

ELIZABETH J. SHEEHAN

Curriculum Vitae

OFFICE:

Sport Management Department
School of Business
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55 River Front Drive, #311
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EDUCATION

University of Massachusetts Amherst, Massachusetts, Ph.D., Sport Management (May 2006)
Dissertation: *An empirical investigation into the impact of an experience-based learning course on students' emotional competency*

University of Massachusetts Amherst, Massachusetts, M.S., Sport Management (May 1996)

Mount Saint Mary's College, Emmitsburg, Maryland, B.A., Rhetoric and Writing (May 1993)

EMPLOYMENT

Southern New Hampshire University – Manchester, New Hampshire
Assistant Professor – May 2006 to present

Southern New Hampshire University – Manchester, New Hampshire
Instructor of Sport Management – September 2005 – May 2006

PUBLICATIONS IN REFEREED JOURNALS

Spence, K., Hess, D., McDonald, M., & Sheehan, B. (to be published). Designing experiential learning curricula to develop future sport leaders. *Sport Management Education Journal*.

Sheehan, B., McDonald, M., & Spence, K. (2009). Developing students' emotional competency using the classroom-as-organization (C-A-O) approach. *Journal of Management Education*, 33(1), 77-98.

Spence, K., & Jowdy, B. (Winter 2007). Using AQAL to Enhance Student Development Through the Internship Process. *Journal of Integral Theory and Practice*, 2(4), 50-67.

Jowdy, E., McDonald, M., & Spence, K. (2004). An Integral Approach to Sport Management Internships. *European Sport Management Quarterly*, 4, 215-233.

Jowdy, E., & McDonald, M. (2003). Relationship marketing and interactive fan festivals: The Women's United Soccer Association's 'Soccer Sensation'. *International Journal of Sports Marketing & Sponsorship*, 4(4), 295-311.

Jowdy, E., & McDonald, M. (2002). The FUTURES Golf Tour case study: Sponsorship sales and eduselling. *Sport Marketing Quarterly*, 11(4), 248-251.

Jowdy, E., & McDonald, M. (2002). Tara Nott case study: Celebrity endorsements and image matching. *Sport Marketing Quarterly*, 11(3), 186-189.

BOOKS

Jowdy, Beth, & McDonald, M. (2008). *The Impact of Experience-based Learning on Students' Emotional Competency*. VDM Verlag Dr. Müller Aktiengesellschaft & Company: Saarbrücken, Germany. 978-3-8364-3766.

BOOK CHAPTERS

Jowdy, B., McDonald, M., and Spence, K. (2008). An integral approach to experiential learning: A foundation for event management and personal development. In C. Mallen and L. Adams, L., *Sport, recreation and tourism event management: Theoretical and practical dimensions*. Burlington, MA: Butterworth-Heinemann/Elsevier.

EDITED JOURNALS

International Journal of Sport Management and Marketing (2008), Special Issue on Innovative Pedagogy, editor, Mark McDonald, associate editor, Beth Jowdy.

CONFERENCE PRESENTATIONS

Sheehan, Beth & McDonald, Mark (October 2009). "Incorporating an Integral approach to experiential education: A new foundation to expand and deepen learning." Paper presented at the annual meeting of the National Society for Experiential Education (NSEE), Dallas, TX.

Jowdy, Beth & McDonald, Mark (October 2007). "Measuring the impact of experience-based learning on students' emotional competency development." Paper presented at the annual meeting of the National Society for Experiential Education (NSEE), Seattle, WA.

Jowdy, Beth, McDonald, Mark & Spence, Kirsty (June 2007). "Developing students' emotional competency through an experience-based learning course." Paper presented at the Organizational Behavior Teaching Conference (OBTC), Malibu, CA.

Spence, Kirsty, Jowdy, Elizabeth, & McDonald, Mark. (June 2006). "Excellence in [Sport] Management education: Realizing human potential among sport management internship students." Paper presented at the Organizational Behavior Teaching Conference (OBTC), Rochester, NY.

Jowdy, Elizabeth, & McDonald, Mark (May/June 2006). "An empirical investigation into the impact of an experience-based learning course on students' emotional competency." Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Kansas City, MO.

Spence, Kirsty, & Jowdy, Elizabeth (May/June 2006). "Facilitating holistic learning within the internship curriculum: Overcoming current constraints." Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Kansas City, MO.

Spence, Kirsty, Jowdy, Elizabeth, & McDonald, Mark (June, 2005). "Teaching the Whole Person: Using Wilber's Integral Approach to Guide Learning Within Internship Experiences." Paper presented at the Organizational Behavior Teaching Conference (OBTC), Scranton, PA.

Jowdy, Elizabeth, Spence, Kirsty, & McDonald, Mark (June, 2005). "An Integral Approach to Sport Management Internships." Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Regina, Saskatchewan, Canada.

Jowdy, Elizabeth, & McDonald, Mark (November 2004). "The Impact of Experiential Learning Courses on Students' Emotional Competency." Paper presented at the annual meeting of the Sport Management Association of Australia & New Zealand (SMAANZ), Melbourne, Australia.

Jowdy, Elizabeth, & McDonald, Mark (June, 2004). "Fields of emotion: Exploring the 'intangible' meanings of attending intercollegiate sporting events". Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Atlanta, GA.

POSTER PRESENTATIONS

Bogle, Kimberly, Hecox, Mark & Sheehan, Beth (May 2009). "An Analysis of an International Educational Experience for Sport Management Students." Poster presented at the annual meeting of the *North American Society of Sport Management* (NASSM), Columbia, SC.

RESEARCH GRANTS AND CONTRACTS

Southern New Hampshire University Summer Research Grant (2006) - Measuring the impact of an integral internship curriculum on students' ego development: SCT scoring, interview transcriptions, first phase of longitudinal study.

Amount \$3,200

University of Massachusetts Sport Management Department Summer Research Grant (2005 & 2006) - Measuring Ego Development: SCT Scoring Training.

Amount: \$2,400.00 & \$2,600.00

TEACHING

Undergraduate

Introduction to Sport Management (SPT 111: Fall 2005 to present)

Sport Marketing (SPT 208: Fall 2005, Spring 2006)

Governance and Management of Sport Organizations (SPT 201: Fall 2006 to present)

Sport Event Sponsorship (SPT 310: Fall 2006 to present)

Sport Event Management and Marketing (SPT 415: Spring 2006 to present)

First Year Seminar: Foundations of Critical Thinking (SNHU 101: Fall 2007)

Graduate

Sport Event Management and Leadership (SPT 579: Term 2, 2009)

PROFESSIONAL SERVICE

Sport Management Education Journal (2009 to present)

- Manuscript reviewer

Journal of Experiential Education (2009 to present)

- Manuscript reviewer

North American Society for Sport Management Conference (Miami, FL) (2007)

- Abstract Reviewer (Pedagogy/Experiential Learning)

Journal of Management Education (2007)

- Manuscript Reviewer

UNIVERSITY SERVICE

SNHU College Unbound, Director (2009 to present)

General Education Committee (2008-2010)

Center for Entrepreneurship & Social Innovation (CESI) Advisory Board (2008 to present)

- Chair, 2009 NH Start-Up Challenge Awards Banquet

Writing Enhancement Team Member (2007-2009)

University Committee for the Faculty (2008-2009)

Teacher Talk Co-facilitator (Fall 2007/Spring 2008): *The Courage To Teach* by Parker Palmer

COMMUNITY SERVICE

Big Brothers Big Sisters of Greater Manchester, Board Member (2009 to present)

SNHU High School Partnership Program Special Projects Advisor: Developing an experiential and service learning curriculum for high school students interested in pursuing enrollment in a university.

PROFESSIONAL AFFILIATIONS

National Society for Experiential Education (NSEE)

Organizational Behavior Teaching Society (OBTS)

UMASS MASTER'S DEGREE PROGRAM PROJECTS

1996 National Basketball Association's All-Star Weekend and Jam Session, San Antonio, Texas

- Performed on-site market research and event evaluation. Methodology: computer surveys and in-person interviews.
- Produced and wrote market research report for presentation to NBA Events & Attractions Group.

1996 New Balance Haigis Hoopla VI 3-on-3 Basketball Tournament, Amherst, Massachusetts

- Recruited and trained 250 volunteers for pre-event, event and post-event activities.
- Assisted in managing and planning all aspects of on-site tournament operations.

PROFESSIONAL EXPERIENCE

Writing Center Consultant: September 2002 – May 2003

**The Channing BETE Company, Inc. Writing Center – Isenberg School of Management
University of Massachusetts – Amherst, Massachusetts**

- One-on-one tutoring to help students improve key components of business writing: including sentence and paragraph structure, argument structure/presentation and audience/voice.
- Developed procedures and created documents to record and assess tutorial services offered to students on an individual basis.

Account Manager: June 2000 – October 2001

LeadDog Marketing Group, New York, New York

- Developed sponsorship rights/benefits packages and customized promotions based on client's target markets and corporate partners.
- Formulated sales kit (press release, personal profile, and athletic achievements) and solicited corporate endorsement, media and promotional opportunities for Tara Nott, Olympic Gold Medalist in Women's Weightlifting.
- Managed and directed all event operations/logistics for the Soccer Sensation (pre-game fan zone) at the inaugural 2001 Women's United Soccer Association Championship.

Director of Women's Basketball Operations: June 1998 – June 2000

Georgia Tech Athletic Association, Atlanta, Georgia

- Managed staffing, facilities, registration and marketing for the GT/Agnus Berenato Summer Basketball Camps.
- Established and cultivated grassroots relationships with women's organizations, middle and elementary schools, recreation programs, Boys & Girls Clubs, Girl Scouts and other non-for-profit organizations.
- Directed operations and solicited sponsors and participants for fundraising golf tournament.

Account Manager: March 1997 - June 1998

API Soccer, New York, New York

- Managed and surveyed the contract terms and deliverables of 12 corporate sponsorship accounts for the United States Soccer Federation (USSF) and the United States Youth Soccer Association (USYSA).
- Coordinated on-site promotions and marketing activities for sponsors at USSF National Team soccer matches and the USYSA National Championships.

RELATED WORK EXPERIENCE

- Basketball Competition Management Intern, Atlanta Committee for the Olympic & Paralympic Games, Atlanta, Georgia: May - September 1996
- Graduate Assistant, University of Massachusetts Athletic Department, Amherst, Massachusetts: September 1995 - May 1996

- Camps & Special Events Intern, Women's Basketball Coaches Association, Lilburn, Georgia: August 1994 - August 1995
- General/Communications Intern, Women's Sports Foundation, East Meadow, New York: September - December 1993
- Sports Information Intern, Mount Saint Mary's College Sports Information Department, Emmitsburg, Maryland: January - May 1993
- Coach, Freshman Girl's Basketball, Brookfield High School, Brookfield, Connecticut: November 1993 - March 1994