



Ketra L. Armstrong, PhD

Dr. Ketra L. Armstrong (a Tupelo, MS native) is currently the Associate Dean for Graduate Affairs, Diversity, Equity, & Inclusion Lead, and Professor of Sport Management in the School of Kinesiology, and an Affiliate Faculty in the Departments of Afroamerican and African Studies and Women's Studies at the University of Michigan (UM). She is also the UM NCAA Faculty Athletics Representative. Prior to her employment at UM, Dr. Armstrong served as the Director and Professor of the Graduate Program in Sport Management at California State University, Long Beach (CSULB), and as an Assistant and Associate Professor of Sport Management at The Ohio State University (OSU).

Dr. Armstrong's scholarship converges on the topics of race, gender, and the social psychology of sport/leisure consumption and the management thereof. Her research has been featured in numerous journals (*Journal of Sport Management*, *Sport Marketing Quarterly*, *Journal of Sport and Social Issues*, *Journal of Sport Behavior*, *Innovative Marketing*, *Journal of Black Psychology*, *Journal of Black Studies*, *Western Journal of Black Studies*, and others). She received the 2001, *Outstanding Probationary Faculty Research Award* from OSU; she received the 2002 *Young Professional Award* from the American Association of Active Lifestyle and Fitness; she co-authored an article that received the 2004 *Outstanding Research Award* by the Sport Marketing Association; she conducted national research for *Essence Magazine* on Black Women's Fitness; in 2008 she was inducted as a *Research Fellow* by the North American Society for Sport Management, and in 2011 the article she was the lead author of, '*Market Analyses of Race and Sport Consumption*,' received the distinction of being among the top 20 articles published in the past 20 years by *Sport Marketing Quarterly*. She was inducted as a 2015 *Fellow in the National Academy of Kinesiology*.

In addition to Dr. Armstrong's scholarly pursuits, she has amassed a wealth of practical experience – notably in the Sport Industry. She is a former NCAA Division I scholarship student athlete (basketball player), coach (women's basketball), and athletic administrator. Over the years, she has performed integral roles in the advising/consulting, research, management, marketing, and/or media relations for numerous youth, community, collegiate, professional, and international sport events. Her professional service includes being a member of the *NCAA Gender Equity Task Force*, the former Vice-President of the *NCAA Scholarly Colloquium and Social Justice Symposium*, the former President of the *National Association for Girls and Women in Sport*, former Internal Advisory Board Member for the *UM SHARP Research Center (for Girls and Women)*, former Board Member of the *National Women's Hall of Fame*, and a former Member of the prestigious *Wade Trophy Selection Committee* (NCAA women's basketball). Dr. Armstrong is also a freelance sport journalist. In 2001 she received the *Newsmaker of the Year Award* from the Columbus, OH Association of Black Journalists; in 2009, she was the narrator and co-Executive Producer of *Title IX: Implications for Women in Sport and Education* (a 3-Disc, 14 chapter DVD); in 2012 she was the host of *Inside Michigan Women's Basketball* on M-GOBLUE.com, and she was the Faculty Advisor for the UM Student Chapter of the *Association for Women in Sport Media*, which was voted the 2014 *National Chapter of the Year*. For her longstanding dedication to gender equity, Dr. Armstrong was the 2010 *NAGWS Honorary Guiding Woman in Sport*. As a testament to her commitment to diversity and social justice, she received the 2014 *UM Harold L. Johnson Diversity Service Award*, the 2015 *Charles D Henry Award* from *SHAPE America*, and she was a 2015 *Fellow* in the New Leadership Academy of the National Center for Institutional Diversity.