

Christopher D. Coker

3009 Southridge W

Mobile, AL 36693

Phone: 251.229.0228

Email: chriscoker15@gmail.com

EDUCATION

East Tennessee State University

Ed.D. Global Sport Leadership

May 2021

University of West Alabama

Master of Science in Continuing Education

May 1999

University of North Alabama

Bachelor of Science in Education

June 1994

EMPLOYMENT

Adjunct Teaching

2024-Present

Tusculum University

- Teaching Sports Psychology – Online Graduate Course
- Marketing and Brand Engagement – Online Graduate Course

Campus Director / Assistant Professor

2019-Present

Faulkner University – Mobile

- Oversee daily operations of the Mobile Center
- Provide supervision for the personnel and activities of the Mobile Center
- Coordinate the hiring of staff and full-time and adjunct faculty
- Coordinate with other staff members in providing materials used in the marketing of the center
- Responsible for overseeing student recruitment for all programs offered at the center
- Oversee academic matters such as planning and implementing calendars, scheduling of classes, assigning classroom space, and providing academic counseling for students
- Assist in the development and administration of the budget for the center; monitor and approve expenditures
- Oversee the collection of all student accounts and the payment of all payables
- Provide leadership in enrollment and recruitment programs for the center

- Faculty member teaching lifetime fitness and financial principles of sport, and foundations of physical education.
- Chaired search committee to hire new faculty
- Facility maintenance
- Serves on various committees

Teacher / Coach
2019

2017-

Mobile Christian School

- Teacher
- Coach Basketball
- Coach Golf

Director of Continuing Education
2017

2016-

United States Sports Academy

- Manages all aspects of the continuing education program
- Develop and manage domestic partnership programs
- Develop, organize and administer the sports study tours and programs for international groups
- Assists in the development of international sport education programs
- Develop and evaluate the continuing education annual plan
- Serve on the Marketing Committee
- Serve on the Academic Committee
- Contact for international programs
- Oversees continuing education staff

Director of Basketball Operation
2015

2007-

University of South Alabama

□ SPORT OPERATION

- Administrator for video exchange system
- Arrange, manage, and execute all aspects of team travel
- Coordinated many of the aspects associated with USA's participation in

- the NCAA tournament
- USA administrator for the CIT post season tournament
- Assisted with all aspects of hosting the basketball conference tournament
- Tournament Director for USA Classic
- Arranged and managed all details of the CBE Classic
- Experienced in negotiating with third party promotional and scheduling groups (ESPN, NABC, Blue Ridge Sports, Gazelle Group)
- Game Operations for Football, Basketball, Baseball, Softball
- Basketball Camp Director

□ FINANCIAL / HUMAN RESOURCES

- Developed and managed operational budget for men's basketball
- Initiate and track all contracts for men's basketball
- Develop job descriptions for men's basketball
- Experienced in handling general liability and risk management situations
- Oversee and hire the staff of secretaries, student managers, and graduate assistants
- Oversee and manage basketball camp staff

□ FACILITIES

- Manage all aspects of facilities associated with camp
- Coordinate practice times between volleyball, men's & women's basketball
- Work with arena management on scheduling dates
- Collect insurance certificates building usage of outside groups
- Arrange practice times for visiting teams
- Assisted with the renovations of men's basketball facilities

□ ADMINISTRATIVE SUPPORT

- Liaison between administration and men's basketball
- Provide insight and direction on issues that affect athletics (Compliance, HR, Budget, etc.)
- Knowledge and experience in handling legal issues associated with athletics and higher education.
- On-site contact for visiting football teams for home games.

□ COMPLIANCE

- Provide insight and explanation to the men's basketball staff on the APR.
- Compliance contact for men's basketball
- Assisted with scholarship renewals and non-renewals
- Responsible for all compliance related to camp.

□ DEVELOPMENT

- Develop and maintain good relationship with athletic boosters
- Assist with annual golf tournament fundraiser
- Managed the men's basketball budget for the Jaguar Athletic Fund
- Initiated an effort to update the contact information of all former men's basketball players

□ ACADEMIC/STUDENT SERVICES

- Monitor study sessions
- Monitor class attendance
- Contact for student opportunity fund
- Mentoring student athletes
- Initial evaluation of transcript
- Housing and dining contact

Assistant Men's Basketball Coach/PE Instructor & Advisor 2001-2007

University of West Alabama

- NABC Assistant Coach Committee 2004-2007
- On the Floor Coaching
- Recruiting
- Admissions Contact
- Facility and Maintenance Contact
- Compliance Contact
- Academic Advising
- Team Operations
- Taught Adaptive Physical Education
- Taught Outdoor Team Sports
- Taught Indoor Team Sports
- Taught Camping
- Taught Pickle ball

Assistant Coach Men's Basketball/ PE Instructor 1999-2001

Texas A&M University Kingsville

- On the Floor Coaching

- Recruiting
- Team Operations
- Contact for Academic Advising
- Contact for Compliance
- Taught Racquetball
- Taught Bowling
- Oversaw Student Teachers

Graduate Assistant Basketball Coach 1997-1999

- Coaching
- Recruiting
- Taught Archery

Coach and Teacher
1997

1994-

Baldwyn High School

- Taught World History
- Taught Mississippi Studies
- High School Assistant Boys Basketball Coach
- JV Head Coach Boys Basketball
- Junior High Head Boys Basketball Coach
- High School Girls Softball Coach

Presentations

Coker, C. & Croft, C. Will Rising Costs and Shrinking Revenues “Sack” Small College Football by 2050? Collegiate Sport Research Institute, Columbia (Virtual).

Coker, C., & Croft, C. (2023). Fourth Down & Millions with Time Running Out!: Can Small Colleges Afford to Keep Football by 2050? North American Society for the Sociology of Sport. New Orleans, LA.

Volunteer Service

Board of Advisors Mobile Chamber of Commerce

2024-2025

The Board of Advisors also provides its members with an avenue for valuable input on critical Chamber and community issues.

Poll Inspector Mobile County

2022

I managed one of Mobile County's largest voting precincts for the 2022 election. In this position I ensured that all voting laws were followed and that elections were conducted in a proper manner.

Game Day Worker

2022-2024

I worked as a football game day worker for South Alabama football. I was responsible for escorting the referees to and from the game and were available other administrative details.



Chris Coker

Educator, Administrator, Father



Dr. Christopher D. Coker is a dynamic leader in education, sports administration, and coaching, with over 25 years of experience driving success in higher education, athletics, and organizational leadership. With a proven track record of shaping academic programs, mentoring future leaders, and managing high-stakes athletic operations, he brings a passion for excellence and innovation to every role he undertakes.

PROFESSIONAL SUMMARY

- * NCAA March Madness Tournament Coach & Team Facilitator
- * Satellite Campus Director & Professor for Faulkner University's Mobile Campus
- * Division 1 Basketball Director of Basketball Operations for South Alabama University
- * Served as the primary liaison for international development, communication, and engagement with global University Partners.

EDUCATION

Bachelor of Science in Education

1994

University of North Alabama

Masters of Science in Continuing Education

1999

University of West Alabama

Educational Doctorate in Global Sports Leadership

2021

East Tennessee State University



251-229-0228



ChrisCoker15@gmail.com



3009 Southridge Dr. W
Mobile, AL 36693

SKILLS

- * Results Based Instruction
- * Administrative Development
- * Relationship Building
- * Microsoft Office Proficiency
- * Professional Guidance
- * Conflict Resolution

COMMUNITY RELATIONS

Voting Poll Inspector

Since 2022

Board of Advisors for Mobile
Chamber of Commerce

Since 2024

Red Cross Supporter &
Volunteer

Since 2016

Reese's Senior Bowl
Volunteer & Organizer

Since 2022



251-229-0228

ChrisCoker15@gmail.com

3009 Southridge Rd W

Mobile, AL 36693

WORK EXPERIENCE

CAMPUS DIRECTOR & PROFESSOR- FAULKNER UNIVERSITY

As the Mobile Center Director at Faulkner University, I oversee daily operations, ensuring efficient academic and administrative functions while supervising personnel, including staff, faculty, and adjuncts. I coordinate hiring and onboarding processes, lead student recruitment efforts, and manage program enrollment growth. Additionally, I oversee academic planning, including scheduling classes, assigning classroom spaces, and providing academic advising. I develop and administer budgets, monitor expenditures, and manage student accounts and payables. Collaborating with staff, I contribute to marketing initiatives to enhance the center's visibility and outreach. I also oversee facility maintenance, chair faculty search committees, and serve on various institutional committees. In addition to my administrative role, I serve as a faculty member, teaching Lifetime Fitness, Financial Principles of Sport, and Foundations of Physical Education, while providing academic mentorship and supporting student success initiatives.

DIRECTOR OF BASKETBALL OPERATIONS- SOUTH ALABAMA UNIVERSITY

As Director of Basketball Operations at the University of South Alabama, I managed team logistics, including NCAA and CIT postseason tournament coordination, contract negotiations with ESPN and other major partners, and game operations for multiple sports. I developed and oversaw the men's basketball budget, managed staff hiring, and directed basketball camps. Additionally, I facilitated facility renovations, coordinated practice schedules, and served as the compliance contact for APR and scholarship matters. I played a key role in fundraising, donor relations, and strategic planning while mentoring student-athletes and overseeing academic support initiatives.

NOTABLE POSITIONS OF EMPLOYMENT

ADJUNCT
PROFFESOR

DIRECTOR OF
CONTINUED
EDUCATION

COLLEGE
ADVISOR &
INSTRUCTOR

HIGH SCHOOL
TEACHER &
COACH

COLLEGIATE TEACHING EXPERIENCE

FAULKNER UNIVERSITY:

SRF 3303 SPORT FINANCE
PE 1300 LIFETIME FITNESS

TUSCULUM UNIVERSITY:

MSM 540 SPORTS PSYCHOLOGY
AND STRESS MANAGEMENT
MSM 575 MARKETING AND
BRAND EMGAGEMENT

Dr. Chris Coker

Teaching Philosophy

I believe that education is about growth and expanding one's horizons and opportunities. Education can be the bridge that can span the inherent disadvantages that one can experience in life. It can also serve as an insurance in life that helps guard against unforeseen misfortune. In a world where so many things can be temporary or short lived, education is one of the few things that cannot be taken away once earned.

The classroom/learning environment should be a sacred place where each student is allowed and encouraged to contribute their thoughts, ideas, and experiences to the class, a place that can be challenging but is free of ridicule and judgement and where mistakes are not automatic failures but rather steps along the path of success. No student should be made to feel inferior or unworthy by the teacher or other students.

Predicated on the idea that discovery is the best form of learning. My teaching philosophy revolves around the idea that each student has a unique and personal educational experience. I encourage "out of the box thinking" and challenge people to reconsider the obvious and discover that which is not as obvious. As a teacher, I want to use experiential learning where a student, as an individual, can experience that "light bulb" moment and becomes enlightened to a whole new perspective. Perhaps they discover something about the course content or maybe they discover something about themselves, but in any case, they find something of value that helps them move forward in a positive direction.

Along with traditional lectures and content-driven methodology, I also use active learning strategies and assignments that will direct students down a pathway of discovery. It is my goal to use these strategies to increase student engagement. I want to educate the student on the factual information of the course, but beyond that I want students to grow professionally, personally and educationally. Knowing that change is ever present and that the work place is always evolving, I also seek to inspire the students to become lifelong learners. I believe that it is important that students understand that education/learning is a continual process that does not end at the completion of the course.

Dr. Chris Coker
Statement of Research Philosophy

I have twenty years of experience in college athletics and higher education leadership. Given my background, I have an interest in studying the internal aspects of college athletics. In today's very dynamic atmosphere, I am developing research that can assist athletic directors and other higher education leaders in their efforts to provide vision and direction to an institution's future, especially smaller colleges and universities.

I completed my doctorate in global sport leadership from East Tennessee State in 2021. The research for my doctoral program focused on the future of college football for non-Bowl Championship Program, i.e. FCS, DII, DIII and NAIA. I addressed the financial impact of maintain and promoting a college football program. I looked at issues like rising insurance cost, the effects on enrollment, changing population demographics, legal and health care challenges associated with football, and football participation at the young age groups.

I surveyed 500 presidents, vice presidents and athletics directors at FCS DII, DIII, NAIA level in eleven southern states as to their view and concerns related to football in the upcoming years. The research found that there are concerns about the rising cost of football operations. The majority of those who responded to the survey indicated that they believed that fewer schools would sponsor football in the future. However, for some smaller schools and non-scholarship schools, football is closely tied to enrollment. In this context, football becomes critical to tuition revenue associated with enrollment. This association has rippling effects that touch many areas of campus that include housing, food service, and student services. In the end, it is important for many schools to organize the athletic department to be as "campus inclusive" as possible.

I have been a part of the following conferences. In 2022 I presented virtually at the Collegiate Sports Institute, *Will Rising Costs and Shrinking Revenues "Sack" Small College Football by 2050*. In 2023 I also made contributions the North American Society for the Sociology of Sport conference with, *Fourth Down & Millions with Time Running Out!: Can Small Colleges Afford to Keep Football by 2050*. It is my hope to continue making presentations and contributions to these conferences as well as others.

Using my connections and relationships as resources, I want to continue to gather as much information as possible related to these issues and extrapolate how this can affect college football and institutions of higher learning in the future. It is my hope that this research could provide some insight for administrators in their efforts to position the athletic department and the university as a whole in the best possible position for the future.

In my current position I have limited opportunities to engage in scholarly research activity, however using my connections I remain current with the trends and issues of the field. I continue to track the evolution of college athletics. Given my background and passion for sport management, I have the capacity to conceive and cultivate quality and relevant research. I want to be able to provide insights into the current situations. For example, when should athletic programs move from one level to the next or what programs/teams should an athletic department add or discontinue. Moving forward, I am inspired by conversations with industry leaders to research the factors that affect fan attendance at athletic events. What is the current and next generation looking for in that experience and how can athletic departments capitalize and meet those demands. Additionally, I want to analyze the long-term effects of the transfer portal. I want see how/if effects graduation rates. Did it benefit the students' overall college and playing experience, etc.

By addressing the real-world problems and issues, I think my research will have a meaningful effect. As with issues themselves, some of the research will be time consuming and will require an investment of time and energy. However, I believe research that can have practical application will invite solution and further collaboration with industry leaders which will broaden the university footprint and influence.