

***CURRICULUM VITAE***  
**JOSEPH L. HERMAN, II**  
**Columbia, SC 29208 | JLHerman@mailbox.sc.edu**  
LinkedIn.com/in/Joseph-Herman-ii

**EDUCATION**

- Ph.D.**                    **University of Florida, (Gainesville, Florida), August 2024**  
College of Health and Human Performance  
Major: 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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**Academic Appointments**

August 2024-Present: University of South Carolina – Columbia, SC  
College of Hospitality, Retail and Sport Management – Department of Sport and  
Entertainment

**Research Assistant Professor [Bridge to Faculty (B2F) Program, Cohort II]**  
2024-25 Academic Year

- SPTE 101 The Student-Athlete Experience

August 2021 – Present: University of Florida – Gainesville, FL  
College of Health and Human Performance – Department of Sport Management

**Instructor of Record**  
2023-24 Academic Year

- SPM 3012 Social Issues in Sport (undergraduate) in-class

**Graduate Research Assistant/Teaching Assistant**  
2023-24 Academic Year

- SPM 4154 Managing Organizations in Sport (undergraduate) in-class

## 2022-23 Academic Year (Teaching Assistant)

- SPM 3012 Sport and Society (undergraduate) online
- PET 4262 Sport Career Transitions (undergraduate) in-class
- SPM 4905 Sport Career Management (undergraduate) in-class
- Institute for Coaching Excellence (ICE) Research Assistant

## 2021-22 Academic Year (Teaching Assistant)

- SPM 3012 Sport and Society (undergraduate) online

August 2019 – January 2021: Texas A&M University at Commerce – Commerce, TX  
College of Education and Human Sciences – Department of Health, Kinesiology and Sport Studies

**Graduate Research Assistant**

2019-20 academic Year

- HHPS 100 Foundations of Sport & Recreation Management (undergraduate) in-person
- HHPS 350 Social Issues in Global Sport (undergraduate) in-person

**Research and Teaching Interests**

Leadership

Student-Athlete Experience

Post Athletic Career Transition

Sport Sociology

Intercollegiate Athletics Reform

Student-Athlete Development

Narrative Identification in Sport

Master Cultural Narrative in Sport

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**Refereed Publications**

Herman, J. L. II. (2023). The “other” NIL and Sport Crit: Narrative, Identity, and Liminality of Black Gendered Scholar-Athletes, *Journal of Athlete Development and Experience*: Vol. 5: Iss. 2, Article 3. DOI: <https://doi.org/10.25035/jade.05.02.03>

Cooper, J. N., Keaton, A. C. I., Mack, M. N., Flowers, R., Herman, J. L. II. (2023). A New Paradigm for Sport Education Programs: An Equity-Minded and Anti-ism Framework, *Sport, Education and Society*  
DOI: [10.1080/13573322.2023.2217835](https://doi.org/10.1080/13573322.2023.2217835)

**Work In Progress**

Herman, J. L. II. (in progress). Beyond Critical Race Theory and Community Cultural Wealth: A Narrative, Identity, and Liminality (NIL) Model of Black Male Scholar-Athletes’ Developmental Experiences

Cooper, J. N., McAulay, D., & Herman II, J. L. (in review) The Black College Athletes' Burden: A Critical Analysis of Race, Civic Engagement, and Activism of NCAA Athletes. *Sociology of Sport Journal*

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

Odio, M., Kerwin, S., & Herman, J. L. II. (in review). *Sport in North America*, International Sport Management, 2<sup>nd</sup> Ed.

Wendling, E., Sagas, M., & Herman, J. L. II. (in progress). Former NCAA college student-athletes' stories of their transition to life after sport: How do they relate to their career identity status?

### **Data Collected & Analyzed**

Herman, J. L. II., Sagas, M. "I am the Master of my fate..., but who is the Captain of my soul?": Exploring the Master Narrative of Player Development Personnel in the NCAA Power 5 Conferences. North American Society of Sport Management

### **Non-Refereed Publications**

Carr, K., Herman, J. L. II., Holt, R., Kelley, L., Skaggs, J., Pierre, M., & Ulmer, C. (2023, April). Pro2Ceo report Winter 2023: Pro & college football edition Vol. 2

### **Refereed Conference Presentations**

Herman, J. L. II, Bopp, T., & McAulay, D. (Accepted). "We're obviously educated on the field, but we're educated on this thing called life": Exploring the Master Narrative of Black male scholar-athletes' navigational experiences in the sociocultural environment of a historically White college and university. North American Society of Sport Management.

Plunkett, E., Herman, J. L. II, & Sethi, S. (Accepted). Proposing an Integrated Model of Student-Athlete Development Programming. North American Society of Sport Management.

Herman, J. L. II. (2023). "It was just a temporary retirement": Exploring the Master Narrative of Boomeranging Coaches in Big-Time American Football. North American Society for the Sociology of Sport.

Cooper, J. N., Keaton, A. C. I., Herman, J. L. II, & Martinez, K. (2023) "A Continuum of Anti-Racism and Multicultural Organizations Analysis of Sports in the United States." North American Society for the Sociology of Sport.

Herman, J. L. II. (2023) "I am the Master of my fate..., but who is the Captain of my soul?": Exploring the Master Narrative of Player Development Personnel in the NCAA Power 5 Conferences. North American Society of Sport Management.

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. (Columbia, SC)

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### **Invited Presentations, Seminars, & Guest Lectures**

Herman, J. L. II., (2023, April). The Ethics of Name, Image, & Likeness for Scholar-Athletes. SPM3204 Ethical Issues in Sport, University of Florida, Department of Sport Management (Gainesville, FL).

Herman, J. L. II., (2024, April). "Hard to root for kids when they're starting as multi-millionaires as freshman and sophomores": Ethics of Name, Image, & Likeness. SPM3204 Ethical Issues in Sport, University of Florida, Department of Sport Management (Gainesville, FL).

### **Campus Service**

Treasurer, University of Florida Health, and Human Performance Graduate Organization (HHP GO; 2023)

### **Honors, Awards, and Scholarships**

- Inaugural Bridge to Faculty (B2F) Scholar for USC College of HRSM, 2023-Present
- University of Florida SPM Doctoral Research Grant (\$500)
- 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

### **Academic & Professional Memberships**

- North American Society for Sport Management (NASSM) 2020-Present
- North American Society for the Sociology of Sport (NASSS) 2023
- Professional Association of Athlete Development Specialist (PAADS) 2023

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## **Sport Industry Experiences**

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

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

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

Warehouse Associate: Legends Hospitality

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

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

April 2018: Memorial Stadium – Commerce, TX

Event Assistant: 4<sup>th</sup> Annual Commerce Special Olympics Track Meet

March 2018: The Field House – Commerce, TX

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

## **Professional Experiences**

Personal Training

June 2014 – May 2017: Plano, TX

Fitness Manager: Texas Family Fitness

June 2008 – January 2013: Baytown, TX

Head Trainer: Fitness Connection/Ultra Body Fitness