

KARLA F. JONES

Charlotte, NC

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EDUCATION

United States Sports Academy, Daphne, AL Doctor of Education in Sport Management (Sport Marketing Concentration)	7/2012-2/2015
Northcentral University, Phoenix, AZ Doctor of Philosophy, Business Administration (Specialization: Sport Management)	3/2007-6/2012
East Carolina University, Greenville, NC Master of Arts in Exercise and Sports Science and Athletic Administration (Sport Management & Sports Studies)	8/2000-5/2002
East Carolina University, Greenville, NC Bachelor of Science in Exercise & Sports Science: Health & Fitness Specialist	8/1996- 5/2000

PROFESSIONAL EXPERIENCE

Queens University of Charlotte, Charlotte, NC Assistant Professor (Tenure-Track), Kinesiology Department & Program Coordinator, Sport Management	8/2020-Present
Upper Iowa University, Fayette, IA Adjunct Faculty (Online), Masters of Sport Management Program	10/2021-Present
North Carolina A&T State University, Greensboro, NC Parttime Faculty (Online) Kinesiology Department	8/2020-Present
The University of North Carolina System, Chapel Hill, NC External Examiner, Program Reviewer	7/2019-7/2020
Instructional Connections, Dallas, TX (Southern Iowa University) Online Academic Coach, MBA Programs	2/2019-7/2022
Gaston College, Dallas, NC Parttime Instructor, Health and Fitness Science Program	1/2019-5/2020
Grand Canyon University, Phoenix, AZ Adjunct Professor (Online) Colangelo College of Business	3/2017-2/2022
Central Piedmont Community College, Charlotte, NC Fulltime Instructor, Health & Physical Education	8/2015-5/2018
Central Piedmont Community College, Charlotte, NC Chair, Health & Physical Education Department	8/2015-5/2018
Wingate University, Wingate, NC Adjunct Professor, Sport Management Graduate Program	8/2015-2016
Queens University of Charlotte, Charlotte, NC Adjunct Professor, Kinesiology Department (Sport Management)	1/2014-7/2020

Central Piedmont Community College, Charlotte, NC Parttime Instructor, Health and Physical Education	5/2012-Present
Johnson C. Smith University, Charlotte, NC Adjunct Professor (Traditional & Online)	1/2011-12/2021
University of Phoenix, Online Part-Time Faculty, Sport Management & Leadership	5/2009-5/2012
TIAA CREF ~ Charlotte, NC Project Management ~ Operations Specialist	1/2007-9/2010
National Basketball Association: Charlotte Bobcats/Hornets ~ Charlotte, NC Bobcats/Hornets Security	4/2006- 12/2018
Wachovia National Bank ~ Charlotte, NC Operations Specialist	8/2003-12/2006
East Carolina University ~ Greenville, NC Sports Marketing and Athletic Administration Intern	8/2000-5/2002
East Carolina University Athletics ~ Greenville, NC Sports Marketing and Athletic Administration Office Staff	8/2000-5/2002

TEACHING EXPERIENCE

Queens University of Charlotte

KIN 330: Sport Event & Facilities Management
 KIN 340: Sport Policy & Ethics
 KIN 320: Sport Marketing
 KIN 475: Senior Seminar (Research Methods)
 KIN 490: Internship in Sports Management
 KIN 350: Introduction to Esports
 KIN 230: Sport Governance
 KIN 110: Introduction to Sport Management

Upper Iowa University

SA 371: Sport Facilities and Event Management
 SA 515: (Graduate Level): Sport Marketing and Sport Communication
 SA 521: (Graduate Level): Management and Performance Analytics in Sport

North Carolina A&T State University

SSFm 225: Fitness Leadership
 HPED 342: First Aid and Safety
 KIN 130: Introduction to Kinesiology
 KIN 204: Health & Fitness Assessment
 KIN 205: Health & Fitness Assessment Lab
 KIN 306: Fitness the Life Span

Instructional Connections (Southern Oregon University)

MBA 519 (Graduate Level): Graduate Research Project
 MBA 512 (Graduate Level): Marketing Management and Strategies

Belmont Abbey College

SM 360: Sport Business and Finance
 SM 260: Sport Technology
 SM 320: Administration, Governance, and Policy

SM 201: Introduction to Sport Management
 SM 305: Sport and Society

Gaston College

HEA 110: Personal Health & Wellness
 PED 113: Aerobics

Grand Canyon University

BUS 232: Introduction to Sport Management
 BUS 655 (Graduate Level): Sports Business Analytics

Central Piedmont Community College

HEA 110: Personal Health & Wellness
 HEA 112: CPR & First Aid
 PED 111: Physical Fitness
 PED 110: Fit & Well for Life
 PED 114: Basketball
 PED 117: Weight Training
 PED 113: Aerobics

Wingate University

MASM 553: Public Relations and Technology in Sport

Johnson C. Smith University

SPM 333: Sport Facilities & Event Management
 SPM 339: Sport Information & Public Relations
 SPM 331: Sports Marketing
 SPM 435: Sport Sociology & Ethics
 SPM 337: Management of Physical Education and Sport
 SPM 380: Management Research Methods I
 SPM 430: Management Research Methods II
 SPM 340: Sport Governance
 SPM 334: Sport Economics/Finance

UNIVERSITY SERVICE

2022	Member, Search Committee, Assistant Director of Student Engagement (Queens University of Charlotte)
2021-2022	Faculty Rep., Division I Feasibility Steering Committee (Queens University of Charlotte)
2021-Present	Member, Academic Policy Committee (Blair College of Health Rep., Queens University of Charlotte)
2021-Present	Member, Athletics Committee (Blair College of Health Rep., Queens University of Charlotte)
2021	Member, Search Committee: Dean, Blair College of Health, Queens University of Charlotte
2021-Present	Member, Search Committee: Faculty, Sport Management (Queens University of Charlotte)
2021-Present	Faculty Support, Queens Pitch Competition: McColl School of Business (Queens University of Charlotte)
2017-2018	College Faculty Senate: Central Piedmont Community College
2017-2018	College Senate Technology Committee: Central Piedmont Community College
2017-2019	Panelist, Queens University of Charlotte Sport Management Symposium
2015-2017	2 nd Reader: Sport Management Senior Research Paper Seminar: Queens University of Charlotte
2015-Present	BLS Provider Certification Instructor, Nurse Aid Program: Central Piedmont Community College
2015-2019	Advisory Board: Health & Fitness Science Program: Gaston College
2015-2018	Training Center Faculty Coordinator: CPR/First Aid: Central Piedmont Community College
2015-2018	Chair, Worksite Wellness at Central Piedmont Community College
2015	Member, Search Committee: Division Director, Health and Human Services
2014	Coordinator, First Sport Management Symposium: Queens University of Charlotte
2013-2020	Panelist & Reader: Sport Management Major Research Seminar: Johnson C. Smith University
2013-2014	Co-Advisor: Martial Arts Club: Central Piedmont Community College
2011-2020	Faculty Member: Health & Human Performance Club: Johnson C. Smith University
2011-2018	Faculty/Staff Health Workshops & Fitness Training: Central Piedmont Community College

PRESENTATIONS

- Jones, K., Lawson-Williams, B., & Stowe, R. (2022, March). *The hard truth about soft skills: Implications for sport management students and educators*. [Manuscript Presentation]. NC SHAPE-SM Convention, Winston-Salem, NC.
- Jones, K. (2022, February). Panel moderator: Health and wellness of African Americans. *Central Piedmont Community College: Black History Month Panel*. Charlotte, NC.
- Jones, K. & Perry, J. (2021, February). *Effective strategies for discussing race within sport management classrooms* [Manuscript Presentation]. COMSA National Conference, Virtual.
- Jones, K., Lawson-Williams, B., & Stowe, R. (2020, November). *Sealing the deal: Sport industry employability skills for the sport management student* [Manuscript Presentation]. NC SHAPE-SM Convention, Winston-Salem, NC.
- Jones, K. (2019, January). *The benefits and ethical considerations surrounding biometrics in professional sports* [Conference Presentation]. National Association for Kinesiology in Higher Education National Conference, Savannah, GA.
- Jones, K. (2019, March). Sport management career panel participant. *Queens University of Charlotte, Sport Management Symposium*.
- Jones, K., Lawson-Williams, B., & Stowe, R. (2019, May). *Keep it practical: Sport management faculty experiential engagement* [Manuscript Presentation]. North American Society for Sport Management National Convention, New Orleans, LA.
- Jones, K., Lawson-Williams, B., & Stowe, R. (2019, October). *Hellos and hi-fives: Effective communication skills for the sport management student* [Convention Presentation]. NCAAHPERD-SM Convention, Winston-Salem, NC.
- Jones, K. & Stowe, R. (2019, November). *The perceptions of the ramifications for professional athletes unethical decisions*. [Manuscript Presentation]. North American Society for the Sociology in Sport National Convention, Virginia Beach, VA.
- Jones, K. (2018, January). *Overview of the importance of experiential learning within sport management* [Poster Presentation]. National Association for Kinesiology in Higher Education National Convention, Phoenix AZ.
- Jones, K., Lawson-Williams, B. & Stowe, R. (2018, November). *Two places at one time: The role of the sport pracademician* [Conference Workshop] NCAAHPERD-SM, Winston-Salem, NC.
- Jones, K. (2017, January). *Enhancing the student learning experience in kinesiology through the use of technology* [Conference Presentation]. National Association for Kinesiology in Higher Education National Convention, Orlando, FL.
- Jones, K., Lawson-Williams, Stowe, R., & Lyons, R. (2017, November). *Time to huddle: Examining the role and relevance of sport management faculty members' engagement in experiential learning activities* [Manuscript Presentation]. NCAAHPERD-SM Convention, Winston-Salem, NC.
- Jones, K. (2021, November). *An exploration into kinesiology* [Workshop Presentation]. Central Piedmont Community College Geek Fest, Charlotte, NC.
- Jones, K. (2016, May-July). *Life simple seven* [Workshop Presentation]. American Heart Association, Charlotte, NC.
- Jones, K. (2016, April). *Enhancing the student learning experience through the use of technology* [Workshop Presentation]. Gaston Community College SPARC3 Conference, Gastonia, NC.
- Jones, K. (2015, May). *Learning college showcase: Tablet technology*. Central Piedmont Community College [Workshop Presentation]. Charlotte, NC.

Jones, K. (2014, May). *Marketing yourself through social media* [Workshop Presentation]. Strayer University Career Symposium Charlotte, NC.

PUBLICATIONS & CURRENT RESEARCH ARTICLES

Jones, K., Lawson-Williams, B., & Stowe, R. (2022, April). The hard truth about soft skills: Implications for sport management students and educators. *North Carolina Journal*.

Perry, J., Jones, K., & Livingston, A. (2021). Effective strategies for discussing social unrest and race within sport management classrooms. *Education Justice Journal*.

Lawson-Williams, B., Stowe, R., Jones K., and Lyons. R. (In Press). *Huddle Up: Sport management faculty perceptions of the role and relevance of experiential activities*. Unpublished manuscript.

Jones, K. F. (2021). *The benefits and ethical considerations surrounding biometrics in professional sports*. Manuscript in preparation.

Perry, J., Lawson-Williams, B., & Jones, K. (2020). *The perception and disparities of career readiness for female students in sport management degree program*. Unpublished manuscript.

Jones, K. F. (2020). *The perceptions of the ramifications for professional athlete’s unethical decision-making*. Manuscript in preparation.

Lawson-Williams, B., Stowe, R., Jones K., and Lyons. R. (2019). Wearing many hats: Pracademician. *North Carolina Journal*.

Jones, K. F. (2017). *An overview of the importance of experiential learning in sport management*. Manuscript in preparation.

Jones, K. F. (2015). An examination of factors that influence a sports consumer's desire to attend a professional sporting event. *ProQuest Dissertations & Theses A&I*, 1661372009.

**AFFILIATIONS
(PROFESSIONAL AND COMMUNITY ORGANIZATIONS)**

NCVSA Advisory Council	2021-2022
NC-SHAPE Board of Directors	2020-Present
NC-SHAPE Sport Management Association, President & President Elect	2020-Present
American Heart Association of Greater Charlotte Board of Directors	2017-Present
East Carolina University Alumni Association Board of Directors, Elected Officer	2017-Present
Toastmasters International, Former VP of Membership	2016-Present
Winning Edge Leadership Academy Advisory Board	2015-2017
East Carolina University Alumni Associations Privateer/Chapter Leader	2015-2016
H.O.Y.A.S. Community Development Corp.: Chair & Vice Chair of the Board of Directors	2014-2017
American Heart Association of Greater Charlotte Mission Leadership Council	2013-2018
Delta Sigma Theta Sorority, Inc. Charlotte Alumnae Chapter Executive Board & Committee	2011-Present
Big Brothers Big Sisters of America: Mentor & Recruitment Task Force	2007-2017

**MEMBERSHIPS
(PROFESSIONAL AND COMMUNITY)**

North American Society for the Sociology of Sport	2019-2020
Toastmasters International (CL, CL, President CP Toastmasters)	2016-Present
National Association for Kinesiology in Higher Education	2016-2020
Commission on Sport Management Accreditation	2016-Present
North American Society for Sport Management	2014-Present
NC-SHAPE Sport Management Association	2013-Present
Deltas of Charlotte Foundation	2010-Present
Delta Sigma Theta Sorority, Incorporated	2010-Present
Golden Key International Honour Society	2010-Present
East Carolina University Alumni Association	2003-Present

AWARDS AND HONORS

Charlotte Alumnae Chapter, Delta Sigma Theta Sorority, Inc. Dynamic Delta Award	2020
Belmont Abbey College 2020 Spirit of St. Benedict Award	2020
East Carolina University Women's Roundtable 2019 Incredible ECU Woman Award Recipient	2019
Who's Who in Black Charlotte (7th Edition), Saluting Educational Leaders	2019
Toastmasters International Competent Leader and Communicator	2018
Karla Faye Jones Scholarship in Kinesiology, East Carolina University	2016-Present
East Carolina University's Top 40 Under 40 Leadership Award Recipient	2015
Superior Soror Award, Charlotte Alumnae Chapter Delta Sigma Theta	2015
Delta Doll Award, Charlotte Alumnae Chapter Delta Sigma Theta	2011 & 2015
Most Valuable Player Award, Bobcats Sports and Entertainment	2011
Golden Key International Honour Society Inductee	2011
Full Speed Ahead Service Award, Wachovia National Bank	2005
Shared Success Awards: Wachovia National Bank	2005-2006
Chancellor's List, East Carolina University	2002
Dean's List: East Carolina University	2001-2002

CERTIFICATIONS

CPR & Heart Saver & BLS Instructor Certification ~ American Heart Association	2014-Present
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PROFESSIONAL CONFERENCES & PROFESSIONAL DEVELOPMENT

2022 NCAA Regional Rules Seminar
2022 NACADA Academic Success and the Student-Athlete Online Course