

Colby B. Jubenville
Middle Tennessee State University
Department of Health and Human Performance
PO Box 96 Murfreesboro, TN 37132
615.898.2909
jubenvil@mtsu.edu

Present Rank: Associate Professor

Tenure Status: Tenured (August 1, 2005)

Administrative Title: HHP Graduate Programs Coordinator (Ph.D., M.S.)

EDUCATION

Ph.D., Human Performance

Emphasis: Teaching and Administration

The University of Southern Mississippi; August, 1999

Dissertation: Athlete's Perceptions of Head Football Coaches at NCAA Division III and NAIA Member Institutions in the State of Mississippi.

M.S., Coaching and Sport Administration

Emphasis: Sport Administration

The University of Southern Mississippi; August, 1995

B.A., History

Millsaps College; August, 1994

PROFESSIONAL EXPERIENCE

2007 - Present	Doctoral Program Coordinator: Middle Tennessee State University, Department of Health and Human Performance
2005 to Present	Associate Professor: Middle Tennessee State University, Department of Health and Human Performance.
2001 to Present	M.S. Sport Management Coordinator: Middle Tennessee State University, Department of Health and Human Performance.
2001 to 2005	Assistant Professor: Middle Tennessee State University, Department of Health and Human Performance.
2000 to 2001	Assistant Professor: Eastern Kentucky University, Department of Exercise and Sport Science.
2000 to 2001	M.S./B.S. Sport Management Coordinator: Eastern Kentucky University, Department of Exercise and Sport Science.
1998 to 2000	B.S. Sport Administration Program Coordinator: Belhaven College, Department of Sport Applications.
1994 to 1998	Graduate Teaching and Research Assistant: The University of Southern Mississippi, School of Human Performance and Recreation.

OTHER PROFESSIONAL POSTIONS HELD

1998 to 2000

Assistant Football Coach: Belhaven College, Department of Athletics.

RESIDENT INSTRUCTION

Graduate:

- Psychological & Sociological Aspects of Motor Development
- Sport Marketing, Promotions, and Fund Raising
- Equipment and Facilities in Physical Education and Sport
- Sociology of Sport
- Legal Issues and Risk Management in Physical Education, Sport, and Leisure Services
- Sport Management
- Sport Event Planning, Promotion, and Fundraising
- Administration and Supervision of Sport and Physical Education
- Philosophy and Principles of Sport and Physical Education
- Internship/Special Problems in HPER
- Independent Study in HPER

Undergraduate:

- History and Philosophy of Sport
- Sport in American Society
- Competitive Sports for Youth
- Practicum in Sport Administration and Coaching
- Psychological & Sociological Aspects of Motor Development
- Coaching Football
- Sport Marketing
- Internship/Practicum in Sport Administration
- Governing Bodies in Sport
- Facility Maintenance and Design
- Sport Administration
- Organization and Administration in Sport and Physical Education

SCHOLARLY ACIVITY

Book Chapters In Progress

Goss, B.D., **Jubenville, C.B.**, & Crow, C. (2008). *The Future of Sport Management*, Andy Gillentine and Brian Crow, eds., Morgantown, W.V.: Fitness Information Technologies.

Forward

Burt, M. 2007. *This Ain't no Practice Life*. Murfreesboro, TN: Instant Publisher.com. ISBN978-59872-893-4

Refereed Articles Under Review

Johnson, G.R., **Jubenville, C.B.**, & Goss, B.D. (2008). Using Institutional Selection Factors to Create Profiles: Marketing Small, Private Colleges & Universities to Prospective Student-Athletes. *Paper submitted to the Journal of Marketing for Higher Education.* (accepted with revisions).

Smith, G.S., Goss, B.D., **Jubenville, C.B.**, (2008). Examining the Impact of Market Size of Facility Security Operations at Indoor Multipurpose Facilities on College and University Campuses. *Paper submitted to the Journal of Venue and Event Management.* (submitted).

Roy, D., Goss, B., **Jubenville, C.B.**, (2008). Influences on Event Attendance Decisions for Stock Car Automobile Fans. *Paper submitted to the International Journal of Sport Management and Marketing.* (submitted).

Refereed Articles

Anshel, M.A., Sutarso, T., & **Jubenville, C.B.** (2007). Racial Differences Between Sources of Acute Stress and Coping Style Among Competitive Athletes. *Paper submitted to The Journal of Social Psychology, Fall 2007.* (in press).

Jubenville, C.B., Goss, B.D., & Wright, K.E. (2007). The impact of the NCAA's Recruiting Certification Program on recruiting violations. *Paper submitted to International Journal of Sport Management, Fall 2007.* (in press).

Sayers, A. L., Caputo, J. L., Farley, R. S., Fuller, D. K., & **Jubenville, C. B.** (2007). The effect of static stretching on phases of sprint performance in elite soccer players. *Paper submitted to the Journal of Strength and Conditioning Research.* (in press).

Goss, B.D., **Jubenville, C.B.**, & Polite, F.G. (2007). Applying an advertising creativity model to the NFL's black quarterbacks & postmodern sport marketing practices. *Paper submitted to Marketing Management Journal Fall 2007.* (in press).

Jubenville, C.B., Goss, B. D., & Phillips, D.R. (2007). Student-Athlete Perceptions of the Coach-Athlete Relationship and Their Impact on Intercollegiate Sports Programs: An Interpretive Case Study of Small-College Head Football Coaches. *International Journal of Sport Management, (8), 2, 147-169.*

Goss, B.D., **Jubenville, C.B.**, & Orejan, J. (2007). An examination of influences and factors on the institutional selection processes of freshmen student athletes at small colleges and universities. *Journal of Marketing for Higher Education, (16),2, 105-134.*

Jubenville, C.B., Goss, B.D., & Ledford, B. (2004). Baseball marketing: Back to the minors. *Sport Marketing Quarterly, (13), 1, 55-57.*

Goss, B.D., Crow, R.B., Ashley, F.B. III, & **Jubenville, C.B.** (2004). The future of intercollegiate athletics at historically black colleges & universities. *International Journal of Sport Management, 5 (4), 367-393.*

Goss, B.D., **Jubenville, C.B.**, & MacBeth, J.L. (2003). Primary principles of post-9/11 stadium security in the United States: transatlantic implications from British practices. *Facility Manager*, Also published on-line: <http://www.iaam.org/CVMS/Post%20911%20Stadium%20Security.doc> (Article was used as original test article for peer-reviewed Public Assembly Facility Management Journal established by IAAM's Center for Venue Management Studies).

State and On-Line Peer Reviewed Articles

Sayers, A., Caputo, J., Furgeson, J., & **Jubenville, C.** (2007) *Physical Performance – Should Stretching be included? The New P.E. Dimension* [On- Line] Available: <http://www.sports-media.org/experts/expert.htm>

Roberts, T., Furgeson, J & **Jubenville, C.**, (2006). College Cognition – Exercise + Brain = Connection Part II. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 42 (2), 6-14.

Roberts, T., Furgeson, J & **Jubenville, C.**, (2006). College Cognition – Exercise + Brain = Connection. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 42, (1), 6-12.

Johnson, G., **Jubenville, C.**, & Stranak, L (2005). Understanding Small College Athletes: Factors, Trends, and Decision-Making Models that Influence Institutional Choice. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 41, (2), 19-22.

Goss, B.D., **Jubenville, C.B.**, Ferguson, J., & Bowers, C.J. (2003). 4 Steps to Success: Evaluation of coaches of non-revenue producing sports. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 39 (2), 5-8.

Ferguson, J., & **Jubenville, C.B.** (2003). Coaching, Teaching, Critiquing. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 40 (1), 5-8.

Jubenville, C.B., Goss, B.D., Vought, E., & Davis, L.J. Mission impossible? (2002). Successfully communicating institutional goals through athletics. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 38 (1), 15-18.

Jubenville, C.B. (2001). Improvement through evaluation. *Journal of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance*, 37, 6-10.

Ferguson, J., & **Jubenville, C.B.** (2001). Coaching, teaching, critiquing. *The New P.E. Dimension* [On- Line] Available: <http://www.sports-media.org/Sportapolisnewsletter3.htm>

Trade Journal Articles

Goss, B.D., **Jubenville, C.B.**, & MacBeth, J.L. (2003). Hospitality halts hooliganism: how British soccer facilities utilize revenue streams to undermine troublemakers. *Facility Manager*, 19 (6), 18-21.

Jubenville, C.B., Goss, B.D., MacBeth, J.L., & Currie, S.M. (2003). Defending without offending: Balancing facility security with ADA accessibility. *Facility Manager*, 19 (3), 28-31.

Goss, B.D., **Jubenville, C.B.,** Currie, S.M., & MacBeth, J.L. (2003). Hooliganism moves across the pond. *Facility Manager*, 19 (1), 32-35.

Invited Commentaries, Abstracts, and Conference Proceedings

Goss, B.D., **Jubenville, C.B.** (2007). *Deriving a Model For Leisure Performance Consumption Motivation In Entertainment & Sport*. Paper presented at the Spring 2007 Conference of the International Society of Business Disciplines in Las Vegas, NV.

Roy, D., Goss, B., **Jubenville, C.B.** (2005) The Role of Sponsorship Beliefs in Consumer Response to Sports Sponsorships, *Proceedings of the Marketing Management Association Conference*, 187.

Roy, D.P. & **Jubenville, C.B.,** (2004) Selling the Promise: Marketing to Sport's Internal Customers, *Proceedings of the Sport Marketing Association Conference*, 76.

Roy, D.P., Graeff, T., and **Jubenville, C.B.** (2004), "Beliefs About Public Support for Sports Stadium Construction: A Case Study," *Proceedings of the Atlantic Marketing Association Conference*, Jerry W. Wilson, ed., 37-42.

Goss, B.D., Kerr, A.M., **Jubenville, C.B.,** Silk, R.C. (2004). [Abstract]Getting Data Off the Bench and Into the Game: Application of CRM's Analytic Component in the Sport Industry. *Paper presented at The Eighth World Multi Conference on Systemics, Cybernetics, and Informatics, in Orlando FL.*

Goss, B.D., & **Jubenville, C.B.,** (2004). Threat Assessment and Exploitation Identification concerning the potential of al-Qaida and other terrorist networks for the 2004 Super Bowl Red Cell in conjunction with the *Analytic Red Cell Program of the Department of Homeland Security Information Analysis and Infrastructure Protection Directorate (IAIP)*. **(Invited)**

Roy, D.P., **Jubenville, C.B.,** and Goss, B.G. (2003), "Factors Influencing Attendance at a National Hockey League Game in a Nontraditional Market," *Proceedings of the Sport Marketing Association Conference*, A-12.

Roy, D., Goss, B.D., **Jubenville, C.B.,** & Whiteway, C. (2003). Factors Influencing Fans' Motivation for Attendance of NASCAR Events. [Abstract]. *Research Proceedings of the 2003 International Conference for Sport & Entertainment Business in Columbia, SC.*

Jubenville, C.B. (2002, December 22). *Option Attack*. Mobile Press Register, pp. D1, D4.

Jubenville, C.B., Goss, B.D., & MacBeth J.L. (2002). *Hospitality Hexes Hooligans: How British Soccer Stadiums Simultaneously Combat Unruly Fan Behavior and Increase Revenue Streams*. [Abstract]. *Research Proceedings of the 2002 International Conference for Sport & Entertainment Business, Columbia, SC.*

Jubenville, C.B., & Goss, B.D. (2002, July 7). *Taming the Monster: College Athletics has become a multi-billion business that is spinning out of control*. Mobile Press Register, pp. D1, D4.

Goss, B.D., **Jubenville, C.B.**, & MacBeth, J.L. (2002). *Take the Ballgame out to me: Product extension in the 21st Century Sport Market*. [Abstract] *Research Proceedings of North American Society for Sport Management 2002 Conference, Canmore, Alberta*.

Jubenville, C.B., Goss, B.D., Vought, E., Davis, L.J., MacBeth, J., & McClellan, P. (2002). *Factors Affecting the Selection of Small-College Athletic Programs by Entering Freshman Athletes* [Abstract]. *Research Council Programs and Proceedings of the 2002 Fourth Annual Faculty Forum of the Clemson University College of Health, Education, & Human Development, Clemson, SC*.

Jubenville, C.B. (2002, February 17). *Collegiate Mockery: NCAA 'System' Victimizes Colleges, Coaches, and Fans*. *Mobile Press Register*, pp. D1, D4.

Jubenville, C.B., Goss, B.D., Vought, M., McClellan, P., & MacBeth, J. (2002). *Factors affecting the selection of small-college athletic programs by entering freshmen athletes* [Abstract]. *Research Council Programs and Proceedings of the 2002 Southern District/Eastern District AAHPERD Convention in Baltimore, MD*.

Jubenville, C.B., & Goss, B.D. (2001). *Baseball marketing: Back to the minors* [Abstract]. *Research Proceedings of the 2001 International Conference for Sport & Entertainment Business, Columbia, SC*.

Jubenville, C.B. (2001). *Athletes Perceptions of Coaching Performance among National Collegiate Athletic Association Division III and National Association of Intercollegiate Athletics Head Football Coaches in the State of Mississippi*. *Research Quarterly for Exercise and Sport Abstracts*, 72, 108.

Goss, B.D., & **Jubenville, C.B.** (2001). *The Image of Air Jordan revisited: Stereotype slammer or floating racial signifier?* [Abstract] *Research Proceedings of North American Society for Sport Management 2001 Conference, Virginia Beach, VA*.

Jubenville, C.B. (2001, May 20). *Sports Stamps Approval on Mobile County Schools*. *Mobile Press Register*, pp. D1, D4..

PRESENTATIONS

Conference Presentations & Invited Lecture/Seminars International

International

Goss, B.D., **Jubenville, C.B.** *Game day security: From conceptualization to application*. (2007, May) Paper presented at the 2007 North American Society for Sport Management conference in Fort Lauderdale, FL.

Goss, B.D., **Jubenville, C.B.** (2007, March). *Deriving a Model For Leisure Performance Consumption Motivation In Entertainment & Sport*. Paper presented at the Spring 2007 Conference of the International Society of Business Disciplines in Las Vegas, NV.

Goss, B.D., **Jubenville, C.B.**, & Polite, F.G. (2006, November). *The World Baseball Classic as a global branding promotional strategy for Major League Baseball*. Paper presented at the Fall 2006 Conference of the International Society of Business Disciplines in Las Vegas, NV.

Jubenville, C.B., Goss, B.D., & Kerr, A.M. (2004, September). *Minor Differences, Major Improvements: How American Minor League Baseball Teams Are Reinventing Services Marketing*. Paper presented at the 8th World Leisure Congress, in Brisbane, Australia.

Kerr, A.M., **Jubenville, C.B.,** & Goss, B.D. (2004, September). *Sport Gets Smart(DM): Data Mining as an Application of the Analytical Component of Customer Relationship Management in the Sport Industry*. Paper presented at the 8th World Leisure Congress, Brisbane, Australia.

Goss, B.D., Kerr, A.M., **Jubenville, C.B.,** Silk, R.C. (2004, July). *Getting Data Off the Bench and Into the Game: Application of CRM's Analytic Component in the Sport Industry*. Paper presented at The Eighth World Multi Conference on Systemics, Cybernetics, and Informatics, in Orlando FL.

Smith, G.N., Goss, B.D., & **Jubenville, C.B.** (2004, July). *Examining the Impact of Market Size on Facility and Security Operations at Indoor Multipurpose Facilities on College and University Campuses*. Paper presented at the 2004 International Association of Assembly Managers in Reno, Nevada.

Roy, D., Goss, B.D., **Jubenville, C.B.,** & Whiteway, C. (2003, October). *Factors Influencing Fans' Motivation for Attendance of NASCAR Events*. Paper presented at the 2003 International Conference for Sport & Entertainment Business in Columbia, SC.

Walker, H.J., **Jubenville, C.B.** Whiteway, C., Thacker, J.L., Ford, K.M., & Williams, K. (2003, October). *Internship Success: For Students, By Students*. Paper presented at the 2003 International Conference for Sport & Entertainment Business in Columbia, SC.

Roy, D., Harmon, S., & **Jubenville, C.** (2003, May). *Demographic and Behavioral Effects on Fan Satisfaction with Game Day Experience*. Paper presented at the 2003 North American Society for Sport Management conference in Ithaca, NY.

Goss, B.D., & **Jubenville, C.B.** (2002, November). *Judgment call: an examination of the treatment of pitchers in baseball stacking studies*. Paper presented at the 2002 North American Society for the Sociology of Sport conference in Indianapolis, IN.

Reid, J.A., **Jubenville, C.B.,** MacBeth, J.L., & Goss, B.D. (2002, October). *The development of coaching effectiveness in the United States: Formal and informal evaluation techniques*. Paper presented at the 7th International Sports Sciences Congress in Kemer, Antalya, Turkey.

Goss, B.D., **Jubenville, C.B.,** MacBeth, J., & Currie, S.M. (2002, October). *Hospitality hexes hooligans: how modern British soccer stadiums simultaneously combat unruly fan behavior and increase revenue streams*. Paper presented at the 2002 International Conference for Sport & Entertainment Business in Columbia, SC.

Jubenville, C.B., Goss, B.D., Currie, S.M., & MacBeth, J. (2002, July). *Post-9/11 stadium security in America: transatlantic implications from British practices & principles*. Paper presented at the 2002 International Association of Assembly Managers Conference in Atlanta, GA.

Goss, B.D., **Jubenville, C.B.,** & MacBeth, J.L. (2002, May). *"Take the ballgame out to me": Product extension in the 21st century sport market*. Paper presented at the 2002 North American Society for Sport Management Conference in Canmore, Alberta, Canada.

Jubenville, C.B., & Goss, B.D. (2001, October). *Baseball marketing: back to the minors*. Paper presented at the 2001 International Conference for Sport & Entertainment Business, Columbia, SC.

Goss, B.D., & **Jubenville, C.B.** (2001, June). *The Image of Air Jordan revisited: Stereotype slammer or floating racial signifier?* Paper presented at the North American Society for Sport Management 2001 Conference, Virginia Beach, VA.

National Consortium

Jubenville, C.B., (2002, June). *Establishing Integrity in College Athletics. A panel discussion on integrity and college athletics*. National Consortium for Academics and Sports; Character in College Athletics, University of Kentucky, Lexington, KY.

National

Roy, D.P., Goss, B.D., and **Jubenville, C.B.** (2007), *Search Engine Advertising Creative Strategies for Service Firms: A Content Analysis*. Paper presented at the Direct Marketing Education Foundation Direct/Interactive Marketing Research Summit, Chicago, IL.

Sayers, A. L., Caputo, J. L., Farley, R. S., Fuller, D. K., & **Jubenville, C. B.** (2007). *The effect of static stretching on phases of sprint performance in elite soccer players*. Paper presented at the American College of Sports Medicine Annual Meeting, New Orleans, LA.

Goss, B.D., Polite, F.G., & **Jubenville, C.B.** (2006, March). *The Black quarterback in the South: Paving the hard road to glory*. Paper presented at the 2006 conference of the Drake Group, Indianapolis, IN.

Goss, B.D., Polite, F.G., & **Jubenville, C.B.** (2006, March). *Changing the play at the line of scrimmage: An exploratory analysis of the Black quarterback's influence on the revolution of sport marketing practices*. Paper presented at the 2006 Spring Conference of the Marketing Management Association, Chicago, IL.

Roy, D., Goss, B., & **Jubenville, C.** (2005, March) *The Role of Sponsorship Beliefs in Consumer Response to Sports Sponsorships*. Paper presented at the 2005 Marketing Management Conference; Chicago, IL.

Jubenville, C.B., Goss, B.G., & Wright, K. *An Examination of the NCAA As An Open System* (2005, March) Paper presented at the 2005 Drake Group Conference; Saint Louis, MO.
<http://www.thedrakegroup.org/Conference>

Goss, B.D., Tyler, A., Billings, Polite, F.P., **Jubenville, C.** (2005, April). *Judging The Book? An Investigation of Alleged Racial Stereotyping in Portrayals of Black NBA Players on Sports Illustrated Magazine Covers, 1970-2003*. Paper presented at the 2005 convention of the American Alliance for Health, Physical Education, Recreation, & Dance; Chicago, IL.

Roy, D., & **Jubenville, C.**, (2004, November). *Selling the Promise: Marketing to Sport's Internal Customers*. Paper presented at the 2004 Sport Marketing Association conference; Memphis, TN.

Graeff, T., Roy, D., & **Jubenville, C.** (2004, October) *Beliefs About Public Support for Sports Stadium Construction: A Case Study*. Paper presented at the 2004 Atlantic Marketing Association Annual Meeting; Chattanooga, TN.

Goss, B.D., **Jubenville, C.B.**, Polite, F.P., Jackson, N.J., MacBeth, J.L. & Currie, S.C. (2004, April). *Black Quarterbacks: Sacked or Surging? Trends Within the National Football League and Participation Patterns in Amateur Sport*. Paper presented at the 2004 convention of the American Alliance for Health, Physical Education, Recreation, & Dance; New Orleans, LA.

Roy, D., **Jubenville, C.**, & Goss, B. (2003, November). *Factors Influencing Attendance at a National Hockey League Game in a Nontraditional Market*. Paper presented at the Sport Marketing Association 2003 conference; Gainesville, FL.

Goss, B.D., & **Jubenville, C.B.** (2002, October). "I'm their leader, so which way do I go? Linking core values to goals & objectives through the Linear Value Management model." Paper presented at the 4th Annual Florida State University Sport Management conference; Tallahassee, FL.

Pearson, D.W., Goss, B.D., **Jubenville, C.B.**, MacBeth, J.L. & Harrison, C.K. (2002, April). *Images of Sport & Race in Media & Film*. Paper presented at the 2002 convention of the American Alliance for Health, Physical Education, Recreation, & Dance; San Diego, CA.

Jubenville, C.B. (2001, March). *Athletes Perceptions of Coaching Performance among National Collegiate Athletic Association Division III and National Association of Intercollegiate Athletics Head Football Coaches in the State of Mississippi*. Poster Presentation at the 2001 convention of the American Alliance for Health, Physical Education, Recreation, & Dance; Cincinnati, OH

Regional

Johnson, G, Stranak, L., **Jubenville, C.B.**, MacBeth, J. (2006, March). *A Recruiting Profile of Student-Athlete College Choice Factors for Entering Freshmen in the NAIA Transouth Conference*. Poster Presentation at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, & Dance, Virginia Beach, VA.

Goss, B.D., & **Jubenville, C.B.** (2003, February). *Post-9/11 security in sport & recreation complexes: Implications for facility managers*. Paper presented at the 25th Annual Southeastern Recreation Research Conference, Asheville, NC.

Goss, B.D., **Jubenville, C.B.**, Jackson, E.N., & Polite, F.G. (2003). *Is it ALL-good? A panel discussion on race and sport in America*. Paper presented at the meeting of the Southern District of the American Alliance for Health, Physical Education, Recreation, & Dance, Savannah, GA.

Goss, B.D., **Jubenville, C.B.**, & Danna, J.G. III (2002, February). *Stemming the flood or band aiding an artery? Comparing NCAA recruiting violations before & after institution of the certification process*. Paper presented at the joint convention of the Eastern District & Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Baltimore, MD.

Jubenville, C.B., Goss, B.D., McClellan, P., MacBeth, J.L., & Vought, E. (2002, February). *Factors Affecting the Selection of Small-College Athletic Programs by Entering Freshman Athletes*. Paper presented at the joint convention of the Eastern District & Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Baltimore, MD.

Goss, B.D., & **Jubenville, C.B.** (1998, November). *Developing Excellence in Coaching: Evaluation and Its Impact on the Development of Coaches*. Paper presented at the 1998 Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Biloxi, MS.

State (Invited)

Jubenville, C.B., Martinez, J. M., Macbeth, J., Burt, M.J. (2007, October). *Rutherford County, TN Schools Athletic Program in Corporate America: A Case Study Sponsorship*. Paper presented at the 2007 convention of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance, Louisville, KY.

Jubenville, C.B., Martinez, M., Gill, J., Churchill, J. Shelly, J.P. (2007, October). *Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports*. Paper presented at the 2007 convention of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance, Louisville, KY.

Currie, S., Macbeth, J., & **Jubenville, C.** (2006, November) *Research-Based Guidelines to Assist Independent School Physical Education Programs*. Paper presented at the 2006 Tennessee Association of Independent Schools, Memphis, TN.

Goss, B.D., & **Jubenville, C.B.** (2004, October). *On A Mission from...?*. Paper presented at the 2004 convention of the Florida Alliance for Health, Physical Education, Recreation, & Dance, Orlando, FL.

Goss, B.D., & **Jubenville, C.B.** (2003, November). *Linking core values to goals & objectives through the Linear Value Management Model*. Paper presented at the annual convention of the South Carolina Alliance for Health, Physical Education, Recreation, & Dance, Myrtle Beach, SC.

Goss, B.D., & **Jubenville, C.B.** (2002, November). "A parallel universe: race in sport theories reflected in Shields' *Black Planet*". Paper presented at the 2002 convention of the South Carolina Alliance for Health, Physical Education, Recreation, & Dance, Myrtle Beach, SC.

Jubenville, C.B., & Goss, B.D. (2001, November). *Race & ethnicity: are they important in sports?* Paper to be presented at the 2001 convention of the South Carolina Alliance for Health, Physical Education, Recreation, & Dance, Myrtle Beach, SC.

Jubenville, C.B., Goss, B.D., & Statler, T. (2001, November). *Is it all good? A panel discussion on race & sport in America*. Symposium presented at the 2001 convention of the South Carolina Alliance for Health, Physical Education, Recreation, & Dance, Myrtle Beach, SC.

Goss, B.D., & **Jubenville, C.B.** (2001, November). *The Image of Air Jordan revisited: Stereotype slammer or floating racial signifier?* Paper presented at the 2001 convention of the South Carolina Alliance for Health, Physical Education, Recreation, & Dance, Myrtle Beach, SC.

Goss, B.D., & **Jubenville, C.B.** (2000, November). *Developing Excellence in Coaching: Evaluation and its Impact on the Development of Coaches.* Paper presented at the 2000 Convention of South Carolina Alliance for Health, Physical Education, Recreation, and Dance, Myrtle Beach, SC.

Jubenville, C.B. (2000, November). *Athletes Perceptions of Coaching Performance Among National Collegiate Athletic Association Division III and National Association of Intercollegiate Athletics Head Football Coaches in the State of Mississippi.* Paper presented at the 2000 Convention of South Carolina Alliance for Health, Physical Education, Recreation, and Dance, Myrtle Beach, SC.

Goss, B.D., & **Jubenville, C.B.** (1998, November). *Developing Excellence in Coaching: Evaluation and Its Impact on the Development of Coaches.* Paper presented at the 1998 Southern District of the American Alliance for Health, Physical Education, Recreation, and Dance, Biloxi, MS.

University

Sayers, A. L., Caputo, J. L., Farley, R. S., Fuller, D. K., & **Jubenville, C. B.** (2007). The effect of static stretching on phases of sprint performance in elite soccer players. Presented at the Middle Tennessee State University Scholar's Day, Murfreesboro, TN.

Jubenville, C.B. (2005, October). *The NCAA as an Open System.* Presentation at the Middle Tennessee State University Honors College Lecture Series, Murfreesboro, TN. (Invited)

Jubenville, C.B. (2005, February). *Security Trends in Sport: Security Operations at Sport Facilities Post 9/11.* Presentation at the Middle Tennessee State University Honors College Lecture Series, Murfreesboro, TN. (Invited)

Jubenville, C.B. (2004, October). *Systems Thinking: Applying Deming's 14 Points to the Sport Industry.* Presentation at the University of Alabama Distinguished Sport Management Lecture Series, Tuscaloosa, AL. (Invited)

Roy, D., Graeff, T., & **Jubenville, C.B.** (October, 2004). *Beliefs about Public Support For Sports Stadiums: A Case Study.* Paper Presented at Middle Tennessee State University Showcase of Research, Scholarship, Creativity, and Public Service, Murfreesboro, TN.

Goss, B., Roy, D., Kerr, A., & **Jubenville, C.B.** (October, 2004). *Customer Relationship Management: A Technologically Integrated Model for Sport.* Paper Presented at Middle Tennessee State University Showcase of Research, Scholarship, Creativity, and Public Service, Murfreesboro, TN.

Goss, B.D., Roy, D.P., Kerr, A.M., & **Jubenville, C.B.** (2004, April). *Customer Relationship Management: A Technologically Integrated Model for Sport*. Paper presented at The Sixth Annual Faculty Forum of the Clemson University College of Health, Education, & Human Development, Clemson, SC.

Jubenville, C.B. (2004, March). *Event and Risk Management: Terrorism and Its Impact on Sport Venues*. Paper presented at the University of Alabama Sport Management Lecture Series, Tuscaloosa, AL. (Invited)

Jubenville, C.B. (2003, October). *Migrating to Success: Defining your future in the sport industry*. Paper presented at the University of Alabama Sport Management Lecture Series, Tuscaloosa, AL. (Invited)

Goss, B.D., & **Jubenville, C.B.** (2003, April). *Post-9/11 security in sport & recreation complexes: Implications for facility managers*. Paper presented at The Fifth Annual Faculty Forum of the Clemson University College of Health, Education, & Human Development, Clemson, SC.

Jubenville, C.B., Goss, B.D., Vought, E., Davis, L.J., MacBeth, J., & McClellan, P. (2002, April). *Factors Affecting the Selection of Small-College Athletic Programs by Entering Freshman Athletes*. Paper presented at The Fourth Annual Faculty Forum of the Clemson University College of Health, Education, & Human Development, Clemson, SC.

FUNDING SOURCES

Internal Grants

Jubenville, C.B. & Diaz, S.C. (2008, Spring) Course Curriculum Revision: Integration of the Role of Women in Sport, Middle Tennessee State University, *Office of the President*, **\$1,800.00 (submitted)**.

Jubenville, C.B., & Martinez, M. (2007, Fall). Distinguished Lecture Series: Speaker Mr. Douglas Hess, Middle Tennessee State University, *Distinguished Lecture Series*, **\$2,500.00 (not funded)**.

Jubenville, C.B., & Martinez, M. (2007, Fall). Distinguished Lecture Series: Speaker Mr. Brian Shulman, Middle Tennessee State University, *Distinguished Lecture Series*, **\$800.00 (funded)**.

Jubenville, C.B. Goss, B.D.& MacBeth, J.L. (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant **\$21,000.00 (Funded)**

Jubenville, C.B. & Smith, B. (2007) Blue Raider Sales and Marketing Middle Tennessee State University Graduate Assistantships **\$32,000.00 (Funded)**

Jubenville, C.B., Goss, B.D. & MacBeth, J.L. (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, Department of Health and Human Performance, Special Assistance Grant **\$5,000.00 (Funded)**

Jubenville, C.B., & Silk, R.C. (2004, Spring). Enhancement of Technology for the Open Alumni Memorial Gymnasium Computer Lab, Proposal submitted for the Middle Tennessee State University *Technology Access Fund*. **\$6,935.00 (Funded).**

Jubenville, C.B. (2004, Spring). CRM: The Impact of Customer Relationship Management on the Sport Industry, Middle Tennessee State University, *Faculty Research and Creative Activity Grant*, **\$8,451.28 (Not funded).**

Jubenville, C.B., Roy, D., & Watson, L.A. (2004, Spring) Student Activity Funds for the Georgia Southern Sport Management Conference, Middle Tennessee State University, Student Activity Fund, **\$600.00. (Funded).**

Jubenville, C.B., & Roy, D. (2003, Fall). Distinguished Lecture Series: Speaker Dr. Janet Parks, Middle Tennessee State University, *Distinguished Lecture Committee*, **\$1,000.00 (Funded).**

Jubenville, C.B. (2003, Fall). College Athletics Chapter of a Text- Ethical Issues in Sport, Middle Tennessee State University, *Summer 2004 Research Grant*, **\$4,185.98 (Funded).**

Jubenville, C.B. (2003, Spring). Developing Customer Relation Management (CRM) Models to Minor League Sport Industries, Middle Tennessee State University, *Faculty Research and Creative Activity Grant*, **\$6,112.00 (Funded).**

Jubenville, C.B. (2003, Spring). Replacement of Existing Technology for the Open Alumni Memorial Gymnasium Computer Lab, Proposal submitted for the Middle Tennessee State University *Technology Access Fund*. **\$11,673.70 (Funded).**

Jubenville, C.B. (2003, Spring). Using the World Wide Web for Educational Enhancement within the Graduate Sport Management Program: A One Stop Shop, Middle Tennessee State University *Instructional Technologies Development Grant* (**Not Funded**).

Jubenville, C.B. (2002, Spring). The Role of the Black Quarterback as a Catalyst for the Desegregation of Southern Collegiate Institutions, Middle Tennessee State University, *Faculty Research and Creative Activity Grant*, **\$5,648.00 (Not Funded).**

Jubenville, C.B. (2001, December). The Role of the Black Quarterback as a Catalyst for the Desegregation of Southern Collegiate Institutions, Middle Tennessee State University, *Faculty Research and Creative Activity Grant*, **\$5,648.00 (Funded).**

Jubenville, C.B. (2000, September). Eastern Kentucky University Faculty Development Grant; Office of the Provost and Vice President for Academic Affairs, **\$582.00 (Funded).**

External Grants

Jubenville, C.B. (Spring 2008) Center for Sport Policy and Research, Brian Shulman, Founder and CEO Learning Through Sports, \$30,000.00 per year for two years (2008-2010) (**Funded**).

Jubenville, C.B. & Martinez, J.M. (Spring 2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 (**Submitted**).

Jubenville, C.B. & MacBeth, J.L (Fall, 2007). Learning Through Sports, Brian Shulman, Founder and CEO, \$48,000.00 (**Funded**).

Jubenville, C.B. & MacBeth, J.L (Spring, 2007). TSSAA Fellowship Program, Ronnie Carter, Executive Director, \$132,000.00 (**Not Funded**).

Jubenville, C.B. (2006, Fall) Nashville Predators Ticket Sales Fellowship Program, Scott Wampold, Vice President for Ticket Sales, \$25,000.00 (**Not Funded**).

Jubenville, C.B. (2006, Spring) Nashville Sports Council Fellowship Program, Gary Alexander, Associate Executive Director, \$40,000.00 (**Not Funded**).

Jubenville, C.B. (2006, Spring) Dover Motor Sports Fellowship Program, Josh Callbaugh, Director of Ticket Sales, \$40,000.00 (**Submitted**).

MEDIA MENTIONS

Print Media

January 27, 2008	The Murfreesboro Post, MTSU professor starts sports journal, Web site, Author: Josh Ezzell
January 22, 2008	The Daily News Journal, <i>MTSU Program Launching Scholarly Sports Journal</i> , Author: The Daily News Journal
May 6, 2007	The Murfreesboro Post, <i>RHS creates brand statement</i> , Author: Josh Ezzell
April 23, 2007	Daily News Journal, <i>Branded: Riverdale approves strategy to 'sell' itself to the fans</i> , Author: Tosheena Robinson-Blair
August 14, 2006	Daily News Journal, <i>Punching Your Ticket</i> , Author: Josh Beasley
May, 2006	Athletic Business, <i>Enemy at the Gates</i> Author: Paul Steinbach
March 1, 2006	The Augusta Free Press, <i>At what price security?</i> Author: Chris Graham

MEDIA MENTIONS CONT'D

October 27, 2005 The Tennessean, *Developer Wants to Stay in Stadium Deal* Author: Ailene Torres

September 23, 2005 The Tennessean, *Metro Disputes Predators Minimum Net Worth* Author: Ailene Torres

Television

December 2004 CBS Channel 5 Plus, *Violence in Sport*
Producer Cherilyn Crowe

February 2005 CBS Channel 5 Plus, *The NFL Salary Cap*
Producer Cherilyn Crowe

Government Collaboration and Exposure

January 2004 On Line Think Tank for the Analytic Red Cell Program of the Department of Homeland Security Analysis and Infrastructure Protection Directorate for the Super Bowl, Houston, TX.

October 2004 Potential Indicators of Terrorist Activity Infrastructure Category: Arenas and Stadiums Protective Security Division Department of Homeland Security
http://www.iaclea.org/visitors/professionaldevelopment/cprc/secure/docs/PI_Commercial_Stadiums_Arenas_041029.pdf

PUBLIC SERVICE

TYPE:

DATE:

DESCRIPTION:

PROFESSIONAL

University of Alabama's
Paul W. "Bear" Bryant Museum

March 2004

Distinguished Sport
Management Lecturer

University of Alabama's
Paul W. "Bear" Bryant Museum

October 2003

Distinguished Sport
Management Lecturer

Nashville Predators Career Fair

January 2003, 2004

Sport management
career & graduate school
exposition

Nashville Superspeedway research

Summer 2003, 04, 05

Researcher

Tennessee Titans research

Fall 2003, 2004

Students conducted
& presented marketing research

OUTREACH

Board Member	Fall 2007	TN. Career and Technical Education
Fund Raising Letter Development	Summer 2007	One Goal Sports
Guest Speaker	Spring 2007	RCS Naming rights Committee
One Goal Soccer, Baseball	Summer 2006, Spring 2007, Fall 2008	Coach
National Youth Sport Program	Summer 2004-05	Advisory board
Guest speaker	March 2004, 2005	Entertainment Marketing class, Seigel High School
Driver's education	Spring 2003- 2005	Rutherford Co. Public Schools' Drivers' Rodeo
Police Athletic League	April 2003	Research & development committee

UNIVERSITY SERVICE

TYPE: (Committee, Service, etc.)	DATE:	DESCRIPTION:
Recreation position search committee	2007	member
Ph.D. Self Study Committee	2007	member
M.S. Self Study Committee	2007	member
HHP Recreation Faculty Search	2007	member
College of Education Long Term Campus Planning Committee	2007	member
MTSU Pilot Study for Teacher Evaluation	2007	participant
HHP Undergrad. Curriculum Committee	2007	chair
Office of Consumer Research Sport Affinity	2006	team leader
Athletic Compliance Committee	2007	member
Knight Chair in Sports Journalism Proposal	2004	contributor

UNIVERSITY SERVICE CONT'D

TAF Computer Lab	2002-present	supervisor
Who's Who Selection Committee	2002-05	outstanding student selection
Recreation position search committee	2004	member
Pedagogy position search committee	2004-05	member
Sport Marketing Student Association	2002-2005	co-faculty advisor
HPERS Graduate Web Page Committee	2003	member
Col. Of Educ. Effectiveness Committee	2003	member
Recreation position search committee	2003	member
Pedagogy position search committee	2003	member
Dept. chair position search committee	2002	member
Stat. Rsrch. position search committee	2002	member
CUSTOMS orientation program	2002	advisor

PROFESSIONAL ORGANIZATIONS

North American Society For Sport Management (NASSM)	2007	member
North American Society For Sport Management (NASSM)	2007	Conference Abstract Reviewer
Southern District of the American Alliance for Health, Physical Education, Recreation & Dance	2003	District alliance board member-at- large
Tennessee Alliance for Health, Physical Education, Recreation & Dance	2002	Alliance executive board member

EDITORIAL BOARDS

<i>Journal of Sport Administration & Supervision</i>	2007	Co-Founder
<i>Journal of Sport Administration & Supervision</i>	2007	Publisher
<i>Journal of Business Cases & Applications</i>	2007	Editorial Board Member
<i>Journal of Event Management</i>	2003	Guest Reviewer

NEW COURSE DEVELOPMENT

Spring 2006 HLTH 3010 Terminology in Health Related Professions
Spring 2002 - PHED 6520 Sport Event Planning, Promotion, and Fundraising

NEW PROGRAM DEVELOPMENT

Spring 2008 – Bachelor of Science (B.S.) Sport Administration
Fall 2007, Spring 2008 – Master of Science in Leisure and Sport Management

STUDENT ADVISING & MENTORING

Middle Tennessee State University, Murfreesboro, TN

Status	Activity	Year
Graduate	3, Doctoral Committees, Chair	2001-Present
Graduate	8, Doctoral Committees, Member	2001-Present
Graduate	1, Educational Specialist Committee, Member	2001-Present
Graduate	3, Thesis Committee Member, Chair	2001-Present
Graduate	84, Master of Science Graduates, Chair	2001-Present
Graduate	30, Special Projects Committee, Chair	2001-Present

Eastern Kentucky University, Richmond, KY

Status	Activity	Year
Graduate	7, Master of Science Graduates, Chair	2000-2001
Graduate	3, Special Projects Committee, Chair	2000-2001

COMMISSIONED CONSULTANCY

Organization/Company	Description	Year
Learning Through Sports, Inc.	www.mysportsmanship.com	2007
Learning Through Sports, Inc.	SEC Stories of Character	2007
Texas Association of School Administrators	STAR Validation Study	2007
Tennessee Walking Horse Celebration	Sponsorship Affinity	2006
Carmen and Maddox, LLC.	Economic Feasibility	2005
University of Southern Mississippi Athletics	Fan Satisfaction Study	2004
Middle Tennessee State University Athletics	Attendance Factors Study	2004
Tennessee Walking Horse Celebration	Economic Impact Study	2004