

## **FRANK B. ASHLEY III**

5304 Cascades Court  
College Station, TX 77845

### **EDUCATION**

B.S. Health, Physical Education, and Safety, Louisiana College

M.A. Health, Physical Education, and Recreation, University of Alabama

Ed.D. Physical Education, University of Alabama

Further Study: St. Thomas University, Houston, TX  
University of Dallas, Dallas, TX

### **PROFESSIONAL INTEREST**

College Access and Success  
Diversity Issues  
Admissions and Enrollment Management  
Teacher Education  
Sport Marketing/Management  
Scuba

### **WORK EXPERIENCE**

#### **Texas A&M University, College Station, TX Bush School of Government and Public Service**

- Senior Associate Dean for Academic Affairs, Senior Professor – 2016 - Present

Second ranking administrator in the college reporting directly to the dean. Responsibilities include strategic planning, faculty affairs, student affairs, program development, diversity, assessment and related administration and support. Also oversee graduate education, research, and teach graduate course in Managing Workplace Diversity

- Texas A&M University Director of Diversity Initiatives

50% Appointment with the Office of the President directing diversity, equity, and inclusion initiatives developed by the University Commission on Diversity Equity and Inclusion. Responsibilities include selecting, implementing, budgeting, and assessing initiatives that were recommended in the 2021 Commission Report. Includes allocation of the \$24.7 million appropriated for the initiatives.

**The College Board, New York, NY**

*Founded in 1900 to expand access to higher education, The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. There are currently over 6,000 K-12 and Higher Education member institutions that are dedicated to promoting excellence and equity in Education.*

- Senior Vice President October 2013-2016
  - Next Generation Membership, Membership and Higher Education Engagement (\$7,000,000 Budget)  
*Developed and instituted strategies to increase engagement of the 6,000 K-12/Higher Education member institutions. Worked with international division in Puerto Rico and accompanied groups of U.S. educators on visits to China for four years. Developed outreach and engagement plan for University Chief Academic Officers, Student Activity Directors and non-profit organizations,*

**The Texas A&M University System, College Station, TX**

*The A&M System is one of the largest systems of higher education in the nation with a statewide network of 11 universities, seven state agencies, two service units and a comprehensive health science center. With over 137,000 students and 22 million additional educational contacts through service and outreach programs each year, externally funded research expenditures exceed \$932 million.*

- Vice Chancellor for Recruitment and Diversity, Chief of Staff  
(\$4,158,422 Budget) 2010- 2013  
*Collected and analyzed System diversity data and assisted System components, in their diversity efforts including the recruitment and retention diverse students, faculty and staff.*
- Vice Chancellor for Academic Affairs  
(\$1,200,000 Budget) 2007- 2011  
*Served as the Chief Academic Officer for the System. Convened meetings of University Chief Academic Officers, Admission Officers and College of Education Dean to discuss pertinent issues. Approved new degree programs and represented System at the state level on all academic issues.*

**Texas A&M University – Commerce, TX**

*A&M-Commerce is the second largest university in the A&M System. The main campus is located in Commerce, Texas, with additional locations in downtown Dallas, Corsicana, Mesquite, McKinney, Midlothian and Rockwall, as well as a strong online presence. The university offers 144 total areas of study at the undergraduate, masters and doctoral levels.*

- Professor, Department of Health, Kinesiology and Sports Studies
- Interim Provost and VP for Academic Affairs 2006 – 2007  
*Responsible for the day to day operations on the academic side of the university. Direct reports included the five Academic Deans of the Colleges, Dean of Graduate Studies, Student Affairs, Admissions and Financial Aid. (\$54,000,000 Budget)*
- Dean, College of Education and Human Services 2004-2006  
*Responsible for the day to day operations of the College. Direct reports included six Department heads and the COE Student Advising Center. (\$8,021,237 Budget)*

**Texas A&M University, College Station, TX**

- Interim Assistant Provost for Enrollment (\$9,940,000 Budget) 2003- 2004  
*Worked with Academic Divisions on the development and implementation of a strategic plan to recruit a diverse student body, academically prepared to meet the rigorous requirements for obtaining a degree from Texas A&M. Day to day operations of Office of Admissions and Registrar.*
- Director of Admissions (\$5,590,000 Budget) 2000 – 2003  
*Responsible for the process of recruiting, admitting and enrolling freshman class. Worked with academic departments on admissions of transfer students and graduate students*
- Associate Dean for Undergraduate Studies and Teacher Education, College of Education 1996 – 2000  
*Responsibilities included transfer admission to the College of Education, admission to teacher education, student probation and expulsion and serving on the university Academic Operations Committee.*

- Project Director, Regent’s Initiative for Education, 1999 – 2000

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(Texas A&M University, cont.)

- Associate Professor, Department of Health and Kinesiology, Chair of the Kinesiology Division & Coordinator of Sport Management Program  
1995 – 1996
- Assistant Professor, Department of Health and Kinesiology, Coordinator of Sport Management Program,  
1986 - 1992

**The University of Alabama, Tuscaloosa, AL**

- Instructor, Department of Health and Physical Education 1985 – 1986
- Graduate Teaching Assistant, Department of Health and Physical Education  
1983 – 1985

**Louisiana College, Pineville, LA**

- Instructor of Health and Physical Education/ Tennis Coach 1977 - 1983

**Tioga High School, Tioga, LA**

- Biology/General Science Teacher and Coach 1976 - 1977

**PROFESSIONAL RELATED EXPERIENCES**

- Board of Visitors, Louisiana College, Pineville, LA 2018 - Present
- Organized three National College Board Forums (2,500+ attendees) and six major Diversity Conferences across the country. 2013-2015
- Board of Trustees, The College Board, New York, NY 2008- 2012
- School Board Trustee, Commerce Independent School District, Commerce, TX 2005- 2007
- Reader/Reviewer, National Achievement Scholarship Finalist, National Merit Corporation, Evanston, Illinois, 2003-2005

Senior Fellow, Texas Higher Education Coordinating Board, UHRI Program,  
Austin, TX 2002  
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(Professional Related Experiences, cont.)

Facilitator, Leadership Associate's Program for the National Network for  
Educational Renewal/Institute for Educational Inquiry,  
Seattle, Washington, 2000 – 2001.

Leadership Associate, National Network for Educational Renewal/Institute for  
Educational Inquiry, Seattle Washington, 1998-99

Organized and hosted "Southwest School of Sport Management". Over 150  
students from Texas, Louisiana, and Mississippi attended the conference  
each year to hear numerous speakers from the various areas of sport  
management. February, 1994, 1995, 1996, 1998, 2000

International Faculty Member of United States Sports Academy, 1994  
Taught courses in "Personnel Management in Sport"  
Hong Kong Singapore Malaysia

Editorial Boards, of Journal of Applied Research in Coaching and Athletics and  
International Journal of Sport Management

Ballroom Dance Workshops, Providing instruction and activities 1990-present

## **PROFESSIONAL ASSOCIATIONS AND HONORARIES**

Texas A&M Center for Health Systems and Design Fellow  
Kappa Delta Pi  
Phi Epsilon Kappa  
Capstone College of Education Society  
Professional Association of Diving Instructors

## **COMMITTEE MEMBERSHIPS**

### National and Regional

The College Board  
Chair, Membership Committee – 2011-2012  
National Task Force on Low Income Students– 2006-08  
Task Force for Advocacy for Teachers – 2007-2008  
Task Force for Advocacy for Counselors – 2007-2008



TAMU, Commerce

Academic Affairs Committee – 2004-2006/ Chair – 2007-2008

Assistant VP of Enrollment Search Committee Chair – 2005

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(Committee Memberships, cont.)

TAMU, College Station

Dean of Faculty Operations Committee – 2018 – currently

Research Council – 2016 – currently

University Graduate Council – 2016 – 2017

University Minority Recruitment Committee – 2004

Faculty Senate Subcommittee on Minority Conditions – 2002-2004

Recruitment and Retention Steering Committee- 2000- 2004

Orientation Over-site Committee, 2000 - 2004

Academic Operations Committee – 1996-2004

Provost's Admissions Advisory Committee – 1996 – 2004

College of Education Minority Members Program, served as  
Faculty Mentor to Minorities in College of Education, 1990 – 1993

**HONORS, AWARDS, AND LISTINGS**

University of Alabama, College of Education, Hall of Fame, 2021

Brazos Valley African American Museum 2018 Distinguished Community Leader

Vice Chancellor Emeritus, Texas A&M University System, 2013

Distinguished Service Award, Faculty Senate of Texas A&M  
University- Commerce, 2007

Citizen of the Year Award, Delta XI Chapter, Omega Psi Phi Fraternity, 2006

Diversity Award, Provost and Dean of Faculties, TAMU, 2000

Distinguished Alumni Award, Louisiana College, 1999

Health & Kinesiology Departmental Award for “Outstanding Teacher in  
Kinesiology Division” 1996

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(Honors, Awards, and Listings, cont.)

Texas A&M Association of Former Students College Level “Distinguished  
Teaching Award” - 1994

“Lone Star Salute” State Level Award for Outstanding Community Service  
Programs, 1992

Teacher of the Year, Louisiana College

## **PUBLICATIONS**

### Journals (refereed)

Snow, V., Simpson, W.K., Byars, A., Ashley, F. (2005). Sport Professionals and Professional Development. *Applied Research in Coaching and Athletic Annual*, 2005. Vol. 20, 190-207.

Sagas, M., Paetzold, R., & Ashley, F.B. (2005). Relational demography in coaching dyads. *The Physical Educator*. Vol. 62, 103-112.

Goss, B.D., Crow, R.B., Ashley, F.B. III, & Jubenville, C.B. (2004). The future of intercollegiate athletics at historically black colleges & universities. *International Journal of Sport Management*, Vol. 5 (4), 367-388.

Sagas, M., Cunningham, G. B., Wigley, B. J., & Ashley, F. B. (2004). Internet coverage of university softball and baseball websites: The inequity continues. In D. Rowe (Ed.) *Critical Readings: Sport, Culture and The Media* (pp. 340- 349). London: McGraw Hill.

Cunningham, G. B., Sagas, M., & Ashley, F. B. (2003). Coaching self-efficacy, desire to head coach, and occupational turnover intent: Gender differences between NCAA assistant coaches of women’s teams. *International Journal of Sport Psychology*, 34, 125-137.



Cunningham, G. B., & Ashley, F. B. (2002). Debilitative and facilitative perceptions of trait anxiety among students in a golf class. *Perceptual and Motor Skills*, Vol. 94, 739-742

Wigley, B.J., Sagas, M., and Ashley, F.B. (2002). A Study of Collegiate Baseball: Examining Sport Fan Motivation and Marketing Implications. *International Journal of Sport Management*, Vol. 3 (2), 90 – 102.

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(Refereed Journal Publications, cont.)

Cunningham, G. B., Sagas, M., & Ashley, F. B. (2001). Occupational commitment and intent to leave the coaching profession: Differences according to race. *International Review for the Sociology of Sport*, 36, 131-148.

Sagas, M. and Ashley, F. B. (2001). Gender differences in the intent to leave coaching: Testing the role of personal, external, and work-related variables. *International Journal of Sport Management*, Vol. 2 (4), 297-314.

Cunningham, G. B., Sagas, M., & Ashley, F. B. (2001). Examining federal and state pay equity laws in Texas. *Applied Research in Coaching and Athletics Annual*, 2001, 16, 44-62.

Cunningham, G. B., & Ashley, F. B. (2001). Isomorphism in NCAA athletic departments: The use of competing theories and advancement of theory. *Sport Management Review*, 4, 47 - 63.

Sagas, M. and Ashley, F.B. (2001). The importance of Title IX compliance on the job satisfaction and occupational turnover intent of intercollegiate coaches. *The Applied Research in Coaching and Athletic Annual*. 16,

Cunningham, G. B., Keiper, P. E., Sagas, M., & Ashley, F. B. (2001). Initial reliability of the Coaching Isomorphism Scale for NCAA coaches. *Psychological Reports*, 88, 332 - 334.

Ashley, F.B., Dollar, J., Wigley, B., Gillentine, J.A. and Daughtrey, C. (2000). Professional wrestling fans: Your next-door neighbors? *Sport Marketing Quarterly*. Vol. 9 (3), 24 – 32.

Sagas, M., Cunningham, G., and Ashley, F. B. (2000). Examining the women's coaches deficit through the perspective of assistant coaches. *International Journal of Sport Management*. Vol. 1(4), 267-282.

Drain, T. and Ashley, F.B.(2000). Intercollegiate athletics: Back to the future II: A comparison with Branch & Crow five years later. *Sport Marketing Quarterly*.

Vol. 9 (2), 77 – 84.

Sagas, M., Wigley, B., Cunningham, G., and Ashley, F. B. (2000). Completing the evolution: Revenue sharing through the Sears Directors Cup as a catalyst to achieve substantial proportionality. *Sociology of Sport Online*, 3 (1).  
<http://www.brunel.ac.uk/depts/sps/sosol/v3i1s1.htm>

Frank B. Ashley III, Page 10 of 24  
(Referred Journal Publications, cont.)

Sagas, M., Cunningham, G.B., Wigley, B. and Ashley, F.B. (2000). Internet coverage of university softball and baseball websites: The inequity continues. *Sociology of Sport Journal*, 17 (2), 196-203.

Wigley, B. and Ashley, F.B. (1999). A review of legislative action concerning home-schooled students and participation in public school athletics. *Journal of Legal Aspects of Sport*, Vol. 9 (1), 19 – 25.

Ashley, F.B. and Song, C. (1995). Demographics and economic characteristics of NASCAR/ARCA race attendees. *Sport Marketing Quarterly*. 4(3), 27-32

Sebesta, T. and Ashley, F. B. (1994). Validation of the Sebesta Pickleball Service Test. *Journal of Applied Research in Coaching and Athletics*. Vol. IX, pp. 183-197

Ashley, F. B. (1989). Limited visibility dives and advanced SCUBA divers' anxiety. *Journal of Applied Research in Coaching and Athletics*. Vol. 4 (2), pp. 88 - 93.

Ashley, F. B. and Chesnutt, T. (1985). Comparisons among participants and non-participants of a selected adventure activity. *Alabama AHPERD Journal*

#### Journals (non-refereed)

Wigley, B. and Ashley, F. B. and LeUnes, A. (2000). \$5,803.62, A Mothers Share: Cincinnati Reds catcher Willard Hershberger and the legacy of suicide. *The National Pastime 2000: Society of American Baseball Research*. 2000, 72 - 76

Ashley, F.B., Landrum, K., and Dollar, J. (1996). A threat from home. *Athletic Management*, Vol. 8(6), 45-50.

Ashley, F. B. and Crenan, M. (1993). Dance the movement activity for the elderly. *Nursing Homes and Senior Citizen Care*. 42 (4), pp. 50,51

## Textbooks

Sagas, M. Cunningham, G., Wigley, B.J. and Ashley, F.B. (2004) Internet Coverage of University Softball and Baseball Web Sites: The Inequity Continues. In Critical Readings, Sport, Culture and the Media. David Rowe Editor.

Ashley, F.B., and Dollar, J. (2000). "Internships in Health, Sport, and Fitness." Stipes Publishing Company, Champaign, Illinois.

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(Textbooks, cont. )

Ashley, F.B. (1996). "Fitness-Health Related Areas." A chapter of text in Sport Facility Management. Jones and Bartlett Publishing Company, M. Walker and D. Stotlar, Editors, pp.144-156.

Ashley, F. B.(1990). "Ethnic Minorities in Experiential Education." A chapter of text in Adventure Education. Venture Publishing Company. John Miles & Simon Priest, Editors, pp.369-373

## Referred Proceedings

Ashley, F. B. (2000). "Who will speak for me?" National Professional Development Schools Conference, Columbia, South Carolina.

Wigley, B., Ashley, F.B., and Sagas, M. (2000). "A study of collegiate baseball: Examining sport fan motivation and marketing implications," North American Society for Sport Management Conference Proceedings, Colorado Spring, CO.

Wigley, B. and Ashley, F.B. (1999). "Magic's message: Arthur's secret – A comparison of media coverage and public perception of Ervin 'Magic' Johnson and Arthur Ashe and their AIDS cases." North American Society for Sport Management Conference Proceedings, Vancouver, B.C., Canada

Ashley, F.B. and Dollar, J. (1998). "Internships then and now: A ten-year perspective." North American Society for Sport Management Conference Proceedings, Buffalo, New York

Britton, J. and Ashley, F.B (1998). "The NCAA's injustice for all." North American Society for Sport Management Conference Proceedings, Buffalo, New York

Ashley, F.B. and Dollar, J. (1996). "Sports bars: Who goes and why?" North American

- Society for Sport Management Conference Proceedings. Fredericton, New Brunswick, Canada.
- Ashley, F.B. and Conner, K. (1996). "Getting Students Involved in Sport Management." North American Society for Sport Management Conference Proceedings. Fredericton, New Brunswick, Canada
- Ashley, F.B., and Dollar, J. (1996). "Sports Bars: Who goes and why?" North American Society for Sport Management Conference Proceedings. Fredericton, New Brunswick, Canada.
- Frank B. Ashley III, Page 12 of 24  
(Referred Proceedings, cont.)
- Ashley, F.B. (1995). "International Perspectives on Sport Management." South Africa Sport Management INDABA Proceedings. Johannesburg, South Africa
- Ashley, F.B. (1995). "The Undergraduate Sport Management Program." South Africa Sport Management INDABA. Johannesburg, South Africa
- Ashley, F.B. and Troupe, K. (1994). "Is baseball losing out on kids as fans?" North American Society for Sport Management Conference Proceedings. Atlanta, Georgia.
- Ashley, F.B., and Song, C. (1993). "A study of the demographic and economic characteristics of attendees at the 1992 Texas World Speedway NASCAR/ARCA Shoot-Out." North American Society for Sport Management Conference Proceedings, Edmonton, Alberta, Canada.
- Ashley, F.B., Boyette, T., and Woosley, J. (1992). "Take the plunge." Southern District AHPERD Conference Proceedings. Atlanta, Georgia.
- Ashley, F.B. and Song, C. (1991). Academic preparation of sport management professionals. North American Society for Sport Management Conference Proceedings. Ottawa, Canada.
- Ashley, F.B. and Taylor, G. (1990). Concerns of sport management interns before internship. North American Society for Sport Management Conference Proceedings. Louisville, Kentucky.
- Ashley, F. B. (1989). Developing a Network for intern supervision. North American Society for Sport Management Conference Proceedings. Calgary, Canada



pp. 79-83.

Contributing Editor (1993). Research Digest. Journal of Sport Management. 7 (2).  
pp. 173-177

Contributing Editor (1993). Research Digest. Journal of Sport Management. 7 (1).  
pp. 80-86.

Contributing Editor (1992). Research Digest. Journal of Sport Management. 6 (3).  
pp. 237-244.

Ashley, F.B. and Reed, J. (1992). The incidence and perception of drug use among  
economically disadvantaged adolescents. The NCAA News. 29 (8). p. 2.

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(Presentations)

## **PRESENTATIONS**

### International

“Helping a Growing Faculty and Staff Thrive”, Annual Meeting of the  
Association of Public Schools of International Affairs, Washington, DC  
January 2018

“Getting Ready, Getting In, and Getting Through: Preparing for Academic  
Success”. Beijing Royal Academy, Beijing, China. November 2014

“Large vs. Small Markets; A Comparison of Professional Wrestling Fans.” North  
American Society for Sport Management Conference, Canmore, Alberta, Canada  
June 2002

“Professional Wrestling Fans: Predicting Fan Motivation,” with Michael Sagas.  
North American Society for Sport Management Conference, Virginia Beach, VA  
June 2001

“The Future of Intercollegiate Athletics at Historically Black Colleges and  
Universities,” with R. Brian Crow and Benjamin D. Goss. North American  
Society for Sport Management Conference, Virginia Beach, VA June 2001

“Relational Demography in Head Coach-Assistant Coach Dyads: The Impact on  
Assistant Coach Intent to Head Coach, Job Satisfaction, Occupational  
Commitment, and Advancement Opportunity,” with Michael Sagas and George B.

Cunningham. North American Society for Sport Management Conference,  
Virginia Beach, VA June 2001

“A study of collegiate baseball: Examining sport fan motivation and marketing implications,” with Brian Wigley and Michael Sagas. North American Society for Sport Management Conference, Colorado Spring, CO June 2000

“Education for the future,” with James Riordan. Invited presentation for the International Association of Assembly Mangers Conference, Toronto, Canada July 1999

“Magic’s message: Arthur’s secret – A comparison of media coverage and public perception of Ervin ‘Magic’ Johnson and Arthur Ashe and their AIDS cases,” with Brian Wigley. North American Society for Sport Management, Vancouver, B.C., Canada June 1999

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(International Presentations, cont.)

“Young and test-less: What we want to do and ought to do, in sport management Education,” Panel member, North American Society for Sport Management Conference, Vancouver, B.C., Canada June 1999

"Marketing sport," Invited presentation to the VI International Symposia of Physical Education, Sport, and Applied Physiology, Monterrey, Mexico October 1998

"Event management," VI International Symposia of Physical Education, Sport, and Applied Physiology, Monterrey, Mexico October 1998

“Sport sponsorship,” Invited presentation at the VI International Symposia of Physical Education, Sport, and Applied Physiology, Monterrey, Mexico October 1998

"Internships then and now: A ten year perspective," with John Dollar. North American Society for Sport Management Conference, Buffalo, NY June 1998

"The NCAA's injustice for all," with Jocelyn Britton. North American Society for Sport Management Conference, Buffalo, NY June 1998

“International training methods in sport management.” Keynote Presentation for Sport Management Association of Australia & New Zealand. Lismore, Australia. November 1996

“Administration of sport management programs.” Invited presentation at the IV International Symposium for Sport Administration and Health. Monterrey, Mexico. September 1996

“Sports bars: Who goes and why?” North American Society for Sport Management. Fredericton, New Brunswick, Canada. May 1996

“International perspectives on sport management.” South Africa Sport INDABA. Johannesburg, South Africa. September 1995

“The undergraduate sport management Program.” South Africa Sport INDABA. Johannesburg, South Africa. September 1995

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(International Presentations, Cont.)

“International sport management.” South Africa September 1995  
Rand Afrikaans University  
University of Pretoria  
Pretoria Technicon  
University of Potchefstroom  
Stellenbosch University  
University of Port Elizabeth

“Is baseball losing out on kids as fans?” North American Society for Sport Management. Atlanta, Georgia. June 1995

“Job satisfaction in the Club Corporation of America,” with Charlie Song, North American Society for Sport Management Conference, Pittsburgh, Pennsylvania. June 1994

“A study of the demographic and economic characteristics of attendees at the 1992 Texas World Speedway NASCAR/ARCA Shoot-out,” with Charlie Song, North American Society for Sport Management Conference, Edmonton, Alberta, Canada. June 1993

“All that you wanted to know about internship evaluation,” North American Society for Sport Management Conference, Knoxville, Tennessee.



June 1992

"Evaluating student internships in sport management," North American Society for Sport Management Conference, Ottawa Canada. June 1991

"Developing a network for intern supervision," North American Society for Sport Management Conference, Calgary, Canada. June 1989

### National

"Ensuring Access and Equity for All". Invited presentation for the Destination Equity Conference, Los Angeles, CA April 2015

"Campus Climate: Difficult Dialogues", with Christine Stanley and Roger Worthington. The College Board National Colloquium, West Palm Beach, FL January 2015

"Accelerating Access", Invited presentation for the Accuplacer and CLEP National Conference. Indianapolis, IN June 2014

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(National Presentations, cont.)

"The Collective Power of Community, Business and School Partnerships to Increase Educational outcomes for Young Men of Color", with Jennifer Dunn. Destination Equity Conference, New Orleans, LA April 2013

"Preparing Community College Students for Transfer: Highlighting the Individual, Institutional, and Policy Attributes that Matter", with Stephen Handel, Nancy Shulock and Lawrence Nespoli. Attributes that Matter Symposium, Los Angeles, CA January 2013

"Leadership Matters: A Conversation with College Board Trustees, with Meaghan Keita. A Dream Deferred: The Future of African American Education, Los Angeles, CA April 2012

"NCAA Academic Compliance", with Jennifer Miller and Mary Lou Miller. The College board National Forum, New York, NY October 2011

"Where Are the Next Generation of Leaders in the Admissions Profession", with Vern Granger, Suzi Nam and Angel Perez. The College Board National Forum, New York, NY. October 2011

“Improving Transfer from Community Colleges to Four-year Institutions: The Perspective from Baccalaureate Degree Granting Institutions”, with Yolanda Copeland-Morgan, Stephen Handel, Mildred Johnson and Patricia McWade. The College Board National Forum. October 2011

“Developmental Education: The P-16 Challenge”. The College Board National Colloquia, San Diego, CA October 2006

“Dual Enrollment and Dual Credit: Successful Partnerships Among High Schools, Community Colleges, and Four-Year Institutions” with Dina M. Chase and Margaret Niven. The College Board National Colloquia, New York, NY. November 2005

“Percentage Plans in Admissions: Do they work?” AACARO Annual Meeting, Las Vegas, NV April 2004

“Implications of the Supreme Court Decisions,” Panel member. The College Board Invitational Conference, Chicago, Illinois July 2003

“Fulfilling the Partnership in Admissions,” Panel member. The College Board Southwestern Regional Meeting, Tulsa, Oklahoma February 2003

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(National presentations, cont.)

“Who will speak for me?” Invited presentation at the National P.D.S. Conference, Columbia, S.C. March 2000

"Home-schoolers in public school athletics?" with John Dollar. Sport, Physical Activity, Recreation, and Law Conference. Tucson, AZ March 1998

"Dance: The activity for the elderly," National Conference on Aging, Charlottesville, Virginia. May 1994

"Outdoor recreation facilities at Texas colleges and universities," with Wayne Taylor, National Intramural and Recreational Sports Association Conference, Houston, TX. April 1993

"The National Youth Sports Program: The past five years," Invited Presentation to the National Workshop of NCAA Programs, Orlando, Florida January 1993.

"The TAMU National Youth Sports Program," Invited Presentation, National Meeting of National Youth Sports Programs, Washington D.C. February 1990

"The effects of a two-week adventure program on group cohesion in the physically handicapped." Conference of the New York State Outdoor Education Association, Cortland, N.Y. October 1987

"The effects of limited visibility dives on scuba divers anxiety levels," American Alliance for Health, Physical Education, Recreation and Dance, Cincinnati, Ohio. April 1986

"Historical perspectives and innovations in scuba," American Alliance for Health, Physical Education, Recreation and Dance, Atlanta, GA April 1985

"The effects of participation in the adventure activity of scuba on group cohesion and anxiety," American Alliance for Health, Physical Education, Recreation and Dance, Atlanta, GA April 1985

### Regional

"Student Voices", with High School and College Students, Southwest Regional Forum, Dallas, TX February 2016

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(Regional Presentations, cont.)

"Communication; what you are not saying", The Southwest Black Leadership Conference, College Station, TX January 2015

"Transforming the Educational Experience of Young Men of Color" with Luis Franco, B. Briggs, RLM. Southwest Regional Forum, Dallas, TX February 2013

Diaconal Ministry in the Marketplace: Maintaining a Healthy Balance. University of Dallas Ministry Conference, Irving, TX October 2012

Keynote Presentation, ACT Regional Symposium on College Readiness, Access and Success, New Orleans, LA April 2010

Keynote Presentation, ACT Southwest Regional Symposium on College Readiness, Access and Success, Houston, TX January 2009

"College Access for All", Conference on Educational Access, University of Arkansas at Pine Bluff April 2008

“Developmental Education II”. The College Board Southwest Regional Forum,  
Frisco, TX January 2008

“The College Keys Compact Action Plan”, with Jacqueline Woods. The College  
Board Southwest Regional Forum, Frisco, TX January 2008

“Getting Ready, Getting In, Getting Through” with Jacqueline Woods. The  
College Board Southwest Regional Forum, Frisco, TX January 2008

“The Low-Income Task Force: An Overview” with Jacqueline Woods. The  
College Board Southwest Regional Forum, Frisco, TX January 2008

“Developmental Education: The P-16 Challenge”. The College Board Southwest  
Regional Forum, Albuquerque, NM February 2007

“Developmental Education: Bridge or Barrier?” with Joyce Ritchie. The College  
Board Southwest Regional Forum, Houston, TX February 2006

“Building Bridges to Success: Successful partnerships between high schools,  
Two-year colleges and four-year colleges and universities”, with Bill Ivy. The  
College Board Southwest Regional Forum, Little Rock, AR February 2005

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(Regional Presentations, Cont.)

“Implications of the Supreme Court Decision,” Panel member. The College  
Board Seminar and Workshop, Houston, TX August 2003

“The incidence and perception of drug use among economically disadvantaged  
adolescents,” with Judy Reed & Jerry Elledge. Southern District AHPERD, New  
Orleans, LA. February 1997

“Minority representation in intercollegiate and professional sports,” with John  
Dollar & Dennis Allen. Southern District AHPERD, New Orleans, LA.  
February 1997

“Implementing sport management internships,” Invited presentation to Southeast  
Regional Meeting of the American Golf Association, Sugarland, Texas.  
March 1994

State and Local

“Celebrating Diversity and Inclusion in the 21<sup>st</sup> Century”, Invited Keynote presentation for the Texas Economic Development Council Legislative Conference, Virtual February 2021

“Teamwork with Diversity”, Invited keynote presentation for the Texas Municipal League Annual Conference, Frisco, TX March 2020

“Surviving the Doctoral Program”, invited keynote for Florida Education Foundation McKnight Doctors Fellows Midyear Research and Writing Conference, Tampa, FL February 2016

“Effective and ethical decision making”, Leadership Demand College of the May’s Business School, College Station, TX January 2016

"The incidence and perception of drug use among economically disadvantaged adolescents," with Judy Reed and Jack Chevrette, Southwest Educational Research Association, Austin, TX. January 1993

"Current trends in recreation," with Wayne Taylor, Southern District Association of Health, Physical Education, Recreation and Dance Conference, Atlanta, Georgia. February 1992

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(State and Local Presentation, cont.)

"Take the plunge: Implementation of scuba programs in colleges and universities,” Southern District Association of Health, Physical Education, Recreation and Dance, Norfolk, Virginia. February 1991

"Dance for the elderly: A practical approach,” with Susan Dart, Southern District Association of Health, Physical Education, Recreation and Dance, Chattanooga, Tennessee. March 1989

“What I have Learned”, Keynote address for Texas Association of School Administrators “Texas Assessment Conference”, Austin, TX December 2007

“Teamwork through Diversity”. Mays Business School Fellows Program, Texas A&M University, College Station, TX February 2005

“Avoiding the Budget Crunch: Marketing and Promoting your Programs in the 21st Century”. Wisconsin IRSA Leadership Conference, Eau Claire, WI  
November 2003

“Teamwork with Diversity”. Wisconsin IRSA Leadership Conference,  
Eau Claire, WI  
November 2003

“Communication and Conflict Management”. St. Mary’s Student Leadership  
Conference, College Station, TX  
September 2003

“Don’t surprise your boss and don’t let your boss get surprised” with Cynthia  
Gay. Texas Association for College Admission Counseling, San Antonio, TX  
April 2003

“Standardized Test: The New SAT and the role of the SAT in TAMUS  
Admissions.” Panel Participant for Texas A&M University System Symposium,  
Corpus Christi, TX  
November 2002

“Communication: What you are not saying?” Keynote speaker for PPTS Annual  
Staff Training, Texas A&M University, College Station, TX  
July 2002

“Effective Leadership,” Keynote speaker for Food Service Supervisors Annual  
Training, Texas A&M University, College Station, TX  
August 2002

“What if I mess up on a Diversity Issue?” Annual Workplace Diversity  
Conference, Texas A&M University, College Station, TX  
April 2002

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(State and Local Presentation, cont.)

“The state of affairs of sport management: Perspectives of leaders in the  
Discipline,” with Andy Pittman and Demetrius Pearson. Texas Association of  
Health, Physical Education, Recreation, and Dance. Dallas, TX  
December 2000

“Study of Championship football programs in Texas,” with Paul Keiper. Texas  
Association of Health, Physical Education, Recreation, and Dance, Dallas, TX  
December 2000

“Planting the Seeds of Growth & Excellence in the 21st Century, ” Keynote  
Speaker for ExCEL 2000 Conference, College Station, TX  
August 2000

“Home schooled students and public-school athletics: The national debate,”  
with Brian Wigley. Texas Association of Health, Physical Education,

Recreation, and Dance, Austin, TX

December 1999

“Professional growth: The other education,” with Brian Wigley, Texas Association for Health, Physical Education, Recreation and Dance, Houston, TX  
December 1998

“Sport management: Exploring the future,” Texas Association for Health, Physical Education, Recreation and Dance, Houston, TX  
December 1998

"Hopwood: It's effect on higher education." Second Annual Conference on Minorities and Policy Issues, College Station, TX  
February 1998

“Internships in sport management,” with John Dollar & Gil Fried. Texas Association of Health, Physical Education, Recreation and Dance. Corpus Christi, TX.  
December 1996

## GRANTS

Principal Investigator for TAMU System Grants under Office of Academic Affairs

U.S. Department of Education

“Transition to Teaching” - \$3,000,000

“School Leadership Program” –\$3,600,000

Texas Education Agency and Texas Regional Collaborative

“Mid Career Grant” – \$960,000

“Beginning Teacher Induction and Mentoring” - \$633,000

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(TEA grants, cont.)

Texas Education Agency

“TEExES Examination Certification for Teachers” \$150,000

Principle Investigator for Texas A&M Commerce College of Education “P-16 Summer Instructional Excellence Demonstration Project” funded by the Texas Education Agency. Professional development opportunities developed and offered for eleven school districts in the Dallas/Fort Worth area - \$1,125,000

Project Administrator for Texas A&M National Youth Sports Program (NYSP)

Grants from National Collegiate Athletic Association and the U.S. Department of Agriculture to administer Program for economically underprivileged youth.

Served as State Coordinator for fifteen NYSP programs in Texas

Named Outstanding First Year Program in the Nation, 1989  
"Exemplary Program Award," 1991, 1997

NYSP Funds Generated during the summers of 1989-2004  
\$1,138,093

Project Administrator of the Regent's Initiative, December 1999  
\$14,000,000 A&M System Wide Grant to Improve Teacher Education  
Administer \$1,776,875 over 5-year period for TAMU

TAMU International Enhancement Grant - used to develop relationships with Sport Management Programs at University in Monterrey, Mexico January 1995

Texas Center for Teaching Excellence Grant. Awarded to Department of Health and Kinesiology Physical Education Activity Program. Funds used to develop instructional ballroom dance video.

## **COMMUNITY AND CIVIC ACTIVITIES**

Board of Directors

- Baylor St. Luke's Hospital
- Ablaze Ministries
- Community Foundation of the Brazos Valley
- CHI St. Joseph Hospital
- The College Station Medical Center

Frank B. Ashley III, Page 24 of 24  
(Commencement Addresses, cont.)

Numerous Speaking Engagements including

- Commencement Speaker
  - TAMU Kingsville
  - TAMU Central Texas
  - TAMU Galveston
  - TAMU Commerce
  - TAMU Corpus Christi
  - Texas A&M International
  - Texas A&M San Antonio
  - Texas A&M Texarkana
  
- Tarleton State University



- o Prairie View A&M
  - o West Texas A&M
- MLK Jr Celebration Speaker
  - o Dioceses of Austin MLK Celebration
  - o Hunt County MLK Jr. Celebration
  - o Commerce and Greenville Middle Schools Black History Day
- Faculty Development Workshops for Blinn College and Chisum ISD
- Honors and Awards
  - o TAMU-International “Education Excellence Awards”
  - o Blinn College. Brenham Sigma Kappa Delta Initiation
  - o Phi Delta Kappa Awards Banquet
  - o Kappa Delta Phi And Phi Eta Sigma Initiation Banquets
  - o McClennan Community College Presidential Scholars
  - o Rudder and Calvert High School Athletic Banquets
- Other
  - o Guest Lecturer
    - o Administration of Higher Education Classes
    - o Diversity in Sport Classes
    - o Ag Leadership Seminar Classes
  - o Aggie Muster, several campuses
  - o Ballroom Dance Instructor Community Education