate athletic association (NCAA) division I-A institutions. *International Journal of Sport Management, Recreation and Tourism*, 6(1), 1-17.

Martin, C.L.L., Miller, L., Elsisi, R., **Bowers, A.**, & Hall, S. (2011). An analysis of collegiate athletic marketing strategies and evaluation processes. *Journal of Issues in Intercollegiate Athletics*, 4(1), 42-54.

Naquin, M., Cole, D., **Bowers, A.**, & Walkwitz E. (2011) Environmental Health Knowledge, Attitudes and Practices of Students in Grades Four through Eight. *Research in Health, Physical Education, Recreation, Sport & Dance*, 6(2), 45-50.

Gillan, W., Naquin, M., Zannis, M., **Bowers, A.**, Brewer, J., & Russell, S. (2013). Correlations among Stress, Physical Activity and Nutrition: School Employee

- Health Behavior. *Research in Health, Physical Education, Recreation, Sport & Dance*, 8(1), 55-60.
- Bowers, A.**, Speed, N.M., Wolfe, B., Miller, J.J. & Martin, C.L.L. (2013). The impact of print media on the thin ideal of collegiate female athletes. *Journal of Contemporary Athletics*, 7(4).
- Bowers, A.**, Martin, C.L.L., Miller, J.J., Wolfe, B., & Speed, N.M. (2013). I feel pressure: Exploring the phenomenon of body image formation in collegiate female athletes within the context of social comparison theory. *Journal of Coaching Education*. 6(2), 78-100.
- Osborn, J., Naquin, M., Gillan, W., & **Bowers, A.** (2016). The Impact of Weight Perception on the Health Behaviors of College Students. *American Journal of Health Education*, 47(5), 287-298.
- Smith, N., **Bowers, A.**, Naquin, M., & Gillan, W. (2017). An Analysis of the Influence of the Boston Marathon Bombing on Sports Venue Management in the Gulf Coast States. *Journal of Sport Safety and Security*, 2(1) Available at: <https://aquila.usm.edu/jsss/vol2/iss1/1>
- Saba, V., Weatherspoon, T., Hall, T., Naquin, M., Cousins, N., Hubert, E., Stucker, R., & **Bowers, A.** (2020). Vaping Use Among College Students. *Journal of International Association for Health, Physical Education, Dance, & Sport*, 1(1). Available at: <https://iahpeds.org/journal/>
- Invited, Editor Reviewed**
- Bowers, A.** Maslow's Hierarchy of Needs. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
- Bowers, A.** Piracy. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
- Bowers, A.** Role of Sport Facility Manager. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
- Bowers, A.** Turf Management. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
- Bowers, A.**, (2021). Outsourcing. *Encyclopedia of Sport Management*. Elgar Encyclopedia in Business & Management Series. ISBN: 9781800883277

**Bowers, A. & Graves, M. (2021).** Focus Groups. *Encyclopedia of Sport Management*. Elgar Encyclopedia in Business & Management Series. ISBN: 9781800883277

**Bowers, A. & Larsen, K. (2021).** Social Cognitive Theory. *Encyclopedia of Sport Management*. Elgar Encyclopedia in Business & Management Series. ISBN: 9781800883277

**Bowers, A., & Sharp, J. (2021).** Program Management. *Encyclopedia of Sport Management*. Elgar Encyclopedia in Business & Management Series. ISBN: 9781800883277

## **PRESENTATIONS**

### **International & National Peer Reviewed**

**Bowers, A., Sharp, J., & Wilson, T. (February 8, 2018).** Building a Bridge: A Small College Sport Management Program's Attempt to Provide Practical Experience Opportunities for Students. Presented to the *Commission on Sport Management Accreditation Conference*, Jacksonville, FL.

**Bowers, A., & Hebert, E. (February 9, 2018).** Benefits of Community Service Learning Projects in the Sport Management Curriculum. Presented to the *Commission on Sport Management Accreditation Conference*, Jacksonville, FL.

**Bowers, A., Sharp, J., & Smith, N. (February 8, 2019).** Self-Efficacy Among Sport Management Faculty: A mixed-design study. Presented to the *Commission on Sport Management Accreditation Conference*, Atlanta, GA.

**Bowers, A., & Jacobsen, D. (February 7, 2020).** Guidelines to Adequately Prepare for the Self-Study Document. Presented to the *Commission on Sport Management Accreditation Conference*, Baton Rouge, LA.

**Bowers, A., Sharp, J., Sabin, J. & Bailey, C. (February 12, 2021).** Tackling the Outcomes Assessment Process. Presented to the *Commission on Sport Management Accreditation Conference* [virtual].

Larsen, K., Graves, M., **Bowers, A.**, Saba, V., & Himel, L. (November 4, 2020). Does Body Image Matter? Presented to the *Gerontological Society of America*, [virtual].

**Bowers, A., Gipson, C., Clarke, C., & Tillery, K. (November 3, 2014).** Females in the Field of Sport Management. Presented at the *North American Society for the Sociology of Sport Conference*, Portland, Oregon.

- Bowers, A., & Gipson, C.** (June 1, 2013). Assessment Rubrics for Ethical Debates in Sport Management. Presented at the *North American Society for Sport Management Conference*, Austin, Texas.
- Miller, L., Wood, B., & **Bowers, A.** (October 27, 2011). Competition for a Cause: A Special Case of Experiential Learning in the Classroom. Presented at the *9<sup>th</sup> Annual Sport Marketing Association Conference*, Houston, Texas.
- Bowers, A.,** Cole, D. (October 13, 2011). The Influence of Mainstream Sport Media on Children and Youth Related Behavior. Presented at the *85<sup>th</sup> American School Health Association Conference*, Louisville, Kentucky.
- Bowers, A.,** Cole, D., Humphries, C., Naquin, M. & Dugas, L. (April 14, 2011). A Qualitative Analysis of the Influence of Sport Media on Children's Health-Related Behaviors and Perceptions. Presented at the *7<sup>th</sup> Southern Sport Management Conference*, Troy, Alabama.
- Bowers, A. & Cole, D.** (October 16, 2010). Children's Body Image and Health-Related Behaviors. Presented at the *84<sup>th</sup> American School Health Association Conference*, Kansas City, Missouri.
- Bowers, A.,** Speed, N., Wolfe, B., Phillips, D., Krebs, G., & Bounds, W. (October, 29, 2009). "It's All We See" The Impact of Sport Media on Body Image. Presented at the *Sport Marketing Association Conference*, Cleveland, Ohio.
- Naquin, M., Gillan, W., Zannies, M., **Bowers, A.,** & Brewer, J. (October 29, 2009). Exercise, stress, and dietary-related behaviors among school faculty and staff. Presented at the *American School Health Association Conference*, Denver, Colorado.
- Gillan, W., Naquin, M., **Bowers, A.** (November 9, 2009). Dietary-related behavior correlates for faculty and staff in a school health promotion setting. Presented at the *American Public Health Association Conference*, Philadelphia, Pennsylvania.
- Martin, C., **Gibson, A.,** Mathner, R., Miller, L., & Green, F. (June, 2009). An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students. Presented at the *North American Society for Sport Management Conference*, Columbia, South Carolina.
- Cunningham, T., Dollar, J., **Gibson, A.,** & Dickens, B., (June, 2009). Mitigating Risks in Athletics Through Service Learning. Presented at the *North American Society for Sport Management Conference*, Columbia, South Carolina.
- Hall, S., Cunningham, T., **Gibson, A.,** & Cappabianca, L. (March 6, 2009). An Examination of British Sport Security Strategies, Legislation, and Risk Management Measures: Lessons Learned from the English Football League.

Presented at the *Sport, Physical Activity, Recreation and Law 22<sup>nd</sup> Annual Conference*, San Antonio, Texas.

Hall, S., **Gibson, A.**, & Martin, C. (November 2, 2007). Job Satisfaction of NCAA Division IA Athletic Marketing Directors. Presented at the *Sport Marketing Association 5<sup>th</sup> Annual Conference*, Pittsburg, Pennsylvania.

**Gibson, A.**, Hall, S., & Drane, D. (November 20, 2004). An analysis of corporate sponsorship at the interscholastic level in Division 5-A schools in Mississippi. Presented at the *Sport Marketing Association 2<sup>nd</sup> Annual Conference*, Memphis, Tennessee.

Furko, L., **Gibson, A.**, Hall, S. (November 20, 2004). *Case Study Finalist* Sponsorship Proposal: Charlotte Bobcats and FedEx. Student competition presented at the *Sport Marketing Association 2<sup>nd</sup> Annual Conference*, Memphis, Tennessee.

### State & Local

**Bowers, A.**, Graves, M., Larsen, K., & Saba, V. (February 14, 2020). General Attitudes and Perceptions in Body Image in Senior Adults Participating in Organized Recreational Activities. Presented at the *Health & Physical Literacy Summit*, Birmingham, AL.

Gipson, C. & **Bowers, A.** (November 1, 2012). The impact of classroom debates on student learning in sport management programs. Presented at the *Louisiana Association of Health, Physical Education, Recreation, and Dance*, Baton Rouge, Louisiana.

**Bowers, A.**, Wolfe, B., Speed, N., Martin, C., & Miller, J. (April 12, 2012). “Feel Pressure”: A Qualitative Examination of the Influences of the Female Athlete’s Body Image. Presented at the *Southern Sport Management Conference*, Troy, Alabama.

**Gibson, A.** (April 17, 2009). The influence of sports magazines and thin-ideal images on the body image of division IA female athletes. Presented at the *Troy University Sport Management Conference*, Troy, Alabama.

Drane, D., **Gibson, A.**, Furko, L. (February 11, 2005). An analysis of sport participant hometown in Mississippi public universities. Presented at the *3<sup>rd</sup> Annual National Conference on Girls’ & Womens’ Health, Physical Activity, and Sport*, Shreveport, Louisiana.

Martin, C., **Gibson, A.**, Duplantis, P., & Drane, D. (February 11, 2005). Comparative analysis of gender differences on viewing behaviors of sports media. Presented at

the 3<sup>rd</sup> Annual National Conference on Girls' & Womens' Health, Physical Activity, and Sport, Shreveport, Louisiana.

**Gibson, A.,** Hall, S., & Drane, D. (December 3, 2004). An analysis of corporate sponsorship in Division 5-A High School Athletics in Mississippi. Presented at the *MAHPERD Annual Convention*, Gulfport, Mississippi.

## GRANTS

**Bowers, A.** & Naquin, M. (2013). "Using Tablets to Enhance Students' Understanding of their Disciplines and Promote their Professional Development." STF Large Project Proposal, Southeastern Louisiana University, \$15,500  
Status: Funded

Currie, P., Bradford, J. & **Bowers, A.** (2013). "Symposium Educational Technology." STF Large Project Proposal, Southeastern Louisiana University, \$55,000  
Status: Funded

**Bowers, A.** (2011). "Enhancing Student Learning of Sport Governance." Teaching Enhancement Grant, Center for Faculty Excellence, Southeastern Louisiana University, \$370  
Status: Funded

**Bowers, A.** (2009). "Implementing Qualitative Research into Sport Management Courses." Teaching Enhancement Grant, Center for Faculty Excellence, Southeastern Louisiana University, \$500  
Status: Funded

**Bowers, A.** (2008). "Providing Learning Enhancement for Students in KHS Courses Via Instructional Videos." Teaching Enhancement Grant, Center for Faculty Excellence, Southeastern Louisiana University, \$500  
Status: Funded

## SERVICE

### COMMUNITY

#### Events

Directed sport management students in the organization of the "5K Reindeer Run" for the Restoration House of Hammond – December 2016.

Directed sport management students in the organization of the "Ghost Chase" 5K Run" – *Southeastern Louisiana University*, October 2014.

- Directed sport management students in the organization of the “Great American Smokeout Adventure Race” - *Southeastern Louisiana University*, November 2012.
- Directed sport management students as “Event Evaluators” in the Special Olympic Games – Hammond, LA, May 2012.
- Directed sport management students in the organization of the “Louisiana Blue Crab Run – raised \$3,200 – proceeds given to Louisiana Wetland Foundation; *Southeastern Louisiana University*, April 2012.
- Directed sport management students in the organization of “Shut Out Cancer Softball Game” – raised \$2,648 – proceeds given to the American Cancer Society; *Southeastern Louisiana University*, April 2012.
- Directed sport management students in the organization of “Tackle for the Cure” – raised \$7,327.90– proceeds given to Susan G. Komen for the Cure; *Southeastern Louisiana University*, October 2011.
- Directed sport management students in the organization of “Thanksgiving Trot for Troops” – raised \$1,169 – proceeds given to Support Our War Heroes Organization; *Southeastern Louisiana University*, November 2011.
- Directed sport management students in the organization of “Tripp’s Day at the Park” – Raised \$5,420 – proceeds given to the Randel Tripp Roth family and Dystrophic Epidermolysis Bullosa Research of America, *Southeastern Louisiana University*, May 2011.
- Directed sport management students in the organization of “Reaching Americans with Disabilities (RAD) Rally” – raised \$1,592 – proceeds given to the Boys’ and Girl’s Club of America and the Brooke Settoon Foundation, *Southeastern Louisiana University*, 2009-2010.
- Directed sport management students in the organization of the “Gobble Gallop 5K Race” -raised \$1,546 – proceeds given to Susan G. Komen for the Cure; *Southeastern Louisiana University*, 2008-2009.

**Other**

Board of Directors Position (Director at Large), Baton Rouge Affiliate of *Susan G. Komen for the Cure*, 2011-2012.

Co-Coordinator of the Tangipahoa Parish meeting of sport and fitness managers, *Southeastern Louisiana University*, 2008-2009.

Volunteer Coach for the City of Hammond Inclusion League, 2008-2009.

Faculty representative of the Jaycees, Greeneville, TN, 2007-2008.

Editor of the School of Human Performance and Recreation newsletter (*Hyperactive*),  
*University of Southern Mississippi*, 2005-2006.

**PROFESSIONAL/NATIONAL**

Member of marketing committee for the North American Society of Sports Management,  
2010-2012.

Student Presentation Judge for the Southern Sport Management Conference, 2012.

**Ad-hoc Reviewer Assignments**

*Journal of Sport Administration and Supervision*, Fall 2013, Fall 2014

*Event Management*, Spring 2013

*Leisure Sciences*, Spring 2012

SAGE Open, Fall 2014

*Journal of Issues in Intercollegiate Athletics*, Summer 2021

**UNIVERSITY**

Faculty Senator, *Southeastern Louisiana University*, 2012-2021.

Member of University Commencement Committee, *Southeastern Louisiana University*,  
2009-2011.

Member of the Institutional Review Board, *Tusculum College*, 2007-2008.

Member of the Honors Council, *Tusculum College*, 2007-2008.

Member of the search committee for Assistant Professor of Film & Broadcasting,  
*Tusculum College*, 2007-2008.

Member of the United Way Campaign, *University of Southern Mississippi*, 2005.

Selected as the University of Southern Mississippi representative in the  
*City of Hattiesburg All-America City delegation*, 2004.

**COLLEGE**

Co-Chair of the College of Nursing and Health Sciences Hooding Ceremony,  
*Southeastern Louisiana University*, 2021-2022.

Co-Chair of the College of Nursing and Health Sciences Strategic Planning Committee,  
*Southeastern Louisiana University*, 2020-2021.

Member of the College of Nursing and Health Sciences Public Relations Committee,  
*Southeastern Louisiana University*, 2019-2020.

Member of The College of Nursing and Health Sciences Honor's Convocation Committee, *Southeastern Louisiana University*, 2009-2016.

Team Captain, The College of Nursing and Health Sciences, "American Heart Association Walk" *Southeastern Louisiana University*, 2011-2012.

**DEPARTMENT**

Program and Assessment Coordinator of Sport Management, *Southeastern Louisiana University*, 2011-present.

Significant program and assessment coordinator accomplishments:

- Completed self-study document for the Commission on Sport Management Accreditation, 2016 (*Accredited: 2020*).
- Lead the sport management program to attain "candidacy status" for the Commission on Sport Management Accreditation, 2014.
- Compiled COSMA Annual Reports (2014-2019)
- Assessment Coordinator
- Co-faculty sponsor of Sport Management Association (Led 11 community service events with students).

Graduate Coordinator, *Southeastern Louisiana University*, 2019-present.

Thesis committee chair:

-Nicholas Smith, 2016. Thesis entitled, "An Analysis of the Influence of the Boston Marathon Bombing on Sport Management."

-Alexandria Greer, 2021. Thesis entitled, "Relationship Between Dental Behaviors & Dental Anxiety Among College Students."

Thesis committee member:

-Alex Young, 2019. Thesis entitled: "A Self-Talk Intervention During Critical Power."

-Jessica Osborne, 2015. Thesis entitled: "The Impact of Weight Perception on the Health Behaviors of College Students."

Department Committees:

- Faculty Advisor, Sport Management Association, 2008-present.
- Member of the "Ask KHS" Committee, 2008-present.
- Member of the search committee for Assistant Professor of Physical Education, 2009.
- Member of the search committee for Assistant Professor of Athletic Training, 2016.
- Chair of the search committee for Department Head, 2019.

Other:

Public Relations Coordinator, School of Human Performance and Recreation, *University of Southern Mississippi*, 2005-2007.

Graduate student director for the Southern Miss Sport Law Conference, *University of Southern Mississippi*, 2005-2006.

**PROFESSIONAL DEVELOPMENT**

Southeastern Louisiana University, “Moodle II Training,” Spring 2013

Southeastern Louisiana University, “Moodle Training,” Fall 2012

Southeastern Louisiana University, Center for Faculty Excellence Workshop,  
“First Day Activities that Communicate Content,” Fall 2012

Southeastern Louisiana University, “Advanced Google Workshop,” Spring 2012

Southeastern Louisiana University, “Mid-term evaluations to improve student learning  
and teacher satisfaction,” Spring 2012

Southeastern Louisiana University, “Active Learning: Not Another Brick in the Wall,”  
Spring 2012

Southeastern Louisiana University, Center for Faculty Excellence Workshop,  
“Recognizing and Assisting the Emotionally Troubled or Disruptive Student,” Spring  
2011

Southeastern Louisiana University, Center for Faculty Excellence Workshop, “Student  
Engagement in Face to Face Courses,” Fall 2011

**PROFESSIONAL LICENSURES**

Mississippi: Mississippi Educator License #180721  
Class A 116 Elementary Education (K-3)  
Class A 117 Elementary Education (4-8)  
Class AA 144 Physical Education (K-12)

Louisiana: Louisiana Teaching Certificate Type C #157407  
Elementary Grades (1-8)