

Susan L. Holland
Associate Professor of Practice,
Department of Communication
College of Social & Behavioral Sciences
University of Arizona
(520) 626-7367
susanholland@arizona.edu

CHRONOLOGY OF EDUCATION

GONZAGA UNIVERSITY, Spokane, Washington

M.A., Communication and Leadership Studies

Thesis: Media representations of female athletes in popular advertising:
critical perspectives of gendered and racialized women in sport

Thesis Advisor: Dr. Heather Crandall, Associate Professor & Department Chair of
Communication Studies

UNIVERSITY OF SAN FRANCISCO, San Francisco, California

M.A., Sport Management

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan

B.A., Communication

CHRONOLOGY OF ACADEMIC EMPLOYMENT

2019- Present	UNIVERSITY OF ARIZONA , Tucson, Arizona School of Social and Behavioral Sciences, Department of Communication Career Track Associate Professor of Practice 8/2023-Present Career Track Assistant Professor of Practice 8/2019-8/2023
2011-2019	SOUTHERN METHODIST UNIVERSITY , Dallas, Texas The Annette Caldwell Simmons School of Education & Human Development, Department of Applied Physiology & Wellness, Applied Physiology & Sport Management Program Professor of Practice 8/2012-7/2019 Lecturer 8/2011-8/2012
2007-2011	FLORIDA GULF COAST UNIVERSITY , Ft. Myers, Florida Communication Arts & Sciences, Department of Communication & Philosophy Instructor 1/2008-7/2011 Internship Coordinator 8/2007-7/2011

2004-2011

SALVE REGINA UNIVERSITY, Newport, Rhode Island
Graduate Business Studies, Department of Graduate & Professional
Studies

Adjunct Instructor, online instructor within the MBA, and
M.A. in management programs 2004-2011

Enrollment/Admissions Counselor, Graduate Studies 2003-2004

2001

UNIVERSITY OF SAN FRANCISCO, San Francisco, California
College of Arts & Sciences, Department of Exercise Sport & Science

Adjunct Instructor, Department of Exercise Sport & Science

2001-Current

TEACHING: SUMMARY OF COURSES TAUGHT

(F=Fall, S=Spring, M=Summer, (X) = # of multiple sections per semester)

Undergraduate Courses:

Advanced Sports PR/Sports PR:

F11, S12 (2), F12 (2), S13(2), M13, F13 (2), S14 (2), M14, F14 (2), S15
(2), M15 (2), F15 (2), S16 (2), M16, F16 (2), S17 (2), M17, F17 (2),
S18 (2), M18, F18 (2), S19 (2) F19, S20, M20, F20, S21, M21, F21, S22,
F22, S23, F23, F24, S25

Capstone/Senior Project:

F11, S12, F12 (2), S13 (2), F13, S14 (2)

Communication & Public Relations:

F19

Contemporary Issues in Sport Management:

S12, F12, S13, M13, F13, S14, M14, F14 (2), S15 (2), F15(2), S16, M16
(2), F16 (3), S17, M17, F17, S18 (2), M18, F18 (2), S19 (2)

Internship:

F01, M08 (2), F08 (2), S09, M09, F09, S10, F10, S11

Undergraduate Courses (*continued*):

Independent Studies/Teaching Practicum:

F12, S13, M13, F13, S14, M14, F14, S15, M15, F15, S16, M16, F16, S17,
M17, F17, S18, M18, F18

Intro to Public Relations:

S08, F08, S09, F09, S10, F20 (2), S21 (2), F21, F23, S24

Nonprofit PR:
S09, F19, S20, S22, F22, S23, S24,S25

PR Campaigns:
F08, F10, S11(2), F19, S20

Public Speaking:
S08

PR Writing:
F08, S09, F09, S10 (2), F10, S20, F20, S21, F21 (2), S22 (2), F22 (2),
S23 (2), M23, F23 (2), S24 (2), M24, F24 (2), S25 (2)

Sport Marketing/Sports Sponsorship Sales:
S09

Sport Management Practicum:
F11

Sport Management
F04

Graduate Courses:
Advanced Sport Communication:
S14

Marketing
S05, M05, F05, F06, S07, F07, S08, S09, F09, S10, F10

CHRONOLOGY OF PROFESSIONAL EMPLOYMENT

2001-2007

HOLLAND & ASSOCIATES
Marketing and New Business Development Consultant

2006

CLEAR CHANNEL RADIO (iHeartMedia Inc.)
Director of Special Events & Non-Traditional Revenue (NTR)

- Created, implemented, and executed all NTR events and marketing initiatives for Clear Channel Radio (Cluster included four radio stations/four formats: Hip Hop, Smooth Jazz, Adult Contemporary and Country)
- Surpassed annual sales goal; exceeded 230% more than planned goal

1998-2001

CBS RADIO NETWORK, KCBS-Radio –VIACOM

San Francisco, California

Marketing Director/New Business Development Promotions

Director

- Created, implemented, and executed all client event & hospitality programs and sales promotions
- Executed hundreds of successful product launches & retail marketing programs
- Managed all public relations & station publicity for KCBS & all on-air talent including the late NFL commentator John Madden
- Initiated all client marketing and sales promotions for an annual \$35M sales
- Generated an incremental \$3.5M in Non-Traditional Revenue (NTR)

1991-1998

REEBOK INTERNATIONAL, LTD. (San Francisco & Los Angeles)

Area Marketing Manager, Western U.S.

7/1993 -12/1998

- Planned hundreds of successful events & promotions ranging from small focus groups up to 70,000+ customers
- Managed regional partnerships with our sponsored teams & athletes within the Western U.S. for the PGA, NFL, MLB, NBA, NHL, MLS, WNBA & ABL
- Successfully implemented hundreds of product launches and hundreds of strategic PR initiatives in the Western U.S.
- Conducted extensive market research & testing throughout the Western U.S. including consumer, retail, vendor, and product focus groups

Promotions Manager

7/1991-7/1993

- Developed and executed all regional events, promotions, and advertising for the Southwestern U.S.
- Conducted market research and quarterly product & target market consumer focus groups
- Developed and managed the Internship Training Program

Sales Representative

3/1991-7/1991

- Placed second in a national merchandising contest
- First Place Winner- Reebok National Sales Contest -Category: Tennis

1989-1991

CBS TELEVISION NETWORK, KCBS-TV, Los Angeles, California

News Associate, Research Planner

- 1988-1989 **ROCKETDYNE**, Canoga Park, California
Aerospace Division of Rockwell International
Production Assistant, Department of Film and Television
- 1987 **WDTX-Radio, Metropolis Broadcasting**, Detroit, Michigan
Sales Associate, Rock/CHR (Contemporary Hit Radio) format
- 1987 **WYYZ-TV, ABC-TV**, Detroit, Michigan
Intern, Department of Programming, local news

HONORS AND AWARDS

- Nominee, 2024 Margaret M. Briehl and Dennis T. Ray Five Star Faculty Award** 2024
Nominee (not recipient) for the 2024 Five Star Award, which remains the only undergraduate teaching award nominated and selected by undergraduate students for their own instructors (March 2024)
- Recipient, Inspirational and Exceptional Faculty Member, Arizona Online** 2024
- Honoree, Faculty & Staff Appreciation, Men’s Tennis** 2024
(Invited but was not able to attend)
- Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation** Fall 2024
Student-initiated recognition of teacher appreciation at the end of the semester
- Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation** Spring 2024
Student-initiated recognition of teacher appreciation at the end of the semester
- Recipient, Provost Award for Innovation in Teaching** 2023
Awarded October 2023 by Provost Ronald W. Marx
This award was established to acknowledge outstanding faculty whose teaching portfolios and instructional effectiveness merit special recognition
- Honorary Dinner & Award Ceremony** Fall 2023
Recipient, Gerald J. Swanson Prize for Teaching Excellence
Formal award ceremony and dinner was held on Oct. 25, 2023
- Recipient, Gerald J. Swanson Prize for Teaching Excellence** Fall 2022-Spring 2023
Awarded for 2022/23 Academic Year
University of Arizona
The Gerald J. Swanson Prize for Teaching Excellence is designed to recognize excellence in undergraduate teaching at the University of Arizona

Finalist, Five Star Faculty Award, University of Arizona Finalist for 2022/23 Academic Year Student-nominated Teaching Award (University-wide, annual award) Received recognition for being a Finalist for the Five Star Faculty Award, which remains the only undergraduate teaching award nominated and selected by undergraduate students for their own instructors (May 2023)	Fall 2022-Spring 2023
Recipient, Inspirational and Exceptional Faculty Member, Arizona Online	2023
Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation Student-initiated recognition of teacher appreciation at the end of the semester	Fall 2022
Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation Student-initiated recognition of teacher appreciation at the end of the semester	Spring 2022
Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation Student-initiated recognition of teacher appreciation at the end of the semester	Spring 2021
Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation Student-initiated recognition of teacher appreciation at the end of the semester	Fall 2020
Faculty Recognition/Appreciation, University of Arizona Student Success & Retention Innovation Student-initiated recognition of teacher appreciation at the end of the semester	Fall 2019
Women's Volleyball Team -Faculty Appreciation/Recognition, SMU Athletics Honored during game for teaching excellence and student appreciation	Fall 2018, Fall 2017 Fall 2016, Fall 2014
Football-Faculty Appreciation/Recognition, SMU Athletics Honored during halftime and coaches/players dinner for teaching excellence and student appreciation	Fall 2015
Women's Basketball- Faculty Appreciation/Recognition, SMU Athletics Honored during game for teaching excellence and student appreciation	Spring 2015
Faculty Appreciation/Recognition, Alpha Chi Omega, SMU Student-initiated appreciation recognition and dinner at sorority house	Spring 2014
Men's Basketball -Faculty Appreciation/Recognition, SMU Athletics Student and team-initiated recognition of teaching	Spring 2014

SMU A-LEC Outstanding Faculty, selected by Altshuler Learning Enhancement Center (A-LEC) leadership team for teaching and commitment to students' success. A-LEC provides undergraduate tutoring, writing workshops, and human development classes for undergraduate students Spring 2014

SMU Peruna Professor: 2014: Year of the Faculty Award –student-nominated teaching award given to one professor, per school, in the celebratory “2014: “Year of the Faculty” Simmons School of Education Award Recipient Fall 2014

Faculty Appreciation/Recognition, Kappa Gamma Student-initiated appreciation recognition and dinner at sorority house Fall 2013

Faculty Appreciation/Recognition, Alpha Chi Omega Student-initiated appreciation recognition and dinner at sorority house Fall 2013

Faculty Appreciation/Recognition, SMU Athletics, Men's Basketball Student and team-initiated recognition of teaching Spring 2013

Faculty Representative, for APSM honoree of Mortar Board Top 10 sophomore Spring 2013

FGCU Presidential Teaching Award Recipient, McTarnaghan Presidential Teaching Award 2010
This presidential teaching award honors one member of the faculty annually for teaching excellence.

Excellence in Teaching Award, Sigma Alpha Pi, FGCU 2010
National Society of Leadership and Success, FGCU Chapter

Provost-Appointed FGCU New Faculty Representative, Appointed by Provost Toll and Dr. Cathy Duff for New Faculty Orientation FGCU workshops 2009-2011

INDIVIDUAL STUDENT CONTACT

UNIVERSITY OF ARIZONA 2019-Present

Advising & Mentoring

Career Counseling/Professional Preparedness Development for Undergraduate Students (10-15+ hours weekly/40-60+ hours monthly)

- Provide weekly networking facilitation, career identification, guidance and referrals for undergraduate students pursuing careers, internships, and experiential opportunities within the PR industry, media, sports & entertainment industry, and the overall corporate and nonprofit sectors

- Conduct writing and editing workshops and one-on-one support for members' résumés, cover letters, and follow-up interview correspondence
- Provide mock interviews and overall interview preparedness for both internships and jobs. Additionally, actively promote and recruit students for the PR minor and our communication major.
- Collaboration with Student Engagement & Career Development (SECD) for workshops and to promote our students to their career resources
- Earned Career Champions Certificate of Completion 2022

Sampling of industry professionals that served as guest speakers in the classroom and club events:

- Elizabeth Beeck, *Editorial Assistant/Intern, V Magazine*, NYC, former student, SMU alumna (March 2022)
- Jason Christley, *Vice President of Marketing and Communications, FC Tucson*, Professional Soccer (September 2021)
- Lauren Clark, *Marketing Assistant, Live Young Wellness Spa & Flower Mound Plastic Surgery* and UA COMM alumna (March 2024).
- Allison Collett, *Media Relations and Marketing Representative, JM Family Enterprises* “The Power of Connectedness of Social Media and PR,” former student, UA COMM alumna (October 2023)
- Shannon Disney-Durko-Krey, *PMP, Principal Communications Specialist, PG&E* (February 2024)
- Avery Durko, *Events and Shows Manager, Kia America* (February 2024)
- Hensley, Ellefritz, *Founder & Owner, Reboot*, former student, SMU alumna (June 2020)
- Justin Forte, *Business Operations Lead, PGA of America*, former student, SMU alumnus (November 2023)
- Ashtyn Gates, *Social Media and Digital Marketing Coordinator, Precept Wine* (September 2024)

- Steve Harding, *former Bureau Chief & Senior Producer, People Magazine, “People TV;”* former Senior Supervising Producer, “Extra” TV, Warner Bros. Entertainment (October 2022)
- Amy Heidbreder, *Account Coordinator, Anderson Advertising & Public Relations,* former student, UA COMM alumna (September 2022)
- Brenna Mason, *Digital and Social Media Activation Strategist, IMG (Endeavor), Learfield Sports,* former student, SMU alumna (November 2021)
- Paige Michlik, *Senior Sales Consultant, Circuit of The Americas,* former student, SMU alumna (June 2020)
- Allison Moore, *Account Coordinator, Hemsworth Communications,* former student, UA COMM alumna (January 2022)
- Niraj Mulji, *Senior Director of Basketball Strategy, Spurs Sports & Entertainment, San Antonio Spurs, NBA,* former student, SMU alumnus (November 2023)
- Delaney Niehoff, *Social Media Manager, Disney Parks, The Walt Disney Company* (March 2021)
- Maddy Rueda, *Partner Operations Manager - Independent Music Labels, YouTube,* former student, SMU alumna (November 2022)
- Maddy Rueda, *Staffing Services Associate, Google, Inc.,* former student, SMU alumna (February 2020)
- Doug Sanders, *Founder & President, Sanders Sports & Entertainment,* UA COMM alumnus (April 2023)
- Natalie Skehan, *Account Manager, Apex Systems,* former student, UA COMM alumna (September 2022)
- Peyton Snow, *Communications Coordinator, Southern Texas PGA, PGA of America,* former student, UA COMM alumna (October 2024)
- Maddy Stover, *former Senior Coordinator, Social Responsibility, Major League Soccer (MLS),* former student, SMU alumna (October 2020)
- Lindsay Thomae, *Founder & Owner, Thomae Advertising,* UA COMM alumna (March 2020)
- Renick Townsend, *Founder & Brand Consultant, Renick, and former Brand Consultant Sports & Entertainment, Creative Artists Agency (CAA),* former student, SMU alumna (March 2022)

- Adi Vase, *Assistant Performance Coach, Golden State Warriors, NBA* (May 2020)
- Isabella von Habsburg, *Assistant, Sports Broadcasting Agents, ICM Partners*, former student, SMU alumna (March 2022)
- Elizabeth Whan, *Strategic Alliance Specialist Partnership Marketing, Vail Resorts, and formerly with Chicago Blackhawks and Green Bay Packers*, former student, SMU alumna (April 2024)
- Lisa Zunich, *Production Manager, Cartoon Network, Warner Bros. Discovery*, former student, FGCU alumna (December 2024, February 2023 & November 2020)

SOUTHERN METHODIST UNIVERSITY

2011-2019

Sampling of industry professionals that served as guest speakers in the classroom

- Leigh Steinberg, Founder, Steinberg Sports Enterprises
- Dolf Berle, former CEO, Top Golf
- Clark Hunt, Owner, Kansas City Chiefs and FC Dallas (Major League Soccer)
- Dan Hunt, President and Co-Owner FC Dallas
- George Lynch, former 12-year NBA player, co-founder of Historically Black Colleges and Universities (HBCU) Heroes, former Clark Atlanta University (HBCU) head men's basketball coach

Letters of Recommendation

2017-Present

225 letters of recommendation written (UA & SMU)

Recruitment

Recruiter, Department of Communication, University of Arizona

2019-Present

Help recruit regularly for PR minor and engage with on-campus recruiting visits

- Fall 2024 PR Minors: 363 total (335 UA Main, 28 AZ Online)
- Fall 2023 PR Minors: 335 total (313 UA Main, 22 AZ Online)
- Fall 2022 PR Minors: 273 total (253 UA Main; 20 AZ Online)
- Fall 2021 PR Minors: 217 total (209 UA Main; 8 AZ Online)
- Fall 2020 PR Minors: 207 total (207 UA Main)
- Fall 2019 PR Minors: 176 total (176 UA Main)

Recruiter, Applied Physiology & Sport Management, SMU

2011-2019

- Provided recruiting services to Program, Department, School, SMU Athletics, and University
- Top recruiter for SMU's sport management program for on-campus recruiting visits and all above recruiting initiatives
- Created, planned, and engaged in a multitude of recruiting events and initiatives annually

Participation in Honors Program

Undergraduate Honors Advising:

PR 202-001 Sports PR honors advising - Hannah Galligan Spring 2025

Undergraduate Honors Advising:

PR 202-001 Sports PR honors advising - José Hernandez Fall 2022

Undergraduate Honors Advising:

PR 202-001 Sports PR honors advising - Courtney Blanc Spring 2021

Undergraduate Honors Advising:

PR 201-001 Intro to Public Relations honors advising- Solana Royston Fall 2020

SERVICE/OUTREACH

LOCAL /STATE SERVICE/OUTREACH

UNIVERSITY OF ARIZONA: Community Engagement Activities 2019-Present

Students worked with a chosen organization and created PR-focused writing assignments, such as PR campaigns, integrated communication planning, PR programs, cause-related PR and cause-related marketing initiatives (for-profit and nonprofit collaborative work), media alerts, media releases, social media releases, newsletters, public service announcements (PSAs), biographies, electronic newsletters, fact sheets, backgrounders, Op-Eds, application stories, historical pieces, personality profiles, website content analysis and development, crisis management analysis and planning, speech planning and analysis, event management planning, and other PR-focused activities designed to provide a service to their respective organization. Students identified needs for a specific organization and worked through some of the PR issues and opportunities to better understand how to serve these organizations and their constituents.

Sampling of local/state organizations:

Nonprofit Sector: (local/state)

Arizona's Children Association (AzCA), Arizona Model United Nations, Assistance League of Tucson, Arizona Humane Society (Phoenix), Arizona-Sonora Desert Museum, Arizona Theatre Company (ATC), Beads of Courage, Ben's Bells, Candlelighters, BBBS: Big Brothers Big Sisters of Southern Arizona, Casa de los Niños, CODAC Health Recovery & Wellness, Genesis Smith Foundation, Girls on the Run, Humane Society of Southern Arizona (Tucson), Ironwood Pig Sanctuary, KXCI Community Radio, Love Jessie's Girl, Lupus Foundation of Southern Arizona, Natalia Salcido Legacy foundation, No Más Muertes, People Acting Now Discover Answers (PANDA), Pima Animal Care Center (PACC), Rialto Theatre Foundation, Run with Stride, Saint Mary's Food Bank, Sit. Stay. Play., Southern Arizona Aids Foundation, Southern

Arizona Cat Rescue, Tucson Wildlife Center, Thunderbird Charities, Tucson Rescue Now, UA New Start Program, Underdog Rescue of Arizona

For-Profit Sector (local/state)

Arizona Cardinals, Gila County Jail, Gymshark, Leslie Lehr Living, Phat Scooters, Phoenix Suns, No Anchovies, Reid Park Zoo, Reilly Craft Pizza & Drink, Revolve Cycling, Sigma, Vision Wraps

SOUTHERN METHODIST UNIVERSITY:

2017-2019

Community Engagement Activities

Students created sports PR-focused writing assignments and event support for the following nonprofit organizations:

Non-Profit Sector (local/state):

Flight Nine Youth Academy, Paul Quinn College (HBCU), Holiday Food Drive (South Dallas)

NATIONAL/INTERNATIONAL SERVICE/OUTREACH

UNIVERSITY OF ARIZONA: Engagement Activities

2019-Present

Students worked with a chosen organization and created PR-focused writing assignments, such as PR campaigns, integrated communication planning, PR programs, cause-related PR and cause-related marketing initiatives (for-profit and nonprofit collaborative work), media alerts, media releases, social media releases, newsletters, public service announcements (PSAs), biographies, electronic newsletters, fact sheets, backgrounders, Op-Eds, application stories, historical pieces, personality profiles, website content analysis and development, crisis management analysis and planning, speech planning and analysis, event management planning, and other PR-focused activities designed to provide a service to their respective organization. Students identified needs for a specific organization and worked through some of the PR issues and opportunities to better understand how to serve these organizations and their constituents.

Sampling of national/international organizations:

Nonprofit Sector (National/International)

A Place Called Home, Alex's Lemonade Stand Foundation, American Foundation for Suicide Prevention, American Heart Association, AmeriCorps, ASPCA, Art in Action, Austin Angels, American Foundation for Suicide Prevention, Best Friends Animal Sanctuary, Boys & Girls Clubs of America, C5 Los Angeles, Cals Angels, Camp Brave Tails, CASA, Center for Reproductive Rights, Children's Miracle Network Hospitals, Drag Queen Story Hour, Dress for Success, Ducks Unlimited, Easton Entertainment Industry Foundation, Feeding America, Feed the Children, FEAST (Food, Education, Access and Support, Together), Fight for Life Foundation, Firefighters Charitable Foundation, Friends of Jaclyn Foundation, Goodwill

Industries, Heal the Bay, Habitat for Humanity, Hispanic Scholarship Fund (HSF), Hospice Maui, Humane Society, Keep A Breast Foundation, LPGA Foundation, Latino Community Fund, Locks of Love, Make-A-Wish, Magical Builders, National Council on Skin Cancer Prevention, National Alliance on Mental Illness (NAMI), NCAA, Nantucket Land Bank, One Orlando Alliance, Orphan Outreach, NFL Foundation, Planned Parenthood, Project Beauty Share, Project Hawaii, Project Hope Foundation, Right to Play, Ronald McDonald House Charities, Salvation Army, Sharsheret, Special Olympics, SoCal Bulldog Rescue, St. Jude Children’s Research Hospital, Society of St. Vincent De Paul, Sunshine Kids Foundation, The Gentle Barn, The Marine Mammal Center, Three Square Food Bank, Ulta Beauty Charitable Foundation, UN Women, USA for UNHCR (U.N. Refugee Agency), US Soccer Foundation, United States Tennis Association (USTA), Wings Foundation, Wings of Hope, Women for Women International, World Wildlife Fund (WWF).

For-Profit Sector: (National/International)

A24, AEG, All Saints, Alo, Amazon, Amika, ATP, Boardriders, Bravo-TV, CBS, Charlotte Tilbury, Colin Cowie Lifestyle, Crooked Media, CVS, Dairy Boy, Disney, Detroit Red Wings, Edelman (Global PR firm), ELF Cosmetics, Fenty Beauty, Formula 1 Red Bull Racing, Girlfriend Collective, Glossier, Golden State Warriors, Gymshark, Hilton Hotels, Kosas, Little Words Project, LPGA, Live Nation, Lululemon, Magnets USA, Major League Baseball (MLB), McLaren Racing, Michele Marie PR, Microsoft, NBC-TV, Netflix, Orangetheory, NYC Ballet, Noetic Mental Performance, Nordstrom, Off-White, Patagonia, Pattern Beauty, People Magazine for TV, Rare Beauty, REI, Republic Records (division of Universal Music Group), Reformation, San Diego Padres, San Francisco Giants, San Francisco 49ers, San Jose Sharks, Sephora, Skims, Sol de Janeiro, Sun Bum, Supreme, Target, Trinity Services Group, Inc., Universal Pictures, Vans, Walt Disney World, Wildflower Cases, Warner Bros., Williams Racing-Formula 1, Zara

Alumni Networking: Strengthen alumni relations with multiple University of Arizona, Southern Methodist University, Florida Gulf Coast University, and Salve Regina University alumni to connect our students with alumni/industry professionals to provide introductions, networking opportunities, informational interviews, internship opportunities, and job interviews.

Off-campus Educational Learning

- | | |
|---|--------------|
| Sports Business Journal (leading sports industry trade publication) | Fall 2024 |
| <ul style="list-style-type: none"> ▪ Highlighted faculty member in this international trade publication for the University/College Programs (December 2024) | |
| <ul style="list-style-type: none"> ▪ Collaborate with this international trade publication for Sports PR (2019-Present) and Advanced PR in Sport (2012-2019) courses | 2012-Present |

DEI Initiative/ Major League Baseball (MLB), New York, NY

Fall 2023-Present

- Collaborated with Catalina Villegas, Director of Diversity, Equity & Inclusion, MLB, to provide potential internship opportunities at MLB Headquarters in New York for our self-identified Hispanic Communication majors and Communication and PR minors
- Worked with Catalina to further potential opportunities for our self-identified Black and female students to help increase diversity of the internship applicant pool
- Provided one-on-one Zoom editing workshops with several of our student applicants to help them prepare their résumés and cover letters
- Mentorship: Mentoring Catalina to help her prepare for her first adjunct teaching opportunity (a course I previously taught) in higher education

2024-2025

PR 203 Nonprofit PR class

Fall 2019

Attended educational nonprofit workshop and tour of facilities provided by Jeannette Maré, owner and founder, Ben’s Bells

SOUTHERN METHODIST UNIVERSITY: Engagement Activities

2017-2019

Students worked with a chosen organization or event and created Sports PR-focused writing assignments and activities to provide a service to their respective organization

Sampling local/state organizations and events:

Nonprofit Sector (National/International) Boys & Girls Club of America, Mark Cuban Foundation, NBA Cares, NFL Foundation, North Texas Food Bank, Paul Quinn College (HBCU), Habitat for Humanity, Komen Foundation, YMCA

For-Profit Sector: (National/International)

CBS, Disney, ESPN, NBA, NFL, MLB, Reebok, Nike, Under Armour, San Francisco 49ers, Dallas Mavericks, San Jose Sharks, Golden State Warriors, Texas Rangers, The Marketing Arm, Dallas Cowboys, Dallas Stars, Dallas FC (Major League Soccer)

CONTRIBUTIONS TO INSTRUCTIONAL INNOVATIONS AND COLLABORATIONS

UNIVERSITY OF ARIZONA

2019-Present

Teaching/Educational Workshops / Training Attended or Delivered:

D2L Training Workshops: Zoom, D2L, Panopto (multiple)
Leveraging Your Online Footprint, Erik Silldorff, Kendall Hunt

2020-Present
Spring 2025

Harnessing the Power of LinkedIn and Other Social Media Platforms to Improve Online Presence

<u>Delphi Award Speaker Series</u> , panelist and committee member Innovative Faculty Approaches to Supporting Students' Mental Health, Emotion and Learning, Dr. Sarah Rose Cavanagh, Senior Associate Director of Teaching & Learning, Center for Faculty Excellence, Associate Professor of Practice, Psychology, Simmons University (served as committee member)	Fall 2024-Present Spring 2025
Celebrating the Career-Track Faculty Model Success: Insights from the Delphi Award (served as both Delphi Award panelist and committee member)	Fall 2024
Transformative Support for Career-Track Faculty, Dr. Jordan Harper, Research Associate, Delphi Project, Pullias Center for Higher Education, Assistant Professor, Higher Education & Student Affairs, Advanced Studies, Leadership & policy, Morgan State University (served as committee member)	Fall 2024
Navigating a Changing Media Landscape, Institute for Public Relations (IPR) Tina McCorkindale, President & CEO, IPR Steve Cody, CEP Peppercomm, Arun Sudhaman, CEO and Editor-In-Chief Provoke Media	Fall 2024
Academic Freedom Speaker Series, Office of the Provost, University of Arizona Free Speech in Polarized Times: Healthy Discourse in the Classroom	Fall 2024
Mastering Online Instruction: Key Strategies for Effective Teaching Penny Waddell, Kendall Hunt	Fall 2024
First Amendment Training, University of Arizona Chrissy Lieberman, Interim Dean of Students	Fall 2024
AI in the classroom, Kris Hans, Kendall Hunt Emerging trends and cross-disciplinary impacts for an AI-integrated future	Fall 2024
Continuous Course Improvement for PR 203 Nonprofit PR, PR 202 Sports PR and PR 317 Strategic Writing for PR during Fall 24 sabbatical	Fall 2024
<u>Diversity Forum 2024, University of Pittsburgh</u> (Jan. 23-24, 2024) Avoiding the 'Savior Complex' in helping professions: Decolonizing Practices in favor of culturally compassionate perspectives. (Nicole Weiss & Bobbie Hall, University of Pittsburgh)	Spring 2024
We can disagree without being disagreeable: Using CLARA to engage in	

daring dialogues. (Regina Dixon-Reeves, Vice Provost, University of San Diego)

National call for moral revival. (Opening Keynote Speaker: Rev. Dr. William Barber II, Founding Director of the Center for Public Theology and Public Policy at Yale Divinity School, professor, and pastor.

Closing Keynote for Diversity Forum 2024: Feminista Jones, feminist writer, public speaker and community activist

Online Training: Continuous Course Improvement for PR 317 Strategic Writing for Public Relations Summer/Fall 2023

Online Training: Continuous Course Improvement for PR 203 Nonprofit Public Relations Spring 2023

PRSA lecture series: Diversity & Inclusion: Uncovering Implicit Bias to Achieve PR Success (PRSA lecture series) 2022
Panelists: Gayle Saunders, Ethics Officer, PRSA, Central Ohio
Shanikka Flinn, Diversity and Inclusion Officer, PRSA, Central Ohio, and
Jaron Terry, Co-Vice Chair Diversity and Inclusion PRSA National Diversity and Inclusion Committee

Career Champions Certificate of Completion, Student Engagement & Career Development 2022

PRSA Entertainment and Sports Sector: PRSA Entertainment & Sports-How They Got Here Series 2022
Panelists:

Gail Dent, Associate Director of Public and Media Relations, NCAA
Lisa Hughes Kennedy, Executive Director, Golin for Toyota Racing
Case Studies as a Pedagogical Tool for Teaching Communication Courses: 2022
Blending the Theoretical with the Practical

Online Teaching Training/Course Development PR 203 Nonprofit PR Fall 2021

SOUTHERN METHODIST UNIVERSITY 2011-2019

Attendee, Teaching with Avatars, SMU 2019

Attendee, Center for Teaching Excellence, TES Program Theme: Research-Based Teaching Practices to Foster Student Learning 2019

Faculty Presenter, Destination SMU, and Mustang Mondays 2017-2019

Collegial Coaching Partner, Collegial Coaching APSM 2017-2019
Annual coaching partnerships/mentor/mentee within our department

Attendee, Teaching with Whiteboards/Teaching with Technology 2018

Paving the Way to Inclusion: Race and Equity in Education –Keynote 2017
Speaker Gloria Ladson-Billings, Ph.D., researcher on critical race theory and racial disparities in education

- Attended and assisted with event planning and staffing for this inaugural event

Attendee, Center for Teaching Excellence, TES Program Theme: The Lecture Remixed (Dynamic Lecturing) 2018

Attendee, Center for Teaching Excellence, TES Program Theme: Deep Learning Teaching Practices to Foster Student Learning (From Small Teaching to Deep Learning; Fostering Deep Learning) 2017

Development of Online and Other Course Materials:

Curricular Designer

- Co-creating proposed PR major (in progress) 2019-Present
- Co-created/updated PR minor (2019-2020)

Course Designer for the following five courses (nine formats): 2019-Present

- Sports Public Relations (course design for 16-week & 7-week format)
- PR Campaigns (course design for 16-week format)
- Nonprofit Public Relations (course design for 16-week & 7-week format)
- Introduction to Public Relations (course design/modification for 16-week & 7-week format)
- Strategic Writing for Public Relations (course design/modification for 16-week & 7-week format)

SOUTHERN METHODIST UNIVERSITY 2011-2019

Curricular Designer

- Co-created and updated undergraduate Sport Management concentration of Applied Physiology and Sport Management major
- Co-created graduate program: M.A., Sport Management

Course Designer for the following four courses:

- Advanced PR in Sport (undergraduate)
- Advanced Communication in Sport (graduate)
- Contemporary Issues in Sport Management (undergraduate)
- Sport Management Practicum (undergraduate)

Collaborations on curricular and outcomes assessment committees:

Committee Member, Simmons Assessment & Accreditation Committee 2017-2019

SACS (Southern Association of Colleges & Schools) Representative 2011-2019

Managed departmental SACS assessment for the following programs:

Undergraduate: 2011-2019

- Applied Physiology & Sport Management –Sport Management Concentration
- Applied Physiology & Sport Management –Applied Physiology and Health Management
- Applied Physiology & Sport Management –Sport Performance Leadership

Graduate:

- M.S., Sport Management (inaugural year fall of 2013) 2013-2019
- M.S., Health Promotional Management (inaugural year fall of 2017) 2017-2019

Assessment & Accreditation Committee, committee member 2017-2019

- Department representative for all school and university assessment and accreditation initiatives

TOEFL Assessment Committee, SMU 2017

University Curriculum Task Force, SMU 2017

FLORIDA GULF COAST UNIVERSITY 2007-2011

Curricular Designer

- Co-created Public Relations Concentration (18-credit concentration)

Course Designer for the following five courses:

- Communication Internship Practicum
- Nonprofit Public Relations
- Public Relations Writing
- Public Relations Campaigns
- Principles of Public Relations

SALVE REGINA UNIVERSITY 2004-2011

Course Designer for the following three courses:

- Marketing Management (Graduate)
- Sport Marketing/Sports Sponsorship Sales
- Sport Management Workshop

NATIONAL/INTERNATIONAL PROFESSIONAL SERVICE/OUTREACH

Editorial Board, *International Journal of Sport Communication* (IJSC) Summer 2024-Present

Reviewer, *International Journal of Sport Communication* (IJSC) Fall 2024

Constructs influencing the consumption of televised LPGA events in North America: Planned behavior perspectives.

Reviewer, <i>International Journal of Sport Communication (IJSC)</i> From Gearshifts to gigabytes: An analysis of how NASCAR used racing to engage fans during the COVID-19 shutdown.	Spring 2023
Reviewer, pro bono business communication writing/editing for multiple youth desiring to work within the sports and entertainment industry and professionals within the sports and entertainment industry	2011-Present
Reviewer & Mentor, pro bono resource for interview preparedness, salary negotiations, professional networking, job referrals and recommendations for UA alumni	2020-Present
Member, North American Society for Sport Management (NASSM)	2017-Present
Member, NCA	2019-Present
Faculty Advisor, Lambda Pi Eta, Alpha Ci Omega UA Chapter	2019-Present
Member, Sports & Entertainment Division, PRSA	2022-2023
Member, Higher Education Division, PRSA	2021-2023
Member, Public Relations Association of America (PRSA)	2017-2023
Reviewer, <i>International Journal of Sport Communication (IJSC)</i>	Fall 2017
<u>SERVICE TO DEPARTMENT</u> (Limited to the past five years) UNIVERSITY OF ARIZONA, Department of Communication	2019-Present
Undergraduate Communication Committee Member	2023-2026
<ul style="list-style-type: none"> ▪ Co-created dual major: Communication & Journalism for F22 launch ▪ Responsibilities include creating a syllabus, standard text, and standard learning outcomes for each course, as assigned. ▪ Select annual winners for the following awards: Brenna Ilana Berger Memorial Scholarship (2 recipients, 2020-2023, selection process moved to SBS in 2024), Marcy Finerman Lewis Scholarship (1 recipient), David A. Williams Undergraduate Scholarship (1 recipient), Gaganova award (1), Communication Tuition Scholarship (2) 	2020-2023
Committee Member, Assistant Professor (tenure-track) PR Faculty Search Department of Communication	10/2023-Present
<ul style="list-style-type: none"> ▪ Currently on hold due to budgetary freeze 	
Committee Member, Assistant Professor (tenure-track) PR Faculty Search Department of Communication	9/2022-3/2023
Faculty Advisor, Lambda Pi Eta (LPH), Official Communication Honor Society of National Communication Association (NCA), University of Arizona Chapter (20-30+ hours monthly)	8/2019-Present
<ul style="list-style-type: none"> ▪ Professional development workshops each semester and one-on-one professional development and business communication support 	

- Doubled membership by end of Fall 2019 semester
- Tripled applications/membership in 2020, 2021, 2022, 2023 & 2024
- Completed ASUA Club Faculty Advisor training for ASUA Club LPH Faculty Advisor Certification training for club participation in Career Fairs January 2024

Undergraduate Assessment Committee Member June 2021-Present

Department of Communication

Achieved good standing (majority rating of Outstanding/Achieved/Partially Achieved) for 2023/24 assessment cycle 2024

Achieved overall good standing (ranking system updated in 2023) for 2022/23 cycle 2023

Increased overall ranking from 2.16 (2020/21) to 3.16 (2021/22) assessment cycle

Awaiting overall assessment results from 2022/2023 assessment cycle

Trainee, Taskstream Training, UA Assessment 2022

Trainee, Watermark Insights (new assessment platform), UA Assessment 2023-2024

PR major Curriculum Development 2019-Present

Co-creating PR major curriculum with fellow PR faculty and administration

PR minor Curriculum Development Fall 2019

Outcomes Coordinator Liaison, Arizona Online June 2021-Aug. 2021

Undergraduate Liaison, Department of Communication

Guest Lecture and Invited Teaching Opportunities:

COMM 500 Jennifer Aubrey Stevens, Ph.D. Fall 2024

COMM 500 Jake Harwood, Ph.D. Fall 2023

COMM 500 Jake Harwood, Ph.D. Fall 2022

COMM 500 Jennifer Aubrey Stevens, Ph.D. Fall 2021

COMM 500 Jake Harwood, Ph.D. Fall 2020

COMM 500 Jake Harwood, Ph.D. Fall 2019

SOUTHERN METHODIST UNIVERSITY 2011-2019

Department of Applied Physiology and Sport Management (APSM)

Recruiter, Applied Physiology & Sport Management 2011-2019

Committee Member, APSM Alumni Committee 2012-2019

Co-Chair Faculty Search Committee, Professors of Practice, Sport Management Search Committee (co-chair of dual search committee) 10/2017-8/2018

Co-Chair Faculty Search Committee, Director of Sport Management and Clinical Professor Search Committee (co-chair on dual search) 9/2017-8/2018

Assessment Representative (undergraduate and graduate) SACS (Southern Association of Colleges & Schools) Representative	2011-2019
Academic Advisor , Sport Management	2011-2019
<u>SERVICE TO THE COLLEGE:</u> (limited to the last five years) UNIVERSITY OF ARIZONA: College of Social & Behavioral Sciences	2019-Present
Contributor , 21 st Century Masters' Project, SBS, UA, content contributor, to assist Dr. Maggie Pitts	Spring 2022
Committee Member , SBS Undergraduate Awards Committee	Fall 2021
SOUTHERN METHODIST UNIVERSITY: Simmons School of Education and Human Development	2011-2019
Committee Member , SMU Simmons School of Education, Diversity Committee	2017-2019
Committee Member , Simmons Assessment & Accreditation Committee	2017-2019
Committee Member , Simmons Faculty and Staff Steering Committee, Development	2012-2017
<u>SERVICE TO THE UNIVERSITY:</u> (limited to the last five years) UNIVERSITY OF ARIZONA	2019-Present
External Reviewer , Soo Hyun Kim, Ph.D. Recruited by Laura Scaramella, Ph.D., Professor, Family Studies and Human Development, Norton School of Human Ecology, to serve as External Reviewer for Soo Hyun Kim, Ph.D. from Assistant Professor of Practice to Associate Professor of Practice	Summer 2024
Presenter , Delphi Award Speaker Series Appointed by Dr. Romero a speaker, panelists on the 2024-2025 Delphi Award Speaker Series: "Celebrating the Career-Track Faculty Model Success: Insights from the Delphi Award" (December 2024)	Fall 2024-Present
Committee Member , Delphi Award Appointed by Dr. Andrea Romero to help plan for award money devoted to Career Track Faculty engagement	Spring 2024
Committee Member , Career Track Working Group Committee Appointed by Dr. Andrea Romero to help examine and propose areas of	Spring 2024-Present

opportunity for university-wide overall review process for Promotion
Review via Career-Track faculty

Committee Member, Career Track Committee Summer 2024-Present
Appointed by Dr. Andrea Romero for smaller, sub-committee to examine,
Prepare and propose University-wide policy changes to current policy and
Procedures for our Career Track Faculty

Speaker, University of Arizona Athletics, Football Spring 2024
Conducted media training for incoming football student-athletes
Presented Media Relations, Media Training and Community Engagement
Training for New Cats Development

Committee Member, University Teaching Awards Review Committee 2024-2025
Appointed to serve as committee member on the 2024-25 Teaching
Awards Review Committee by Vice President of Faculty Affairs Dr. Andrea Romero

Committee Member, University Teaching Awards Review Committee 2023-2024
Appointed to serve as committee member on 2023-24 Teaching
Awards Review Committee by Vice President of Faculty Affairs Dr. Andrea Romero
after being prior recipient in 2023 of two university-wide awards:
2022/23 Gerald J. Swanson Prize for Teaching Excellence and
The Provost Award for Innovation in Teaching (2023)

Speaker, Conduct Professional Development Workshops and presentations Fall 2019-Present
regularly Fall/Spring semesters (ongoing) as faculty advisor, Lambda Pi Eta,
Official Communication Honor Club of NCA, University of Arizona Chapter

Guest Speaker, PRSSA (Public Relations Student Society of America) Fall 2022

Committee Member, Senior Awards & Provost Award, Dean of Students Spring 2022

Guest Speaker, PRSSA (Public Relations Student Society of America) Spring 2022

Outcomes Coordinator Liaison, Arizona Online June 2021-Aug. 2021
Undergraduate Liaison, Department of Communication

SOUTHERN METHODIST UNIVERSITY 2011-2019

Committee Member, Honors Convocation Award Committee 2016-2019

Recruiter, Assisted SMU Vice President of Development and 2012-2019
External Affairs

Recruiting liaison, APSM, SMU Athletics for the following sports 2011-2019
Men's Basketball, Women's Basketball, Football, Volleyball, Men's Tennis,
Women's Tennis, Men's Swimming & Diving, Women's Swimming & Diving,
Women's Golf, Men's Golf, Track & Field, Rowing, and Women's Cross Country

Assessment Committee Member, Test of English as a Foreign Language 2017
(TOEFL)

Committee Member, University Curriculum Task Force 2017

PUBLICATIONS

Refereed Journal Article

Abeza, G., Seguin, B., Carton, P., & Holland, S. (2020). Measuring sponsorship effectiveness: Designing an alternative approach. *Sport Marketing Quarterly, 1-12.* 2020

OTHER SCHOLARSHIP:

Research Projects and Presentations

Faculty Presenter, eSports & Sports PR: Crisis Management 2018
In Sport: Sports Diplomacy, The U.S. Department of State:
Making Basketball Accessible to Broad Audiences in Belarus
(Sports Visitor Program for Belarus)

Holland-Moniz, Susan L. Media representations of female athletes in 2010
popular advertising: Critical perspectives of gendered and racialized
women in sport. Communication and Leadership, Gonzaga University,
Spokane, Wash. (oral defense- master's thesis) December 2010

Holland-Moniz, Susan L. Apologetic behaviors in collegiate female athletes: 2010
Communication and Leadership, Gonzaga University,
Spokane, Wash. (research project)

Holland-Moniz, Susan L. Constructing identities. Communication and 2009
Leadership, Gonzaga University, Spokane, Wash. (research project)

Holland-Moniz, Susan L. The costs of a crisis: Martha Stewart Living 2007
Omnimedia Inc., Communication and Leadership, Gonzaga University,
Spokane, Wash. (research project)

Holland, Susan L. Measuring brand equity. Sport Management, 2002
University of San Francisco, San Francisco, Calif. (research project)