

**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

*Graduate Dean's Citation of Excellence Award Winner*

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

Idaho State University, Meridian, Idaho

**December 2015**

**B.A., Communication**

*Minor: English*

**May 2014**

Boise State University, Boise, Idaho

### **TEACHING EXPERIENCE**

**Adjunct Instructor**

*American Public University System*

**November 2023-**

American Public University, Charlestown, West Virginia

**Assistant Professor**

*School of Hospitality, Sport, and Tourism Management*

**August 2019-**

Troy University, Troy, Alabama

**Adjunct Instructor**

*Department of Human Performance and Sport*

**August 2018-May 2019**

Metropolitan State University, Denver, Colorado

**Graduate Teaching Assistant-Instructor**

*Department of Sport and Exercise Science*

**August 2016-May 2019**

University of Northern Colorado, Greeley, Colorado

**Guest Lecturer**

*Department of Human Performance and Sport*

**Fall 2017**

Metropolitan State University, Denver, Colorado

### **ADMINISTRATIVE ASSIGNMENTS**

**ESPORTS Minor Coordinator**

*School of Hospitality, Sport, and Tourism Management*

**October 2023-Present**

Troy University, Troy, Alabama

**Undergraduate Coordinator-Sport Management**  
*School of Hospitality, Sport, and Tourism Management*  
Troy University, Troy, Alabama

**October 2023-Present**

**Assessment Coordinator**  
*School of Hospitality, Sport, and Tourism Management*  
Troy University, Troy, Alabama

**August 2021-Present**

### **SCHOLARLY ACTIVITY**

Corr, S., Atwater, C., & **Sellars, N.** (2024). Racial tasking within racialized organizations: How tasking leads to racially inequitable financial remuneration in Power-5 college football. *Sociology of Sport Journal*.

Jolly, K., Corr, C., Stokowski, S., & **Sellars, N.** (2024). Leaders beyond sport: An exploratory comparative analysis of international and domestic college athletes' leadership competencies. *Journal of Leadership Education*.

**Sellars, N.**, Atwater, C., Corr, C., & Martin, C. (2023). Student perceptions of program quality: the value of COSMA accreditation in the strategic development of Sport Management curricula. *Sport Management Education Journal*.

**Sellars, N.**, Jacobs, B., & Wendry, B. (2022). Utilizing Social Cognitive Career Theory to explore the underrepresentation of women in Sport Management degree programs. *Managing Sport and Leisure*. DOI: 10.1080/23750472.2022.2096673

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.

Silverman, R., & **Sellars, N.** (in review). "Let's just let people choose how they want to compete": Perceptions of biological female athletes on transgender participation in women's contact sports. *Sociology of Sport Journal*.

Corr, C., **Sellars, N.**, Atwater, C., Macaulay, C., Jolly, K., & Stokowski, S. (in review). "The only ones I could rely on": The value of the international athlete experience at NCAA Division I institutions. *Journal of Applied Sport Management*.

### **CONFERENCE PRESENTATIONS**

Jolly, K., Corr, C., Paule-Koba, A. L., & **Sellars, N.** (2024). Leaders beyond sport: A comparative analysis of international and domestic National Collegiate Athletic Association athletes' leadership competencies. Presented at the 2024 European Association for Sport Management, Paris, France.

- Jolly, K., Corr, C., Stokowski, S. & **Sellars, N.** (2024). On and off the court: A comparative analysis of leadership competencies between domestic and international student-athletes. Presented at the 2024 College Sport Research Institute Conference on College Sport, Columbia, SC, United States.
- Sellars, N.**, Atwater, C., Corr, C., & Martin, C.L.L. (2024). Student perceptions of program quality: the value of COSMA accreditation in the strategic development of Sport Management curricula. Presented at the 2024 Commission on Sport Management Accreditation Conference in Montgomery, Alabama, USA.
- Sellars, N.**, Jacobs, B., & Wendry, B. (2024). Using Social Cognitive Career Theory to explore the underrepresentation of women in Sport Management degree programs. Presented at the 2024 Commission on Sport Management Accreditation Conference in Montgomery, Alabama, USA.
- Dickens, K., & **Sellars, N.** (2024). An evaluation of sport management student satisfaction with online vs. face-to-face coursework. Presented at the 2024 Commission on Sport Management Accreditation Conference in Montgomery, Alabama, USA.
- Sellars, N.**, Mathner, R., & Lewis, H. (2024). Shaping leaders: Utilizing DISC profiling to drive personal and professional development in Sport Management. Presented at the 2024 Commission on Sport Management Association Conference in Montgomery, Alabama, USA.
- Jolly, K., Corr, C., Paule-Koba, A. L., & **Sellars, N.** (2024). Leaders beyond sport: A comparative analysis of international and domestic National Collegiate Athletic Association athletes' leadership competencies. Presented at the 2024 European Association for Sport Management, Paris, France.
- Sellars, N.**, & Lewis, H. R. (2024). Professional development in hospitality: improving student preparedness through role play. Presented at the Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, USA.
- Lewis, H. R., & **Sellars, N.** (2024). Perceptions and importance of authorship order, contributions, and misbehavior in academic research. Presented at the Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, USA.
- Lewis, O. O., Lewis, H. R., & **Sellars, N.** (2024). Representation matters: the need for diversity in higher education Hospitality Management programs. Presented at the Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, USA.

- Silverman, R.S., Carroll, M., Dixon, H., **Sellars, N.**, & Dixon, A. (2024). An exploration of biological female athletes' perceptions on the inclusion of transgender athletes in women's contact sports. Presented at the *2024 Sport & Recreation Law Association Conference* in Baltimore, Maryland, USA.
- Corr, C., Macaulay, C. D. T., **Sellars, N.**, Atwater, C., Jolly, K., & Stokowski, S. (2023). Perceptions of female international students' lived experience as college athletes. Presented at the 2023 European Association for Sport Management, Belfast, Northern Ireland.
- Sellars, N.**, & Parkin, H. (2023). Career development of minority students in sport and leisure: an application of Social Cognitive Career Theory. Presented at the 2023 Commission on Sport Management Association Conference in Tampa, Florida, USA.
- Sellars, N.**, Lewis, H., & Dickens, K. (2023). How much is enough? Faculty perceptions of collaborative writing, research misbehaviors, and authorship order. Presented at the 2023 Commission on Sport Management Association Conference in Tampa, Florida, USA.
- Lewis, H., & **Sellars, N.** (2022). Redefining sport tourism to create a greater tourism impact. Presented at the 2022 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference in Washington, D.C.
- Sellars, N.**, Mathner, R. P. (2022). Student career development – utilizing role play to improve interview preparedness. Presented at the 2022 North American Society for Sport Management in Atlanta, Georgia, USA.
- Sellars, N.**, Atwater, C., & Corr, C. (2022). Perceptions of female international students' lived-experience as college athletes. Presented at the Thirteenth International Conference on Sport & Society in Aarhus, Denmark.
- Sellars, N.**, & Lewis, H. (2022). Nostalgia sport tourism: Major League Baseball parks in the United States. Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education. Presented at the 7th Annual SECSA ICHRIE Virtual Conference, Florida, USA.
- Corr, C., **Sellars, N.**, & Atwater, C. (2022). Preparedness through industry fundamentals pedagogy. Presented at the 2022 Commission on Sport Management Association Conference in Houston, Texas, USA.
- 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, USA.

**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, USA.

**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, USA.

**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, USA.

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, Canada.

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, USA.

**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)

## **UNIVERSITY TEACHING EXPERIENCE**

<b>Troy University</b>				
<b>Classification</b>	<b>Prefix</b>	<b>Course</b>	<b>Term</b>	<b>Rating*</b>
Graduate	SM6691	Research Methods II	Summer 2024	<b>7</b>
Undergraduate	HSTM4451	Sport Economics (online)	Summer 2024	<b>6.9</b>
Undergraduate	HSTM4451	Sport Economics (online)	Spring 2024	<b>6.8</b>
Undergraduate	HSTM4499	Senior Seminar	Spring 2024	<b>6.6</b>
Undergraduate	HSTM4499	Senior Seminar (online)	Spring 2024	<b>7</b>
Graduate	SM6617	Research Methods I (online)	Spring 2024	<b>7</b>
Graduate	SM6691	Research Methods II	Spring 2024	<b>6.6</b>

Graduate	SM6617	Research Methods I	Fall 2023	<b>6.9</b>
Undergraduate	HSTM4470	Revenue Generation	Fall 2023	<b>6.0</b>
Undergraduate	HSTM4499	Senior Seminar	Fall 2023	<b>6.2</b>
Undergraduate	HSTM4499	Senior Seminar (online)	Fall 2023	<b>6.8</b>
Graduate	SM6691	Research Methods II	Summer 2023	<b>7.0</b>
Undergraduate	HSTM3320	Event Information, Communication	Spring 2023	<b>7.0</b>
Undergraduate	HSTM3353	Legal Aspects	Spring 2023	<b>7.0</b>
Undergraduate	HSTM4443	Case Studies in Sport	Spring 2023	<b>7.0</b>
Graduate	SM6691	Research Methods II	Spring 2023	<b>6.9</b>
Graduate	SM8860	Dissertation		
Graduate	SM6625/6	Specialized Study		
Graduate	SM6624	Sociological Aspects of Sport		
Undergraduate	HSTM4440	Governance		
Undergraduate	HSTM4430	Sport Marketing		
Undergraduate	HSTM3350	Leadership in HSTM		
Undergraduate	HSTM2255	Introduction to Sport Management		
Undergraduate	HSTM2210	Introduction to Event Management		
<b>American Public University</b>				
<b>Classification</b>	<b>Prefix</b>	<b>Course</b>	<b>Term</b>	
Undergraduate	ESPT499	Seminar in Esports	Spring 2024	
Undergraduate	ESPT499	Seminar in Esports	Spring 2024	
Undergraduate	ESPT498	Externship in Esports	Spring 2024	
Undergraduate	ESPT201	Contemporary Issues in Esports	Summer 2024	
Undergraduate	ESPT101	Introduction to Esports	Summer 2024	
<b>Metropolitan State University Denver</b>				
Undergraduate	SM2050	Introduction to Sport Management	Fall 2018	
Undergraduate	SM390A	Sport Literature and Film	Spring 2019	
Undergraduate	SM4600	Organization and Administration of Sport	Spring 2019	
<b>University of Northern Colorado</b>				

Undergraduate	SES100	Basketball	Fall 2017	
Undergraduate	SES111	Bowling	Fall 2018	
Undergraduate	SES134	Self-Defense	Fall 2017	
Undergraduate	SES461	Administration and Law	Spring 2019	

## **RESEARCH INTERESTS**

Gender and diversity in sport  
Career development  
Pedagogy  
Assessment

## **GRANT ACTIVITY**

### **FUNDED**

OSP Grant Writing Initiative, Troy University, Troy, Alabama 2024  
“Beyond the game: Empowering student-athletes through career coaching”  
\$2,500 Writing Initiative

Faculty Development, Troy University, Troy, Alabama 2024  
\$1000 Travel Grant

COSMA Graduate Student Research Grant, Fort Collins, CO 2024  
“International student-athlete decisions to remain in the United States post-graduation”  
Jolly, K. (P.I.), Corr, C., & \*Sellars, N  
\$1,650

COSMA Graduate Student Research Grant, Fort Collins, CO 2023  
“An evaluation of sport management student satisfaction with online vs. face-to-face  
coursework”  
Dickens, K. (P.I.), & \*Sellars, N.  
\$1,500

Faculty Development, Troy University, Troy, Alabama 2023  
\$1000 Travel Grant

Faculty Development, Troy University, Troy, Alabama 2022  
\$1000 Travel Grant

Faculty Development, Troy University, Troy, Alabama 2020  
\$1000 Travel Grant

Graduate Student Association, University of Northern Colorado, Greeley, Colorado 2019  
\$250 Travel Grant

Department of Human Performance and Sport, Metropolitan State University, Denver, Colorado 2018  
\$775 Travel Grant

College of Natural and Health Sciences, University of Northern Colorado, Greeley, Colorado 2018  
\$500 Travel Grant

Graduate Student Association, University of Northern Colorado, Greeley, Colorado 2017  
\$600 Travel Grant

College of Natural and Health Sciences, University of Northern Colorado, Greeley, Colorado 2017  
\$250 Travel Grant

*\*Indicates role as student advisor*

### **UNFUNDED PROPOSALS**

NCAA Innovations in Research and Practice Grant	2024
National Collegiate Athletic Association, Indianapolis, IN	
“Beyond the game: Empowering student-athletes through career coaching”	
\$10,500	
NCAA Graduate Student Research Grant	2021
National Collegiate Athletic Association, Indianapolis, IN	
“Perceptions of female international students’ lived-experience as college athletes”	
Brundidge, L., *Sellars, N. (co-P.I.), Corr, C. (co-P.I.), & Atwater, C.	
\$3,763	

### **INSTITUTIONAL LEADERSHIP & SERVICE**

#### **CHAired DISSERTATION COMMITTEES**

- Dr. Brittany Anderson (2024). *This play is under review: officiating football as a Black woman*  
Current Position: Physical Education Teacher
- Dr. Kelsi Dickens (2023). *An evaluation of sport management student satisfaction with online vs. Face-to-face coursework*  
Current Position: Sport Management Program Coordinator and Assistant Professor, Southeastern University
- Santiago Pinzon (in progress). *Examining the strategic importance of social networks relative the career advancement opportunities of National Collegiate Athletic Association Division II athletic administrators*  
Current Position: Assistant Athletic Director of Compliance, Troy University

#### **DISSERTATION COMMITTEES**

- Dr. Karina Jolly (2024). *Pursuing the American dream: a holistic development of international student-athletes in the U.S.*  
Current Position: Sport Management Faculty at Georgia College and State University
- Dr. Samantha Williams (2024). *Student athletes and sexual health education: attitudes of coaches and social workers*  
Current Position: Sport Management Lecturer at Kennesaw State University
- Dr. Rachel Silverman (2024). *Biological female athletes’ perceptions of the inclusion of transgender athletes in women’s contact sports: an exploratory case study*  
Current Position: Sport & Recreation Management Assistant Professor & Program Coordinator, University of Nebraska at Kearney
- Dr. Taylor Gilmore (2024). *An assessment of recreational directors’ leadership performance level and implementation of volunteer coach training programs*  
Current Position: Activity Director, Guided Pathways to Success at Gulf Coast State College
- Dr. Kasey Spindler (2023). *Title IX compliance: An exploratory study investigating athletic administrators’ utilization and assessment of “other benefits”*  
Current Position: Teacher/Coach, MSD of Mt. Vernon



Rachel Felmet (in progress)  
Jason Hitzeman (in progress)  
Bailey Lis (in progress)  
Hilary Parkin (in progress)

## **UNIVERSITY, COLLEGE, & DEPARTMENTAL SERVICE**

### Troy University

- CRM Advise Pilot Committee November 2023-
- Student Disciplinary Committee August 2023-
- Strategic Planning Committee: Student Wellness August 2022-
- ESPORT Minor: *Creator and Coordinator* June 2022-
- HSTM Alumni Advisory Board December 2021-
- Faculty Advisor: *Chi Sigma Mu Honor Society* September 2021-
- COSMA Assessment Committee: *Chair* January 2021-
- Curriculum Development Committee January 2021-
- Faculty Advisor: *Sport Management Club* August 2019-

### University of Northern Colorado

- Academic Appeals Board Member August 2018-May 2019
- Research Proposal Reviewer February 2017-May 2019
- Research Day Presentation Reviewer and Room Facilitator April 2017

## **LEADERSHIP & SERVICE TO THE FIELD**

### **JOURNALS & EDITORIAL BOARDS**

#### Editorial Board Member

- *Commission on Sport Management Accreditation (COSMA) Journal* August 2023-

### **PEER-REVIEWER**

#### Manuscript Peer-Reviewer

- *Applied Research in Coaching and Athletics Annual* January 2024-
- *Journal of Applied Sport Management* September 2023-
- *Journal of Education and Recreation Patterns* February 2023-

#### Conference Abstract Peer-Reviewer

- Council on Hotel, Restaurant, and Institutional Education (CHRIE) January 2024-
- Commission on Sport Management Accreditation (COSMA) November 2022-

### **SPECIAL ASSIGNMENTS**

#### Assessment-Related Service

- COSMA Esport Task Force February 2023
- COSMA Esport Panelist May 2023
- COSMA Site Reviewer November 2022-

## **AWARDS & CERTIFICATIONS**

Ingalls Award: Teacher of the Year  
Troy University, Troy, AL

2022

Finalist

HSTM Teacher of the Year 2022  
Troy University, Troy, AL  
Department of Hospitality, Sport, & Tourism Management

### **PROFESSIONAL DEVELOPMENT**

American Public University

- AI & Course Development June 2024
- Gen-AI & the Classroom June 2024

Troy University

- RSI: Bookings with Me January 2023
- Regular and Substantive Interaction (RSI) November 2022
- Going Virtual with Microsoft Teams Spring 2020

### **PRIOR RELEVANT EXPERIENCE**

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

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

**Undergraduate Research Assistant** August 2013-May 2014  
*Department of Communication*  
Boise State University, Boise, Idaho

### **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.