

CURRICULUM VITAE – SAMUEL Y. TODD

University of South Carolina • College of Hospitality, Retail and Sport Management
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Academic Appointments / Previous Employment

<u>Organization</u>	<u>Dates</u>	<u>Position</u>
Univ. of South Carolina	2020 – present	*Associate Dean: Faculty, Operations, Intl Affairs
	2017-2020	*Associate Dean: Faculty, Diversity, Operations
	2019-2020	*Interim Department Chair, Retailing
	2021	*Interim Department Chair, Sport and Entertainment Mgmt
	2017-present	*Professor, Faculty of Sport & Entertainment Management
Georgia Southern Univ.	2003-2017	* Professor, Faculty of Sport Management
		* Associate Professor with Tenure
		* Assistant Professor
Florida State Univ.	2000-2003	* Graduate Research Assistant
		* Graduate Teaching Assistant
Airborne Express (now DHL)	1998-2000	* Regional Sales Representative, Greenville, SC Responsible for the sales and maintenance of corporate and national accounts generating annual revenues of \$1 Million.

Academic Degrees and Distinctions

- Ph.D. Florida State University, 2003
Major: Sports Administration
Dissertation: “A causal model depicting the influence of selected task and employee variables on organizational citizenship behavior”
- M.S. Florida State University, 2001
Major: Sports Administration
Thesis: “Adolescent perceptions of the relative importance of peer leadership behavior in interscholastic athletics”
- B.S. Erskine College, Due West, SC, 1998
Major: Sport Management
Co-Captain: Men’s Basketball
Omicron Delta Kappa National Honor Society

Executive Summary of Significant Experiences and Achievements

University of South Carolina, Administrative Experiences

Associate Dean: Faculty Affairs, Diversity, Operations [2017 to 2020]

Associate Dean: Faculty, Operations, International Affairs [2020 to present]

- *Manage employment issues related to 130+ college faculty/staff
- *Oversee and provide leadership for day-to-day college operations
- *Oversee annual strategic planning and reporting for college at university level
 - *trained in Academic Analytics, EAB Academic Performance Solutions, Carolina Analytics
- *Oversee human resource functions inside college, including workforce planning and management
 - *oversight of over 100 faculty and staff searches to date
- *Assist with planning and execution of college-level strategies
- *Manage college committees and membership, ensuring compliance with university policies
- *Lead college efforts to monitor, assess, and grow the college research profile
- *Lead efforts to support college faculty with internal and external research grants and fund distribution
- *Provide oversight of 5 college research centers and institutes
- *Oversee faculty/staff conflict of interest reporting
- *Mentor and provide support for new faculty, staff, and students
- *Lead college efforts related to diversity, equity, and inclusion (2017-2020)
- *Serve as college level representative on the Council of Academic Deans of Diversity (2017-2020)
- *Assist faculty, staff, and students in receiving training to achieve diversity, equity, and inclusion objectives
- *Represent college at various University and College functions
- *Oversee and facilitate College international affairs (2020-present)
 - *International partnerships, MOUs, articulation agreements, visiting scholars, dual degree, student exchanges
 - *Concentrated regions: China, South and Central America, Middle East, Scandinavia

Georgia Southern University (2003-2017) Administrative Experiences

- *Graduate Program Director (Department-Level), Graduate Program Coordinator (Program-Level), 2007-11, Sport Management, 2007-11
 - *Responsible directing over 200 students from initial recruitment, to progression, advising, graduation, placement
 - *Served as first point of contact for grade appeals, and program exclusion appeals.
 - *Led effort (2008) to develop a totally new online degree consisting of 36 hours of fully online courses.
 - Successfully navigated the significant approval process through internal constituents on campus, as well as the Board of Regents for the State of Georgia
 - *Developed and executed marketing plans with excellent results
 - *Conducted market-based studies to increase brand exposure to future applicants
 - *Managed software outputs that delivered marketing messages to potential graduate students, and served as main point of contact for interested inquiries.
 - *Developed and conducted ongoing strategic management of the Graduate Program, to include analysis of the competitive environment, and forces impacting our product delivery
- *Undergraduate Program director (2014-17), Sport Management

*Led reporting effort on Institutional Compliance for SACS-COC. Wrote, managed, and conducted extensive training on student learning outcomes at both program and student levels.

*Managed enrollment, graduation, course design, course scheduling, room accommodations, internships, course waivers, program assessments, and curriculum changes for a program that supports over 450 undergraduate students annually

*Reviewed and evaluated over 55 faculty Promotion and Tenure portfolios at all faculty appointment levels from service on 5 Promotion and Tenure Committees

*Conducted on-campus interviews with over 28 candidates for Assistant Professor lines as part of membership on 9 academic search committees. Also served on 4 search committees for Chairs/Deans positions where we screened over 65 candidates

*Led committee to draft the permanent bylaws (20 pages) for the College of Health and Human Sciences, Georgia Southern University

*Extensive training in SACS-COC related to student learning outcomes. Completed over 6 years of reports at both Graduate and Undergraduate Programs

Cumulative Scholarship Summary

*Published over 44 (50% lead author) peer-reviewed articles covering over 460 pages of academic journal space in a 19-year period

*Google scholar citations of my work are now over 3,300

*Research Gate Stats: over 14,500 reads and 14.9 RG score

*Published in a top 5 journal in Psychology (*Journal of Applied Psychology*), which now has over 1,300 citations

*Published in a top 5 journal in Management (*Strategic Management Journal*), which now has over 1,000 citations

*Published in many premier Sport Management Journals [*Journal of Sport Management*, *Sport Marketing Review*, *Sport Marketing Quarterly*, *Sport Management Education Journal*, etc..]

*Published in over 17 different sport management outlets overall

*Contributed many different types of scholarship content: empirical, propositional, theory building, case studies, statistical teaching pieces, and technical reports to practitioners

*Delivered numerous academic presentations at national and international conferences

*Won the Georgia Southern University Excellence in Research Award in 2010, given to 2 faculty out of 850 each year. Recipient delivers a "Focus on Research" lecture to a University audience every Fall

*Won the doctoral student research award for the North American Society of Sport Management in 2003, given to one doctoral student (Sport Management discipline) in North America each year. Recipient gives the keynote presentation at the President's luncheon during the annual meeting of the society every year.

Cumulative Teaching Summary

*Taught over 90 sections of undergraduate classes, over 70 sections of graduate classes

*Recipient of the Georgia Southern "Unsung Hero" award for excellence in mentoring of undergraduate students, given to one faculty member (of 850) each year

*Recipient of local award for the best Teacher (K-12 and University level) in the County (Bulloch County GA "Best of the 'Boro")

*Student evaluations consistently lead departmental and college distributions, student comments are qualitatively positive

*Taught over 50 fully online courses using BB Learn, Web CT, and Desire to Learn course management systems. Experience with multiple video production agents including: Echo 360, Camtasia, Youtube, Advanced Learning Platform, and Adobe Learning Systems

*Attended several conferences, seminars, and training courses in Online Teaching

*GS Center for Teaching and Technology and Center for Online Learning

*Online Learning Consortium Conference Attendee 2015

*Frequently taught face-to-face courses of 60 or more students, to a high of 125

*Frequently tested alternative assessment types, including: podcasts, video book reviews, digital skit production, online discussions/chat rooms, analysis of professional blogs, text to vote, etc...

*Established significant industry relationships for interns in undergraduate program

*Successfully placed over 150 students in parks, recreation, tourism, sport, and leisure segments

*Created innovative video assignments for current interns so their tips can be recycled into the freshmen level courses

Administrative Training

The Pipeline for Academy Leaders (PAL) fellowship, 2018-19

This is an invitation-only program designed for academic leaders and administrative executives who are currently serving in, or who have the potential to, hold a high-level position at UofSC in the near future. Examples of the types of employees who participate in this program are: directors, assistant vice presidents, associate vice presidents, department chairs, assistant deans and associate deans. The program is a yearlong, 70-hour executive leadership training program on the University of South Carolina campus and focuses on five core competencies: Leading people, Leading change, Managing for results, Institutional knowledge and understanding, and Building effective relationships. Special emphasis is given to personality assessments, decision making styles, conflict management styles, team leadership preferences, and interpersonal habits.

Taken the following classes as part of a Leadership certification program on the University of South Carolina campus:

- Flexible Leadership: Basics and Beyond (3.5 classroom hours)
- Interviewing and Selecting Employees (6 classroom hours)
- Coaching for Improved Performance (3.5 classroom hours)
- Diagnosing Performance Problems (3.5 classroom hours)
- Sexual Harassment Recognition and Prevention (3 classroom hours)
- Managing Employee Performance Using EPMS (3 classroom hours)

Scholarly Research Interests

My primary research interests generally involve people either looking for work, or at work (i.e., their attraction to particular jobs in sport, their expectations and pursuit of future sport jobs, their attitudes, personalities, and unique stylistic artifacts that impact work outcomes). Some projects that are currently in progress involve (1) examining the predictors of applicant expectations in the sport industry, (2) exploring the role of wishful thinking in application attraction to sport industry jobs, and (3) unpacking unrealistic job expectations held by sport industry hopefuls.

Peer Reviewed Publications

Gao, F., Heere, B., **Todd, S. Y.**, & Mihalik, B. (2020). The initial intentions for social leveraging of a mega sport event among stakeholders of a newly formed inter-organizational relationship. *Journal of Sport Management*, 34, 147-160. doi.org/10.1123/jsm.2018-0026

- Swanson, S., & **Todd, S. Y.** (2019). Workplace dynamics in professional sport: A case study of identification, political skill, and personal control. *Case Studies in Sport Management*, 8, S28-S32.
- Todd, S. Y.**, Jones, C., & Ross, W. (2019). Process theories of motivation inside tour operations staff. *Case Studies in Sport Management*, 8, S52-S55.
- Sato, S., Gipson, C., **Todd, S. Y.**, & Harada, M. (2018). The relationship between sport tourists' perceived value and destination loyalty: An experience-use history segmentation approach. *Journal of Sport & Tourism*, 22(2), 173-186.
- Bennett, H. R., Czech, D., Harris, B., & **Todd, S.** (2016). Perceptions of coping with an injury in sport at the NCAA Division I level: Perceptual continuity between student-athletes and their athletic trainers. *Clinical Kinesiology* (Online Edition), 39-43.
- Ryan, Z., Czech, D. R., Harris, B. S., **Todd, S. Y.**, & Biber, D. D. (2016). A qualitative examination of the sport music preferences of NCAA division I athletes. *International Journal of Sport Science*, 6(6), 203-208. doi:10.5923/j.sports.20160606.01
- Todd, S. Y.**, Magnusen, M., Lachowetz, T., & Jones, A. (2016). Knowing your fans: A case study of survey research in a collegiate ticket office. *Case Studies in Sport Management Journal*, 5(14).
- Magnusen, M., & **Todd, S. Y.** (2016). Welcome to the arena: An introduction to the special issue on power and politics in sport. *Journal of Applied Sport Management*, 8(3), 1-5.
- Magnusen, M., & **Todd, S. Y.** (2015). Coming soon to an entertainment organization near you: Video realistic job preview as a way to increase the quality of applicant pools. *Sport & Entertainment Review*, 1, 51-56.
- Ketchen, D., Jr., Crook, T. R., **Todd, S. Y.**, Combs, J., & Woehr, D. J. (2015). Managing human capital: A meta-analysis of links among human resource practices and systems, human capital, and performance. *Oxford Research Review*, April, 1-24.
- Todd, S. Y.**, Magnusen, M., Andrew, D. P. S., & Lachowetz, T. (2014). From great expectations to realistic career outlooks: Exploring changes in job seeker perspectives following a realistic job preview in sport. *Sport Management Education Journal*, 8, 58-70.
- Stalcup, L., Deale, C., & **Todd, S. Y.** (2014). Human resources practices for environmental sustainability in lodging operations. *Journal of Human Resources in Hospitality & Tourism*, 13, 389-404.
- Egli, T., Czech, D., Shaver, G., **Todd, S. Y.**, Getner, N., & Biber, D. D. (2014). The experience of Christian prayer in coaching: A qualitative investigation. *Journal of Psychology & Christianity* 33(1), 45-57.

- Todd, S. Y.**, Crook, T. A., & Lachowetz, T. (2013). Agency theory explanations for self-serving sales forecasts inaccuracies. *Business and Management Research*, 2(2), 13-21.
- Todd, S. Y.**, Christie, I., Magnusen, M., & Harris, K. J. (2012). A case study of diversity and leader member exchange in intercollegiate athletics. *Case Studies in Sport Management*, 1.
- Walker, M., Hall, T., **Todd, S. Y.**, & Kent, A. (2011). Does your sponsor affect my perception of the event? The role of event sponsors as signals. *Sport Marketing Quarterly*, 20(3), 138-147.
- Crook, T. R., **Todd, S. Y.**, Combs, J., Woehr, D., & Ketchen, D., Jr. (2011). Does human capital matter? A meta-analysis of the relationship between human capital and firm performance. *Journal of Applied Psychology*, 96(3), 443-456.
- Andrew, D. P. S., Kim, S., Stoll, J. A., & **Todd, S. Y.** (2011). To what extent does transformational leadership affect employees? An exploratory analysis of a collegiate athletic department. *Applied Research in Coaching and Athletics Annual*, 26, 178-207.
- Todd, S. Y.**, Andrew, D. P. S., & Lawrence, A. (2010). Person-environment fit and employee attraction in intercollegiate athletics: A case study. *Sport Management Education Journal*, 4(1), 93-102.
- Lachowetz, T., Dees, W., & **Todd, S. Y.** (2009). Savannah Sand Gnats: Challenges in a tourism and entertainment market. *Sport Marketing Quarterly*, 18(4), 219- 224.
- Lachowetz, T., **Todd, S. Y.**, & Dees, W. (2009). Marketing a collegiate baseball program within resource constraints: A special case of volunteerism. *Journal of Sport Administration & Supervision*, 1(1), 65-74.
- Todd, S. Y.**, Harris, K., Harris, R., & Wheeler, T. (2009). Career success implications of political skill. *Journal of Social Psychology*, 149(3), 179-204.
- Todd, S. Y.**, & Harris, K. J. (2009). What it means when your work is admired by others: Observations of employees of professional sport organizations. *Journal of Behavioral and Applied Management*, 10(3), 377-395.
- Todd, S. Y.**, Andrew, D. P. S., & Sowieta, S. (2009). A personnel management case study in a Canadian National Sport Organisation. *Sport Management Review*, 12(1), 49-56.
- Todd, S. Y.**, & Kent, A. (2009). A social identity perspective on the job attitudes of employees in sport. *Management Decision*, 47(1), 173-190.
- Scott, L. A., Joyner, A. B., Czech, D. R., Munkasy, B., & **Todd, S. Y.** (2009). Effects of exercise and a brief education intervention on social physique anxiety. *International Journal of Fitness*, 5(1), 9-17.

- Dees, W., Hall, T., **Todd, S. Y.**, & Green, J. (2009). Interview with Michael Ball of Rock Racing. *Sport Marketing Quarterly*, 18(2), 67-68.
- Andrew, D. P. S., **Todd, S. Y.**, Greenwell, T. C., Pack, S. M., & Cannon, C. (2008). Perceived organizational prestige and collegiate athletic department employees. In J.H. Humprey (Ed.), *Contemporary Athletics Compendium Volume 2*. Hauppauge, NY: Nova Science Publishers. (reprint)
- Todd, S. Y.**, & Andrew, D. P. S. (2008). An exploratory investigation of sport management students' attraction to jobs in sport. *International Journal of Sport Management and Marketing*, 4(4), 323-337.
- Deale, C. S., Stalcup, L., **Todd, S. Y.**, & Earnhardt, D. (2008). The use of exit interviews in the U.S. lodging industry. *FIU Hospitality Review*, 26(2), 1-9.
- Crook, T. R., Ketchen, D. J., Combs, J., & **Todd, S. Y.** (2008). Strategic resources and performance: A meta-analysis. *Strategic Management Journal*, 29, 1141-1154.
- Mondello, M., Andrew, D. P. S., **Todd, S. Y.**, & Mahony, D. (2008). Teaching finance in sport management programs: An analysis of course content delivery. *ICHPER-SD Journal of Research*, 3(2), 105-111.
- Todd, S. Y.**, & Lachowetz, T. (2008). Personality is a factor in the success of salespeople in the sport industry (La personalita: Fondamentale per un venditore nelle societa sportive). *Giganti Del Basket*, 5, 54-55.
- Todd, S. Y.**, Andrew, D. P. S., Lachowetz, T., & Purcel, B. (2007). Exploring the ways trait competitiveness differentiates salespeople in professional sports. *International Journal of Sport Management* 8(4), 372-387.
- Crook, T. R., **Todd, S. Y.**, & Combs, J. (2007). How are CEOs in sport manufacturing firms compensated?: Managerialist and agency theory explanations. *Business Management Review*, 3(1), 88-97.
- Andrew, D. P. S., & **Todd, S. Y.** (2007). Segmenting collegiate football fans by team identification: The relationship between motives and merchandise consumption. In J. James (Ed.) *Sport Marketing Across the Spectrum: Selected Research from Emerging, Developing, and Established Scholars* (pp. 115-126). Morgantown, WV: Fitness Information Tech.
- Battenfield, F., Makover, B., & **Todd, S. Y.** (2007). The demise of the WNBA in Florida: A mixed method case study of newspaper coverage about women's professional basketball. *The Sport Journal*, 10(2).
- Andrew, D. P. S., **Todd, S. Y.**, Greenwell, T. C., Pack, S. M., & Cannon, C. (2006). Perceived organizational prestige and collegiate athletic employees. *Journal of Contemporary Athletics*, 2(2), 163-174.

- Todd, S. Y., & Andrew, D. P. S.** (2006). The role of satisfying tasks and organizational support in the job attitudes of sporting goods retail employees. *International Journal of Sport Management and Marketing*, 1(4), 378-389.
- Todd, S. Y., & Kent, A.** (2006). Direct and indirect effects of task characteristics upon organizational citizenship behavior. *North American Journal of Psychology*, 8(2), 253-268.
- Todd, S. Y., Crook, T. R., & Barilla, T.** (2005). Hierarchical linear modeling of multi-level data. *Journal of Sport Management*, 19, 387-403.
- Todd, S. Y., Smith, S. S., & Kent, A.** (2005). A note on female participation in high school athletics. *The FAHPERD Journal*, 43(1), 8-9.
- Todd, S. Y., & Kent, A.** (2004). Perceptions of the role differentiation behaviors of ideal peer leaders: A study of adolescent athletes. *International Sports Journal*, 8(2), 105-118.
- Kent, A., & **Todd, S. Y.** (2004). Selecting team captains. *Strategies: A Journal for Physical and Sport Educators*, 17(4), 21-22.
- Todd, S. Y., & Kent, A.** (2003). Student athletes' perceptions of self. *Adolescence*, 38(152), 559-667.

Industry and Trade Publications

- Lachowetz, T., & **Todd, S.** (2017, Feb 13-19). Students working with stakeholders provides differentiation. *Sports Business Journal*, 19(41).
- Lachowetz, T., & **Todd, S.** (2015, May 18-24). Realistic previews can help teams identify ideal job candidates. *Sports Business Journal*, 18(6), 17-18.
- Czech, D., & **Todd, S.** (2015, April). Travel baseball quickly growing. *The Statesboro Herald*.

*[The *Sports Business Journal* is published 49 times a year and has a readership of 54,000 and circulation of 17,000 sport industry professionals]

Works In Progress

- Todd, S. Y.** (in development). Interviewing for your first academic job: Thoughts and tips.
- Todd, S. Y.** (in development). Factors that influence career expectations of sport industry applicants.
- Todd, S. Y., Jones, C., Lachowetz, T., & Means, J. R.** (in development). Employee motivation on the PBA Tour: A case study.

White, D., Czech, D. R., **Todd, S. Y.**, & Biber, D. D. (in review). Antecedents of burnout among collegiate tennis players.

Bird, M., Czech, D. R., **Todd, S. Y.** (in review). Ethical use of technology for sport psychology service delivery among AASP certified consultants.

Academic Conference Presentations

Swanson, S., & **Todd, S. Y.** (2019, Sept). *Servant leadership for multidimensional sport well-being: Relationships, health, and happiness*. Paper presented at the annual conference for the European Association of Sport Management, Seville, Spain.

Todd, S. Y., Koba, T., Mao, Z., & Swanson, S. (2019, June). *A policy capturing exploration of sport job seeker decision making: The relative influence of prestige, segment, duties, and location*. Paper presented at the annual conference for the North American Society for Sport Management, New Orleans, LA.

Todd, S. Y., Scroggins, C., Won, M., & Magnusen, M. (2019, Feb). *The way in which actual experience affects the career identities of job seekers in sport*. Paper presented at the annual conference for the Applied Sport Management Association, Nashville, TN.

Gao, F., Heere, B., **Todd, S. Y.**, & Mihalik, B. (2018, June). *Social leveraging of a mega sport event: Initial intentions among stakeholders of a newly formed IOR*. Paper presented at the annual conference for the North American Society for Sport Management, Halifax, NS, Canada.

Todd, S. Y., & Magnusen, M. (2017, June). *How videos of actual interns working can shape unrealistic expectations of sport management students*. Paper presented at the annual conference for the North American Society for Sport Management, Teaching and Learning Fair, Denver, CO.

Mitchell, A., & **Todd, S. Y.** (2017, April). *An exploration of the factors related to the career expectations of sport management students*. Poster presented at the 45th Annual Southern Regional Honor's Council Conference, Asheville, NC.

Bird, M., Harris, B. S., Czech, D., & **Todd, S.** (2014, October). *Perceptions of the ethical use of technology for sport psychology service delivery among AASP certified consultants*. Paper presented at the annual conference for the Association for Applied Sport Psychology, Las Vegas, NV.

Todd, S. Y., Crook, T. R., Combs, J. G., Woehr, D. J., & Ketchen, D. J. (2012, June). *High performance work practices/systems, human capital, and organizational performance: A meta-analytic test of key strategic human resource management theory predictions*. Presented at the European Academy of Management Conference: Rotterdam, The Netherlands

- Todd, S. Y.**, Magnusen, M., & Andrew, D. P. S. (2012, May). Changes in job seeker perceptions of sport jobs following a realistic job preview in video form. Presented at the North American Society of Sport Management Conference: Seattle, WA.
- Combs, J. G., Crook, T. R., **Todd, S. Y.**, & Woehr, D. J. (2011, November). Conducting meta-analysis. In J. Combs Chairperson, *Professional Development Institute*. Symposium conducted the meeting of Southern Management Association, Savannah, GA.
- Todd, S. Y.**, Magnusen, M., & Andrew, D. P. S. (2011, November). *The impact of video previews of sport jobs on applicants' perception of attraction and fit*. Presented at the 15th Annual Sport Entertainment and Venues Tomorrow Conference: Columbia, SC
- Deale, C., Stalcup, L., & **Todd, S. Y.** (2011, October). *Sustainability training and practices in lodging operations: A pilot study*. Presented at Southeast Council on Hotel, Restaurant, and Institutional Education: Tuskegee, AL.
- Andrew, D. P. S., Kim, S., **Todd, S. Y.**, & Stoll, J. (2010, November). *The impact of athletic director transformational leadership behavior on organizational commitment, athletic director commitment, and job satisfaction in intercollegiate athletics*. Presented at the 14th Annual Sport Entertainment and Venues Tomorrow Conference: Columbia, SC.
- White, D. R., Gonzalez, S. P., Metzler, J. N., Czech, D., & **Todd, S. Y.** (2009, September). *Antecedents of burnout among collegiate tennis players*. Presented at Association for Applied Sport Psychology Meeting, Salt Lake City, Utah.
- Egli, T., Czech, D. R., & **Todd, S. Y.** (2009, September). *Sport psychology missions (SPM): An applied approach*. Presented at Association for Applied Sport Psychology Meeting, Salt Lake City, Utah.
- Lachowetz, T., & **Todd, S. Y.** (2008, November). *Sales class training leads to employment opportunities for sport management students*. Presented at Sport, Entertainment, & Venues Tomorrow Conference, Columbia, SC.
- Andrew, D. P. S., Kim, S., Stoll, J. A., & **Todd, S. Y.** (2008, November). *Perceived athletic director transformational leadership and its effect on departmental organizational commitment, commitment to the individual and job satisfaction: A case study in Division I intercollegiate athletics*. Presented at Sport, Entertainment, & Venues Tomorrow Conference, Columbia, SC.
- Crook, T. R., **Todd, S. Y.**, & Combs, J. G. (2007, November). *To what extent does human capital shape performance? A meta-analytic examination*. Presented at the Southern Management Association meeting in Nashville, TN.
- Todd, S. Y.**, & Andrew, D. P. S. (2006, November). *What fuels sport management students' attraction to jobs in sport?* Presented at the International Conference on Sport & Entertainment Business. Columbia, SC.
- Andrew, D. P. S., **Todd, S. Y.**, & James, J. (2006, November). *The relationship between consumer motivations and merchandise and media consumption by team identification level among*

collegiate football fans. Presented at the Sport Marketing Association Conference in Denver, CO.

Crook, T. R., **Todd, S. Y.**, & Ketchen, D. (2006, October). *Do strategically valuable resources shape firm performance? A meta-analysis*. Presented at the Strategic Management Society Conference in Vienna, AUSTRIA.

Todd, S. Y., Andrew, D. P. S., & Lachowetz, T. (2006, June). *Exploring the ways trait competitiveness differentiates Major League Soccer salespeople*. Presented at the North American Society for Sport Management Conference. Kansas City, MO.

Andrew, D. P. S., James, J., & **Todd, S. Y.** (2005, November). *The relationship between team identification and media and merchandise consumption among collegiate football fans*. Presented at the Sport Marketing Association Conference, Phoenix, AZ.

Andrew, D. P. S., **Todd, S. Y.**, Greenwell, T. C., Pack, S. M., & Cannon, C. (2005, November). *Does membership in the BCS make you elite? Examining the perceived organizational prestige of collegiate athletic employees*. Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.

Andrew, D. P. S., James, J. D., & **Todd, S. Y.** (2004, November). *The role of personality as an antecedent of sport consumer motivations of collegiate football*. Presented at the Sport Marketing Association Conference, Memphis, TN.

Todd, S. Y., & Crook, T. R. (2004, October). *Agency theory explanations of CEO compensation in sport firms*. Presented at the Florida State University Sport Management Conference, Tallahassee, FL.

Todd, S. Y., Andrew, D., & Lachowetz, T. (2004, June). *Task-level predictors of employee job attitudes in sporting goods retail*. Presented at the North American Society of Sport Management Conference, Atlanta, GA.

Kent, A., & **Todd, S. Y.** (2004, June). *The role of internal marketing in managing employee perceptions of their organization*. Presented at the North American Society of Sport Management Conference, Atlanta, GA.

Crook, T. R., & **Todd, S. Y.** (2004, March). *Self-serving forecast inaccuracies and agency theory explanations*. Presented at the Southwest Academy of Management Conference, Orlando, FL.

Kent, A., Campbell, R., & **Todd, S. Y.** (2003, November). *Exploring the impact of title sponsors on event image and intent to attend*. Presented at the Sport Marketing Association Conference, Gainesville, FL.

Todd, S. Y., & Kent, A. (2003, September). *Student's attraction to sports jobs: Elements of identification and fit*. Presented at the Florida State University Sport Management Conference, Tallahassee, FL.

- Todd, S. Y.** (2003, June). *Towards a framework for examining distinct job attitudes in the sport industry*. Presented as the winning Student Research Competition Paper at the North American Society for Sport Management Conference, Ithaca, NY.
- Todd, S. Y.,** & Ivey, T. (2002, November). *Investigating the legal ramifications of subjective employee performance appraisals in sport*. Presented at the Florida State University Sport Management Conference, Tallahassee, FL.
- Todd, S. Y.,** & Ivey, T. (2002, October). *Legal implications of evaluating the “corporate citizenship” of employees*. Presented at the International Conference on Sport and Entertainment Business, University of South Carolina, Columbia, SC.
- Todd, S. Y.** (2002, June). *Role differentiation and peer adolescent leadership in high school athletics*. Presented at the North American Society for Sport Management Conference, Canmore, Alberta, CANADA.

Selected Academic Conference Proceedings

- Deale, C. S., Stalcup, L., & **Todd, S. Y.** (2011). Sustainability training and practices in lodging operations: A pilot study. *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*, 15(2), 6-10.
- Andrew, D. P. S., Kim, S., Stoll, J.A., & **Todd, S. Y.** (2008). Does transformational leadership impact organizational commitment or leader commitment: An exploratory case study in a collegiate athletic department. *Proceedings of the 12th Annual Sport Entertainment and Venues Tomorrow Conference*, 148-158.
- Todd, S. Y.,** & Andrew, D. P. S. (2006). What fuels sport management students' attraction to jobs in sport? *Proceedings of the 10th Annual International Conference on Sport and Entertainment Business*, 54-59.
- Todd, S. Y.,** Andrew, D. P. S., & Lachowetz, T. (2006). Exploring the ways trait competitiveness differentiates Major League Soccer salespeople. *Proceedings of the 22nd Annual North American Society for Sport Management Conference*, 281-282.
- Andrew, D. P. S., **Todd, S. Y.,** Greenwell, T. C., Pack, S. M., & Cannon, C. (2005). Does membership in the BCS make you elite? Examining the perceived organizational prestige of collegiate athletic employees. *Proceedings of the 9th Annual International Conference on Sport and Entertainment Business*, 158-159.
- Todd, S. Y.,** Andrew, D. P. S., & Lachowetz, T. (2004). Task level predictors of employee job attitudes in sporting goods retail. *Proceedings of the 20th Annual North American Society for Sport Management Conference*, 80.

Invited Presentations

- Todd, S. Y.** (2014, October). A scholarly approach to measuring fit while on campus interviewing for tenure track jobs. Invited lecture given to doctoral students on the campus of Louisiana State University. Baton Rouge, LA.
- Todd, S. Y.** (2014, January). Interviewing for Assistant Professor jobs in Sport Management. Invited presentation given to the faculty and doctoral students at Florida State University, Tallahassee, FL.
- Todd, S. Y.** (2012, March). Video previews of sport jobs and changes in job seeker impressions. Invited presentation given to Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, Amherst, MA.
- Todd, S. Y.** (2008, October). Professional development for sport management students. Invited presentation given to students at North Greenville University, Tigerville, SC.
- Todd, S. Y.** (2006, March). Organizationally embedded attitudes of employees. Colloquium at the University of Louisville on Current Issues in Sport Management Research. Louisville, KY.
- Riordan, J., Polite, F., Connaughton, D., Kent, A., & **Todd, S. Y.** (2003, September). Issues surrounding graduate programs in Sport Management. Symposium conducted at the 2003 Florida State University Sport Management Conference, Tallahassee, FL.

Awards and Recognition

- 2012; Best Paper Award, European Academy of Management Annual Conference, Organizational Behavior Track, Presented in Rotterdam, Netherlands, June 2012.
- 2010; University Faculty Award of Excellence in Research, Georgia Southern University; given to two faculty members each year out of 850 full-time faculty. Recipients deliver a "Focus on Excellence" seminar to the University audience and are honored at the Fall General Faculty Convocation with a hand-crafted bronze medallion.
- 2010; "Best of the 'Boro'", award given to best overall teacher in Bulloch County, Georgia each year by popular vote of local newspaper readership [Statesboro Herald]. This award is given to one teacher in the community at all levels from elementary, middle, high school, and University levels.
- 2009; College-Level Excellence in Research Award, Georgia Southern University, College of Health and Human Sciences; given to one of 90 faculty members each year in the College of CHHS for excellence in scholarship
- 2007; Unsung Hero Award, Office of Student Leadership, Georgia Southern University; given to one of 750 faculty members on campus each year to recognize superior mentoring

relationships with students; this award was presented at the 2007 Annual Student Leadership Banquet

2003; North American Society of Sport Management (NASSM) Student Research Award; this is the most prestigious award given to a student in Sport Management; awarded to one Sport Management doctoral student in North America per year, based upon research paper competition. Presented the winning Student Research Competition Paper “*Towards a framework for examining distinct job attitudes in the sport industry*” at the 18th Annual North American Society for Sport Management Conference, Ithaca, NY.

Grants and Contracts

March, 2018. Rosenbaum, Shaomian, Todd, & Martin: “Neuroscience in service industries: Evaluating consumer and employee brain activity in service settings.” Funded \$5,550. College of Hospitality, Retail, and Sport Management Interdisciplinary Research Grant.

Revenue Generation for University

2019. University of South Carolina. SPTE Sales in Sport, undergraduate ticket sales class sold \$4,500 in new business for the Gamecock athletic department during a 4-week campaign.
 2018. University of South Carolina. SPTE Sales in Sport, undergraduate ticket sales class sold \$8,000 in new business for the Gamecock athletic department during a 4-week campaign.
 2014. Georgia Southern University. Sport Business Operations ticket sales team sold \$11,465 in new business for the Eagle athletic department during a 3-week sales campaign.
 2013. Georgia Southern University. Sport Business Operations ticket sales team sold \$8,590 in new business for the Eagle athletic department during a 3-week sales campaign.
 2012. Georgia Southern University. Sport Business Operations ticket sales team sold \$7,892 in new business for the Eagle athletic department during a 3-week sales campaign.
 2011. Georgia Southern University. Sport Business Operations ticket sales team sold \$9,450 in new business for the Eagle athletic department during a 3-week sales campaign.
 2010. Georgia Southern University. Sport Business Operations ticket sales team sold \$6,679 in new business for the Eagle athletic department during a 3-week sales campaign.
 2009. Georgia Southern University. Sport Business Operations ticket sales team sold \$6,895 in new business for the Eagle athletic department during a 3-week sales campaign.

Description of Selected Courses

- ✓ Personnel Management –Graduate Level
 - These courses are designed to expose students to a combination of management techniques and organizational behavior/ human resource management topics. Topics include: human capital analysis, legal environment of HR, employee recruitment, selection, training, evaluation, compensation, rewards, and the strategic value of human resources to the firm.
- ✓ Research Methods and Statistics -Graduate Level

- The course is a graduate-level course and is designed to equip students with appropriate techniques of evaluating information and to expose them to various components of research methods in the process. Topics include: epistemology and the scientific inquiry, errors in research, sampling, construct validity, descriptive research, SPSS data entry, and hypothesis testing.
- ✓ Management of Sport Organizations-Undergraduate
 - This course is taught as an “applied organizational behavior” course, and oriented towards helping students build their own management skills and competencies. Topics like self awareness, personality styles, decision making, motivation theory, leadership theory, communication styles, leadership, and teams are reviewed.
- ✓ Ticket Sales, Revenue Generation in Sport-Undergraduate / Graduate Levels
 - This course is an applied course in personal selling strategies, techniques, and execution. Students in the course are trained in the practice of sales, and then spend 5 weeks in the ticket office selling m/w basketball and baseball tickets and recording sales. Topics covered in the class include: approach to sales, the sales “personality,” handling objections, generating referrals, differences in B2B calls versus calls to single ticket holders, etc.
- ✓ Financial Principles in Sport Firms-Undergraduate-Graduate Level
 - The course is intended to provide students with blend of corporate finance topics and revenue generation issues in the sport industry. Topics include: time value of money, capital budgeting, stocks/bonds, personal finance, revenue generation in collegiate and professional sports, fundraising challenges, stadium financing, economic impact, and measurement of sponsorship effectiveness.
- ✓ Introduction to Sport Management-Undergraduate Level
 - This class is designed to be an introduction to management / marketing by using examples of sport firms and is populated by all types of University majors. By utilizing current sport industry firms as working examples, we discuss management and marketing topics such as: the role of management, the goal of the firm, sustained competitive advantage, managing/evaluating sponsorship, reaching target markets, managing change, and setting strategy to realize goals.
- ✓ Economics of Sport-Undergraduate Level
 - In this course, we explore the major areas of economics through the context of sport. Topics include: monopolistic effects on labor, consumer surplus in relationship to sport franchises, supply/demand issues in professional sport, monopsonistic outcomes of sport franchises, labor unions in sport, and wage determination for labor.
- ✓ History of Baseball in American Culture
 - This course is taught as a summer elective open to all University students. The course traces the history of American baseball from its early beginnings in the middle 19th century to its present day state, highlighting significant intersections between

the game and American history in the process (e.g., the effect of WWI and WWII upon the American culture and the game, the great depression, the rise of the industrial age, racism and the integration of black players into MLB in 1947, free agency and monopsonistic exploitation of MLB owners).

Course Summary Grid for Sections Taught:

Course	Undergrad Sections Taught	Graduate Sections Taught
Human Resource Management	1	45
Research Methods and Stats		11
Ticket Sales / Operations in Sport	14	4
Consumer Behavior in Sport		2
Financial Prin. in Sport Industry	24	4
Intro to Sport Management	20	
Economics of Sport	7	
Management in Sport Organizations	5	
History of Baseball	7	
Sport Fan Behavior (online)	9	
Internship	8	15

Professional Memberships-Past or Present

Society for Industrial and Organizational Psychology (SIOP)
 Society for Human Resource Management (SHRM)
 Academy of Management (AOM)
 Southern Management Association (SMA)
 North American Society for Sport Management (NASSM)
 Eastern Academy of Management (EAM)
 Southwest Academy of Management (SWAM)

Customized Analytics Services / Consulting

Customized Sport Industry Analytics Services:

- 2019; Work in Sports, created an experimental survey to explore how job seekers in sport evaluate the attractiveness of job openings
- 2016; BB&T Atlanta Open, created a customized customer analytics project targeting fan satisfaction, engagement, potential corporate sponsors, and revenue generation ideas
- 2014; BB&T Atlanta Open, created a customized analytics project aimed at improving the satisfaction of tournament volunteers
- 2011; Atlanta Tennis Championships, Fan Survey and Market Research

- 2006; Atlanta Hawks/ Thrashers, created a customized analytics project to explore the personality predictors of salesperson overall success.
- 2006; Pittsburgh Pirates, Account Executive Personality Research
- 2006; Orlando Magic Account Executive Personality Research
- 2006; Indiana Pacers/Fever Account Executive Personality Research
- 2005; Major League Soccer; New York HQ; conducted a personality and performance assessment on Account Executives for 12 U.S. teams. Provided recommended selection procedures to league office.
- 2004; Norfolk Tides Minor League Baseball Club; Norfolk VA, completed survey data analysis on customer perceptions of service quality, demographic information
- 2004; Georgia Southern University Department of Athletics, conducted Title IX survey
- 2003; Watermark Inc, Eureka, CA. Manufacturer of recreational equipment under the trademarks of Perception, Harmony, Dagger, Mainstream, and Yakima. Designed and executed employee satisfaction and commitment survey

Service Within a University Environment

University of South Carolina (College, University)

*Council of Academic Deans of Diversity (University)

*College HRSM Faculty Research and Grants Committee

*College of HRSM, Staff Member of the Year

Georgia Southern University Service (Department, College, University)

Committees **Chaired** During Time of Service

- College-Level Promotion and Tenure, 2016
 - (reviewed 23 candidates for promotion and/or tenure)
- College-Level committee to draft and approve College Bylaws, 2011-2012
- Departmental-Level Promotion and Tenure, 2009
 - (reviewed 10 candidates for promotion and/or tenure)
- Departmental-Level Promotion and Tenure, 2010
 - (reviewed 5 candidates for promotion and/or tenure)
- Sport Management Conference Planning Chair, 2009-2010
- Sport Management Conference Planning Chair, 2008-2009
- Sport Management Conference Planning Chair, 2007-2008

Academic Search Committee Membership

- Dietetics Internship Director, 2016-2017
- Faculty Search, Assistant Professor, Sport Management, 2015-16
- Dean of College Search, 2014
- Faculty Search, Assistant Professor, Sport Management, 2013
- Faculty Search, Assistant Professor, Sport Management, 2012
- Chair Search, School of Human Ecology, 2012
- Chair Search, Department of HTFCS, 2009
- Chair Search, Department of HTFCS, 2008

- Faculty Search, Assistant Professor, Sport Management, 2010
- Faculty Search, Assistant Professor, Sport Management, 2006
- Faculty Search, Assistant Professor, Sport Management, 2005

Other Committee Membership

- Operational Work Group- related to the consolidation of Georgia Southern University with Armstrong Atlantic, specific to the union of Health Sciences degree programs, 2017
- University Faculty Senate, 2016-2017
- School-level Promotion & Tenure, 2014, 2015
- Departmental Reorganization Subcommittee, 2012
- College Awards Committee, 2013, 2014
- University Internal Review Board, 2007, 2008, 2009
- College Research Committee, 2007, 2008, 2008, 2010
- Sport Management Conference Planning Committee, 2004, 2005, 2006

Other Service

- Program Lead, SACS-COC reporting for Institutional Effectiveness, 2010, 2011, 2012, 2013, 2014, 2015, 2016
- Undergraduate Program Director, Sport Management, 2014-2017
- Internship Director, Sport Management, 2014-2017
- Sport Management Major's Club Advisor, 2014
- Reformed University Fellowship Advisor, 2003-2017
- Graduate Program Director, Sport Management, 2007, 2008, 2009, 2010, 2011
- Athletic Department Ticket Sales Team, 2012: \$11,459 generated
- Athletic Department Ticket Sales Team, 2011: \$10,433 generated
- Athletic Department Ticket Sales Team, 2010: \$6,679 generated
- Athletic Department Ticket Sales Team, 2009: \$5,690 generated
- Market Research Project, Athletic Department-Georgia Southern University, 2008
- Freshman Orientation Experience, faculty instructor, 2 semester long courses, 2008
- Faculty Representative: Reformed University Fellowship, 2006-2013
- NCAA Title IX Compliance Survey for Georgia Southern Athletic Department, 2004, 2007
- Outside Committee Member, Master's Theses, Sport Psychology Master's Program:

Master's Thesis (outside) Committee Membership (Georgia Southern University)

- 2015, Grant, K. Tackling the transition: A life skills intervention to improve college adjustment, college self-efficacy, and the transference of life skills of freshmen student-athletes.
- 2014, Roorda, A. An Examination Between High and Low Optimistic NCAA Division I Student-Athletes' Perceptions of Preferred Leadership Behavior in Sport: A Qualitative Investigation.

- 2014, Ryan, Z. A Qualitative Examination of the Sport Music Preferences of NCAA Division I Athletes.
- 2014, Bennett, H. Perceptions of Coping with an Injury in Sport at the NCAA Division I Level: A Narrative Approach of Student Athletes and Athletic Trainers.
- 2013, White, D. Antecedents and burnout among college tennis players.
- 2013, Nartey, H. Perceptions of delinquency among male athletes and non-athletes: A qualitative investigation.
- 2013, Bird, M. Perceptions of the ethical use of technology use of technology for sport psychology service delivery among AASP certified consultants.
- 2012, Egli, T. Christian prayer in coaches.
- 2008, Scott, L. Effects of exercise and a brief education intervention on social physique anxiety.
- 2007, Delvecchio, A. Exploring the experiences of athletes who utilize hip hop music before, during, and after competition.

Doctoral Dissertation Committee Membership, University of South Carolina

- 2018, Jara-Pazmino, S.
- 2018, Ross, W.
- 2020, Gao, Fei. The effect of IORs on social leverage within mega-events.

Service to Academic Profession

- 2020; External Reviewer, Promotion and Tenure
 - Indiana University, Louisiana State University, Indiana Univ Purdue Univ Indianapolis
- 2020; Reviewer, *Journal of Organizational Behavior*
- 2020; Reviewer, *European Sport Management Quarterly*
- 2019; Editorial Board, *International Journal of Sport Management and Marketing*
- 2017; Reviewer, *Journal of Sport Management*
- 2017; Invited Reviewer, *Introduction to Human Resource Management, 2nd edition* (Banfield and Kay), Oxford University Press
- 2016; Reviewer, *Journal of Sport Management*
- 2016; Reviewer, *Sport Management Education Journal*
- 2016; Reviewer, *Journal of Applied Sport Management*
- 2015; Co-Editor of Special Issue, *Journal of Applied Sport Management* Special Issue: "Political skills and power in sport organizations"
- 2013, Reviewer, *Journal of Applied Sport Management*
- 2013; Invited Reviewer: "*Human Resource Management*" textbook (Dessler, G.), Pearson Education.
- 2013; Invited Reviewer: *Journal of Business Logistics*
- 2013; Invited Reviewer: *Strategic Management Journal*
- 2013; Invited Reviewer: *Journal of Business Logistics*, special issue
- 2011, North American Society of Sport Management Student Paper Competition Reviewer
- 2010; Sport, Entertainment, and Venues Tomorrow Conference Reviewer
- 2010; Reviewer, Special Issue, *Sport Marketing Quarterly*

- 2009; Sport, Entertainment, and Venues Tomorrow Conference Reviewer
- 2008; North American Society for Sport Management Conference Section Reviewer Head
- 2008-2009; Senior Peer Reviewer, *Athletic Insight*
- 2007; Ad Hoc Reviewer, *Journal of Applied Social Psychology*
- 2007; Reviewer, *International Journal of Sport Management and Marketing* special issue
- 2006-2008; Reviewer, International Conference on Sport and Entertainment Business, University of South Carolina
- 2008; NASSM Student Research Award paper reviewer
- 2006; NASSM Student Research Award paper reviewer
- 2005; Reviewer, *Sport Management Review* special issue
- 2004; NASSM Conference abstract reviewer
- 2003; Reviewer, *Sport Marketing Quarterly* Case Study
- 2003; Sport Marketing Association conference abstract reviewer
- 2002; NASSM Student Initiatives Committee, elected at the annual meeting in Canmore, Alberta, Canada.

Service to Non-University Entities (i.e., Community)

- Completed 60-hours of training (two, 3-day workshops) in the area of Marine Science and Fisheries Management sponsored by the Marine Resources Education Program (MREP), St. Petersburg, FL, 2016
- Youth Sport Coaching, Bulloch County Recreation Department, Statesboro, GA
 - 2013, 2014, 2015, 2016, 2017 Youth baseball (8 teams), Youth basketball (4 teams)
- First President and CEO, Home Owners Association (HOA) of a local community consisting of 250 homes, 2015
- Wounded Warrior Saltwater Fishing Rodeo, Richmond Hill, GA, 2011, 2012, 2013, 2014
 - Boat captain, led guided fishing excursions for wounded military veterans
- Bulloch County Soup Kitchen, Statesboro, GA, 2012, 2013
- American Red Cross, Bulloch County Chapter, Executive Board Member, 2005-2006
- Habitat for Humanity Community Service, Tallahassee Project, 2002

Conferences and Workshops Attended

- 2020: Stadium Manager's Association, Phoenix, AZ
- 2019: EAB Workshop, Academic Performance Solutions, Washington DC
 Applied Sport Management Conference, Nashville, TN
 College Sport Research Institute (CSRI), Columbia, SC
 Administrative Sciences Association of Canada (ASAC), St. Catharines, Canada
 North American Society for Sport Management (NASSM), New Orleans, LA
 Academy of Management (AOM), Boston, MA
 International Conference on Tourism and Retail Management, Tianjin, China
 Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
- 2018: European Association of Sport Management (EASM), Malmo Sweden
 Applied Sport Management Conference (ASMC), Baylor University, Waco, TX
 Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
 College Sport Research Institute (CSRI) Columbia, SC

- Society for Industrial and Organizational Psychology (SIOP), Chicago, IL
North American Society for Sport Management (NASSM), Halifax, Nova Scotia, Canada
- 2017: North American Society for Sport Management (NASSM), Denver, CO
Marine Resource Education Program (MREP), Fisheries Policy, St. Petersburg, FL
- 2016: Eastern Academy of Management (EAM), New Haven, CT
Southwest Academy of Management (SWAM), Oklahoma City, OK
Marine Resource Education Program (MREP) Fisheries Science, St. Petersburg, FL
- 2015: American Marketing Association (AMA), Analytics With Purpose, San Diego, CA.
Sport Marketing Association (SMA), Atlanta, GA
- 2014: Eastern Academy of Management (EAM), Newport, RI
- 2012: North American Society for Sport Management (NASSM), Seattle, WA
- 2011: Southern Management Association (SMA), Savannah, GA
Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
- 2010: Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
- 2009: Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
- 2008: Sport, Entertainment, Venues Tomorrow (SEVT), Columbia, SC
- 2007: Southern Management Association (SMA), Nashville, TN
- 2006: North American Society for Sport Management (NASSM), Kansas City, MO
- 2005: International Conference on Sport and Entertainment Business (ICSEB), Columbia, SC
Sport Marketing Association (SMA), Phoenix, AZ
- 2004: North American Society for Sport Management (NASSM), Atlanta, GA
- 2003: North American Society for Sport Management (NASSM), Ithaca, NY
- 2002: North American Society for Sport Management (NASSM), Canmore, Alberta Canada
International Conference on Sport and Entertainment Business (ICSEB), Columbia, SC