

VITA
JOSEPH L. HERMAN, II
1908 Stadium Rd Yon Hall 0005
Gainesville, FL 326111
Herman.Joseph@ufl.edu
LinkedIn.com/in/Joseph-Herman-ii

EDUCATION

- Ph.D.** **University of Florida, (Gainesville, Florida), August 2025 (estimated graduation year)**
College of Health and Human Performance
Major: Sport Management
Areas of Concentration: Sport Management
- M.S.** **Texas A&M University at Commerce, (Commerce, Texas), December 2020**
The College of Education and Human Sciences (COEHS)
Major: Health, Kinesiology, and Sport Studies
Areas of Concentration: Athletic Administration
- B.S.** **Texas A&M University at Commerce, (Commerce, Texas), August 2019**
The College of Education and Human Sciences
Major: Sport and Recreation Management
- A.A.** **Collin Community College, (McKinney, Texas), August 2017**
Major: Liberal Arts
- B.A.** **Texas College, (Tyler, Texas), August 2005-December 2006**
Major: Biology
Extracurricular: Scholarship Student-Athlete (Football)
Awards: Academic All-American (2005-2006) NAIA Red River
Conference Champion (2005-2006; 2006-2007)
No Degree Received – credits were transferred to Collin Community
College
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Research and Teaching Interests

Ethics/Sociology of Sport
Student-Athlete Experience
Leadership
Post Athletic Career Transition

Intercollegiate Athletics Reform
Student-Athlete Development
Cultural Diversity
Narrative Identification in Sport

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Honors, Awards, and Scholarships

- Board of Education Summer Fellowship Program Participant Summer, 2021
 - Grinter Fellowship Program Participant, 2021-2022
 - Phi Delta Kappa TAMUC Chapter 101 Undergraduate Award Winner, 2018-2019
 - Phi Theta Kappa, Spring 2017-Spring 2019
 - National Honor Society, Spring 2017-Spring 2019
 - Dean's List, Fall 2005, Spring 2006, Spring 2017, Fall 2018, Spring 2019
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Professional Experience

Academic Appointments

August 2021 – Present: University of Florida – Gainesville, FL

Graduate Research Assistant/Teaching: College of Health and Human Performance –
Department of Sport Management

- Conduct 20 hours per week of research or teaching duties for Dr. Michael Sagas in the Sport Management discipline
- Assist with projects, research assignments, and course evaluation/teaching for undergraduate courses in Sport Management
 - Assisted with the teaching of SPM3012 Sport and Society and PET4262 Sport Career Transitions
 - Graded essays for each unit
 - Facilitated documents and PowerPoint presentations to archive SPM5936 What Drives Winning Interviews and Podcasts
 - Serve as graduate researching assistant for projects within the department
 - Recruitment and tabling for EDGE Lab for SEAL project regarding alcohol consumption and fan behavior

August 2019 – January 2021: Texas A&M University at Commerce – Commerce, TX

Graduate Research Assistant: College of Education and Human Sciences – Department of Health, Kinesiology and Sport Studies

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- Conduct 20 hours per week of research or teaching duties for the department in for the International Sport Management discipline
- Assist with projects, research assignments, and course evaluation/teaching for undergraduate courses in Sport and Recreation Management
 - Assisted with the teaching of Sport Management courses (undergraduate level)
 - Administered mid-term and final exams
 - Directed discussion sections
 - Serve as graduate teaching assistant for 4 basic physical education courses
 - Administered McGraw Hill Online Fitness Assessments - Assisted with the development of individual fitness programs for students

May 2019 – August 2019: Texas A&M University – Commerce, TX

Undergraduate Intern: James Thrower Student-Athlete Success Center – Commerce, TX

- Curation of Student-Athlete Financial Aid Flow Chart, Thrower Center Tutor/Mentorship Manuals, and construction of NCAA CHOICES Grant for TAMUC
- Organization and filing of academic files of all student-athletes of all sports, calibration schedules/academic support for both Summer semesters and NCAA DII SAAC Retreat
 - Assisted with the management of over 15,000 donor accounts
 - Solicited funds for capital projects, annual fund, and endowment gifts
 - Managed the annual student-athlete tele-a-thon event (~150 student-athletes)
 - Served as a customer representative for season ticket holders

Sport Industry Experiences

December 2018 – MAY 2019: The Star in Frisco/Dallas Cowboys World Headquarters – Frisco, TX
Warehouse Associate: Legends Hospitality

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- Delivered food, beverage, and other products through The Star in Frisco in a timely manner to concession stands, portables, and commissaries
- Keep assigned areas clean and organized with flexible rotating assignments
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
 - Assisted with the lecture presentations of 2 Lifetime Fitness seminars

March 2018; March 2019: The Star in Frisco – Frisco, TX

Team Host (Rice University Men's Basketball Team): Conference USA Championship Basketball Tournament

- Coordinated Rice Men's Basketball's check-in and parking, credential and logistical information, laundry, and hospitality while in Frisco, TX
- Assisted UTEP Men's Basketball concierge, (Men/Women) Champion game locker room attendant, media aide for event
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
 - Assisted with the lecture presentations of 2 Lifetime Fitness seminars

April 2018: Memorial Stadium – Commerce, TX

Event Assistant: 4th Annual Commerce Special Olympics Track Meet

- Pep squad and facilities coordinator for all 250 athletes and 14 schools; manual set-up of events, assisting in all meet day technical issues
- Performed tasks involving conducting competitions and interconnectivity of passionate individuals and groups supporting SO
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
 - Assisted with the lecture presentations of 2 Lifetime Fitness seminars

March 2018: The Field House – Commerce, TX

Program Coordinator: Charity 3-on-3 Wheelchair Basketball Tournament

- Established the entirety of tournament from bracket set-up, manual labor for set-up, finding speakers, along with classmates

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- Raised over \$1200 for the Special Olympics of Commerce/Hunt County providing funding for amenities for the participating schools
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
 - Assisted with the lecture presentations of 2 Lifetime Fitness seminars

June 2014 – May 2017: Plano, TX

Fitness Manager: Texas Family Fitness

- Developed and supervised all aspects of personal training; increasing revenue by 12% for Fitness Department
- Accumulated 90-100 clients through exercise prescriptions and fitness assessments
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
 - Assisted with the lecture presentations of 2 Lifetime Fitness seminars

June 2008 – January 2013: Baytown, TX

Head Trainer: Fitness Connection/Ultra Body Fitness

- Advanced training program for staff to emphasizing quality service, impeccable work ethic, and exceptional customer service. Building the retention rates of trainers that I mentored by 45%
- Trained and coached training staff; recruited clientele and performed fitness assessments. Helped build clientele base for 12 entry-level trainers for development and mentorship in the industry
 - Served as teaching assistant for 6 undergraduate lifetime fitness courses
 - Administered fitness evaluations for undergraduate courses
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Research and Scholarship

Article in Progress and Phases of Completion

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Herman, J. L. II., Rosselli, A.C. (in progress). Life After the Game: Perceptions of DII College Athletes on Career Readiness for Non-Athletic Careers

Professional Conference Presentations

Bopp, T., Herman, J., & Link, L. (Accepted). *The Presence and Influence of Racial Tasking in Sport Television and Radio*. North American Society for the Sociology of Sport, Las Vegas, NV.

Herman, J. L. II., Sagas, M. (2022) The “other” NIL: Narrative, identity, and liminality: Intervening narrative identity for Black college athletes’ Community Cultural Wealth in revenue generating sport. College Sport Research Institute

Herman, J. L. II., Bolton, C., & Roberts, S. (2020). Perceptions of Athletic Apparel Brands in College Athletics: The Impact of an Institutional Switch on Student-Athletes. College Sport Research Institute.

Herman, J. L. II., Bolton, C., & Roberts, S. (2019). Post-Traumatic Stress Disorder: An Outcome of Collegiate Athletics?. College Sport Research Institute.
