

CURRICULUM VITAE

ALYSSA T. BOSLEY

EDUCATION

James Madison University – College of Integrated Science and Technology

Master of Science; Graduated December 2007

Major: Kinesiology with a concentration in Athletic Administration

University of Connecticut – School of Liberal Arts and Sciences

Bachelor of Arts; Graduated December 2002

Majors: Journalism and Sports Communications

TEACHING EXPERIENCE

James Madison University: Harrisonburg, Virginia

Lecturer of Hospitality, Sport and Recreation Management – August 2011 to Present

Hospitality/Sport and Recreation Management 202: Foundations of Leadership

Individualized Study 498: Bachelor of Individualized Study Project

- Bradley Newell: *Productivity Strategies in Home Remodeling Management*

Kinesiology 332: Introduction to Marketing in the Sports Industry

Kinesiology 435: Sport Sales and Promotion

Kinesiology 472: Practicum in Sport and Recreation Management

Kinesiology 501: Workshop in Kinesiology (Marketing)

Sport and Recreation Management 334: Introduction to Sport Media

Sport and Recreation Management 435: Sport Marketing and Sales

Sport and Recreation Management 482: Internship in Sport and Recreation Management

Adjunct Professor of Sport and Recreation Management – August 2008 to May 2011

Kinesiology 332/432: Introduction to Marketing in the Sports Industry (six sections)

Site Supervisor – January 2010 to December 2010

Kinesiology 490: Special Studies in Kinesiology and Recreation

Honors Thesis Reader – October 2010 to December 2011

Kinesiology 499A/499B/499C: Honors

- Erin Parker: *The Impact of Social Media on Sports Marketing*

Site Supervisor – August 2005 to December 2010

Marketing 494: Marketing Internship

Site Supervisor – January 2005 to July 2011

Kinesiology 472: Practicum in Sport and Recreation Management

Site Supervisor – January 2005 to July 2011

Kinesiology 482: Internship in Sports and Recreation Management

PROFESSIONAL EXPERIENCE

James Madison University: Harrisonburg, Virginia

Director of Athletics Marketing – October 2006 to August 2011

- Supervise a staff of 10 employees
- Manage the Athletics Marketing internship and practicum programs, including duties, goal setting, assignments, projects, work schedules, meetings and job specifications
- Manage 3.0 Night, an annual event that recognizes the academic achievements of student-athletes during a basketball halftime
- Four-year supervisor of the 2008/09 JMU Student Employee of the Year
- Responsible for all aspects of the promotional and advertising campaigns for football, which increased average attendance by 6%. This includes a single game attendance record of 17,163 in 2008.
- Developed and implemented promotional and advertising campaigns for men's basketball, which drove a 12% increase in attendance
- Drove an 89% increase in attendance for women's basketball by developing an aggressive promotional and advertising campaign
- Increased the number of companies that participated in the Merchants for Madison program, a partnership program between the Athletics department and the community, by 79% from 2005 – 2008
- Responsible for Athletics Marketing's game-day operations and promotions for football, men's basketball, and women's basketball
- Lead the planning and execution of the Duke Dog Reading Program. This special one-game promotion drove attendance to 6,099 in 2010/11, the second highest attended game in JMU women's basketball history.
- Manage all aspects of media advertising

Assistant Director of Athletics Marketing – December 2004 to October 2006

- Develop and implement marketing plans for Olympic sports
- Responsible for game-day operations and promotions for men's soccer, women's soccer, baseball, volleyball, field hockey, softball and lacrosse
- Assist with all in-game and special event promotions
- Assist in the production of marketing and sales collateral
- Sell season, corporate, group and single game tickets for select JMU athletic programs
- Schedule all mascot appearances at games and community events

Norwich Navigators Baseball Club: Norwich, Connecticut

Marketing & Media Relations Manager – September 2003 to December 2004

- Develop strategic partnerships between the Navigators and local communities
- Assist in the production of media guide, yearbook, sales brochure, ticket brochure, pocket schedule and promotional posters
- Manage Chelsea Groton Bank Instructional Baseball Clinics, Mohegan Sun Legends Night and Tater's Charities Golf Classic
- Supervise job shadow and mentor programs
- Produce games on the Navigators Radio Network
- Manage the Navigators' website

Media Relations & Merchandise Assistant – January 2003 to September 2003

- Write and publish the 2003 Media Guide and 2003 Souvenir Program
- Radio board operator for all games on the Navigators Radio Network
- Schedule promotional appearances for the team's personnel and media interviews
- Manage the merchandise budget to optimize profitability

University of Connecticut's Counseling Program for Intercollegiate Athletes: Storrs, Connecticut

Student Assistant – September 2002 to December 2002

- Provide support and guidance to student-athletes
- Process formal attendance and progress reports throughout the semester

New Britain Rock Cats Baseball Club: New Britain, Connecticut

Media Relations Intern – April 2002 to August 2002

- Write and distribute press releases
- Editor of monthly Rookie's Club newsletter
- Update daily game-day inserts and statistics sheets
- Provide photo, statistics, and biographies for Twins' prospect baseball card set
- Develop and maintain the Rock Cats' website
- Manage and maintain organizational scrapbook of newspaper articles and team highlights

Hartford Business Journal: Hartford, Connecticut

Editorial Intern and Researcher – May 2000 to August 2000

- Perform in-depth research, market analysis, and assemble the information into an easy to read form
- Conduct interviews for special focus issues and create the appropriate written and visual format

University of Connecticut's Daily Campus: Storrs, Connecticut

Sports Writer and Copy Editor – January 2000 to October 2000

- Conduct interviews and write feature sports stories on members of the NCAA Champion women's basketball team and other varsity sports

Freehold Regional High School District: Manalapan, New Jersey

Assistant to Athletic Director – August 1998 to August 1999

- Manage the athletics/activities office at Manalapan High School
- Coordinate the activities of 21 varsity programs and 18 sub-varsity programs

RESEARCH

Under Review

- Bae, J., Kwon, J., & **Bosley, A. T.** *Factors influencing consumers' rejection to smartphone transaction in the lodging industry. Journal of Hospitality Marketing & Management* (Under Review)

Textbook Chapter

- Shonk, D.J., & **Bosley, A.T.** Ticketing and Sports Promotion. In Weight, E., & Zullo, R. (Eds). *Intercollegiate Athletic Administration*. Human Kinetics.

Research Report

- Shonk, D.J., **Bosley, A.T.**, & DeMichele, P.E. (2012). *Bridgeforth Stadium: Examining the fan experience from a service perspective: Findings and Recommendations*. Report prepared for James Madison University Athletics Marketing: Harrisonburg, VA.

In Progress

- Shonk, D.J., Pate, J.R., Lee, C, **Bosley, A.T.**. *Examining excitement motivation, psychological commitment and loyalty: the impact of College GameDay on exciting a campus*.
- Shonk, D.J., **Bosley, A.T.**, & DeMichele, P.E. (2012). *Factors Motivating College Students to Attend an Intercollegiate Sporting Event: Attracting Students who Attend Non BCS Schools*.

PRESENTATIONS

- **Gerlando, A.** (2009, October). *Facebook and the New World of Electronic Communication*. Workshop presented at the Eastern College Athletic Conference Convention and Trade Show. Hyannis Port, MA.
- **Gerlando, A.** & C. Marshall (2009, June). *Using Facebook to Increase Attendance*. Workshop presented at the National Association of Collegiate Marketing Administrators Convention. Orlando, FL.

MEDIA MENTIONS

- *Tao of Sports*. May 29, 2015. “Ep. 499 – Alyssa Bosley (Professor, James Madison)”
- *Front Office Sports*. March 11, 2015. “Interview with Alyssa Bosley, Professor for the School of Hospitality, Sport and Recreation Management at JMU”

SERVICE

- Generations Crossing Parent Committee (2016 to Present)
- Shenandoah Valley United (Virginia) Board of Directors (2013 to Present)
- Harrisonburg-Rockingham Sports Commission (Virginia) President (2012 to Present)
- James Madison University School of Hospitality, Sport and Recreation Management Graduation Committee (2012)
- Shenandoah Valley United (Virginia) Volunteer (2012)
- Harrisonburg-Rockingham Sports Commission (Virginia) Secretary (2011 to 2012)
- University of Connecticut College of Liberal Arts and Sciences Alumni Mentor (2011 to Present)
- United Way of Harrisonburg and Rockingham County (Virginia) Ambassador (2011 to 2014)
- James Madison University Athletics Sustainability Committee (2010 to 2011)
- James Madison University Athletics Gender Equity Committee (2009 to Present)
- James Madison University Athletics Hall of Fame Committee (2009 to 2011)
- James Madison University Dean’s Student Advisory Committee (2006 to 2007)
- James Madison University’s Phi Epsilon Kappa Fraternity Faculty Advisor (2006 to 2016)
- James Madison University Homecoming Committee (2005 to 2010)
- Front Office representative for the Norwich Navigators at the 2003 Eastern League All-Star Game at New Britain Stadium, Connecticut

HONORS AND AWARDS

- James Madison University Career and Academic Planning Center's Make Your Next Move Award Nominee (2012)
- 2009/10 NACMA "Best of" Bronze Award Winner for Women's Basketball Single Day Attendance Promotion
- 2007/08 NACMA "Best of" Bronze Award Winner for Promotional Schedule Poster - Football
- 2006/07 NACMA "Best of" Gold Award Winner for Women's Basketball Single Day Attendance Promotion
- Member of the University of Connecticut's varsity crew team (2000 to 2001)

CONFERENCES, TRAINING AND DEVELOPMENT

- Workshop: Leadership Secrets of Santa Claus (December 2012)
- Workshop: Dealing with Distressed, Disruptive and Dangerous Students (June 2012)
- Workshop: Workplace and Social Etiquette (May 2012)
- Workshop: Bloom Your Course – An Introduction to Learning Taxonomies (May 2012)
- Workshop: Resilient Teaching – From Surviving to Thriving in the Classroom (March 2012)
- Workshop: Peer Orientation and Development Group (December 2011)
- Training Course: Mentoring Basics (December 2011)
- Workshop: Making a Difference: Meaningful and Relevant Teaching (December 2011)
- Workshop: Faculty Voices of Experience – Maintaining Instructional Vitality (October 2011)
- Workshop: First Year Students and Academic Culture – The Faculty Role in Undergraduate Excellence (September 2011)
- Game Producer for the Colonial Athletic Association Women's Basketball Championship in Upper Marlborough, Maryland (March 2011, March 2013)
- Workshop: Helping Students in Psychological Distress (February 2011)
- Training Course: 7 Habits of Highly Effective People (November 2010)
- Attended the National Association of Collegiate Directors of Athletics Conference in Anaheim (June 2010)
- Attended the NCAA Women's Leadership Symposium in Sacramento, California (March 2010)
- Training Course: Dreamweaver (March 2010)
- Faculty Book Discussion: Leaving the Lectern (February 2010)
- Attended the Eastern College Athletic Conference Convention and Trade Show in Hyannis Port, Massachusetts (October 2009)
- Training Course: Diversity for Athletics (October 2009)
- Attended the National Association of Collegiate Directors of Athletics Conference in Orlando, Florida (June 2009)
- Training Course: Would I Follow Me? (May 2009)
- Attended the National Association of Collegiate Directors of Athletics Conference in Dallas (June 2008)
- Attended the National Association of Collegiate Directors of Athletics Conference in Orlando, Florida (June 2007)
- Training Course: Supervision of Student Employees (November 2006)
- Attended the National Association of Collegiate Directors of Athletics Conference in New Orleans (June 2006)
- Attended the National Association of Collegiate Directors of Athletics Conference in Orlando, Florida (June 2005)

PROFESSIONAL ASSOCIATIONS

- Sports Marketing Association (2010 to 2011)
- National Association of Collegiate Women Athletics Administrators (2010 to 2011)
- International Collegiate Licensing Association (2008 to 2010)
- National Association of Collegiate Marketing Administrators (2005 to 2011)
- National Association of Collegiate Directors of Athletics (2005 to 2011)