

AQUASIA SHAW, PHD
Senior Lecturer of Sport Management
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PROFESSIONAL SUMMARY:

Dynamic higher education professional and sport sociologist with more than a decade of experience supporting student through teaching, academic advising, and leadership development. Expert in curriculum development, academic program design, and student success strategies within diverse institutional contexts including HBCUs, PWIs, and Division I and II athletic programs. Proven track record of creating inclusive and empowering environments that promote academic integrity, holistic development, and student retention.

CORE COMPETENCIES

Classroom Etiquette & Learning Environments	Academic Advising & Development	Student Success Initiatives	Research-Informed Practice & Scholarship
Learning Management Systems	Diversity, Equity, & Inclusion Leadership	Interdisciplinary Curriculum Design	Public Speaking & Communication
Cross-Departmental Collaboration	Data Collection, Assessment & Reporting	Program Management & Strategic Planning	Student Retention & Engagement Strategies

PROFESSIONAL EXPERIENCE

Coppin State University, Baltimore, MD Jan 2026 - Present
Senior Lecturer, Department of Management & Marketing

- Develop and deliver engaging, student-centered instruction that integrates theory, research, and practical applications in sport management.
- Participate in departmental and institutional service, including committee work and program development.
- Mentor students on career development and academic planning, incorporate real-world professional frameworks.
- Engage in community outreach and partnership-building to strengthen the visibility and impact of the Sport Management program.
- Contribute to faculty meetings, strategic planning, and continuous program improvement efforts.

Benedict College, Columbia, SC

Aug 2024 – Dec 2025

Assistant Professor, Department of Health & Sport Management

- Designed and taught undergraduate courses focused on marketing, coaching, diversity, leadership, and applied research.
- Mentored students on career development and academic planning, incorporating real-world professional frameworks.
- Developed case-based learning experiences modeled on corporate leadership challenges.
- **Faculty Advisor**
 - Sport Management Club
 - Sport Management Undergraduate Case Study Team: “*Business as Usual*”

University of Texas - Austin, Austin, TX

Aug 2022 – May 2024

Assistant Professor, Department of Kinesiology & Health Education

- Taught and designed large-enrollment undergraduate and graduate courses (250+ students/semester) in race, media, ethics, and communication.
- Led cross-functional mentorship programs and supervised student-led applied research projects.
- Delivered content using multiple LMS platforms (Canvas, Moodle), optimizing for digital learning engagement.
- Presented DEI-centered lectures and trainings to both academic and public audiences.
- **Doctoral and Thesis Mentor/Advisor**
 - Erin Crownover: “Role of Race and Ethnicity in Power & Performance Sports,” Fall 2023 – Spring 2025. Dissertation.
 - Tyler Doan: “Exploitation of Youth Baseball Players in the Dominican Republic,” Fall 2023 – Spring 2024. Honors Thesis.
 - Turner Payne: “The Impact of Sport Agencies on Individual Client Performance and Success,” Fall 2023 – Spring 2024. Honors Thesis.

Northern State University, Aberdeen, SD

Aug 2021 - May 2022

Assistant Professor, Department of Sports Science

- Revised and developed curriculum to meet professional accreditation standards.
- Instructed graduate-level coursework on global leadership, communication, and organizational sociology.
- Supported student transition to careers through experiential and industry-aligned training.
- **Thesis Mentor/Advisor**
 - Riccardo Done: “The Perceived Psychology of Performance in International Professional Track Athletes,” Fall 2021 – Spring 2022. Master’s Thesis.

PROGRAM INITIATIVES & IMPACT

- **Curriculum Developer:** Designed 10+ new courses with direct application to communication, ethics, organizational leadership, and DEIB strategy.
- **Student Development:** Mentored 15+ student research projects tied to workplace equity, performance, and policy.
- **Accreditation-Aligned Course Development:** Revised core course sequences to align with Commission on Sport Management Accreditation (COSMA) standards, ensuring programmatic compliance and long-term sustainability.
- **Faculty Leadership:** Chaired the Council on Community, Culture, and Social Justice, collaborating with institutional partners to develop equity training modules.
- **Digital Pedagogy & Innovation:** Pioneered the use of interactive teaching tools (e.g., Nearpod, Kahoot, Padlet) and multimedia modules in online and hybrid formats, significantly increasing student engagement and digital literacy.
- **Cross-Institutional DEI Facilitation:** Delivered invited lectures and training on race, gender, and intersectionality at institutions including the University of Kentucky, University of Massachusetts Boston, and the University of Louisville.

EDUCATION

Ph.D. University of Houston, Kinesiology (Sport Administration) May 2021

Dissertation: “2020 Vision: An Interpretative Phenomenological Analysis of the Lived Experiences of Black Female Athletes”

Committee: Billy J. Hawkins, Ph.D. (chair); Joyce Ogunrinde, Ph.D.; Michael Cottingham, Ph.D.; Mimi Lee, Ph.D.

M.Ed. University of Arkansas, Sport & Recreation Management. May 2017

Thesis: “Measuring Racial Competence in Academic Support Staff Personnel”

Advisors: Merry Moiseichik, Ph.D. (co-chair); Sarah Stokowski, Ph.D. (chair).

B.A. University at Albany, Dual Sociology & Communications May 2015
Minor: Business Administration

CURRICULUM DEVELOPMENT AND OFFERINGS

Undergraduate Courses

SM 234 DEI(B) in Sport (Designed Course)

PE 438 Coaching & Officiating Techniques (Designed Course)

SM 339 Research Methods & Statistics in Sport (Designed Course)

SM 333 Sport Marketing & Promotions (Designed Course)

SM 130 Intro to Sport Management (Redesigned Course)

KIN 352K Race & Sport in African American Life (Redesigned Course)

SM 338 Sport Media & Communications (Designed Course)

Undergraduate Courses

PE 180 Foundations of HPER/A (Redesigned Course)

PE 183 Professional Communication in HPER/A (Designed Course)

PE 344 Behavioral and Social Issues in HPER/A (Designed Course)

PE 355 Philosophies, Concepts and Contemporary Issues in Coaching

KIN 350 Sociological Aspects of Sport (Redesigned Course)

KIN 352K Sport, Fitness, & Mass Media (Redesigned Course)

KIN 355 Media & Public Relations (Designed Course)

Graduate Courses

PE 6/756 Global Aspects of Sport (Designed Course)

PE 773 Sport Leadership (Designed Course)

PE 744 Sociological Perspectives of Sport (Designed Course)

PE 782 Seminar in Pedagogy (Designed Course)

KIN 795 Ethics in Sport (Redesigned Course)

KIN 695 Leadership in Sport Organizations (Designed Course)

SM 637 Special Topics: Gender, Sport & Society (Designed Course)

RESEARCH FOCUS AND EXPERIENCE

My research explores the **sociocultural, historical, and philosophical dimensions of sport and physical activity**, centering the lived experiences of historically marginalized populations; particularly women of color and individuals with intersecting identities. I investigate these dynamics across a spectrum of contexts, including recreational, interscholastic, intercollegiate, and professional sport. Through qualitative methodologies and critical frameworks, my work aims to challenge dominant narratives, highlight inequities, and promote inclusive practices in higher education, sport and physical culture.

University of Houston, Houston, TX
Research Assistant, Billy J. Hawkins, PhD

June 2017 – May 2021

- Performed literature reviews, prepared progress reports, collected data, and summarized/analyzed findings.
- Created and prepared grant application to the American Athletic Conference (AAC).

PUBLICATIONS

Journal Publications

Stokowski, S., Li, B., Hutchens, N. S., Bell, C. A., & **Shaw, A. A.** (2020). "Students Are the Reason Most of Us Have Jobs": Sport Management Faculty Members' Perceptions of and Attitudes Toward Students. *Physical Educator*, 77(5), 854-878.

Shaw, A. A., Moiseichik, M., Blunt-Vinti, H., & Stokowski, S. (2019). Measuring racial competence in athletic academic support staff members. *Sociology of Sport Journal*, 36(2), 162-170.

Articles under Review

Shaw, A. A., Ogunrinde, J., & Byrd, A. (2025). Retrospective Analysis of Female Sporting Patterns in the Global South: Insights for Future Interventions and Empowerment Programs. *Sport in Society*.

Shaw, A. A. (2025). Yet Still I Compromise? Black Females Experience Navigating their Sporting Environment. *Journal of Issues in Intercollegiate Athletics*.

Shaw, A. A. (2025). Damned if you Do: Female Athletes Negotiation Between Acquiescence and Dissent. *Journal of Intercollegiate Sport*.

Macaulay, C., Keaton, A. **Shaw, A. A.**, & Howe, J. (2025). Man-Not Like Us: The Cultural Castration of Black Athletic Resistance. *Sociology of Sport Journal*.

Op-Ed

Shaw, A. A. (2025). *Kendrick Lamar's Halftime Show Matters Even More Now*. Firstandpen.com. <https://firstandpen.com/kendrick-lamar-super-bowl-halftime-showmatters-even-more-now/>

Shaw, A. A. (2024). *Are Texas' Flashy Recruiting Tactics Smart or Just Cultural Appropriation?* Firstandpen.com. <https://firstandpen.com/texas-longhorns-footballrecruiting-tactics-cultural-appropriation/>

Shaw, A.A. (2022). *Lack Of Indignation for Brittney Griner Shows Painful Reality Black Female Athletes Face*. Firstandpen.com. <https://firstandpen.com/lack-ofindignation-for-brittney-griner-shows-painful-reality-black-female-athletes-face/>

PRESENTATIONS AND INVITED LECTURES

Professional Workshop, “We in the Video But Not in the Room: The Erasure of Black Women in Sport,” North American Society for the Sociology of Sport, Seattle, WA. Fall 2025.

Professional Workshop, “Strength Beyond Skills: SEL as Resistance in Marginalized Youth Athletes,” North American Society for the Sociology of Sport, Seattle, WA. Fall 2025.

Professional Workshop, “Marketing Black Culture to Black Athletes: Gimmick, Strategy, or Necessity,” Black Student Athlete Summit, Chicago, IL. Spring 2025.

Professional Panel, “The State of Athlete Activism,” Vanderbilt Sports and Society Symposium, [Zoom Online](#). Spring 2025

Paper Presentation, “Man-Not Like Us: The Cultural Castration of Black Athletic Resistance,” College Sport Research Institute, Columbia, SC. Spring 2025.

Professional Panel, “One Love: Contributing to the DEIBJ Conversations in the Academy and Sport,” North American Society for the Sociology of Sport, Chicago, IL. Fall 2024.

Paper Presentation, “Revitalizing Autoethnography: Gender Bias and Women Sport Faculty Archetypes,” North American Society for the Sociology of Sport, Chicago, IL. Fall 2024.

Guest Lecture, “Intersectionality in Sport: The Importance of Understanding DEIB,” University of Kentucky, [Zoom Online](#). Fall 2024.

Professional Presentation, “Instructional Strategies to Keep Diverse Students Engaged,” NC Sport Management Symposium, Charlotte, NC. Fall 2024.

Paper Presentation, “Conditional Receptiveness Based on the Message or Messenger? Exploring Issues Addressed through Athlete Activism on Social Media,” North American Society for the Sociology of Sport, New Orleans, LA. Fall 2023.

Paper Presentation, “Gender Bias and Women Sport Faculty Archetypes,” North American Society for the Sociology of Sport, New Orleans, LA. Fall 2023.

Guest Lecture, “Race and Gender Stereotypes in Sport Media,” University of Massachusetts at Boston, Zoom Online. Fall 2023

Guest Lecture, “Race & Ethnicity in Sport and Society,” University of Texas at Austin, Austin, TX. Fall 2022

Paper Presentation, “Don’t Ask Don’t Tell: Mental Health Stigmatization and Perceived Barriers to Help Seeking in Division II Student Athletes,” North American Society for the Sociology of Sport, Las Vegas, NV. Fall 2022.

Paper Presentation, “Damned if you Do: Female Athletes Negotiation Between Acquiescence and Dissent,” North American Society for the Sociology of Sport, Las Vegas, NV. Fall 2022.

Guest Lecture, “The History of the Black Athlete,” University of Louisville, Zoom Online. Summer 2022

Paper Presentation, “Black Female Athletes Experiences during COVID-19 and Return to Competition,” North American Society for Sport Management, Atlanta, GA. Fall 2022.

Paper Presentation, “2020 Vision: An Interpretative Phenomenological Analysis of the Lived Experiences of Black Female Athletes,” North American Society for the Sociology of Sport, Montreal, Quebec, Canada. Fall 2022.

Paper Presentation, “Swept Under the Rug: Academic Support’s Competency and Ability to offer Comprehensive Services to Student-Athletes of Color,” College Sport Research Institute, Columbia, SC. Spring 2022.

Paper Presentation, “Insurgence: Resisting Heteronormative Stereotypes, Expectations, and Traditional Uniforms in Women Sport,” Commission on Sport Management Accreditation, Houston, TX. Spring 2022.

Guest Lecture, “The Sociology of Sport and How We Study It,” Northern State University, Aberdeen, SD. Fall 2021.

Paper Presentation, “Retrospective Analysis of Female Sport Participation,” International Conference on the Health Risks of Youth, Cabo, San Lucas, Mexico. Spring 2019.

AWARDS

NC Sport Management Symposium Case Cup Competition, *2nd Place Winner*, October 2024.

Black Student Athlete Summit. *Professor of the Year*. Los Angeles, California, May 2024.

PROFESSIONAL AFFILIATIONS

North American Society for the Sociology of Sport (NASSS)

North American Society for Sport Management (NASSM)

Commission on Sport Management Accreditation (COSMA)

PROFESSIONAL SERVICE

Peer-Reviewed Articles for:

- Journal of Black Studies
- International Journal of Sports Marketing and Sponsorship
- Journal of Athlete Development and Experience (JADE)

Institutional Service:

- Benedict Sport Management Club, *Faculty Advisor*
- Undergraduate Case Study Team, *Faculty Advisor*
- Alderson Event Committee, *Member*
- Athletics Council on Community, Culture, and Social Justice (CCSJ), *Faculty Chair*
- Recruitment and Retention Committee, *Member*
- Assistant Director of Multicultural Affairs Hiring Committee, *Member*
- Department of Sport Science, *Internship Coordinator*

COMMUNITY SERVICE

Youth Mentorship & Education Outreach

- Volunteered with local high schools to mentor first-generation college-bound students, especially those from underrepresented communities.
- Hosted college readiness and leadership workshops tailored to Black girls and other marginalized youth.

Cultural Competency Workshops for Coaches/Teachers

- Offered community-based training for local athletic staff, educators, and volunteers on equity, race, and gender inclusivity in youth sports and education.

Partnerships with Local Nonprofits

- Collaborated with nonprofits focused on education, racial justice, and youth empowerment to design and deliver community programs.
- Served on advisory boards and panels for organizations aligned with my research areas (e.g., black girls in sport, mental health in youth, inclusive athletics, etc.).

Guest Speaking/Workshops in the Community

- Held speaking engagements at libraries and community centers on topics centering:
 - Navigating identity in education
 - Athlete activism
 - Media and representation

Event Organization

- Coordinated digital community forums on DEI, gender equity in sport, and athlete mental health.
- Helped organize youth sports clinics with an educational and wellness component.

COMPUTER SKILLS & EXPERTISE

Instructional Design & Learning Platforms

- **Blackboard, Canvas, Moodle, D2L Brightspace:** used to deliver, manage, and track online and hybrid learning experiences in both educational and professional settings
- **Articulate 360** (e.g., *Storyline, Rise, Review, Content Library*): series of authoring tools used for creating/building interactive, professional, e-learning training content
- **Zoom, Microsoft Teams, Google Meet:** for (a)synchronous instruction & facilitation

Project Management & Productivity Tools

- **Microsoft Office Suite (Word, Excel, PowerPoint):** productivity software tools
- **Google Workspace (Docs, Sheets, Slides, Forms):** collaborative content creation
- **Trello, Asana, ClickUp:** used to organize, assign, and track tasks across teams and projects
- **Slack:** team communication and collaboration

Data Collection, Analysis & Visualization

- **Qualtrics, SurveyMonkey, Google Forms:** survey design and feedback collection
- **SPSS, R, NVivo, MAXQDA:** qualitative/quantitative data analysis
- **Tableau and Power BI:** used to turn complex data into clear, interactive dashboards, charts, and reports

Media, Communication & Engagement Tools

- **Canva & Adobe Express:** for presentations, digital learning assets, infographics
- **Mailchimp, Constant Contact:** for email marketing or learner outreach
- **Social Media Platforms:** strategic use for education/advocacy (e.g., Twitter/X, LinkedIn, Instagram for professional engagement)