

# Kelli J. Donahue

Director | Associate Program Chair | Teaching Professor | University of Michigan Sport Management Program  
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## CAREER SUMMARY

As an innovative and dedicated higher education instructor and administrator, I have extensive experience creating and leading academic programming and student professional development initiatives, as well as over 20 years of experience instructing courses in the Michigan Sport Management Program. In my current positions as teaching professor, director, and associate program chair of the Sport Management Program (SM), I manage the program's curriculum, including curriculum planning and enrollment; assist in the management of internship experiences and employer relations; manage admission to the upper-level of the SM Program, including the review of external and internal transfer applications; oversee and provide leadership training for five SM student organizations; manage the SM Alumni Mentor Program; co-chair the SM Peer Facilitator Program; chair the SM DEI Speaker Series; and participate in year-round recruitment and development activities.

My strengths include strategic thinking, excellent communication and problem-solving skills, a commitment to planning and actions to advance DEI initiatives, a demonstrated ability to apply transformational leadership to continuously advance the Sport Management Program, an innovative approach to teaching and commitment to continuous improvement, and a keen ability to develop and manage student, faculty, staff, and external relationships to establish an inclusive learning and working environment.

## EDUCATION

University of Michigan Ann Arbor, MI	
Master of Arts, Center for the Study of Higher & Post Secondary Education	August 2001
Rensselaer Polytechnic Institute Troy, NY	
Bachelor of Science, Management Information Systems & Organizational Psychology	May 1997

## CAREER PROFESSIONAL EXPERIENCE

<i>Director   Associate Program Chair</i>	
University of Michigan Sport Management Program	June 2015 - Present
<i>Lecturer IV</i>	
University of Michigan Sport Management Program	Sept 2000 - Present
<i>Internship Coordinator</i>	
University of Michigan Sport Management Program	June 2015 - Fall 2017
<i>Internship Coordinator</i>	
Health & Fitness Program, School of Kinesiology	Sept 2014 - June 2015
<i>Academic Advisor</i>	
School of Kinesiology Office of Student Services	Sept 2013 - Sept 2014

*Graduate Assistant | Recruiter*

University of Michigan Office of Undergraduate Admissions

Jan 2000 - Sept 2000

*Program Coordinator*

University of Michigan Women in Science & Engineering (WISE)

May 2000 – Sept 2000

*Interim Educational Director*

University of Michigan Engineering Learning Center

Sept 1999 - Jan 2000

*Recruiter*

CIBER, Inc., Dearborn, MI

July 1998 - May 1999

*Public Relations | Legislative Assistant*

Office of Assemblyman Fred Thiel, Albany, NY

Jan 1997 - Sept 1997

*Data Analyst | Trader Training Program*

Citibank, New York, NY

May 1996 - Sept 1996

UNIVERSITY OF MICHIGAN TEACHING EXPERIENCE

SM 317 Career Planning

Fall 2015 - Present

*Individually created, developed, and launched course in Fall 2015*

*Course is now a highly sought-after, senior-level elective taught each semester*

SM 217 Business Communications

Fall 2009 - Present

*Individually created, developed, and launched course in Fall 2009*

*Course is a required SM course taught each semester; it is also accepted for LSA credit*

SM 313 The Art of the Business Pitch

Spring 2019 & Spring 2020

*Individually created, developed and launched course in Spring 2019*

SM 101 Public & Small Group Communication

Fall 2000 - Winter 2019

*Led revision and re-naming of course in Fall of 2004*

*Course is a required SM course taught each semester; it is also accepted for LSA credit*

SM 100 Freshmen Seminar

Fall 2017 & Fall 2018

*Individually created, developed, and launched course in Fall 2017*

*Course is a required SM course taught each semester*

*I continue to lead the instructors of this course and prepare the syllabus*

SM 313 Surveys in the Sport Industry

Winter 2018

*Individually created, developed and launched course in Winter 2018*

SM 111 Historical & Sociological Bases of Human Movement

Winter 2001 - Fall 2016

*Collaborated with another lecturer to significantly revise course in Fall 2002*

*Course is a required SM course taught each semester; it is also accepted for LSA credit*

## UNIVERSITY OF MICHIGAN ADMINISTRATIVE EXPERIENCE

*Director | Associate Program Chair, Michigan Sport Management Program*

June 2015 - Present

### *Academic Programming, Curriculum Planning, Student Advising*

- Chaired curriculum committee (2015) as we conducted year-long review of Sport Management undergraduate curriculum; met with stakeholders (i.e., faculty, students, alumni, and employers) through summer and fall of 2015 to solicit feedback on program strengths and weakness; conducted competitor analysis to assess curriculum requirements and advising/career resources of other top sport management and business programs across the United States; prepared final proposal, which included significant revisions to SM curriculum requirements and progression of coursework, including revising core coursework, implementing two concentration paths of electives, and requiring six credits of internship experience; submitted proposal for review in fall of 2016, which led to unanimous approval of the new curriculum by Sport Management faculty and subsequent approval by Kinesiology Executive Committee; submitted final curriculum to Michigan Association of State Universities; managed transition and course enrollment from previous to new curriculum (2017) as old courses phased out and new courses were implemented to ensure timely graduation of students enrolled during transition period
- Led curriculum planning for Sport Management Immersion Program (SMI), a January-admit program launched in the Winter of 2021; met with LSA administration to seek SMI student enrollment in LSA courses during January semesters; currently lead and collaborate with SM faculty to plan and execute spring term SM curriculum with incorporation of experiential learning travel component
- Collaborate with School of Kinesiology Office of Undergraduate Student Affairs to create and implement advising resources for student population of approximately 450 students; maintain strong working relationship with advising staff and keep them up to date with SM policies
- Conduct annual review of student academic data for use in strategic planning, including revisions of advising resources and structure of curriculum; identify areas of strengths and deficiencies in student learning and work with faculty and staff to ensure students are prepared with necessary tools to be successful academically, leading to success in career searches and graduate school admissions; work closely with advising staff to identify areas of improvement and streamline services
- Act as point of contact for faculty and external partners; assist in securing industry professionals as guest speakers in sport management classes and outside-of-class events; assist in securing client projects for SM courses, particularly SM 499, a required capstone course offered each semester
- Planned and co-led Spring Break 2019 trip to the United Kingdom: led 14 students to expose them to business operations and culture of sports in the UK; met with employers, including NFL London, Manchester United, Manchester City, Twitter UK, the Guardian, and How Now Creative
- Planned and co-led a Summer 2022 trip to the United Kingdom: led 14 students on visits in London, Manchester, and Edinburgh as they expanded their knowledge of sport and culture in the UK, including visits to Lord's Cricket Stadium, St. Andrews Old Golf Course, Tottenham Stadium, McLaren Racing, Loughborough University, and Wimbledon; met with marketing, partnership, and operations professionals; strengthened relationships with hosts for future collaboration

### *Student Recruitment, Admission, and Retention*

- Manage admission to upper-level Sport Management Program: prepare and promote application; advise applicants; lead committee of three additional faculty in determining admission criteria and review of applications; prepare and send admission letters and track all admission decisions; communicate decisions with Office of Undergraduate Student Affairs to update student records; conduct grade reviews annually to approve students' continued advancement in the program; schedule meetings with at-risk students to develop academic success plans
- Plan and execute Welcome & Orientation events twice annually for 170+ admitted students; completely revamped orientation in 2015 upon assuming role of director, resulting in improvement from 20% to 98% of admitted students attending orientation events; added professional development session to orientation with previous guests including Senior Vice President of Human Resources & Diversity for the NY Mets, Head of People for INTURN, Senior Director of Human Resources for BSE Global, and the Director of Global University Relations at Nike
- Engage in strategic planning sessions with Kinesiology administration, faculty, and staff to plan recruitment efforts, including those aimed at improving outreach to underrepresented students; recruitment and marketing efforts have increased applications to Sport Management over 20% since 2015 and increased undergraduate student community from ~320 to ~450 students

### *Career Advising | Employer Relations*

- Communicate with external partners to build strong relationships with top-tiered employers across the sport industry, spanning professional and minor leagues/teams, sport and entertainment agencies, partnership firms, stadium architects and urban planners, etc.; act as point of contact for SM Program to connect faculty with employers for in-class speaking opportunities
- Assisted in developing SM for-credit internship experience policies and process to guide and prepare 150+ students as they secure and complete for-credit internships
- Assisted in creation and implementation of Michigan Sport Management Partners Program, which includes relationships with over 100 employers who have committed to giving Michigan SM students a first look in internship and entry-level employment opportunities; work closely with SM career coordinator and SM internship coordinator to advance SM Partners Program, improving employer presence on campus via informational sessions, networking events, and career fairs
- Managed for-credit student internships from 2015-2017; continue to work with internship coordinator to strategically improve relationships with domestic and international employers
- Conducted analysis of UM campus and other university career resources staff in 2017; submitted proposal to hire additional career staff to Kinesiology administration; co-chaired hiring committee, leading to hiring of full-time career coordinator for the Sport Management Program
- Assisted in training new career coordinator and helped foster productive working relationship between Kinesiology and Sport Management career staff and continued use of shared resources

### *External Stakeholder Relations & Development Activities*

- Participate in development activities; present on behalf of SM Program at events; assisted in securing gifts for student professional development activities, including funds to cover student travel to employers in key markets and summer housing for students completing internships
- Communicate throughout the year with Sport Management Board of Advisors (SMAB) comprising 35+ professionals from the sport industry; assist in planning and leading two annual meetings to engage board in strategic planning decisions and foster relationships with industry leaders, leading to improved relationships with employers and increased career opportunities for students; identify

prospective members of SMAB with goal of diversifying industry representation and representation of diverse perspectives and backgrounds of members to ensure SMAB reflects our students' interests and members provide mentoring and leadership to diverse SM student population; individually identified, invited, and successfully secured two new SMAB members in Summer 2022; maintain strong relationships with current and potential future members to encourage participation in SM classes, student networking events, and informational sessions

#### *DEI Initiatives*

- Work closely with School of Kinesiology Managing Director of Recruitment and Admissions to strategize and implement recruiting and retention initiatives to improve diversity of SM student population; recruit students and faculty to speak with prospective students at recruitment events
- Participate and attend UM and industry DEI workshops to enhance personal knowledge of DEI best practices across higher education and business/sport industry institutions to inform School of Kinesiology and Sport Management DEI planning; attended workshops hosted by Center for Creative Leadership, UM Office of Diversity, Equity and Inclusion, UM ADVANCE/LSA, Hashtag Sports, and others in 2022

*Co-Manager, Michigan Sport Management Peer Facilitator Program*

Fall 2020 - Present

- Co-manage Sport Management Peer Facilitator Program (PF Program), a mentor program pairing upper-level SM students with first year and new transfer students to support their transition to UM and the SM Program; program developed from my initial peer-to-peer mentor program; I am currently leading the next progression to incorporate PFs into the SM 100 Seminar to lead small group discussions in the classroom and provide guidance and feedback on assignments

*Chair of Curriculum Planning Team and Member of Recruitment & Marketing Team*

*Michigan Sport Management Immersion Program (SMI Program)*

Fall 2020 - Present

- Work closely with School of Kinesiology Director of Marketing & Communications and Office of Undergraduate Student Affairs to plan and execute prospective SMI student marketing and communication materials and recruitment activities; assist in planning student orientation sessions; participate in actively recruiting students through one-on-one communications; lead and work closely with planning team to plan and execute spring semester professional development travel for SMI students, bringing students to visit industry employers in key sport markets in and out of state

*Chair, SM DEI Annual Speaker Series, Michigan Sport Management Program*

Winter 2020 – Present

- Ideated and continue to chair Sport Management DEI Speaker Series; lead 10-person planning team comprising faculty and student representatives from SM's five student organizations as we plan and execute an annual speaker series with the goal of educating SM students on industry DEI concerns and initiatives while preparing them to take action as future leaders to affect positive change; source topics and potential guests; invite guests to participate; work with staff to schedule guest speakers' travel arrangements; prepare Q&A and marketing materials for events; support student moderators in their preparations and rehearsals; 150+ people attended our Winter 2022 event with the majority of attendees representing our target student audience
- Submit proposal for annual budget to support DEI Speaker Series; manage budget to support guest speakers' travel and accommodations while on campus for annual DEI speaker events; previous guests have included the president of the board of Black Girl Hockey Club and the manager of growth strategies for social impact & legislative affairs of the National Hockey League

*Co-Chair, Sport Management Program Internship Housing/Travel Fund Committee* Fall 2018 - Present

- Review applications submitted for internship housing and/or travel to internship interviews or work destinations year round; coordinate with co-chair from Office of Undergraduate Student Affairs to finalize financial awards and communicate decisions to student applicants

*Creator & Manager, Sport Management Alumni Mentor Program* Fall 2016 - Present

- Created and implemented an SM Peer-to-Peer Mentor Program and an SM Alumni Mentor Program in 2016-2017; invited and secured 350+ mentors to participate in the programs; implemented programs in 2017-2018 by pairing first year and transfer students with older students and students admitted to the upper-level SM Program with alumni mentors; provide student mentees with resources to assist them in building relationships with mentors; hire, train, and supervise three SM Alumni Mentor program coordinators each year who are upper-level students who have participated in the program; guide program coordinators as they prepare annual workshops for new mentees to assist them with communications to their mentors; to date, have paired 250+ students with mentors in 1-1 relationships based on shared career interests

*Chair, SM Level 2 Admission Committee* June 2015 - Present

- Individually reviewed applications to the upper-level of the SM Program until Fall of 2021 when I formed an admission committee to assist in the review of consistently increasing applications; lead committee as we review applications based on admission criteria agreed upon by SM faculty; prepare admission letters; communicate admission decisions to Office of Undergraduate Student Affairs to update students' records and send admission letters; plan and host orientation events for admitted students twice annually with 98% of admitted students participating in orientation

*Culture, Community & Leadership Lead, SM Student Organizations* Fall 2015 - Present

- Oversee and advise five student organizations comprising 375+ students from Sport Management and majors across UM's campus; provide leadership training to student executive leadership teams two to three times per semester; work with student leaders to foster unity, enhance environment of collaboration, and ensure integrity of UM and SM brand in all student activities and communications with internal and external stakeholders; act as point of contact for faculty advisors to ensure consistency in policies; review and approve annual SSO agreements

*Committee Member, School of Kinesiology Curriculum Instruction Committee* Fall 2015 - Present

- Collaborate with School of Kinesiology administration, including program chairs, director of Office of Undergraduate Student Affairs, and associate dean for undergraduate student affairs to research, propose, and review academic policy proposals to ensure equitable and inclusive academic policies across all School of Kinesiology programs and effective implementation and communication plans

*Career Advisor, Michigan Sport Management Program* Fall 2012 - Present

- Individually advise students on their academic and professional development, including academic course planning, overseas study, networking, internship searches, and career searches; continue to advise SM alumni through their early career transitions, promotions, and negotiations

- Faculty Advisor*, Michigan Sport Business Association Fall 2012 - Present
- Advise Sport Business Association (SBA) as faculty advisor, group comprises ~250 students from various UM majors; advise student leaders in strategic planning of events and activities, budget allocations, marketing and communications, organization management, and employer treks; assist in planning of annual student visits to employers in Detroit, NYC, Chicago, and LA
- Administrator*, School of Kinesiology Maloy Excellence in Writing Award Fall 2005 - Present
- Lead award committee to plan criteria for annual award; work with marketing staff to promote award to students; coordinate committee review of submitted papers; communicate student award selection to Office of Undergraduate Student Affairs and student recipient

#### UNIVERSITY OF MICHIGAN SERVICE EXPERIENCE

- Chair*, Michigan Sport Management Lecturer Hiring Committee Winter 2016, Summers 2019 & 2021
- Committee Member*, School of Kinesiology Commencement Committee Winter 2003 - Spring 2020
- Campus Day Presenter*, School of Kinesiology Winter 2015 - Winter 2019
- Chair*, School of Kinesiology Career Coordinator Hiring Committee Summer 2018 - Fall 2018
- Marshall*, UM December Commencement and Honors Convocations Fall 2012 - Winter 2016

#### INVITED PRESENTATIONS & WORKSHOPS

- Sport Business Association  
*Executive Committee Onboarding & Leadership Training* Winter 2018 - Present
- Sport Management Student Leaders' Workshop  
*Building Culture through Community & Collaboration* Winters 2021 & 2022
- Sport Business Association  
*Looking to the Future: Strategic Planning for Virtual, Hybrid & In-Person Events* Winter 2022
- UM School for Environment and Sustainability  
*Preparing & Delivering a Successful Virtual Client Presentation* Winter 2021
- UM Office of New Student Programs, Freshmen Orientation  
*How to Succeed at U of M: A Faculty Perspective* Summers 2005 - 2020
- School of Kinesiology Campus Day  
*Michigan Sport Management: Join the Leaders & the Best* Winter 2015 - Present
- Sport Business Association, Professional Development Workshop  
*Building Your Professional Brand: Conducting a Successful Job Search* Fall 2010 - Present

Michigan Sport Business Conference <i>Networking Boot Camp</i>	Fall 2014 - 2017
Michigan Women Empowerment in Sport & Entertainment <i>Preparing Your Internship &amp; Job Application Materials</i> <i>#WomenWill: Navigating A Career in the Sport Industry</i>	Fall 2017 - Fall 2019 Winter 2018
UM Pre-Law Society <i>Preparing Your Statement of Purpose and Interviewing with Success</i>	Fall 2015
Michigan Medical School <i>Attracting Top Students to Michigan Medicine: Selling the Michigan Experience</i>	Fall 2013, 2014, 2015
Madonna University <i>Michigan Sports: History of Political &amp; Sociological Influences</i>	Fall 2013 & 2014
Ford Motor Company <i>Improving Office Communications through Concise &amp; Engaging Messaging</i>	Winter 2009
Michigan Athletics, Student-Athlete Advisory Council Luncheon <i>Working with Student Athletes at the University of Michigan</i>	April 2008
Office of Student Services, School of Kinesiology, Peer Mentor Training Seminar <i>Improving Professional Leadership and Presentation Skills</i>	Winter 2006 & 2008
UM School of Public Health <i>Designing Effective Recruitment Materials: Communication Strategies and Visual Aids</i>	Fall 2007

## PUBLICATIONS

Donahue, K. J. (2022). *Securing an Internship in the Sport Industry*, Amazon

I am currently reaching out to publishers to discuss further publication of an updated version of this book.

## AWARDS AND HONORS

School of Kinesiology Teaching Excellence Award

Academic Years: 2004-2005, 2006-2007, 2010-2011, 2015-2016, & 2020-2021

University of Michigan Golden Apple Teaching Award Nominee

Academic Years: 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, & 2020-2021

Center on Research, Learning, and Teaching, Multicultural Teaching Innovations Grant

Winter 2005