

**NICOLE L. SELLARS**  
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## **EDUCATION**

### **Ph.D. Sport and Exercise Science, Emphasis in Sport Administration**

*Doctoral Minor: Applied Statistics and Research Methods*

**August 2021**

Dissertation Title: Career Development in Sport & Leisure: An Application of Social Cognitive Career Theory

University of Northern Colorado, Greeley, Colorado

Advisor: Dr. Alan Morse

### **M.P.E., Emphasis in Athletic Administration**

Idaho State University, Meridian, Idaho

**December 2015**

Advisor: Dr. Howard Gauthier

### **B.A., Communication**

*Minor: English*

**May 2014**

Boise State University, Boise, Idaho

Advisor: Dr. Laurel Traynowicz

## **TEACHING EXPERIENCE**

### **Assistant Professor**

*School of Hospitality, Sport, and Tourism Management*

**August 2019-Present**

Troy University, Troy, Alabama

- Responsible for preparing and presenting lectures and class activities for undergraduate courses including Introduction to Event Management (HSTM 2210), Introduction to Sport Management (HSTM 2255), Event Communication & Technology (HSTM 3320), Leadership Principles in HSTM (HSTM 3350), Legal Aspects in Sport Management (HSTM 3353), Sport Marketing (HSTM 4430), Sport Finance (HSTM 4451), and Sport Communication & Emerging Technology (HSTM 4452), Revenue Generation (HSTM4470)
- Tasked with creating syllabi, exams, and evaluations
- 2020 Ingalls Award Nominee for “diligently, effectively, and cheerfully” conducting classes

### **Adjunct Instructor**

*Department of Human Performance and Sport*

**August 2018-May 2019**

Metropolitan State University, Denver, Colorado

- Responsible for preparing and presenting lectures and class activities for undergraduate courses including Introduction to Sport Management (SM 2050), Sport Literature and Film (SM 390-A), and Organization and Administration of Sport (SM 4600)
- Tasked with creating syllabi, exams, and evaluations

### **Graduate Teaching Assistant-Instructor**

*Department of Sport and Exercise Science*  
University of Northern Colorado, Greeley, Colorado

**August 2016-May 2019**

- Responsible for preparing and presenting lectures and class activities for undergraduate courses including Administration and Law (SES 461), Self-Defense (SES 134), Basketball (SES 100), and Bowling (SES 111)
- Tasked with creating syllabi, exams, and evaluations

### **Guest Lecturer**

*Department of Human Performance and Sport*  
Metropolitan State University, Denver, Colorado

**Fall 2017**

- Responsible for preparing and presenting lectures for Sport Venue Operations (SM 2070) and Legal Liability for Physical Educators, Coaches, and Administrators (HPS 4660)

## **SCHOLARLY ACTIVITY**

**Sellars, N., Jacobs, B., & Wendry, B.** (Selected for development; 2021). A conceptual model of academic choice in sport and leisure management. *Managing Sport and Leisure*.

Jacobs, B., & **Sellars, N.** (2019). The evolution of women's rugby. In Lough, N. & Geurin, A. (Eds.). *The handbook of the business of women's sport* (341-352). Abingdon, United Kingdom: Routledge.

Traugutt, A., **Sellars, N.**, & Morse, A. (2018). Salary discrepancies between men's and women's head basketball coaches: an investigation of the NCAA Power Five Conference. *The Journal of SPORT*, 6(1), 40-58.

**Sellars, N.**, & Fowler, B. (Data analysis in-progress). Athletic identity and athlete satisfaction: an analysis of club sport athletes. To be submitted Fall 2021 to *Journal of Issues in Intercollegiate Athletics (or equivalent)*.

**Sellars, N.**, Hazzaa, R., & Smith, K.M. (Data analysis in-progress). Subsidizing NCAA athletic departments: an analysis of student fees at FCS public institutions. To be submitted Fall 2021 to *Journal of Issues in Intercollegiate Athletics (or equivalent)*.

Hazzaa, R., & **Sellars, N.** (Data analysis in-progress). Understanding perceptions of corporate social responsibility in professional sport: Findings from contemporary consumers. To be submitted Fall 2021 to *Journal of Global Sport Management (or equivalent)*.

## **CONFERENCE PRESENTATIONS**

Jacobs, B., Hazzaa, R., & **Sellars, N.** (2020). Gender equity in sport management academic program enrollment: Generating a dialogue through faculty perspectives. Presented at the 2020 Commission on Sport Management Association Conference in Baton Rouge, Louisiana.

- Sellars, N., & Fowler, B.** (2019). Athletic identity and athlete satisfaction: an analysis of club sport athletes. Presented at the 2019 North American Society for Sport Management Conference in New Orleans, Louisiana.
- Sellars, N.** (2019). Gender equity in intercollegiate athletics: Discourses of a NCAA athletic department. Presented at the 2019 Global Sport Business Association Conference in Fort Lauderdale, Florida
- Sellars, N., Hazzaa, R., & Smith, K.M.** (2018). Subsidizing NCAA athletic departments: An analysis of student fees at FCS public institutions. Presented at the 2018 Global Sport Business Association Conference in Fort Lauderdale, Florida
- Hazzaa, R., & Sellars, N.** (2018). Understanding perceptions of corporate social responsibility in professional sport: Findings from contemporary consumers. Presented at the 2018 North American Society for Sport Management Conference in Halifax, Nova Scotia
- Traugutt, A., Sellars, N., & Morse, A.** (2017) Salary discrepancies between men's and women's head basketball coaches: An investigation of the NCAA Power Five Conferences. Presented at the 2017 CSRI Conference in Columbia, South Carolina
- Sellars, Alford, Blackhurst, et al.** (2015). We're way past sports 101: Female fan sophistication at college and professional sporting events. *College of Social Sciences and Public Affairs Presentations*. Paper 14. [http://scholarworks.boisestate.edu/sspa\\_15/14](http://scholarworks.boisestate.edu/sspa_15/14)
- Sellars, Andreason, Bauwens, et al.** (2014). It's never been just for boys: Female fans of NCAA Division I and professional sports. *College of Social Sciences and Public Affairs Presentations*. Paper 15. [http://scholarworks.boisestate.edu/sspa\\_14/14](http://scholarworks.boisestate.edu/sspa_14/14)
- Bauwens, G., & Sellars, N.** (2014). Mediated voyeurism and female sport fans. *College of Social Sciences and Public Affairs Presentations*. Paper 14. [http://scholarworks.boisestate.edu/sspa\\_14/14](http://scholarworks.boisestate.edu/sspa_14/14)

## **RESEARCH INTERESTS**

Gender and diversity in sport  
 Career development  
 Athletic identity

## **PROFESSIONAL DEVELOPMENT**

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| <p><b>Going Virtual with Microsoft Teams</b><br/>         College of Health and Human Services<br/>         Troy University</p>  | <b>Spring 2020</b> |
| <p><b>Using Social Media to Promote Yourself Professionally</b><br/>         Graduate Student Professional Development Workshop<br/>         University of Northern Colorado</p> | <b>Spring 2017</b> |

**Student Member** **Spring 2017**  
Commission on Sport Management Accreditation (COSMA)

**Communications/Public Relations Assistant** **Seasonal 2013-2016**  
*National Basketball Association Development League*  
Idaho Stampede, Boise, Idaho

- Created, scheduled, and facilitated community-based programs and appearances
- Wrote press releases, media guides, and game notes, and updated social media accounts
- Managed media-to-player interaction and interviews
- Assigned responsibilities to interns and managed progress

### **SERVICE**

**Faculty Advisor** **September 2021-Present**  
*Chi Sigma Mu Honor Society*  
Troy University, Troy, Alabama

**COSMA Assessment Committee** **August 2021- Present**  
*Chair*  
Troy University, Troy, Alabama

**Curriculum Development Committee** **January 2021-Present**  
*2201 Redesign*  
Troy University, Troy, Alabama

**Faculty Advisor** **August 2019-Present**  
*Sport Management Club*  
Troy University, Troy, Alabama

**Academic Appeals Board Member** **August 2018-May 2019**  
*Graduate Student Association*  
University of Northern Colorado, Greeley, Colorado

**Research Proposal Reviewer** **February 2017-May 2019**  
*McNair Scholars Program*  
University of Northern Colorado, Greeley, Colorado

**Research Day Presentation Reviewer and Room Facilitator** **April 2017**  
*Center for Scholars, Honors and Leadership*  
University of Northern Colorado, Greeley, Colorado

### **PRIOR RESEARCH EXPERIENCE**

**Graduate Research Assistant** **August-December 2014**  
*Department of Communication*  
Boise State University, Boise, Idaho

Assisted Dr. Laurel Traynowicz and Dr. Keith Harrison by creating data collection protocol and conducting primary and secondary research

- Categorized and interpreted data related to the female sport fan
- Trained undergraduate researchers

### **Undergraduate Research Assistant**

**August 2013-May 2014**

*Department of Communication*

Boise State University, Boise, Idaho

Assisted Dr. Laurel Traynowicz and Dr. Keith Harrison by creating data collection protocol and conducting primary and secondary research

- Categorized and interpreted data related to the female sport fan

## **TECHNICAL REPORTS**

Traynowicz, L., & Harrison, C.K., & **Sellars, N.** (2015). *Who attends our games, what do they think and why should we care? Female fans of Boise State University's revenue sports*. Report to Boise State Athletics, Boise State, May 2015.

Traynowicz, L., & Harrison, C.K., & **Sellars, N.** (2015). *Who attends our games, what do they think and why should we care? Female fans of the Idaho Stampede*. Report to Idaho Stampede, May 2015.

Traynowicz, L., & Harrison, C.K., & **Sellars, N.** (2014). *Female fans of NCAA Division I and professional sports*: Report to Boise State Athletics, Boise State, May 2014.

Traynowicz, L., & Harrison, C.K., & **Sellars, N.** (2014). *Female fans of the NCAA Division I and professional sports*: Report to Taco Bell Arena, Boise State, May 2014.

## **INTERNAL FUNDING**

Faculty Development, Troy University, Troy, Alabama

\$1000 Travel Grant (Spring 2020)

Graduate Student Association, University of Northern Colorado, Greeley, Colorado

\$250 Travel Grant (Spring 2019)

Department of Human Performance and Sport, Metropolitan State University, Denver, Colorado

\$775 Travel Grant (Fall 2018)

College of Natural and Health Sciences, University of Northern Colorado, Greeley, Colorado

\$500 Travel Grant (Spring 2018)

Graduate Student Association, University of Northern Colorado, Greeley, Colorado

\$600 Travel Grant (Spring 2017)

College of Natural and Health Sciences, University of Northern Colorado, Greeley, Colorado

\$250 Travel Grant (Spring 2017)