

CURRICULUM VITAE

University of Idaho

NAME: Brian J. Fowler**DATE:** 01/17/2025**RANK OR TITLE:** Clinical Assistant Professor – Recreation, Sport, and Tourism Management**DEPARTMENT:** Movement Sciences**OFFICE LOCATION AND CAMPUS ZIP:** MEM 203A

PO Box 442401

Moscow, ID 83844-2401

OFFICE PHONE: 208-967-5793**FAX:** 208-885-5929**EMAIL:** bfowler@uidaho.edu**WEB:** <https://www.uidaho.edu/ed/mvsc/faculty/brian-fowler>**DATE OF FIRST EMPLOYMENT AT UI:** August 2021**DATE OF TENURE:** Untenured**DATE OF PRESENT RANK OR TITLE:** August 2021**EDUCATION BEYOND HIGH SCHOOL:****Degrees:**

Ph.D., University of Northern Colorado, Greeley, CO, 2021, Sport & Exercise Science: Sport Administration with a Minor in Applied Statistics and Research Methods

M.A., Gonzaga University, Spokane, WA, 2017, Sport and Athletic Administration

B.S., Chico State University, Chico, CA, 2010, Business Administration – Management with a Minor in Project Management, magna cum laude

A.A., Treasure Valley Community College, Ontario, OR, 2008, Oregon Transfer Degree

Certificates and Licenses:

Adult/Child CPR, AED, & First Aid, American Heart Association, 2020

Certified Associate in Project Management (CAPM), Project Management Institute, 2013-2018

EXPERIENCE:**Teaching, Extension and Research Appointments:**

Clinical Assistant Professor, Department of Movement Sciences, University of Idaho, Aug 2021 – present.

Adjunct Faculty, Department of Sport & Physical Education, Gonzaga University, Aug 2021 – Dec 2021.

Adjunct Lecturer, Department of Sport Management, Indiana State University, Aug 2019 – May 2020.

Instructor/Teaching Assistant, School of Sport and Exercise Science, University of Northern Colorado, Aug 2017 – May 2020.

Research Assistant, Department of Sport Administration, University of Northern Colorado, Aug 2017 – May 2020.

Student Co-Director, UNC Sport Marketing Research Institute, University of Northern Colorado, May 2018 – May 2020.

Research Assistant, Business of Sport Program, University of Colorado, Jun 2018 – Aug 2018.

Research Assistant, Department of Sport and Physical Education, Gonzaga University, Jun 2016 – Aug 2016.

Academic Administrative Appointments:

Program Coordinator, Recreation, Sport, & Tourism Management, University of Idaho, August 2024 – present.

Curriculum and Accreditation Management, Elson S. Floyd College of Medicine, Washington State University, July 2020 – Aug 2021.

Club Sports Manager, Gonzaga University, Aug 2016 – May 2017.

Non-Academic Employment including Armed Forces:

Head Baseball Coach & Program Coordinator, Prairie Cardinals American Legion Baseball (Post Falls, ID)
Jan 2015 – Aug 2017.

Asset and Liability Management Analyst, Missoula Federal Credit Union (Missoula, MT), Jan 2013 – May 2015

Professional Baseball Player, Multiple Leagues and Organizations, Jan 2011 – Dec 2012

Consulting:

Budweiser Events Center (Loveland, CO), Research Consultant, Customer Experience, Apr 2019 – Oct 2019

TEACHING ACCOMPLISHMENTS:

Areas of Specialization: Management, marketing, finance, trends, policy, and leadership in the fields of sport and recreation; athletic coaching; Applied statistics and research methods

Courses Taught:University of Idaho

RSTM 599: Graduate Directed Study (2023-2024)

RSTM 499: Undergraduate Directed Study (2022-2023)

RSTM 498/598: Internship in Recreation, Sport, and Tourism (traditional & online) (2021-2024)

RSTM 490/590: Experience and Event Management (online & hybrid) (2022 & 2024)

RSTM 485/585: Trends and Policies in Recreation, Sport, and Tourism (online) (2022 & 2024)

RSTM 425/525: Programming and Marketing (online) (2021-2022, 2024)

RSTM 280: Practicum in Recreation, Sport, and Tourism (traditional & online) (2021-2024)

RSTM 204: Management of Sport & Recreation Organizations (traditional) (2022)

RSTM 107: Outdoor Recreation and Adventure Sports (co-taught; online) (2022)

RSTM 106: Intro to Sport Management (traditional & online; GenEd) (2023-2024)

RSTM 104: Recreation, Sport, & Tourism in Healthy Communities (traditional & online; GenEd) (2022-2024)

Gonzaga University

EDPE 565: Research Methods and Statistics in Sport and Athletics (online) (2021)

Indiana State University

SPM 622: Sport Finance (online) (2019-2020)

University of Northern Colorado

SES 450: Sport Leadership & Ethics (traditional) (2020)

SES 314: Coaching & Officiating Football (traditional) (2017-2018)

SES 300: Management of Sport Organizations (traditional) (2019)

SES 201: Track & Field (traditional) (2018)

SES 153: Weight Training (traditional) (2018)

SES 125: Hiking (traditional) (2017-2018)

SES 114: Golf (traditional) (2019)

SES 111: Bowling (traditional) (2017)

SES 100: Basketball (traditional) (2018-2019)

TA Courses:University of Northern Colorado

SES 694: Sport in Film (online) (2018)

SES 688: Legal Aspects of Sport (online) (2018)

SES 671: Fundraising & Development in Sport (traditional & online) (2018)

SES 576: Sport Promotion & Marketing (traditional) (2017)

Students Advised:Undergraduate Students (Faculty Advisor & Internship/Practicum Advisor)

Faculty Academic Advisor, B.S.Rec. and students in Program Minors. (Current Advisees: 26; Graduated: 15)

Faculty Internship/Practicum Advisor, B.S.Rec. students (2024 Practicum: 25; Internship: 13)

Graduate Students (Advising Role)

Graduate TA: RSTM 104: Recreation, Sport, and Tourism in Healthy Communities (2022-2024)

Graduate TA: RSTM 106: Intro to Sport Management (2023 & 2024)

Faculty Academic Advisor, MS-MLS students. (Current Advisees: 5); PhD students (Current Advisees: 1)

- Nicholas Zolotoff, (2024-present)

Doctoral Committee Member, MVSC Department (Current: 1)

- Samantha Lewis, Center for ETHICS* (2023-present); Kevin Bryant (2023-2024)

Job/Internship placements include: Amazon, Berry Creek Country Club (TX), Canyon County Spuds Baseball, Hermiston (OR) Parks & Recreation, Moscow Parks & Recreation, Palm Springs Power Baseball, REI, Seattle Mariners, University of Idaho Athletics, University of Idaho Student Recreation Center

Materials Developed:

Recreation, Sport, and Tourism Management program internship database (2021-present)

Recreation, Sport, and Tourism Management program information flier for NIC Advisor Breakfast (2021)

Courses and Curriculum Developed:University of Idaho

RSTM 498/598: Internship in Recreation, Sport, and Tourism (course materials revised) (2021-2022)

RSTM 490/590: Experience and Event Management (developed course and materials) (2022)

RSTM 485/585: Trends and Policies in Recreation, Sport, and Tourism (course materials revised & developed) (2022)

RSTM 425/525: Programming and Marketing (course materials revised) (2021-2022)

RSTM 404/504: Travel Abroad – Sport, Rec, & Play in the UK (2022-2023)

RSTM 280: Practicum in Recreation, Sport, and Tourism (course materials revised) (2021-2022)

RSTM 204: Management of Sport & Rec Organizations – Special Topics (course curriculum & materials developed) (2022)

RSTM 106: Intro to Sport Management (approved as GenEd; course curriculum & materials developed) (2021-2022)

RSTM 104: Recreation, Sport, & Tourism in Healthy Communities (In-person lectures developed; online lectures updated) (2023)

Gonzaga University

EDPE 565: Research Methods and Statistics in Sport and Athletics (revised course materials) (2021)

Indiana State University

SPM 622: Sport Finance (developed course and materials) (2019-2020)

Non-credit Classes, Workshops, Seminars, Invited Lectures, etc.:

Teaching Presentation: Martyn, J., **Fowler, B.**, Schuetz, L., Morse, A., & Evans, K. (2024, February).

Knowledge Matters: Combining face-to-face learning with an online practical application. Applied Sport Management Association Conference (ASMA). Knoxville, TN.

10 Guest Lectures in colleagues' courses to date (2017 – present)

North American Society of Sport Management Student-Faculty Mentor Program (2019 & 2022)

Sport Sales Workshop and Job Fair (Denver, CO; 2019 & 2024)

Honors and Awards:

2009 Academic All-Conference, California Collegiate Athletic Association

2006-2008 Phi Theta Kappa Honors Society for community colleges

SCHOLARSHIP ACCOMPLISHMENTS:**TOTAL PUBLICATIONS (20)****Peer Reviewed/Evaluated (9):**

9. Zink, G., Rickel, K., & **Fowler, B.** (in press). Changing language and university students' exercise motivations. *Journal of Kinesiology & Wellness.*

8. Watchers, S., **Fowler, B.**, & Smith, J. (2024). Beyond gates and metal detectors: Understanding security for professional sports facilities. *Sports Innovation Journal*, 5(1), 20-37. <https://doi.org/10.18060/26908>
7. **Fowler, B.**, Sung, Y. T., & Martyn, J. (2024). Exploring academic performance: An examination of athletic reclassification from FCS to FBS. *Journal for the Study of Sports and Athletes in Education*, 18(1), 91-108. AR: 47% <https://doi.org/10.1080/19357397.2022.2113326>
*Published online in 2022.
6. Traugutt, A., Morse, A. L., Rascher, D. A., & **Fowler, B.** (2020). Coaching salary disparity and team performance: Evidence from the Football Bowl Subdivision. *Journal of Applied Business and Economics*, 22(2), 11-24. <https://doi.org/10.33423/jabe.v22i1.2712>
5. **Fowler, B.**, Smith, J., Nordstrom, H., & Ferguson, T. (2019). Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations in Canada. *Managing Sport and Leisure*, 24(1-3), 18-31. AR: 43%; Impact Factor > 1 (1.53) <https://doi.org/10.1080/23750472.2019.1565944>
4. **Fowler, B.**, & Smith, J. (2019). An investigation of student-athlete gambling habits at religious universities. *Journal of Contemporary Athletics*, 13(3), 145-162. <https://novapublishers.com/shop/volume-13-issue-3-journal-of-contemporary-athletics/>
3. Martyn, J., **Fowler, B.**, Kropp, D. C., Oja, B. D., & Bass, J. R. (2019). Managing an identity: Social identity complexity and NCAA faculty athletic representatives. *Journal of Issues in Intercollegiate Athletics*, 12(1), 365-383. AR: 23%; Impact Factor > 1 (2.07) <http://csri-jiaa.org/managing-an-identity-social-identity-complexity-and-ncaa-faculty-athletics-representatives/>
2. **Fowler, B.**, Smith, J., & Croskrey, J. E. (2017). Career and educational experiences of high school athletic directors: A multi-level perspective. *The Sport Journal*, 20, 1-15. <https://thesportjournal.org/article/career-and-educational-experiences-of-high-school-athletic-directors-a-multi-level-perspective/>
1. Ray, J., Smith, J., & **Fowler, B.** (2016). The effect of regulatory fit on Twitter fandom in the National Hockey League Postseason. *International Journal of Sport Communication*, 9(4), 401-414. Impact Factor > 1 (1.8) <https://doi.org/10.1123/IJSC.2016-0088>

Peer Reviewed/Evaluated (currently scheduled or submitted) (0):

Refereed/Adjudicated Presentations and Abstracts (blind peer-reviewed) (11):

11. Watchers, S., Smith, J., & **Fowler, B.** (2024, February). *Beyond gates and metal detectors: Understanding security for professional sports facilities*. Applied Sport Management Association Conference (ASMA). Knoxville, TN.
10. Schuetz, L., Martyn, J., Morse, A., **Fowler, B.**, & Evans, K. (2024, February). *Assessing human resource development (HRD) through the transformation of job design and meaningful work in the post-pandemic intercollegiate sport workplace*. Applied Sport Management Association Conference (ASMA). Knoxville, TN.
9. Rickel, K., Zink, G., & **Fowler, B.** (2022, October). *Understanding university students' motivation for activity during a pandemic*. Western Society for Kinesiology & Wellness (WSKW). Oakland, CA.
8. **Fowler, B.**, Schuetz, L., & Morse, A. L. (2020, May). *Utility maximization and player procurement: An investigation of Major League Baseball*. North American Society for Sport Management Conference (NASSM). San Diego, CA.
7. **Fowler, B.** & Morse, A. L. (2019, November). *The implications of wage dispersion and team performance: An investigation of the National Basketball Association*. Sport Marketing Association Conference (SMA). Chicago, IL.
6. **Fowler, B.**, Smith, J., Brannigan, K., Nordstrom, H., & Morse, A. L. (2019, May). *Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations*. North American Society for Sport Management Conference (NASSM), New Orleans, LA.

5. Sellars, N., **Fowler, B.**, & Oja, B. D. (2019, May). *Athletic identity and athlete satisfaction: An analysis of club sport athletes*. North American Society for Sport Management Conference (NASSM), New Orleans, LA.
4. Martyn, J., **Fowler, B.**, Kropp, D. C., Oja, B. D., & Bass, J. R. (2019, March). *Managing an identity: Social identity complexity and NCAA faculty athletic representatives*. Global Sport Business Association Conference (GSBA), Fort Lauderdale, FL.
3. Martyn, J., Zaagan, A., **Fowler, B.**, & Morse, A. (2018, October). *Major League Soccer attendance: A longitudinal evaluation utilizing Generalized Estimating Equations models (GEE)*. Sport Marketing Association Conference (SMA). Dallas, TX.
2. **Fowler, B.**, Sung, Y., & Oja, B. D. (2018, April). *The effect of reclassification on the admissions gap of student-athletes: An examination of the transition from FCS to FBS*. College Sport Research Institute Conference on College Sport (CSRI), Columbia, SC.
1. **Fowler, B.** (2017, April). *Prevalence of problem gambling habits in student-athletes at religious institutions*. Spokane Intercollegiate Research Conference (SIRC), Spokane, WA.

Grants and Contracts Awarded:

Internal/University Student Research Funding (Over \$2000)

Fowler, B. (PI), Morse, A. L. (Faculty Advisor) (2019, November 1). *The implications of wage dispersion and team performance: An investigation of the National Basketball Association*. University of Northern Colorado Graduate Student Association. \$570

Fowler, B. (PI), Morse, A. L. (Faculty Advisor) (2019, June 5). *Ice hockey officiating retention: qualitative understanding of junior ice hockey officials' motivations*. University of Northern Colorado Department of Sport & Exercise Science. \$516.15

Fowler, B. (PI), Morse, A. L. (Faculty Advisor) (2019, June 3). *Athletic identity and athlete satisfaction: An analysis of club sport athletes*. University of Northern Colorado Graduate Student Association. \$240

Martyn, J. (PI), **Fowler, B.** (Collaborator), Oja, B. D. (Faculty Advisor) (2019, June 5). *Managing an identity: Social identity complexity and NCAA faculty athletic representatives*. University of Northern Colorado Department of Sport & Exercise Science. \$500

Fowler, B. (PI), Sung, Y. T. (Faculty Advisor) (2018, February 23). *The effect of reclassification on the admissions gap of student-athletes: An examination of the transition from FCS to FBS*. University of Northern Colorado Graduate Student Association. \$300

Honors and Awards:

2021 Graduate Dean's Citation for Excellence, *University of Northern Colorado*
 2019 Graduate Research Excellence Award Winner, *University of Northern Colorado Research Day*

SERVICE:

Major Committee Assignments:

University of Idaho (Current)

IRB Committee Member, University of Idaho, 2022-present

University of Phoenix Academic Programs Working Group Member, University of Idaho, 2023-2024

College Curriculum Committee Member, CEHHS, 2023-2024

Scholarship Committee Member, Department of Movement Sciences, 2021-present

MVSC Student Success Support Committee Member, Department of Movement Sciences, 2023-present

MVSC Bylaws Committee Member, Department of Movement Sciences, 2024-present

Search Committee Chair, CEHHS, MVSC, Assistant Professor – Sport and Recreation Management, 2024-present

University of Idaho (Past)

P&T Committee Member, Jayme Baker - Department of Movement Sciences, 2023

Donor Gift (Ad Hoc), Department of Movement Sciences, 2022-2023

MVSC 201 (Ad Hoc), Department of Movement Sciences, 2022-2023

Search Committee Member (Successful), Recreation & Wellbeing, Outdoor Program Coordinator –

Rental Center, 2022-2023
 Search Committee Member (Successful), College of Education, Health, and Human Sciences, Director of Development, 2021-2022

University of Northern Colorado

Student Co-Director, UNC Sport Marketing Research Institute, 2018-2020
 Graduate Mentor, Mentor for incoming PhD students, 2018-2020

Chico State University

Student-Athlete Advisory Committee (SAAC) Member, 2008-2010

Other Administrative Duties:

University of Idaho (Current)

Outdoor Recreation Leadership (ORL) Minor Coordinator, 2023-present

- Organize course schedule, adjunct instructors, & risk management

Manage RSTM program undergraduate recruitment & retention, 2023-present

- Lead efforts for program recruitment and retention including drafting official Recruitment and Retention plan documents for RSTM program

COAPRT Program Accreditation, 2022-present

- Assisted with preparing report and managing logistics leading up to RSTM program accreditation visit that occurred in October 2023

Professional and Scholarly Organizations

North American Society for Sport Management (NASSM), 2017-present

Sport Marketing Association (SMA), 2018-present

College Sport Research Institute (CSRI), 2018-present

Commission on Sport Management Accreditation (COSMA), 2019-2021

American Baseball Coaches Association (ABCA), 2015-2017

Outreach Service:

Faculty Advisor – CEHHS Kids Zone 2023-present

Faculty Advisor – University of Idaho Sport Management Club, 2022-present

Coordinator of Student Volunteer Opportunities, RSTM program, 2021-present

EHHS Graduation Marshall, University Commencement, 2023 & 2024

Case Study Judge, Business Professionals of America – Regionals, University of Idaho, 2022-2024

Research Judge – EHHS IDEAS Student Research Symposium, 2022 & 2023

Substitute Teacher, Coeur d'Alene (ID) School District, 2021-2023

Research Judge – University of Northern Colorado – Judged Undergraduate projects that were nominated for UNC Research Excellence Award, 2019-2020

Assistant to Director - Sport Sales Workshop and Job Fair (Denver, CO), 2019

Research Abstract Reviewer - University of Northern Colorado – Reviewed abstracts in the category of Social Sciences, Education, and Business for UNC Research Day, 2018-2020

Community Service:

Rec Softball Umpire, Greeley Recreation (Greeley, CO), 2018-2020

Volunteer Judge – BattleReady Open CrossFit Competition (Greeley, CO), 2018

Volunteer Baseball Coach – Gonzaga University (Spokane, WA), 2016-2017

Volunteer Baseball Coach – University of Montana (Missoula, MT), 2013-2014

Co-Organizer – United Way Workplace Campaign at MFCU (Missoula, MT), 2013-2014

PROFESSIONAL DEVELOPMENT:

Teaching:

Attendance of more than 15 University of Idaho Center for Excellence in Teaching and Learning

(CETL) trainings including *Wired Wednesdays* and *New(er) Faculty Seminars*, 2021-present
North American Society for Sport Management (NASSM) Teaching and Learning Fair (4x), 2018-2022
Sport Sales Workshop and Job Fair – University of Mount Union (Denver, CO) – *Hands-on Sales Training*, 2019
Graduate Teaching Assistant Conference (GATAC; 3x), 2017-2019
Canvas Training – University of Northern Colorado – *Getting Started in Canvas*, 2017

Scholarship:

Export Controls for Faculty – Citi Program, 2022
Research Ethics and Compliance Training – Citi Program, 2019

Outreach:

University of Idaho Safe Zone and Transgender 101 Training, 2022
Protecting Children: Shine a Light, 2022
University of Idaho Green Dot Training, 2021

Administration/Management:

IRB Committee Member Training – Citi Program, 2022
University of Idaho CIM system training, 2021
University of Idaho Promotion & Tenure Workshop, 2021
Five new employee training programs concerning diversity, harassment, FERPA, and data protection, 2017-2021