

Dr. Todd M. Harrison

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EDUCATION:

Doctor of Philosophy – Sport & Exercise Management

The Ohio State University, Columbus, OH - June 2004

Specialization: Higher Education Administration

Dissertation Title: “Stakeholder Perceptions of Intercollegiate Athletic Reform: A Focus Group Examination”

Master of Arts - Sport & Exercise Management

The Ohio State University, Columbus, OH - December 2000

Bachelor of Science - Sport Management

Slippery Rock University, Slippery Rock, PA - August 1999

Minor: Business Administration

PROFESSIONAL EXPERIENCE:

2024 to Present **Heidelberg University – School of Business**

August 2024 to Present Dean and Adams Family Endowed Chair

Dean, School of Business and Adams Family Endowed Chair

- Lead largest academic unit in university with 400+ undergraduate and 60+ graduate students.
- Manage school’s operating and endowment budgets focusing on supporting projects that align with school and university strategic priorities.
- Direct, mentor, and evaluate staff of 8 full-time and 10 part-time faculty.
- Responsible for leading school’s assessment and accreditation (ACBSP) efforts including development of reaffirmation of accreditation report in 2025.
- Chart academic course for school, including schedule, advisement, and student-centered culture.
- Manage facility needs in Adams Hall, home of the School of Business.
- Engage university and community partners to expand student experiences and opportunities for business school growth.
- Oversaw realignment of sport management program to School of Business.

**2021 to
2024** **St. John Fisher University – School of Business**

June 2022 to Interim Associate Dean
August 2024

July 2021 to Assistant Dean
June 2022

Interim Associate Dean, School of Business

- Led development of continuous improvement report (CIR) and organization of supporting materials for AACSB reaccreditation process and supported organization of AACSB site visit.
- Responsible for maintenance of all records and annual surveys required for AACSB accreditation.
- Coordinated administrative support for undergraduate programs including course scheduling, staffing, and curricular changes.
- Acted as primary administrative support person for school's assessment plans
- Led school's proposal of a business-focused, online degree completion program targeting adult learners who have begun, but not finished, their higher education journey.
- Served as school's budget manager, including personnel, discretionary, and operating budgets.
- Managed all of school's undergraduate student recruiting efforts in conjunction with the university's admissions office.
- Served on faculty-led school-wide committees (undergraduate curriculum, strategic planning, assurance of learning, and research/publications) and assist with programming and initiatives as needed.
- Coordinated engagement with University's central career and academic planning division.
- Acted as Interim Department Chair of Accounting & Finance (May 2022-Nov. 2022).
- Collaborated with University International Studies office to create a business-focused, short-term study abroad program for 2024.
- Supported strategic initiatives set forth by the Dean.

Assistant Dean, School of Business

- Built new student recruiting strategy for school that led to the largest incoming class ever with first-year student deposits increasing 50%.
- Oversaw strategic planning process involving faculty, students, and community partners that resulted in Day 1 Ready programming.
- Managed school-wide administrative programs like budget, course schedule, and faculty payments.
- Redeveloped school-wide marketing materials and streamlined school's social media organization.
- Served as a liaison with the other schools assessment officers, working with them to assure college-wide consistency and implementation of best practices.
- Created student-centered programming to help transition from policies created to overcome Covid-19 pandemic.

- Advised all MBA students, developing academic plans for each and supporting their program progression.
- Renewed relationships with community partners like Junior Achievement, and developed new industry and external relationships for the school and its programs.
- Collaborated with offices across campus, including admissions, marketing & communications, OIT, financial aid, institutional research and others to accomplish school-focused projects.

**2020 to
2022** **Flower City Union**

Founder/Chief Operating Officer

- Developed all foundational elements (mission/vision/values, financial projections, strategic plan, organizational chart) for expansion US Soccer third division, men's professional soccer club.
- Created application materials and met with Board of Governors for National Independent Soccer Association (NISA) to earn entry into the league.
- Led club naming and branding efforts including launch events, identification of brand designer, supporter-centered focus groups, and other engagement work.
- Directed brand development including negotiating agreements with Puma (2020-21) and Hummel (2022) as apparel providers, ADPRO Sports as customizer, and SportsStudio as web host.
- Oversaw all aspects of club merchandise operation, including development of logistics and integration with club's web presence.
- Supported development of club's social media strategy and management of initial content.

**2004 to
2021** **St. John Fisher University – School of Arts and Sciences**

2011 to Department Chair and Associate Professor of Sport Management
2021

2004 to Assistant Professor of Sport Management
2011 (Interim Dept. Chair for 2006)

Department Chair and Associate Professor of Sport Management

- Oversaw program accreditation - recognized as first accredited sport management program in New York State through Commission on Sport Management Accreditation (COSMA).
- Revamped program curriculum after a multi-year strategy involving industry professionals, alumni, and outside research that was lauded by accreditors during the program's initial accreditation site visit.
- Managed a department with 5 full-time and 6 adjunct faculty members, leading two successful hiring committees and attracting local industry professionals to teach courses short-term.
- Created student recruitment strategy to increase program enrollment by 75% in 5 years (two largest classes in 2016 & 2017 led to 40% growth in two years).

Maintained student deposit yield rates near top of institutional departments at ~30%.

- Developed unique online graduate sport management program tied to experiential opportunities where students occupy front office positions with a lower level professional soccer club, Flower City Union.
- Mined “value added” experiential opportunities such as spring break study abroad trip to Ireland/England, Italy, & Spain, conference attendance, and guest speakers onto campus
- Taught three courses per semester in an array of topics including Sport Marketing, Sport Law, Leadership and Ethics in Sport, International Sport, College Athletics, and Intro to Sport Management.
- Created courses in multiple modalities prior to, and during Covid-19 pandemic.
- Led department transition to online learning during outbreak of Covid-19 pandemic and managed organizational efforts in student recruiting, retention, support, and addressed other needs for 18 months.
- Built relationships with local sport organizations such as the Rochester Red Wings, Rochester Americans/Knighthawks, Buffalo Bills, Rochester Accessible Adventures, Rochester Pioneers, Total Sports Experience, and others to create needs-based, student-centered projects to ground course material each semester.
- Managed department budget and created a student experiential learning fund focused on supporting non-tuition costs for students who have opportunities outside the area. Fund has supported mini-grants for 25 students over last five years.
- Developed a comprehensively researched and benchmarked strategic plan focused on Fisher’s learning spaces. Using best practices, a process for space identification, communication, resource allocation, design, and construction was developed and implemented.
- Co-Directed the Learning Spaces Advisory Board, birthed from the strategic plan, which included members from departments across campus who would be impacted by changes to learning spaces. Work from this group has resulted in the renovation of 15 spaces with plans developed for another 10 areas.
- Built from scratch a 12 computer/2 console gaming lab to house eSports activities and other student engagement opportunities. From white paper to persuasion to student recruitment to design and construction, all aspects were created with my input.
- Advised 40+ students annually, in addition to acting as club advisor for the Gaming Club and Club Baseball.
- Served on a number of institution-wide committees such as Academic Resources, Faculty Welfare, Safety & Security, and Covid Response Communications Committee. Also served on school-focused budget committee and the Dean’s Evaluation Committee.

Assistant Professor of Sport Management

- Assisted in course curricula re-development and taught four classes per semester across all corners of the Sport Management Department.
- Worked to create a “culture of students” within the major by helping the student club organize guest speakers, group trips, an end-of-the-year banquet, and an annual event, each of which creates value for students

- Created experiential learning opportunities with various local sport organizations.
- Advised 40+ sport management students annually, in addition to another 20-22 first year students. Also acted as club advisor for the men's hockey club (duties were financial control and educational oversight) and sport management club which coordinated student activities enhancing their educational experience.
- Served on a number of institution-wide committees, ad-hoc groups, and search committees such as Elections, Faculty-Trustee Academic Affairs.
- Led student research projects that created a campus intramural program, and provided insight into season ticket holder experiences with Rochester Americans
- Developed first set of physical activity courses (yoga, kickboxing) for students on campus. Attracted instructors, secured funding, managed registrations, and other tasks until program was turned over to Student Government Association.

2005 to 2024 St. John Fisher University – Buffalo Bills Training Camp

2014 to 2024 Director of Camp Operations

2005 to 2013 Assistant Director of Camp Operations

Camp Operations – Buffalo Bills Training Camp

- Acted as primary conduit between institution and team on all operational components of training camp. Includes coordinating with campus events, construction projects, impacted campus offices, and others.
- Supported operations of 10+ departments of Buffalo Bills organization with needs related to football ops, strength and conditioning, training, video, community relations, broadcasting, ticketing, business development, marketing, media, and others.
- Hosted 300 room guests in dorms for 2+ weeks and welcome 30-40,000 fans to campus each year.
- Managed budgetary responsibilities of \$750,000 for both the team and university.
- Engaged with third party food and beverage company to develop and carry out camp concessions operations.
- Oversaw relationships with 15+ third-party vendors managing parking, linens, hospitality services, temporary structures, rental items, and others.
- Directed camp staff of 90 workers who assist in security, maintenance & grounds, housekeeping.
- Assisted with oversight of all operational aspects pertaining to the university's hospitality events.

Aug. 2014 to Dec. 2014 Waterford Institute of Technology, Co. Waterford, Ireland

Visiting Lecturer

- Part of Fisher's first faculty exchange program
- Taught four modules across Health & Sport Sciences curriculum
- Advised four 4th year recreation management students on their senior thesis project

August 2025

- Assisted in program's larger assessment and development efforts

2001 to 2004 The Ohio State University – School of Physical Activity & Educational Services

Graduate Teaching Assistant

- Create syllabi and teach various activity classes (basketball, soccer, golf) with the University's Sport, Fitness and Health Program (SFHP).
- Organize course materials and teach lecture-based course (Sport for the Spectator) covering sociological issues in sport.
- Certified instructor of American Red Cross First Aid-Responding to Emergencies course.
- Mentored other graduate instructors with teaching methods and strategies of SFHP classes.

2000 to 2001 University of Florida – University Athletic Association (UAA)

Operations and Facilities Assistant

- Assisted in game-day operations for Gator Athletic Contests, including: Football, Men's & Women's Basketball, Baseball, Women's Tennis, and Women's Gymnastics.
- Responsible for auxiliary, non-sport related events in stadium multi-purpose facility, Touchdown Terrace. Events included receptions, dinners, football recruiting engagements and speakers.
- Athletic Association liaison for 2000 Florida High School State Football Championships held at Florida Field.
- Supported UAA staff in day-to-day maintenance and operation of association facilities and grounds.

1999 to 2000 AND 2001 to 2004 Greater Columbus Sports Commission

Sport Marketing Assistant

- Developed *2000-2001 Columbus Sport Facility Guide* for publication and distribution as a marketing piece in attracting sport events to the city of Columbus.
- Assisted Local Organizing Committee with 2001 and 2003 NCAA Men's Soccer College Cups.
- Collated supporting materials for bid books for dozens of sought after events by the Greater Columbus Convention and Visitors Bureau
- Created and directed marketing plan for 2000 U.S. Open Volleyball Championships, as well as assisted with tournament operations during 10-day event.

RESEARCH/SCHOLARSHIP INTERESTS:

My research interests include: 1.) Customer Relationship Marketing (CRM) efforts by minor league and collegiate athletic departments who have smaller budgets and staffs. 2.) True economic impact valuations of sport organizations and events 3.) study of the chasm between practitioners and researchers in sport management, looking for reasons why the flow of

information between both important sides of sport is nearly non-existent by pursuing projects indicated as important by sport management practitioners, as well as collaborations with those in the sport industry

RESEARCH :

INVITED TEXTBOOK CHAPTER:

Harrison, T. (2017). Emphasizing Sportsmanship in Youth Sport. In *Sport Studies and Sportsmanship*. McFarland & Company: Jefferson, NC.

REFEREED PUBLICATIONS:

Dixon, M., Turner, B., Miller, L., Harrison, T., & Pace, D. (2004). Coaches' Perceptions of Rule Violations in Intercollegiate Athletics: An Empirical Investigation. *Journal of Contemporary Athletics*. Vol. 1(3). pp.257-279

PROFESSIONAL REVIEWED PRESENTATIONS

Presentation to North American Society for Sport Management Conference. (with Debra Pace, PhD. and Donna Pastore, PhD.) "*Internal Stakeholder Perceptions of Intercollegiate Athletic Reform: A Focus Group Examination.*" Regina, SA, Canada, June 2005.

Poster presentation to American Association for Health, Physical Education, Recreation and Dance Conference (with Debra Pace, PhD. and Donna Pastore, PhD.) "*Internal Stakeholder Perceptions Toward the Payment of Intercollegiate Student-Athletes.*" Chicago, IL, April 14, 2005.

Poster presentation to American Association for Health, Physical Education, Recreation and Dance Conference (with Debra Pace, PhD. and Donna Pastore, PhD.) "*Enhancing Youth Development Through After-School Sport Programming.*" Chicago, IL, April 14, 2005.

Presentation to North American Society for Sport Management Conference. (with Debra Pace, PhD.) "*Stakeholder Theory and Sport Management: A Perfect Partnership or Perfect Strangers?*" Atlanta, GA, June 4, 2004.

Presentation to North American Society for Sport Management Conference. (with Debra Pace, PhD.) "*Programming and Marketing After-School Sports and Physical Activity to Reach "At-Risk" Youth.*" Atlanta, GA, June 3, 2004.

Paper presentation at the Ohio Association of Health, Physical Education, Recreation, and Dance Conference. "*Student-Athlete and Student Perceptions of the Payment of College Athletes: A Within-Group Stakeholder Perspective.*" Dayton, OH, December 4, 2003.

Paper presentation at the Ohio Association of Health, Physical Education, Recreation, and Dance Conference. "*Research and Practice in Sport Management: Is There Any Middle Ground.*" Cleveland, OH, December 6, 2002.

INVITED PRESENTATIONS

Scheduled presentation to St. John Fisher College's First Friday Lecture Series. "*Behind the Scenes at Bills Camp.*" With Prof. Patrick Gordon, Rochester, NY. June 7, 2019

Presentation to Waterford Institute of Technology, College of Business, "*Scores or Scholarship: The Evolving Role of Collegiate Athletics in American Universities*. September 2014.

Presentation to St. John Fisher College's First Friday Lecture Series. "*50 Years of Olympic Games: From Innsbruck to Sochi*." With Dr. Katharine Burakowski, Rochester, NY February 7, 2014

Presentation to PINC.3 (People, Ideas, Nature, Creativity). "*Intercollegiate Athletics and American Society*." Zeist, the Netherlands, May 14, 2002.

Presentation to Slippery Rock Sport Management Alliance Student Conference. "*Rigors and Demands of a Sport Management Doctoral Student*." Slippery Rock, PA, February, 2002.

JOINT STUDENT RESEARCH PROJECTS

With Cody Dubiel, *Impact of Buffalo Bills Training Camp on Image of St. John Fisher College*. Presented to St. John Fisher College Administration, November 2017

With Kelli Ferris, *Rochester Americans Expired Season-Ticket Holder Survey*. Presented to Rochester Americans Administration, July 2009

With Brandon Croce, *Intramural Literature Review and Program Manual*. Presented to St. John Fisher College Athletic Department, May 2008

With Laura Paul, *Game Experience Survey of Rochester Americans Fans*. Presented to Rochester Americans Administration, May 2007

PROFESSIONAL MEMBERSHIPS & OFFICES

Beta Gamma Sigma Member

Delta Mu Delta Member

North American Society of Sport Management (NASSM)

- 2003 Student Representative on Executive Board

Commission on Sport Management Accreditation (COSMA)

American Alliance for Health, Physical Education, Recreation and Dance (NASPE)

Phi Epsilon Kappa – American Physical Education Honor Fraternity