

ANNEMARIE FARRELL

Department of Sport Management and Media
Ithaca College
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Education:

- June 2006 **Doctorate of Philosophy, Sport and Exercise Management**
The Ohio State University, Columbus, Ohio
Advisor: Dr. Janet Fink
Cognate: Sociology
- March 2004 **Master of Arts, Sport and Exercise Management**
The Ohio State University, Columbus, Ohio
Intercollegiate Athletics Emphasis
- May 2001 **Bachelor of Arts, Political Science; Sport Studies**
Mount Holyoke College, South Hadley, Massachusetts
Electoral Systems Emphasis

Appointments:

- August 2006-
Present **Assistant Professor, Department of Sport Management and Media**
Ithaca College, Ithaca, New York
Courses Taught:
- Introduction to Sport Management
 - Contemporary Issues in Sport Management
 - Sport Marketing
 - Sport Consumer Behavior & Sales
 - Problems in Intercollegiate Athletics
 - Current Issues in Professional Sport
 - Sport Policy
 - Managing Sport Organizations (Master's Level)
- January 2005-
June 2005 **Lecturer, Sport, Fitness and Health Program**
The Ohio State University, Columbus, Ohio
Course Taught:
- Sport for the Spectator
- January 2005,
January 2006 **Visiting Lecturer, Physical Education and Athletics**
Mount Holyoke College, South Hadley, MA
Courses Taught:
- Issues and Trends in Sport Management
 - Sport Marketing

October 2004- Adjunct Faculty, Department of Sport and Fitness Management Tech
June 2005 Columbus State Community College, Columbus, Ohio
Course Taught:

- Sport Law

Peer Reviewed Publications:

Farrell, A., Fink, J.S., & Fields, S. (In press). Women's Sport Spectatorship: An Exploration of Men's Influence. *Journal of Sport Management (JSM)*.

Farrell, A. (In press). College Basketball. In Stange & Oyster (Eds.) *Multimedia Encyclopedia of Women in Today's World*. SAGE Publishing.

Farrell, A. (In Review). Fan Attendance, Motives. In Swayne, L. (Ed.) *Encyclopedia of Sports Management and Marketing*. SAGE Publishing.

Haines, D., Kaiser, K., & **Farrell, A.** (April 2009). How to Develop and Administer a College Recreational Sports Graduate Administrative Research Program. *Recreational Sports Journal (RSJ)*.

Haines, D. & **Farrell, A.** (November 2006). The Perceived Barriers to Research in University Recreational Sports. *Recreational Sports Journal (RSJ)*.

Book Chapters:

Quatman, C., **Farrell, A.**, Parker, H., & Fink, J. (2007). Your Team Is My Team: A Social Network Approach to Sport Marketing. In Keillor, B. (Ed.) *Marketing in the 21st Century: Integrated Marketing Communication*. Praeger Publishing.

Peer-Reviewed Presentations (National Conferences):

Farrell, A. & Fink, J. (June, 2011). Female Fans of Men's Sport: Does Their Interest Carry Over to Women's Sport? Paper accepted for presentation at the annual meeting of the North American Society for Sport Management (NASSM), London, Ontario.

Fink, J., Burton, L., Parker, H., & **Farrell, A.** (June, 2011). Out" Female Intercollegiate Athletes: Factors Leading to Athletes' Ability to be "Out" in Sport. Paper accepted for presentation at the annual meeting of the North American Society for Sport Management (NASSM), London, Ontario.

Jones, M. & **Farrell, A.** (June, 2011). Traditional vs. Non-Traditional Sport Marketing: the convergence of comedy, pop-culture and corporate sponsorships. Paper accepted for presentation at the annual meeting of the North American Society for Sport Management (NASSM), London, Ontario.

Farrell, A. (November, 2010). Bringing up Baby: An Examination of Sport Fan Indoctrination Videos. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), San Diego, CA.

Farrell, A., Parker, H. & Lee, C. (June, 2010). Investigating Spectator Motivation of New Sport Franchises. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Tampa Bay, FL.

Fields, S., & **Farrell, A.** (November, 2009). Going Pro: Separating Business from Education in College Sport. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), Ottawa, Canada.

Farrell, A. & Parker, H. (June, 2009). Ambivalent Sexism and Attitudes Toward Women's Sport. Poster presented at the annual meeting of the North American Society for Sport Management (NASSM), Columbia, SC.

Farrell, A. & Dickens, M. (March, 2009). Transforming the Playing Field: Transgender Participation Policies and the Case of USA Rugby. Paper presented at the Sport, Sexuality, and Culture Conference, Ithaca, NY.

Strode, J., & **Farrell, A.** (November, 2007). Promotional Goals of Women's Sports at Division II and III Institutions. Paper presented at the annual meeting of the Sport Marketing Association (SMA), Pittsburgh, PA.

Quatman, C., **Farrell, A.,** & Parker, H. (June, 2007). A Qualitative Look at the Role Social Networks Play in Sport Consumer Behavior. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Fort Lauderdale, FL.

Farrell, A. (June, 2007). Why Women Don't Watch Women's Sports. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Fort Lauderdale, FL.

Farrell, A. & Quatman, C. (April, 2007). Social Network Perspectives: A new framework on Collective Deviance in Sport. Paper presented at the Clemson Symposium on Civility, Sports, and Society, Clemson, SC.

Farrell, A., & Parker, H. (March, 2007). Lesbians, Lay-ups, and Little Excitement: Perceptions of Women's Basketball. Paper presented at the Girls and Women Rock: Celebrating 35 Years of Sport and Title IX Symposium, Cleveland, OH.

Farrell, A., & Quatman, C. (November, 2006). Social Networks, Rioters and Hooligans: A New Framework on Burning Couches and Busted Cars. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS), Vancouver, Canada.

Fink, J., **Farrell, A.,** Parker, H., & Quatman, C. (June, 2006). The Importance of Social Relationships in Marketing Women's Sports: A Social Network Framework for Sport Consumption Behavior. Paper presented at the annual meeting of the North American Society for Sport Management (NASSM), Kansas City, MO.

Farrell, A. (October, 2005). Considering Female Consumer Disinterest in Women's Sport: An Interdisciplinary Perspective. Paper presented at the annual meeting of the North American Society for the Sociology of Sport (NASSS). Winston-Salem, NC.

Chawansky, M., **Farrell, A.**, & Parker, H. (February, 2005). Minivans, Bleachers, and Too Many Tournaments to Remember: Post-Title IX Reflections. Paper presented at Women and Sport: Before, During, and After Title IX: An interdisciplinary symposium celebrating the past, present, and future of women's sport, Bowling Green, Ohio.

Haines, D. & **Farrell, A.** (April, 2005). The Perceived Barriers to Research in University Recreational Sports. Paper presented at the annual meeting of the National Intramural-Recreational Sports Association (NIRSA), Orlando, Florida.

Peer-Reviewed Presentations (Regional):

Parker, H. & **Farrell, A.** (October, 2008). Understanding and challenging homophobia in sport. Paper presented at OUTSpoken: LGBT Leadership Conference. Syracuse, NY.

Farrell, A. & Strode, J. (November, 2004). Coaching: Building a Competitive and Successful Program. Paper presented at the annual meeting of Ohio Association for Health, Physical Education, Recreation and Dance (OAHPERD). Columbus, Ohio.

Farrell, A. & Quatman, C. (November, 2004). The College Admission Process: Considerations for Student-Athletes. Paper presented at the annual meeting of Ohio Association for Health, Physical Education, Recreation and Dance (OAHPERD). Columbus, Ohio.

Research Projects in Progress:

Fields, S. & **Farrell, A.** (Final Manuscript). Professionalizing College Football and Basketball: A Case Study. *Journal of Intercollegiate Sport (JIS)*.

Farrell, A. & Parker, H. Perceptions of Women's Sport and Female Athletes: The Role of Ambivalent Sexism Theory. *The Women in Sport and Physical Activity Journal (WSPAJ)*.

Lee, C., **Farrell, A.**, & Parker, H. Investigating Spectator Motivation of New Sport Franchises. *Sport Marketing Quarterly*.

Reviewer Duties:

Book Reviewer

Holcomb Hathaway Publishers (2007)

Guest Reviewer

Journal of Sport Management (2010)

Sex Roles (2010)

Women's Sport and Physical Activity Journal (2009)

Sociology of Sport Journal (2007)

Abstract Reviewer

Sport, Sexuality, and Culture Conference (2009)

Girls and Women Rock: Celebrating 35 Years of Sport and Title IX Symposium (2007)

Survey Review, Panel of Experts

NAGWS Diversity Survey

Coaching Experience:

- February 2009-
Present **Head Coach**
Ithaca College Men's Rugby Team, Ithaca, New York
- Led program to current #2 national ranking
 - Facilitate all aspects of player and game management for developing DIII collegiate men's program
 - Oversee practice and game schedule, coordinating drills to expand individual, unit and team skills.
 - Serve as liaison between the program and Ithaca College administration
 - Develop and implement risk management structure for program.
- June 2009-
Present **Head Coach, President & Founder**
Ithaca Women's Rugby, Ithaca, New York
- Create and develop community-based rugby program for female adult population
 - Oversee program marketing, recruitment, player development, risk management and team sponsorships
 - Network with local resources to maintain successful program
- August 2006-
January 2009 **Head Coach**
Cornell University Women's Rugby, Ithaca, New York
- Facilitate all aspects of player, team and game management for an elite Division I rugby program.
 - Craft press releases and promotional material for national rugby media, student recruitment and alumnae affairs.
 - Responsible for injury management, skill development and the promotion of a safe, fun learning environment.
- November
2003-June 2006 **Head Coach**
Denison University Women's Rugby, Granville, Ohio
- Responsible for the development of young players, teaching of sound fundamentals, practice organization, and the implementation of game plan.
 - Served as the leader of all facets of a program, including managing player development, organization of summer rugby, scheduling games, scrimmages, and officials and facilitating a positive and supportive relationship with the administration and faculty, all with the goal of creating a sustaining successful program.

August 2002-
October 2003

Scrum Coach / Assistant Coach
The Ohio State University Women's Rugby, Columbus, Ohio

- Responsible for development of scrum maneuvers, techniques and skill development for a nationally ranked, Division I rugby program.
- Special emphasis on developing inexperienced players and applying appropriate game plans.

April 2001-
June 2002

Head Coach
Mount Holyoke College Rugby, South Hadley, Massachusetts

- Organized daily practice schedule, incorporating sound fundamentals through drills, chalk talks and team meetings.
- Responsible for injury management, skill development and the promotion of a safe, fun learning environment.

U.S.A Rugby Coaching Accreditation Program

- Elite Coach Development Program
- Developing Skills USA Rugby Session (*August 2006*)
- Certified USA Rugby Level II Coach (*February 2001*)

Administrative Experience:

August 2006-
Present

Manager, United States Women's National Rugby Program
USA Rugby

- Responsible for the daily operations of an elite international rugby squad while on tour or during domestic camps.
- Coordinate lodging, meals, transportation, equipment, kit orders for 40 team members.
- Facilitate communication with players, coaching staff, management team and USA Rugby.
- Oversee bench area during international matches, including player substitutions, media communication and gear prep.

August 2008

Faculty Liaison/ONS Flash Quote Reporter, Beijing 2008 Olympic Games
Olympic News Service (ONS) & Ithaca College

- Supervised college delegation of students to intern for the Olympic News Service during the Beijing 2008 Olympic Games
- Interviewed athletes and coaches during Modern Pentathlon events
- Assisted with student training for ONS selection

November
2006-
December
2009

Secretary, New York State Rugby Executive Board
New York State Rugby Conference

- Recorded and maintained the minutes of all meetings of the association and the Executive Committee.
- Assisted executive leadership with projects pertaining to the efficient and effective management of the conference.

July 2005-
June 2006

Research Graduate Assistant, National Institute for Recreational Sports and Wellness in Partnership with NIRSA

The Ohio State University, Columbus, Ohio

- Assisted with National Research Institute College Recreational Sports & Wellness projects, including the Graduate and undergraduate student research program.
- Edited manuscripts and grant proposals.
- Aided in marketing the Research Institute, including developing and maintaining the Research Institute website.
- Helped coordinate the development and implementation of the department's standardized assessment program.
- Organized an inter-office library that will include all past publications and grant proposals.

August 2003-
July 2005

Facility Management Graduate Associate, Department of Recreational Sports

The Ohio State University, Columbus, Ohio

- Supervised a staff of fifty undergraduate students.
- Oversaw hiring, training and scheduling of student employees.
- Evaluated employee performance and make appropriate promotions within the department.
- Formulated budget appropriations and recommendations.

August 2003-
June 2004

Assessment and Research Graduate Associate, Department of Recreational Sports

The Ohio State University, Columbus, Ohio

- Assisted Director with research studies and projects.
- Coordinated and facilitated department focus groups.
- Fostered innovative ideas for implementing future assessment strategy.

October 2002-
July 2003

Intern, Professional Baseball Operations, International League

Columbus Clippers, Triple A Minor League Affiliate of the New York Yankees, Columbus, Ohio

- Presided over numerous aspects of baseball operations, including promotions, ticketing, player operations, group sales and events, and guest services.
- Provided essential game day management and customer service.
- Assisted with a variety of projects related to the operation of a highly successful minor league baseball franchise.

June 2002-
May 2003

Development and Event Planning Graduate Associate, Department of Recreational Sports

The Ohio State University, Columbus, Ohio

- Serve as a Development Assistant, coordinating an annual memorial Golf tournament, raising nearly \$100,000 toward various funds and department initiatives.
- Spearhead numerous fundraisers aimed at expanding and maintaining donor relationships.
- Systematize new structure for donor and sponsorship databases.

- June 2002-
October 2002
- Tournament Coordinator, Dave Griner Memorial Golf Outing**
The Ohio State University, Columbus, Ohio
- Solicited tournament corporate sponsorship and participant groups.
 - Organized packages and donations for annual tournament dinner auction.
 - Oversaw tournament registration, promotions, and budget.
 - Coordinated volunteer staff.

- August 2001-
June 2002
- Admission Counselor, Office of Admission**
Mount Holyoke College, South Hadley, Massachusetts
- Identified, recruited, interviewed and enrolled prospective students in a designated market.
 - Managed an extensive recruitment territory.
 - Conducted office-based contact by e-mail and phone with students, parents and high school counselors.
 - Liaison to the athletic department for student-athlete recruitment.

- Summer 2000
- Intern, Advocacy and Policy**
National Association of Girls and Women in Sport, Reston, Virginia
- Created publicity board for conventions and PowerPoint presentations on various topics.
 - Produced information sheets on scholarships and Title IX for membership.
 - Worked on various stages of publicity and publishing of NAGWS publications.

- May 1998-
May 2001
- Student Assistant, Office of the Assistant Athletic Director**
Mount Holyoke College, South Hadley, Massachusetts
- Drafted press releases pertaining to various individual and team sport accomplishments.
 - Created media releases for two regional lacrosse tournaments.
 - Developed tournament programs for field hockey and basketball contests.
 - Worked with athletic department staff to publicize athletic events.

Appointed Academic Governing Councils:

- August 2005-
Present
- Committee Member, Campaign for 2010 Steering Committee**
Mount Holyoke College, South Hadley, Massachusetts
- Primary leadership group responsible for the implementation and direction of a \$300 million campaign.
 - Work closely with major gift officers to meet campaign goals.
 - Cultivate and solicit giving prospects.

June 2004-July
2006

Committee Member, Annual Fund Committee

Mount Holyoke College, South Hadley, Massachusetts

- Oversee fundraising strategies and initiatives for the academic Institution.
- Mentor class and regional development volunteers.
- Plan and implement new philanthropy campaign for 2010.

October 2004-
March 2006

Transition Team, Department of Recreational Sports

The Ohio State University, Columbus, Ohio

- Charged with identifying issues critical to success of department.
- Monitor institutional change and its impact on organizational membership.
- Strategize and facilitate greater communication methods.

June 2001-
June 2002

Committee Member, Alumnae Development Committee

Mount Holyoke College, South Hadley, Massachusetts

- Active member with full-voting status, charged with oversight of development and fundraising mechanisms and initiatives for the academic institution.
- Oversee endowment campaign exceeding 200 million dollars.

Professional Memberships:

North American Society for Sport Management (NASSM)

North American Society for the Sociology of Sport (NASSS)

National Intramural-Recreational Sports Association (NIRSA)

USA Rugby Coaches Association

Awards:

Mount Holyoke College Young Alumnae Legacy Award

Mount Holyoke College Student Leadership and Service Award

Who's Who Among American University and College Students

Karen Snyder Sullivan Travel Fellowship (\$5,000)

Zero-MacMillian Engineering Corporation Leadership Award and Grant