

**CURRICULUM VITAE**

University of Idaho

**NAME:** Brian J. Fowler**DATE:** 01/09/2024**RANK OR TITLE:** Clinical Assistant Professor – Recreation, Sport, and Tourism Management**DEPARTMENT:** Movement Sciences**OFFICE LOCATION AND CAMPUS ZIP:** MEM 203A

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**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 &amp; 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, &amp; 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 &amp; 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:**

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)

RSTM 499: Undergraduate Directed Study (2022-2023)

RSTM 498/598: Internship in Recreation, Sport, and Tourism (traditional & online) (2021-2023)

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

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

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

RSTM 280: Practicum in Recreation, Sport, and Tourism (traditional & online) (2021-2023)

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) (2023)

RSTM 104: Recreation, Sport, & Tourism in Healthy Communities (traditional & online; GenEd) (2022-2023)

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: 20; Graduated: 10)

Faculty Internship/Practicum Advisor, B.S.Rec. students (2023 Practicum: 25; Internship: 15)

Graduate Students (Advising Role)

Graduate TA: RSTM 104: Recreation, Sport, and Tourism in Healthy Communities (2022 & 2023)

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

Faculty Academic Advisor, MS-MLS students. (Current Advisees: 3)

Doctoral Committee Member, MVSC Department (Current: 2)

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

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, REL, 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 (planned for Summer 2023 or 2024) (2022-present)

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 (8):**

8. Watchers, S., Smith, J., & **Fowler, B.** (in press). Beyond gates and metal detectors: Understanding security for professional sports facilities. *Sports Innovation Journal*.

7. **Fowler, B.**, Sung, Y. T., & Martyn, J. (2022). Exploring academic performance: An examination of athletic reclassification from FCS to FBS. *Journal for the Study of Sports and Athletes in Education*. AR: 47% <https://doi.org/10.1080/19357397.2022.2113326>
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-jiia.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) (1):**

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

**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:

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| 2021 | Graduate Dean's Citation for Excellence, <i>University of Northern Colorado</i>                |
| 2019 | Graduate Research Excellence Award Winner, <i>University of Northern Colorado Research Day</i> |

### 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-present
- College Curriculum Committee Member, CEHHS, 2023-present
- Scholarship Committee Member, Department of Movement Sciences, 2021-present
- MVSC Student Success Support Committee Member, Department of Movement Sciences, 2023-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 (One Vandal Football Game), 2023

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

Case Study Judge, Business Professionals of America – Regionals, University of Idaho, 2022 & 2023

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:**

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