

Cheryl R. Rode, Ph.D.

Niagara University
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EDUCATION

- Ph.D.** *University of Tennessee*, Knoxville, TN, May 2015
Concentration: Sport Studies
Specialization: Sport Management
Cognate: Policy Administration
Advisor: Robin Hardin, Ph.D.
Dissertation: Sport tourism, destination image and college football games: The recreational vehicle tailgater
American Kinesiology Association Doctoral Scholar Award
- M.S.** *Texas A&M University*, College Station, TX, May 2008
Kinesiology, emphasis in Sport Management
Advisor: Michael Sagas, Ed.D.
Thesis: Academic programs and services that affect student-athlete success
- B.S.** *Texas A&M University*, College Station, TX, May 2004
Agriculture Science, Teacher Certification
- B.S.** *Texas A&M University*, College Station, TX, December 2001
Horticulture

ACADEMIC EXPERIENCE

Associate Professor, College of Hospitality, Sport, and Tourism Management, Niagara University, NY, August 2022-Present

Assistant Professor, College of Hospitality, Sport, and Tourism Management, Niagara University, NY, August 2017-August 2022

Classes taught:

- Niagara University Beginnings (undergraduate, Fall)
- Sport Communication and Technology (undergraduate, Fall, Spring)
- Sport and Recreation Programming (undergraduate, Fall)
- Sport Finance (graduate, Fall, Spring)
- Organizational Behavior in Sport (undergraduate, Spring, Summer)

- Strategic Management in Sport (graduate, Spring, Summer)
- Sport Management and Recreation (undergraduate, Fall)
- Structure and Function of Sport and Recreation (graduate, Fall)
- Introduction to Sport Management (undergraduate, Fall, Spring)
- Social Issues in Sport (undergraduate, Spring, Summer)
- Issues and Ethics in Sport (graduate, Spring)

Assistant Professor, Department of Kinesiology and Sport Management, Texas Tech University, Lubbock, TX, July 2016-August 2017

Classes taught:

- Introduction to Sport Management (undergraduate, Summer)
- Sport Communication (undergraduate, Fall, Spring, Summer)
- Sport Facilities & Event Management (undergraduate, Spring)

Assistant Professor, Division of Business, Ohio Dominican University, Columbus, OH, July 2015-June 2016

Classes taught:

- Introduction to Sport Management (undergraduate, Fall & Spring)
- Sport Economics & Finance (undergraduate, Fall)
- Sport Event & Facility Management (undergraduate, Fall)
- Sport Marketing (undergraduate, Spring)
- Sport Marketing & Consumer Behavior (graduate, Fall)
- Sport Sociology & Ethics (graduate, Spring)

Graduate Teaching Associate, Department of Kinesiology, Recreation and Sport Studies, University of Tennessee, Knoxville, TN, August 2012-May 2015.

Classes taught:

- Sport Marketing (undergraduate)
- Intercollegiate Athletics (undergraduate)
- Orientation to Kinesiology (undergraduate)
- Orientation to Recreation and Sport Management (undergraduate)

Senior Academic Advisor, General Academic Programs, Texas A&M University, College Station, TX, September 2011-June 2012.

Academic Advisor II, General Academic Programs, Texas A&M University, College Station, TX, October 2010-August 2011.

Academic Learning Assistant, Academic Tutor, Texas A&M University athletic department, College Station, TX, September 2003-October 2010.

PUBLICATIONS

1. Stokowski, S., Rubin, L.M., **Rode, C.R.**, Fridley, A., & Shkorupeieva, S. (2020). Separate kingdoms: Academic advisors' perceptions of college athletes and athletic departments. *The Mentor: Innovative Scholarship on Academic Advising*, 22, 16-32. DOI: 10.26209/MJ2261353.
2. Taylor, E.A., Hayes Sauder, M., & **Rode, C.R.** (2020). Perceived job demands and resources in the sport management academic environment. *Sport Management Education Journal*. Advance online publication. 10.1123/smej.2019-0025.
3. Taylor, E.A., Hayes Sauder, M., & **Rode, C.R.** (2020). Job demands and resources within sport management programs: Perceptions of faculty. *Sport Management Education Journal*, DOI: 10.1123/smej.2019-0025.
4. Judge, L.W., Petersen, J.C., Johnson, J., Bellar, D.M., Leitzelar, B., Nordmann, N., & **Rode, C.R.** (2018). An examination of division I athletic-academic support services facilities and staffing. *Journal for the Study of Sports and Athletes in Education*, 12(3), 220-239. DOI: 10.1080/19357397.2018.1525140
5. Huml, M., Towle, C., Pifer, D., **Rode, C.R.** (2018). If we build it, will they come? The effect of new athletic facilities on Power Five football/basketball recruiting rankings. *Journal of Marketing for Higher Education*. DOI: 10.1080/08841241.2018.1478924
6. Williams, D., **Rode, C.R.**, Slavich, M. (2018). Examining RV tailgaters and campers at Talladega Speedway during race week. *Global Sport Business Journal*. 6(1), 29-45.
7. Taylor, E. A. & Hardin, R., **Rode, C.R.** (2017). Contrapower harassment in the sport management classroom. *NASPA Journal about Women in Higher Education*. 11(1), 17-32.
8. Taylor, E., Smith, A.B., **Rode, C.R.**, & Hardin, R. (2017). Women don't know anything about sports: Female faculty members and contrapower harassment. *Sport Management Education Journal*, 11, 61-71.
9. **Rode, C. R.**, & Hardin, R. (2017). The RV Tailgater: A unique subculture of college football fans. *Global Sport Business Journal*, 5(1), 42-60.
10. Stokowski, S., **Rode, C.R.**, & Hardin, R. (2016). Academic advisors' perceptions of student-athletes and academic departments at NCAA Division I institutions. *The Journal of Sport*, Vol. 5, Iss. 1, Art. 5.
11. **Rode, C.R.** (2015). An alternate perspective to the Jackie Robinson story. In S.N. Waller (Ed.). '42': *The rest of the story: An examination of the intersection of race, class,*

spirituality, and sport in the Jackie Robinson story (pp. 97-106). Bloomington, IN: Xlibris Press.

OTHER PUBLICATIONS

1. **Rode, C.R.**, Sebby, A., & Jordan, K. (2018). Perceptions of destination image and effects on college football fans: A case study of conference realignment. *Archives of Business Research*, 6(10), 234-249.

MANUSCRIPTS IN PROGRESS

1. **Rode, C.R.** & Howes, J.M. Governance and Policies for Transgender Athletes (book chapter)
2. Treadway, D.C., **Rode, C.R.**, & Niland, B. Crisis management in youth sport organizations.
3. **Rode, C.R.** & Howes, J.M. Understanding the choice of not seeking COSMA accreditation. What are the implications of this choice?
4. Howes, J.M. & **Rode, C. R.** Examining experiential learning opportunities within various U.S. Collegiate Sport Management Programs.
5. **Rode, C.R.** Determining tourism information provided to RV tailgaters attending college football games

NATIONAL/INTERNATIONAL CONFERENCE PRESENTATIONS

- Howes, J.H. & **Rode, C.R.** (2023, February). Examining experiential learning opportunities within U.S. collegiate sport management programs. *Commission on Sport Management Accreditation Annual Conference*, Tampa, FL.
- **Rode, C.R.** & Howes, J.H. (2022, February). Understanding the choice of seeking or not seeking COSMA accreditation. What are the implications of this choice? *Commission on Sport Management Accreditation Annual Conference*, Houston, TX.
- Taylor, E.A., Sauder, M.H., & **Rode, C.R.** (2019, June). The cultural landscape of sport management: Experiences of sport management faculty. *North American Society for Sport Management*, New Orleans, LA.
- Taylor, E.A., Hayes Sauder, M., & **Rode, C.R.** (2019, February). Job demands and supports for sport management faculty: A qualitative investigation. *Commission on Sport Management Accreditation Annual Conference*, Atlanta, GA.

- Barker, K., Tutka, P., **Rode, C.R.**, & Williams, D. (2018, October). Using Twitter to reach fans: How successful is a minor league franchise in turning Twitter posts into potential attendees. *Sport Marketing Association*. Frisco, TX.
- Pifer, N.D., Huml, M.R., & **Rode, C.R.** (2018, June). If we build it, will they come? The effect of new athletic facilities on recruiting rankings for Power Five football and men's basketball programs. Poster session at *North American Society of Sport Management*. Halifax, Nova Scotia.
- Reimer, B., Zonder, E., & **Rode, C.R.** (2018, March). Sport tourism and runDisney: An analysis of participant motivations through achievement goal orientations. Poster session at *Sport Entertainment & Venues Tomorrow*. Columbia, SC.
- Williams, D., Murfree, J., Tutka, P., & **Rode, C.** (2018, February). The influence university athletics have on exposing out-of-state students to archaic state laws: A case study. *Sport and Recreation Law Association*. San Antonio, TX.
- **Rode, C.R.** & Massengale, D. (2017, November). The examination of interscholastic sport rules regarding transgender student-athlete participation. *North American Society of Sport Sociology*. Windsor, ON.
- Williams, D., Tutka, P., & **Rode, C.R.** (2017, November). Where legends can be made: A case of exposing out-of-state students to a state's archaic laws. *North American Society of Sport Sociology*. Windsor, ON.
- **Rode, C.R.** & Slavich, M. (2017, June). Moving off campus: An examination of NCAA Division I college football neutral-site games. *North American Society of Sport Management*. Denver, CO.
- Stokowski, S., Li, B., Wilson, C.H., Turk, M., **Rode, C.R.** & Goss, B.D. (2016, June). I am not a tyrant: Sport management faculty members' attitudes toward students. *North American Society of Sport Management*. Orlando, FL.
- Taylor, E.A., Smith, A.B., **Rode, C.R.** & Hardin, R. (2016, June). Contrapower harassment: A quantitative analysis of the experiences of sport management female faculty. *North American Society of Sport Management*. Orlando, FL.
- Williams, D., **Rode, C.R.**, & Slavich, M. (2015, March). Camping for the need of speed: An analysis of the motivations of NASCAR fanatics to camp at racing events. *Sport Entertainment & Venues Tomorrow*. Columbia, SC.
- **Rode, C.R.** (2015, June) The RV tailgater: Motivations of this unique lifestyle. *North American Society of Sport Management*. Ottawa, ON.

- Taylor, E., **Rode, C.R.** (2015, June) Contrapower harassment: Experiences of sport management female faculty members. *North American Society of Sport Management*. Ottawa, ON.
- **Rode, C.R.** (2015, April) An examination of destination image and the RV tailgater. *College Sport Research Institute*. Columbia, SC.
- **Rode, C.R.**, Bowles, J. & Sebby, A. (2015, April) New conferences, new venues: Football fans and destination image. Poster session at *College Sport Research Institute*. Columbia, SC.
- Bowles, J., **Rode, C.R.** (2014, May) Social media and the pressures of elite high school basketball recruiting: A case study. *North American Society of Sport Management*. Pittsburgh, PA.
- Stokowski, S., **Rode, C.R.** (2014, April) The view from on-campus: Academic advisors, student-athletes, and Division I athletics. *College Sport Research Institute*. Columbia, SC.
- Wilson, C.H., **Rode, C.R.** (2013, November). A cinematic cross to bear: Coaches & Christian prayer in American sports. *North American Society for the Sociology of Sport*. Quebec City, Quebec, Canada.
- Stokowski, S., **Rode, C.R.** (2013, May). The feeling is mutual: Academic advisors perceptions of student-athletes. *North American Society of Sport Management*. Austin, TX.
- **Rode, C.R.**, Stokowski, S. (2013, April). Infractions and sanctions in intercollegiate athletics. Poster session presented at the *College Sport Research Institute*. Chapel Hill, NC.
- Stokowski, S., Aicher, T.J., **Rode, C.R.** (2013, April). Stereotype threat through NCAA publications. *College Sport Research Institute*. Chapel Hill, NC.

STATE/REGIONAL CONFERENCE PRESENTATIONS

- Taylor, E., **Rode, C.R.**, (2015, March) Contrapower harassment in the sport management classroom. *11th Annual Graduate Student Research Colloquium*. University of Tennessee, Knoxville, TN.
- **Rode, C.R.** (2014, October). Sport tourism: College football and the RV tailgater. *Tennessee Association for Health, Physical Education, Recreation and Dance*. Murfreesboro, TN.
- **Rode, C.R.** (2014, March) Fan behavior at high school football games. Poster session presented at *Southern Sport Management Conference*. Nashville, TN.

- **Rode, C.R.**, Stokowski, S. (2014, March) Mostly positive: A qualitative analysis of the perceptions of academic advisors towards student-athletes and athletic departments at NCAA Division I institutions. *Southern Sport Management Conference*. Nashville, TN.
- Bowles, J. & **Rode, C.R.** (2014, March) Social media and the image repair process for high school athletes. Poster session presented at the *10th Annual Graduate Student Research Colloquium*. University of Tennessee, Knoxville, TN.
- **Rode, C.R.**, Wilson, C.H. (2013, October). Holy hilarity: Religion in sports comedies. *Popular/American Culture Association in the South Conference*. Savannah, GA.
- **Rode, C.R.**, Stokowski, S. (2013, October). Academic advisor perceptions of NCAA eligibility bylaws. *Tennessee Association for Health, Physical Education, Recreation and Dance*. Murfreesboro, TN.
- **Rode, C.R.** (2013, March). Tensions between the Church of Jesus Christ of Latter-Day Saints and collegiate athletics. Poster session presented at the *9th Annual Graduate Student Research Colloquium*. University of Tennessee, Knoxville, TN.
- **Rode, C.R.** (2012, October). Academic services for student-athletes: What to expect. *Tennessee Association for Health, Physical Education, Recreation and Dance*. Murfreesboro, TN.
- **Rode, C.R.** (2012, September). Academic services for student-athletes: Bridging the gap. *Popular/American Culture Association in the South Conference*. Nashville, TN.

INVITED PRESENTATION

- **Academic Advisors Perceptions of Student-Athletes**
 - April 2014, University of North Carolina “Sports Focus,” radio program presented by WCHL and the UNC School of Journalism and Mass Communication.
- **Rode, C.R.**, Taylor, E. (2014, January) The College Student-Athlete, *Sports Studies Certificate Program for the Korean Next Generation of Sports Talent*, Department of Kinesiology, Recreation, and Sport Studies, University of Tennessee

GUEST LECTURER

Guest lectured on the following topics:

- Sport Tourism and destination image
- Title IX
- The RV tailgater
- Sport Marketing

- NCAA academic eligibility requirements
- Sport and religion
- Amateurism in sports
- Cost of attending sporting events
- Advising student-athletes

GRANTS/AWARDS

Finalist, Best Paper Award 2020, “Perceived Job Demands and Resources in the Sport Management Academic Environment” published in Volume 14, Issue 1 of *Sport Management Education Journal* (May 2021).

Niagara University Academic Innovation Fund: Strategic Initiative Grant (2020). Project Title: Sport, Recreation, & Tourism Summit. (**Rode, C.R.**) Submitted for \$2,500, funding on hold due to Covid-19.

Niagara University Academic Innovation Fund: Strategic Initiative Grant (2019). Project Title: Sport, Recreation, & Tourism Summit. (**Rode, C.R.**) Submitted for \$2,500, **funded**.

The University of Alabama College of Education Faculty Research Grant (2016). Project Title: Corny Dogs and Red River Showdowns: An Analysis of Destination Image and the Tailgating Experience at the State Fair of Texas among Football Fanatics (Williams, D., **Rode, C. R.**, & Slavich, M.). Submitted for \$5,710, not funded.

The University of Alabama Research Grants Committee Awards Program (2016). Project Title: Corny Dogs and Red River Showdowns: An Analysis of Destination Image and the Tailgating Experience at the State Fair of Texas among Football Fanatics (Williams, D., **Rode, C. R.**, & Slavich, M.). Submitted for \$5,937, not funded.

Nominated for the Sr. Charles Marie Brantl Award, Ohio Dominican University (January 2016).

Competitive Graduate Student Senate Travel Award, University of Tennessee (May 2015). Awarded \$925 to attend and present research at the *North American Society of Sport Management* conference in Ottawa, Canada.

Best Poster, Contrapower harassment in the sport management classroom. (March 2015) *11th Annual Graduate Student Research Colloquium*. University of Tennessee, Knoxville, TN. Awarded \$100 travel award.

Competitive Graduate Student Senate Travel Award, University of Tennessee (May 2014). Awarded \$875 to attend and present research at the *North American Society of Sport Management* conference in Pittsburgh, PA.

Competitive Graduate Student Senate Travel Award, University of Tennessee (May 2013). Awarded \$975 to attend and present research at the *North American Society of Sport Management* conference in Austin, TX.

ADDITIONAL SCHOLARLY ACTIVITY

COSMA Abstract reviewer, COSMA Conference, Tampa, FL, 2023

COSMA Student Grant and Scholarship Reviewer, *COSMA*, May 2022

Ad Hoc Reviewer, *Journal of Issues in Intercollegiate Athletics*, September 2019

Ad Hoc Reviewer, *Journal of Issues in Intercollegiate Athletics*, May 2019

Abstract Reviewer, Applied Sport Management Conference, Waco, TX, 2018

Abstract Reviewer, Applied Sport Management Conference, Baton Rouge, LA, 2017

Abstract Reviewer, Applied Sport Management Conference, Baton Rouge, LA, 2016

Ad Hoc Reviewer, *The Journal of Sport*, October 2012

SERVICE

Member, Infrastructure Subcommittee, Diversity, Equity, & Inclusion, Spring 2022

Undergraduate Coordinator, Sport Management, Fall 2021-Present

Member, Executive Committee, Academic Senate, Niagara University, Fall 2021- Present

Member, Committee on Committees, Niagara University, Fall 2021-Present

Senate Representative, Policy & Procedures Review Committee, Niagara University, Fall 2020-Present.

Member, Women's Studies Committee, Niagara University, Fall 2020-Present.

Senator, *College of Hospitality & Tourism Management*, Niagara University, Fall 2020-Present.

Member, Take Back the Night Committee, Spring 2020-Present.

Faculty Advisor, Sport & Entertainment Club, Niagara University, Fall 2019-Present

Member, General Education Workgroup: Social Justice courses, Niagara University, Fall 2019-Spring 2020

Member, OEI Assistant Director Search Committee, Niagara University, Fall 2019

Member, Senate Curriculum Committee, Niagara University, 2019-2021

Member, Diversity Committee, Niagara University, 2019-Present

Member, Satisfactory Academic Progress Committee, Niagara University, 2019-Present

Member, Academic Innovation Grant Review Committee, Niagara University, 2019-Present

Coordinator, Niagara University Sport, Recreation, & Tourism Summit, 2018-2021

Faculty Advisor, Sport Management Association, Niagara University, 2018-Present

Academic Integrity Ombudsperson, Niagara University, 2017-Present

Member, Academic Integrity Board, Niagara University, 2017-Present

Assistant Director, Niagara Power, 2017-2018

Faculty representative, Search committee for three Assistant Professor of Sport Management positions, Department of Kinesiology and Sport Management, Texas Tech University, 2016

Faculty representative, Sister Maryanna Childs Writing Award, Ohio Dominican University, Spring 2016

Faculty representative, Sport Management Board of Directors, Ohio Dominican University, Fall 2015-Spring 2016

Faculty representative, Hall of Fame Inductee Dinner and Program, Ohio Dominican University Athletics Department, Fall 2015

Student representative, Search committee for Assistant Professor of Sport Management, Department of Kinesiology, Recreation & Sport Studies, University of Tennessee, 2014-2015

COSMA Accreditation Coordinator, Department of Kinesiology, Recreation, and Sport Studies, University of Tennessee, 2014-2015

Doctoral Seminar Coordinator, Department of Kinesiology, Recreation, and Sport Studies, University of Tennessee, 2014-2015

Doctoral Seminar Co-Coordinator, Department of Kinesiology, Recreation, and Sport Studies, University of Tennessee, 2013-2014

PROFESSIONAL DEVELOPMENT

Grant Writing Series, Niagara University, Fall 2020

Best Practices in Teaching, University of Tennessee, Fall 2012

PROFESSIONAL AFFILIATIONS

North American Society for the Sociology of Sport, 2017-Present

Commission on Sport Management Accreditation, 2014-Present

North American Society of Sport Management, 2012-present

International Council on Hotel, Restaurant and Institutional Education, 2016-2017

Tennessee Association for Health, Physical Education, Recreation and Dance, 2012-2015

Popular/American Culture Association in the South, 2012-2015