

Scott Hirko, Ph.D.

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EDUCATIONAL BACKGROUND

Doctor of Philosophy	Higher, Adult, and Lifelong Education, 2011. Michigan State University, East Lansing, MI.
Master of Arts	Sport Administration, 1998. Central Michigan University, Mt. Pleasant, MI.
Bachelor of Science	Political Science & Social Science, 1990. Michigan State University, East Lansing, MI.

AWARDED TENURE: Defiance College. January 2023.

DISSERTATION

Using sanctioned athletic programs to understand stakeholders' perceived influence in decisions at major research universities. Dissertation successfully defended on September 23, 2011.

Committee members: Marilyn Amey (Chair), MaryLee Davis, James Fairweather, Michael Kasavana.

PERSONAL ATTRIBUTES AND QUALIFICATIONS

- Dedicated educator committed to improving the lives and opportunities of my students.
- Uses current, real-world opportunities in the classroom to create knowledge and learning aligned to course objectives needed in the sport industry.
- Significant advising experience with over 200+ students through curricular changes.
- Experienced in creating curriculum, courses, and lesson plans that contain expert-level content delivery, dynamic and interactive content, varied assessment strategies, and integrated real-world scenarios that foster student-centered learning.
- Connect students with my network to meet sporty industry needs.
- Led \$25,000 grant review process with external reviewers for Knight Commission.
- Impacts policy and knowledge at the very top of intercollegiate athletics (Knight Commission on Intercollegiate Athletics, NCAA).
- Credentialed and experienced professor in Sport Finance, Sport Marketing, Sport Law, Sport Management/Administration, Communications/Public Relations, Database Management, Analytics, Higher Education, Leadership, Political Science, Education.

- Accreditation leader, curriculum developer and prized professor in sport management with leading knowledge of the current issues in intercollegiate athletics.
- Successfully led sport management program to COSMA accreditation, building faculty collaboration toward learning objectives with metrics tracked to meet industry standards.
- More than 25 years of marketing and communications experience in the sport industry and in non-profits.
- Develops and leads strategic planning sessions to develop goals and metrics, with benchmarks, to meet goals.
- Skilled manager of programs, projects, and operations.
- Highly disciplined professional, able to meet time-sensitive deadlines under pressure.
- Reliable team member who brings innovative ideas to collaborative projects.

PROFESSIONAL HIGHER EDUCATION EXPERIENCE

Assistant Professor, Sport Administration and Management Program (January 2023 – present). Wayne State University, Detroit, Michigan.

Instructor for SAM 2020, Sport History; SAM 4030, Sport Finance; SAM 6030 [Graduate], Media Communication & Design in Sport; SAM 6060 [Graduate] Risk Management in Sport & Recreation; SAM 7581 [Graduate], Sport Finance

Scholar-in-Residence, S.I. Newhouse School of Public Communications, Syracuse University (March 2022 – June 2024).

Hired to create and implement a scholarly agenda using the Knight-Newhouse College Athletics Database (KND) (KnightNewhouseData.org). Leading a team of graduate students to mine data, publish, and present on behalf of Newhouse School at Syracuse.

Associate Professor and Director, Sport Management Program (August 2018 – August 2023). Defiance College, Defiance, Ohio.

Instructor for SPMT 250, Sport Analytics; SPMT 220, Sport Finance/Economics of Sport; SPMT 340, Sport Law; MKT 350, Sport Marketing; SPMT 130, Introduction to Sport Management; SPMT 397, Field Experience in Sport; SPMT 491, Internship in Sport.

Awarded tenure, January 2023. Using current experiences in highest level of college sports within course lesson plans. Working with students and employers on field experiences and internships. Implemented changes in curriculum to better reflect sport industry needs including adding sport analytics, sport communication, sport leadership to the curriculum. Developed & administered alumni survey and Sport Management Alumni Advisory group. Created new Sport Management website portal for students and alumni (<http://defiancesportmanagement.blogspot.com>).

Associate, Research and Communications; Project Manager, College Athletics Financial Information (CAFI) Database/Knight-Newhouse College Athletics Database (January 2010 – February 2022). Knight Commission on Intercollegiate Athletics, Miami, FL.

Organize meetings and provide data and research as staff support to Financial Transparency/Database Oversight Committee. CAFI project manager (<http://KnightNewhouseData.org>), including marketing director, of a publicly-available, interactive online database project about athletics finances at NCAA Division I institutions

(first published December 2014; revised March 2019). Led effort to the report, [*Assessment on FBS Football Factors on 2018 NCAA Revenue Distribution*](#), **finding \$60 million+ impact to NCAA Division I membership**. Assisted in 2020 report and two public video seminars, [*Transforming the D-I Model*](#). Also assisted on 2010 report, *Restoring the Balance: Dollars, Values, and the Future of College Sports* (restoringbalance.knightcommission.org) with analysis, content review, created graphs of revenue and expense data in college athletics as related to academic expenses of higher education. Analyzed data to create policy initiatives relating to academic performance and renegotiated revenues from major football television contracts – **accepted by the Bowl Championship Series, with a projected annual impact of \$37.5 million**. Presented research and statistical analysis comparing academic progress and NCAA revenue distribution of Division I men's basketball teams, **endorsed by U.S. Secretary of Education Arne Duncan** on March 17, 2011 and used to develop academic policy regulations endorsed by the NCAA membership. In 2015, led grant review process for \$25,000 in research based on Knight-Newhouse College Athletics Database. Assisted working group on NCAA and institutional policy recommendations for financial reform of Division I athletics. Directed, edited, and maintained the *Restoring the Balance* multimedia online report and assisted design of print report. Led development of current and past Knight Commission websites and outreach tools to stakeholders. Edited Knight Commission report presented to 2010 NCAA scholarly colloquium. Provided scholarly research, public relations efforts, and outreach at conferences and meetings.

Director of Sport Management Program (August 2014 – December 2016). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

Assigned classes (and classrooms) for instructors. Led faculty meetings relating to student and program needs, including working with student groups, funding and scholarship requests, and other marketing concerns. Used technology to review the program needs via WEAVE and used an online curricular tracking system to help advise students through to graduation. Shared and discussed compliance with state and federal regulations with faculty - such as workplace safety, sexual harassment, and FERPA regulations. **Led faculty in COSMA accreditation process; accreditation was approved by COSMA in February 2015**. Created and led a strategic planning process with attention to meeting student and program needs based on specific goals and objectives. Worked with Institutional Research (IR) to identify admissions, retention, diversity trends, and concerns within the student population. Secured support from president and provost for accreditation. Helped lead creation of undergraduate and graduate courses as part of a new sport management curriculum. Wrote new syllabi and aligned course learning outcomes to curricular objectives in response to industry needs. Created a results-based system, supported by faculty, to identify benchmarks to meet program goals. Collected and reviewed data annually in retreats and adjusted the curriculum as deemed necessary. Led the mentoring and advising of 300+ undergraduate students through the change in the curriculum. Led the writing of the accreditation document, its response, and subsequent approval. Responsible party for updates to the accreditation agency on behalf of the program based on data from IR, the college, and fellow sport management faculty.

Assistant Professor (August 2012 - December 2017), **Instructor** (August 2010 - 2011), Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

Instructor for PES 297A, Sport Analytics; PES 280, Sport Economics and Finance; **PES 665, *Applied Research in Sport Management (created new course)***; PES 645, Sport Finance; PES 550, Sport Fundraising; PES 320, Foundations of Sport Management; **PES 380/297B, *Sport Communication & Media (created new course)***; PES 180, Sport Governance & Organizational Theory; PES 118, History of Sport in America. Lesson plans include: theoretical and practical applications of understanding & identifying research methods, leadership, organizational behavior, and management in college sports, with a practical focus on communications/social media, marketing, governance, and political practices. Periodic assessment of individual students, of groups, and of myself to gauge and enhance student learning. Online technology used with assignments and communication with students.

Consultant (March 2006 - December 2009). Knight Commission on Intercollegiate Athletics, Miami, FL.

Interviewed Vice Presidents of Student Affairs regarding athlete misconduct issues in 2007. Provided analysis and input on intercollegiate athletics policies relating to leadership, accountability, academic and fiscal integrity. Assisted public relations efforts at Knight Commission conferences and meetings. Consulted on website development to maximize access to content on college sports issues, maintained website, and created podcasts. Provided editorial assistance on Commission's *College Sports 101* report released in October 2009.

Assistant Athletic Director/Director of Athletics Communications and Marketing (March 2000 - February 2001). Olivet College, Olivet, MI.

Acted as the primary communications liaison (sports information director) and managed game day operations, and statistician for all intercollegiate sporting events. Directed all marketing and promotional activities for athletic programs. Hired and supervised game day administration staff. Created a self-sustaining budget. Directed national publicity, coordinated media for 2000 NCAA III Golf Championships.

Assistant Director/Athletics Communications and Marketing (June 1999 - March 2000). Michigan Technological University, Houghton, MI.

Acted as the primary communications liaison (sports information director), managed game day operations, and statistician for ice hockey, football, basketball, and tennis. Responsible for administration of athletic contests, including direction of student assistants, contracting referees, and coordination of promotional and public entertainment activities. Supervised game day administration staff. Wrote press releases, game programs, and created publicity materials for each sport.

Public Relations Assistant (June 1998 - June 1999). West Coast Conference, San Bruno, CA.

Primary communications liaison (sports information director) for baseball, women's basketball, volleyball, golf, tennis, soccer, cross country, and rowing. Wrote press releases and created publicity materials for each sport. Designed and maintained website, including live cybercasts and merchandise sales. Created visual aids for championship events.

Administrative Assistant (August 1996 - June 1998). Graduate Program in Physical Therapy, Central Michigan University, Mt. Pleasant, MI.

Administered and organized Physical Therapy graduate admissions program and accreditation process. Created materials for faculty meetings and conferences. Assisted graduate students with program needs and documents. Served as the primary information resource for potential student applicants.

Graduate Assistant (January 1996 - June 1998). Graduate Program in Sport Administration, Central Michigan University, Mt. Pleasant, MI.

Assisted with the administration of game day operations for baseball, volleyball, and wrestling. Supervised the 2006 Mid-American Conference wrestling championships. Assisted CMU sport camps. Led an assessment of the Mt. Pleasant Sacred Heart high school athletic department.

TEACHING

SAM 6060 [Graduate]. Risk Management in Sport & Recreation. Wayne State University. (Fall 2024).

SAM 2020. Sport History. Wayne State University. (Spring 2023, Fall 2023, Winter 2024, Fall 2024, Spring 2025).

SAM 4030. Sport Finance. Wayne State University. (Spring 2023, Fall 2023, Winter 2024, Fall 2024, Spring 2025).

SAM 7581 [Graduate]. Sport Finance. Wayne State University. (Spring 2023, Winter 2024, Spring 2025).

SAM 6030 [Graduate]. Media Communication & Design in Sport. Wayne State University. (Summer 2023).

SPMT 250. Sport Analytics. Defiance College, Defiance, OH. (Fall 2022).

SPMT 220. Sport Finance/Economics of Sport. Defiance College, Defiance, OH. (Fall 2018, Fall 2019, Fall 2020, Fall 2021, Fall 2022).

SPMT 491. Internship in Sport. Defiance College, Defiance, OH. (Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Summer 2022, Fall 2022, Spring 2023).

SPMT 397. Field Experience in Sport. Defiance College, Defiance, OH. (Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Summer 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023).

SPMT 340. Sport Law. Defiance College, Defiance, OH. (Spring 2019, Spring 2020, Spring 2021, Spring 2022).

MKT 350. Sport Marketing. Defiance College, Defiance, OH. (Spring 2019, Spring 2020, Spring 2021, Spring 2022, Spring 2023).

SPMT 130. Introduction to Sport Management. Defiance College, Defiance, OH. (Fall 2018, Fall 2019, Fall 2020, Fall 2021).

PES 665. Applied Research Methods in Sport Management [Graduate]. (Fall 2016, Spring 2017). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 645, Sport Finance [Graduate]. (Fall 2013). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 550, Sport Fundraising [Graduate]. (Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Summer 2015, Fall 2015 at East Lansing campus, Spring 2016, Summer 2016). Department of Physical Education & Sport,

PES 297A. Sport Analytics. (Fall 2015). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 380/297B. Sport Communication & Mass Media. (Fall 2014, Fall 2015, Fall 2016, Spring 2017, Fall 2017). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 320, Foundations of Sport Management. (Fall 2010, Spring 2014). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 280, Sport Economics & Finance. (Fall 2017). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 180, Sport Governance & Organizational Theory. (Summer 2017). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

PES 118, History of Sport in America. (Spring 2011, Fall 2011, Spring 2012, Summer 2013, Summer 2014). Department of Physical Education & Sport, Central Michigan University, Mt. Pleasant, MI.

EAD 315, Student Educational Leadership Training. (May - July 2009). Department of Educational Administration, Michigan State University, East Lansing, MI.

POL 201A, American Political System. (January 2001 - January 2003). Baker College of Jackson, Jackson, MI.

RESEARCH

PUBLICATIONS

Published

- Hirko, S., Tsyruleva, M., & Upton, J. (2025). Football and financial (in)equality: Comparing salaries of men's and women teams' coaches and men's severance pay within NCAA Division I-FBS. Accepted and in the process of publication. *Journal of Intercollegiate Sport*. 18(1).
- Santia, M., Upton, J., & Hirko, S. (2024). Promoting Coaches on Instagram: A Content Analysis of Posts Featuring NCAA Division I Coaches of Women's Sports. *Journal of Intercollegiate Sport*, 17(2).
- Hirko, S. (March 2022). Foreword. In Lebar, J. and Paul, A. *College sports on the brink of disaster: The rise of pay-for-play and the fall of the scholar-athlete*. (pp. 2-4). New York: Skyhorse Publications. <https://www.skyhorsepublishing.com/9781683584483/college-sports-on-the-brink-of-disaster/>
- Hirko, S. (July 2021). Business of professional soccer. In K. Weaver (Ed), *Sport Finance*. Dubuque, Iowa: Kendall Hunt Publishers.
- Hirko, S. & Weaver, K. (July 2021). Business of college sports. In K. Weaver (Ed), *Sport Finance*. Dubuque, Iowa: Kendall Hunt Publishers.
- Knight Commission on Intercollegiate Athletics. (2020). Transforming the NCAA D-I model. Miami, FL: Knight Foundation. <https://www.knightcommission.org/wp-content/uploads/2020/12/transforming-the-ncaa-d-i-model-recommendations-for-change-1220-01.pdf>
- CliftonLarsonAllen. (2020). An assessment of Football Bowl Subdivision factors on National Collegiate Athletic Association Division I 2018 revenue distribution. Greenwood Village, Colorado: CliftonLarsonAllen. <https://www.knightcommission.org/wp-content/uploads/2020/09/kcia-cla-report-revenue-distribution-impact-fbs-football-factors-093020-01.pdf>
- Hirko, S. & Sweitzer, K. (2015). The business model of college sports: The Haves vs Have-nots. In Comeaux, E. (Ed). Introduction to athletics in American higher education. p 147-162. Baltimore: Johns Hopkins University Press.
- Hirko, S. (2013). Using sanctioned athletic programs to understand stakeholders' perceived influence in decisions at major research universities. *Issues in Intercollegiate Athletics Leadership Working Paper Series*. University of Washington Center for Leadership in Athletics.
- Hirko, S. (2010). Inspiring inclusion. *NCAA Champion*. Fall 2010, p. 8.
- Hirko, S., Clark, K., Fulford, M., Byrne, D., Harmon, N., Hill, K., & Rutledge, P. (2010). A campus student affairs perspective on NCAA Proposal 2009-100. [White Paper]. American College Personnel Association Task Force for Recreation and Athletics.
- Hirko, S. (Winter 2009). Intercollegiate athletics and modeling multiculturalism. In J. D. Toma & D. Kramer (Eds), *The Uses of Intercollegiate Athletics: Opportunities and Challenges in Positioning the University*. *New Directions for Higher Education*, 148, p. 91-100. Cited in amicus brief to U.S. Supreme Court in *Fischer v. University of Texas* (2016): <http://www.scotusblog.com/wp-content/uploads/2016/08/11-345-respondent-amicus-basketball.pdf>
- Hirko, S. (Spring 2009). Sport on campus: The ACPA's new Task Force for Recreation and Athletics. *ACPA Developments*.

- Hirko, S. (September 2008). Book review: The American crusade: Sport and American imperialism by Gems, G. *Sociology of Sport Journal*, 25, p. 402-404.
- Minor, J. & Hirko, S. (2008). Book review: New game plan in college sport by Lapchick, R. *Review of Higher Education*, 31(3), p. 370.
- Hirko, S. (1998). *The perceptions of NCAA Division I-A athletic administrators concerning the implementation and impact of Right-to-Work legislation*. Graduate Thesis, Central Michigan University, Mt. Pleasant, MI.

SCHOLARLY CONTRIBUTIONS

- Hirko, S. (2022). *The Wide World of College Sports* newsletter on Linked In. <https://www.linkedin.com/newsletters/wide-world-of-college-sports-6938855217069203456/>
- Assisted with \$837,000 application from Syracuse University to *Knight Commission on Intercollegiate Athletics for the administration of CAFI Database*. (awarded: January 2022).
- Reviewed marketing proposal from Dewey Square Group to Knight Commission on Intercollegiate Athletics. (March 2019).
- Knight Commission on Intercollegiate Athletics. (2019, March 7). *College Athletics Financial Information (CAFI) Database*. Project manager for the Knight Commission on Intercollegiate Athletics. Miami, FL: John S. and James L. Knight Foundation. <http://cafidatabase.knightcommission.org/>
- Knight Commission on Intercollegiate Athletics. (2013, December 4). *Academic & Athletic Spending Database for NCAA Division I*. Project manager for the Knight Commission on Intercollegiate Athletics. Miami, FL: John S. and James L. Knight Foundation. <http://spendingdatabase.knightcommission.org>
- Hirko, S. (2013, March). Moderated plenary presentation, *Title IX: The next 40 years*, at the American College Personnel Association annual conference, Las Vegas, NV. <https://www.youtube.com/watch?v=B9FmD7496sk&feature=youtu.be>
- Bell, L. (2011). *Aligning the study of intercollegiate athletics within higher education scholarship and policy*. Invited session at the 2011 annual conference of the Association for the Study of Higher Education, Charlotte, NC.
- Knight Commission on Intercollegiate Athletics. (2011, March 17). Press Release: "U.S. Secretary of Education backs Knight Commission's call for changing NCAA basketball tournament eligibility standards and financial rewards." Miami, FL: John S. and James L. Knight Foundation. Available at: <http://www.knightcommission.org/resources/press-room/614-march-17-2011-us-secretary-of-education-backs-knight-commissions-call-for-changing-ncaa-basketball-tournament-eligibility-standards-and-financial-rewards83>
- Suggs, W. (2011). *Aligning the study of intercollegiate athletics within higher education scholarship and policy: Research on policy and finance in American intercollegiate athletics*. Invited session at the 2010 annual conference of the Association for the Study of Higher Education, Indianapolis, IN. Seattle: University of Washington Center for Leadership in Athletics.
- Hirko, S. (Chair). (2010, November 19). *Perspectives on athletics*. Symposium at the annual conference of the Association for the Study of Higher Education, Indianapolis, IN.

- Knight Commission on Intercollegiate Athletics. (2010, June). *Restoring the balance: Dollars, values, and the future of college sports*. Miami, FL: John S. and James L. Knight Foundation. <http://restoringbalance.knightcommission.org>
- Hirko, S. (Moderator). (2009, April 15). *Learning Reconsidered within the context of recreational sports*. Webinar presented by J. Steffes. ACPA/NIRSA.
- Knight Commission on Intercollegiate Athletics. (2009). *College Sports 101: A primer on money, athletics, and higher education in the 21st century*. Miami, FL: John S. and James L. Knight Foundation. <http://collegesports101.knightcommission.org>
- Think Tank 1491. (2006). *A measured response to "The Future of Higher Education."* Michigan State University College of Education, East Lansing, MI.

GUEST LECTURES

- Hirko, S. (2021, December 2). "About the Knight Commission College Athletics Financial Information (CAFI) Database." SMGT502: Introduction to Sport Management Analytics. Eastern Michigan University, Ypsilanti, MI. Professor: Dr. Stephen Clar.
- Hirko, S. (2021, January 27). "Financial Data & Policy." EDLPS 514: Informing Policy and Decision-Making with Data. University of Washington, Seattle, WA. Professor: Dr. Jennifer Hoffman.
- Hirko, S. (2020, February 17). "Understanding Revenues and Expenses in NCAA Division I Athletics." EDLPS 514: Informing Policy and Decision-Making with Data. University of Washington, Seattle, WA. Professor: Dr. Jennifer Hoffman.
- Hirko, S. (2020, February 5). "Economics and Finance in College Sports." MGT 470 – Topics in Management - The Business of College Sports. Stephen F. Austin University, Nacogdoches, TX. Professor: Dr. Robert McDermand.
- Hirko, S. (2020, February 4). "The Place of Sports in the University." EDUC 200 - Special Topics in Education, Learning, and Society. University of Washington, Seattle, WA. Professor: Dr. Jennifer Hoffman.
- Hirko, S. (2019, March 4-11). "Knight Commission Athletic & Academic Spending Database for Division I." EDLPS 514 Intercollegiate Athletic Leadership: Informing Policy and Decision-Making with Data. University of Washington, Seattle, WA. Professor: Dr. Jennifer Hoffman.
- Hirko, S. (2015, March 22). "Knight Commission Athletic & Academic Spending Database for Division I." COMM498-D: Business of Sports Journalism. Pennsylvania State University, University Park, PA. Professor: Dr. John Affleck, Knight Chair in Sports Journalism and Society.
- Hirko, S. (2013, December 11). "Issues in Intercollegiate Athletics." EDUC 690: *Academic Affairs and Student Development* in Postsecondary Education. University of Michigan, Ann Arbor. Professor: Dr. Janet Lawrence. With Dr. Jennifer Hoffman (University of Washington) and Percy Bates (University of Michigan).

PRESENTATIONS

- Hirko, S. (2024). *At All Costs: Does College Athletics Fund Men's and Women's Teams Equally?* Presented at the College Sports Research Institute 2023 annual conference. Columbia, SC.

- Hirko, S. (2023). *Measuring the Value of Big-Time Intercollegiate Athletics Using Return on Investment of Capital*. Presented at the College Sports Research Institute 2023 annual conference. Columbia, SC.
- Hirko, S., Sartina, M., & Upton, J. (2023). *When Women Coach: Paying and Promoting Coaches for NCAA Division I-FBS Women's Sports Teams*. Presented at the North American Society for Sport Management 2023 annual conference. Montreal, CA.
- Upton, J., Hirko, S., & Tsuryleva, M. (2023). *At All Costs: Does Big-Time College Athletics Fund Men's and Women's Teams Equally?* To be presented at the American Educational Research Association annual conference, 2023, Chicago, IL.
- Hirko, S. & Tsuryleva, M. (2022). *Football and financial (in)equality: Comparing salaries of football, men's and women teams' coaches within Division I-FBS*. Presented at the Association for the Study of Higher Education annual conference, November 2022, Las Vegas, NV.
- Knight Commission on Intercollegiate Athletics. (2020, September 30). "Session 2 – A New Analysis of the D-I Revenue Distribution Formula Inequities." Knight Commission on Intercollegiate Athletics. <https://youtu.be/kAAvfu4B0GY>
- Knight Commission on Intercollegiate Athletics (2020, September 16). "Session 1 – Follow the Money: Breaking Down D-I Finances." Knight Commission on Intercollegiate Athletics. <https://youtu.be/dblcYRIYnCU>
- Hirko, S. (2019, November 14). *NCAA Division I college sports finances: Where the money comes from and where the money goes*. Keynote speaker. Presented at the Association for the Study of Higher Education, Portland, OR. <https://www.ashe.ws/athleticsprecon>
- Hirko, S. (2019, November 2). *College sports finances: Where the money comes from and where the money goes*. Presented at the National College Media Convention, Washington, DC.
- Hirko, S., Upton, J., & Barron, D. (2019, June 15). *Changes in college sports and the NCAA*. Presented at the annual conference of Investigative Reporters & Editors, Inc., Houston, TX.
- Hirko, S. & Upton, J. (2019, March 9). *College sports finances: Where the money comes from and where the money goes*. Presented at the Computer Assisted Reporting conference, Newport Beach, CA.
- Hirko, S. (2018, October 26). *Division I college sports finances: Where the money comes from and where the money goes*. Presented at the National College Media Convention, Louisville, KY.
- Sweitzer, K. & Hirko, K. (2016, March). *Athletic conference realignment: What about the college athlete?* Presented at the annual conference of the American College Personnel Association, Montreal, Canada.
- Hirko, S. & Suggs, W. (2015, April). *Out of their league: Subsidizing athletics in the age of conference realignment*. Presented at the American Educational Research Association annual conference. Chicago, IL.
- Hirko, S. (2014, October 3). *Financial trends in NCAA Division I athletics*. Presented to the CMU College of Health Professions College Advisory Board.
- Hirko, S. (2014, November 13). *NCAA Division I Academic & Athletic Spending database*. Presented to the Faculty Athletics Representative Association annual conference. New Orleans, LA.

- Hirko, S. (2014, November 19). *NCAA Division I Academic & Athletic Spending database*. Pre-conference session at the Association for the Study of Higher Education annual conference. Washington, DC.
- Comeaux, E., Abercrombie, J., Cooper, J., Griffin, W., Hirko, S., Hoffman, J., Snyder, E., & Raphael, V. (2014, November 22). *NLRB Ruling: Understanding College Athletes' Rights and Well-Being*. Symposium at the Association for the Study of Higher Education annual conference. Washington, DC.
- Snyder, E., Bell, L., Hirko, S., Comeaux, E., Navarro, K., Brown, A., Sieben, N. (2014, April 3). *Career development outlets for aspiring scholars and practitioners in athletics and education*. Symposium at the Association for the Study of Higher Education annual conference. Philadelphia, PA.
- Hirko, S. (2014, April 3). *Investing in the future: Does academic support in athletics provide a model of the usefulness of responding to a national academic policy with financial support for more staffing?* Presentation at the American Educational Research Association annual conference. Philadelphia, PA.
- Hirko, S. (2014, March 31). *Investing in the future: Comparing athletic academic support staff budgets to the NCAA's Academic Progress Rate*. Presentation at the National Collegiate Athletic Association, Indianapolis, IN.
- Hirko, S., Suggs, W., Orleans, J. (2013, April 27). *Athletics in the academic marketplace: Using revenue theory of cost to compare trends in athletic coaching salaries and instructional salaries and tuition*. Research presentation at the American Educational Research Association annual conference. San Francisco, CA.
- Hirko, S., Mrozek, L., Houston, D., Gurley, N., Stark, C. (2013, March). *Impact of NCAA legislation on the non-athletic college campus community*. Research presentation at the American College Personnel Association annual conference, Las Vegas, NV.
- Hirko, S. (2012, November). *Can institutions buy better graduation rates for athletes? Investigating investments in staff of academic support services for intercollegiate athletics*. Poster presentation at the annual conference of the Association for the Study of Higher Education, Las Vegas, NV.
- Hirko, S. (2011, April 9). Comparing academic performance with revenue distribution from the NCAA Division I men's basketball tournament championship. In R. Flowers (Chair), *Reimagining the possibilities of research on education and sport, part I*. Symposium at the American Educational Research Association annual conference. New Orleans, LA.
- Stolz, K., Hirko, S., Watson, J. (2011, March 29). *Writing the dissertation: Sharing strategies for submitting, defending, and finishing*. Presentation at the American College Personnel Association annual conference. Baltimore, MD.
- Hirko, S., Chichester, B., Edwards, M., Blumenthal, K., McWilliams, M. (2011, March 28). Exploring evidence and improvement issues in campus recreation and athletics. In K. Hill (Chair), *ACPA Commission for Recreation & Athletics convention institute: Evidence and improvement in campus recreation and athletics*. Panel presentation at the American College Personnel Association annual conference. Baltimore, MD.
- Hirko, S. (2010, November 18). Stakeholder interactions in academic policies and decision-making in NCAA Division I-FBS athletics. In J. Minor (Chair), *New perspectives on research, policy, and reform in intercollegiate athletics*. Symposium at the annual conference of the Association for the Study of Higher Education, Indianapolis, IN.

- Stolz, K., Watson, J., Fochtman, M. and Hirko, S. (2010, March 23). *Writing the dissertation: How to navigate the final stretch*. American College Personnel Association annual conference. Boston, MA.
- Hirko, S. (2010, March 22). *Considering student learning and development through campus recreation and intercollegiate athletics*. American College Personnel Association annual conference. Boston, MA.
- Hirko, S. (2010, February 20). *Stakeholder influence on academic policies and proposals at NCAA Division I institutions*. Graduate Research Colloquium at the Michigan State University College of Education, East Lansing, MI.
- Hirko, S. (2009, March 20). *Athletics as a tool for institutional multiculturalism*. Poster presentation at the Council of Graduate Students Academic Conference, Michigan State University, East Lansing, MI.
- Hirko, S. (2008, November 7). *Intercollegiate athletics research in higher education: A missed opportunity*. Research paper presentation at the annual conference of the Association for the Study of Higher Education, Jacksonville, FL.
- Hirko, S. (2008, February 15). *Intercollegiate athletics research in higher education: A missed opportunity*. Graduate Research Colloquium at the Michigan State University College of Education, East Lansing, MI.
- Hirko, S. (2007, November 9). *Athletics as a tool for institutional multiculturalism*. In J. Thelin (Chair), *Intercollegiate athletics and the academy: Benefits, risks, and rewards*. Symposium at the annual conference of the Association for the Study of Higher Education, Louisville, KY.
- Hirko, S. (2007, November 2). *Making the student-athlete whole: College athletics, multiculturalism, and cognitive development*. Paper presentation at the annual conference of the North American Society for Sociology in Sport, Pittsburgh, PA.
- Hirko, S. (2007, February 17). *Perceptions of racial diversity among college athletes in Michigan*. Graduate Research Colloquium at the Michigan State University College of Education, East Lansing, MI.
- Hirko, S. (2006, December 8). *A measured response to "The Future of Higher Education."* Policy analysis report at the Michigan State University College of Education, East Lansing, MI.
- Hirko, S. (2006, November 3). *Perceptions of racial diversity among college athletes in Michigan*. Poster presentation at the annual conference of the Association for the Study of Higher Education, Anaheim, CA.
- Hirko, S. (2006, May 18). *Higher education in a flat world*. Higher Education Leadership Forum on Policy in Contemporary Society, Michigan State University, East Lansing, MI.

HIGHER EDUCATION LEADERSHIP & SERVICE

Director, Defiance College Sport Management Program. (Fall 2018 – Spring 2023).

Director, CMU Sport Management Program. (Fall 2014 – December 2016). Led program to successful COSMA accreditation. Directing operational effectiveness and outcomes assessment.

University

Defiance College, Academic-Athletics Advisory Committee (Fall 2021 – Fall 2022).

Led the creation of the AAAC at DC.

Defiance College, Assessment Committee. (Fall 2020 – Spring 2022). Assisted with review of DC Library on Library Subcommittee.

Defiance College, Executive Committee. (Fall 2021 – Fall 2022).

Defiance College, Faculty Representative, Board of Trustees. (Fall 2020 – Fall 2022).

Defiance College, CIC Online Task Force. (Spring 2019 – Fall 2020).

Defiance College, Task Force on Textbook Costs. (Spring 2019 – Fall 2020).

Defiance College, Task Force on Student Evaluations. (Fall 2019 - Fall 2020).

CMU General Education Committee. (Spring – Fall 2016). Elected Chair-elect, Spring 2016 for 2017-2019 term.

CMU Library Committee. (Fall 2017).

Department

Defiance College Sport Management Tenure Track Search Committee. (Spring 2022, Spring 2023).

Defiance College Exercise Science Tenure Track Search Committee. (Spring 2019, Fall 2020).

Defiance College Department of Business, Education, and Social Work. (Fall 2018 - August 2023).

CMU College of Health Professions Dean's Advisory Committee. (August 2014 – September 2016).

CMU Department of Physical Education & Sport Curriculum Committee. (August 2014 - present). Elected Chair, Fall 2017.

CMU College of Health Professions Academic Appeals Committee. (December 2013).

CMU Department of Physical Education & Sport Student Advising & Development Committee. (September 2011 – Summer 2013).

Led effort to enhance PES Department promotional materials, including both print materials and new PES website as a portal for student engagement and recruitment.

Assisted in redevelopment of student scholarship award process. Led effort to create a process for Department review of professional development expenses. Created new process to award ad hoc support of student needs.

CMU Sport Management Program. Department of Physical Education & Sport. Division Director. (August 2014 - December 2016).

CMU Sport Management Program. Department of Physical Education & Sport. Undergraduate and graduate student advising. (Fall 2013 - present).

Faculty Advisor, Sport Management Students. National Case Study Competition on Issues in College Athletics hosted by University of Michigan and Winthrop Intelligence. (Fall 2012 – Spring 2013). *First place winner.*

Professional Discipline

Ex-Officio Member, Vice Chair, Past Chair, Founder, Commission for Recreation & Athletics, American College Personnel Association (August 2008 – August 2017).

Spearheaded the creation of a new professional specialization area approved by the ACPA Board of Governors. Selected a leadership group and created policies, procedures, and organizational efforts to integrate Task Force into permanent structure of ACPA as a Commission. Led the development of bylaws, a Strategic Plan for 2009 and 2010, and program sponsorship for the 2010 ACPA convention. Moderated a national webinar on integrating ACPA's *Learning Reconsidered* into campus recreational activities (April 15, 2009). Presided over leadership meetings. Responsible for educating members and filing periodic status reports to ACPA. Assist in creating research and professional development opportunities for ACPA members. Publicize Task Force opportunities to ACPA membership and other student affairs professionals, including create newsletters. Created and disseminated a White Paper on NCAA Proposal 2009-100.

American Educational Research Association conference proposal reviewer (2014, 2013, 2012, 2009, 2008).

Association for the Study of Higher Education conference proposal reviewer (2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007).

HALE Brown Bag Discussion: Submitting Proposals to ASHE and Other Conferences (March 23, 2011). Participated in a panel discussion to first year higher education PhD students at Michigan State University.

Michigan State University Athletic Council, member, appointed by MSU president Lou Anna Simon (Fall 2007 – September 2010).

Represented the Council of Graduate Students. Participated on Academic and Wellness Committee to review and discuss academic progress of athletes, their

wellness, and other programmatic activities. Assisted in the reviewing of athletic policies on campus. Reappointed in September 2009.

NCAA Student-Athlete Development Seminar, participant (2009, 2008).

Invited by the NCAA to participate as one of 30 individuals in the first two seminars hosted by the NCAA to focus on athlete development issues.

SUPERSEED: Students United to Promote Enhanced Revenues Supporting Education & Economic Development, co-founder (April 2007 – August 2009).

Developed an interest group on behalf of college students to raise awareness for the role of higher education in Michigan and support enhanced appropriations to higher education.

Association for the Study of Higher Education Graduate Policy Seminar Conference participant in Anaheim, California (November 1-2, 2006).

Selected by the Michigan State University College of Education to represent MSU.

AWARDS

\$1,000 - Faculty Research & Creative Endeavors Premier Display Grant award. CMU Office of Research & Sponsored Programs (2016, 2012, 2010-2011).

Faculty Excellence Exhibition, Central Michigan University, nominated by the Dean of CMU's College of Health Professions. (March 2014).

Distinguished Scholar Award, ACPA Commission for Recreation and Athletics. (March 2014).

\$1,000 - Graduate Research Endeavors award from MSU College of Graduate studies (2011).

\$500 - Graduate Student Travel award from MSU College of Graduate Students (2011, 2009).

\$300 - Graduate Fellowship award from MSU College of Education (2011, 2010, 2009, 2008, 2006).

MSU Graduate Student Leader of the Year, Department of Student Life (April 2007).

\$300 - Graduate fellowship award from MSU Council of Graduate Students (Sept. 2007).

Fourth in the Nation – CoSIDA Women's Basketball Yearbook, Michigan Tech (2000).

Best in the Nation -- CoSIDA Football Yearbook, Michigan Tech (1999).

Nominated for CMU Staff Excellence Award (1998).

HIGHER EDUCATION PROFESSIONAL MEMBERSHIPS

American Educational Research Association (June 2008 – 2019, January 2023 - present).

Association for the Study of Higher Education (January 2006 – 2019, November 2022 - present).

Michigan State University Alumni Association (December 2000 - present).

Central Michigan University Alumni Association (December 1998 - present).

American College Personnel Association (January 2007 - 2019).

North American Society for Sociology in Sport (May 2007 - 2009).

HIGHER EDUCATION COVERAGE IN THE MEDIA

- Baer, A. (July 29, 2024). Michigan Public Radio. Interview: "Stateside: July 29, 2024." <https://www.michiganpublic.org/show/stateside/2024-07-29/stateside-monday-july-29-2024>
- Chetia, A. (December 8, 2023). The Collegian (University of Richmond). The business of college sports and gender-based wage gaps for head coaches. <https://www.thecollegianur.com/article/2023/12/the-business-of-college-sports-and-gender-based-wage-gaps-for-head-coaches>
- Brodie, M. (November 20, 2023). KJZZ. Data shows big athletics investments aren't paying off for UA, ASU. <https://kjzz.org/content/1863490/data-shows-big-athletics-investments-arent-paying-ua-asu>
- Queen, H. (June 23, 2023). *Tampa Bay Business Journal*. "Expert says USF doesn't have the resources for a new football stadium." <https://www.bizjournals.com/tampabay/news/2023/06/23/usf-football-stadium-finances.html>
- Lee, G. & Christovich, A. (March 28, 2023). *Front Office Sports*. "Who Is The Highest-Paid Women's College Basketball Coach?" <https://frontofficesports.com/who-is-the-highest-paid-womens-college-basketball-coach/>
- Christovich, A. (February 1, 2023). *Front Office Sports*. "The Growing Gender Disparity in Power 5 Coaching Salaries." <https://frontofficesports.com/the-growing-gender-disparity-in-power-5-coaching-salaries/>
- Brown, M. & Hirko, S. (September 8, 2022). *Extra Points with Matt Brown*. "What athletic department 'profitability' means, and doesn't mean." <https://www.extrapointsmb.com/what-athletic-department-profitability-means-and-doesnt-mean/> Video: <https://youtu.be/IPSdkJW7DzA>
- Hirko, S. (July 7, 2022). *Evansville Courier Press*. "Evansville is one of America's smallest markets with two Division I schools. Can it work?" <https://www.courierpress.com/story/sports/college/2022/07/07/university-of-evansville-purple-aces-southern-indiana-screaming-eagles-division-1-sports-ncaa/9629602002/>
- Hirko, S. (February 15, 2022). *IndyStar.com*. "Op-Ed: Welcome to Division I, Screaming Eagles. Pay up and don't expect the fun to last." <https://www.indystar.com/story/opinion/2022/02/15/southern-indiana-usi-moves-division-1-join-march-madness/6778004001/>
- Perko, A, Turner, T. Cross, M. (January 30, 2020). *AthleticDirectorU.com*. "Inside The Knight Commission: Knight Commission's Perko, Collegiate Sports Associates' Turner, Penn

State's Cross." <https://www.athleticdirector.uconn.edu/audio/inside-the-knight-commission-perko-turner-cross/>

Lenzi, R. (October 11, 2019). *Buffalo News*. "UB athletic salaries lead SUNY Division I schools, but salary competition is in the MAC" <https://buffalonews.com/2019/10/11/ub-athletic-salaries-suny-binghamton-stony-brook-albany-mac/>

Barron, D. (June 15, 2018). *Houston Chronicle*. "University of Houston faces a widening money gap to keep pace in big-time sports." <https://www.houstonchronicle.com/sports/cougars/article/University-of-Houston-faces-a-widening-money-gap-12997349.php>

Dawson, P. (March 2, 2018). *Fort Worth Star Telegram*. "Texas colleges are bleeding cash on athletics programs — and you're paying for it." <http://www.star-telegram.com/sports/college/article202356619.html>

Gasser, H. S. (August 16, 2017). *Higher Ed Live (East Lansing, MI)*. "Partnerships to promote student athletes' academic success." <http://higherlivedaily.com/partnerships-to-promote-student-athletes-academic-success/>

Grasgreen, A. (April 4, 2014). *Inside Higher Ed*. "Academic gap in athletics spending" <https://www.insidehighered.com/news/2014/04/09/gap-academic-spending-athletes-begs-more-support-low-performing-teams-low-resource>

Tuggle, C. (January 25, 2014). *WCHL 97.9 FM (Chapel Hill, NC)*. "Sports Focus" interview with Mary Willingham. <http://chapelboro.com/category/wchl/lifestyle-weekly/sports-focus/>

Pace, C. (December 6, 2013). *Red & Black. (Athens, GA)*. "SEC outspends nation on athletes" http://www.redandblack.com/sports/sec-outspends-nation-on-athletes/article_ad351086-5dd0-11e3-a9b6-001a4bcf6878.html

Grimsley, E. & Lewter, M. (December 5, 2013). *Red & Black (Athens, GA)*. "UGA second lowest in SEC in academic spending per student." http://www.redandblack.com/sports/uga-second-lowest-in-sec-in-academic-spending-per-student/article_1a12c51c-5dd2-11e3-ab67-001a4bcf6878.html

Goldstein, S. (November 27, 2013). *KJZZ Radio (Phoenix, AZ)*. "Stakes and salaries are high for college coaches." <http://kjzz.org/content/11592/stakes-and-salaries-are-high-college-coaches>

Grasgreen, A. (June 26, 2013). *Inside Higher Ed*. "Underpaid coaches?" <http://www.insidehighered.com/news/2013/06/26/universities-spend-more-professor-coach-salaries-study-says>

Rexrode, J. (May 19, 2013). *Detroit Free Press*. MSU among the Big Ten schools to increase payrolls. <http://newsle.com/article/0/75420463/>

Grasgreen, A. (May 8, 2013). *Inside Higher Ed*. "Disproportionate paychecks." www.insidehighered.com/news/2013/05/08/coaching-salaries-rising-10-times-faster-instructional-salaries

Ellis, Z. (May 8, 2013). *Sports Illustrated*. "Study: College coaches' salaries increase faster than instructors." <http://college-football.si.com/2013/05/08/study-college-coaching-salaries/>

Ghose, C. (October 22, 2010). *Columbus Business First*. "Denison, Ohio Wesleyan not playing around with new rec centers." <http://www.bizjournals.com/columbus/print-edition/2010/10/22/universities-not-playing-around-as-rec.html>

ADDITIONAL PROFESSIONAL EXPERIENCE

Public Relations Director/Legislative Liaison (April 2001 - August 2010)

Michigan Humanities Council, Lansing, MI.

Spokesperson and legislative contact for the Council. Reviewed federal and state legislation, created policy analysis, and recommended action to the Board of Directors. Established assessment tools to identify impact of Council outreach techniques. Created and implemented communications strategies. Wrote press releases, speeches, newsletters, and other publications. Designed and maintained several websites.

Legislative Assistant (June 1990 - January 1996)

State Senator George Z. Hart, State Capitol, Lansing, MI.

Analyzed legislation and advised Senator of political issues and position of interest groups. Created public relations and communications strategies with organizations, constituents, and interest groups. Directed constituent relations efforts. Testified before Senate and House committees on behalf of Senator. Wrote speeches, press releases, and responses to constituent inquiries.

ADDITIONAL PROFESSIONAL LEADERSHIP & SERVICE

Registered lobbyist with State of Michigan (2004 - 2007).

CoSIDA Single Sport Guides national coordinator (2000 - 2001).

CoSIDA Women's Basketball All-American regional coordinator (2000).

NCAA Internship seminar participant (1999).

CMU Professional Development Institute participant (1992).

COMMUNITY LEADERSHIP & SERVICE

Publicity/Promotions Chair, People's Church Preschool Advisory Committee (September 2004 - August 2005).

Appointed to Federal Grand Jury, Western District of Michigan (April 2004 - September 2005).

Vice President, Abbott Parkside Neighborhood Association (March 2004 - August 2005).

Vice Chair, City of East Lansing Cable & Telecommunications Commission (August 2002-2005).

REFERENCES

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