



Webinar Series – Critical Issues in Collegiate Athletics
Political Assaults on DEI Programs: Implications for
College Athletics

Thursday, December 12, 2024 – 2:00-3:30 p.m. EST

Meet Our Moderator and Panelists



BRUCE SMITH Ph.D.(Moderator), Director of Empowerment Strategies/CEO, ACES Group has worked in K-12, higher education and intercollegiate athletics for more than two decades as a teacher, professor, administrator, and coach; as a higher education administrator, his work focused on student life, athletics, and equity and justice at both small private liberal arts colleges and flagship state institutions in California, Arizona, Colorado, and Oregon; Smith specializes in managing comprehensive student support; mentoring and supervising staff; creating connections between curriculum and co-curriculum and developing equity and justice institutional strategies; as a professor, his work focuses on African American life and culture; the sociology of education; sport studies; and American studies with an emphasis on developing engaging, student-centered, identity-conscious pedagogy.



HOWARD CROOM III, Ed.D., Associate Vice President, People Strategy, Equity, and Culture, Portland Community College, leads a newly formed division at PCC, overseeing the college's human resources and institutional equity functions. He previously served as Associate Athletic Director and Chief Diversity Officer at Oregon State University Athletics and as a graduate faculty member in the School of Language, Culture, and Society. Dr. Croom has also held roles at USC Athletics, UC Irvine Athletics, and earlier at Oregon State University. His research focuses on anti-Blackness and the exploitation of Black athletes in college sports, including co-authoring an October 2024 publication in the *Kinesiology Review* examining how amateurism is rooted in anti-Blackness and extracts wealth, health, and educational opportunities from Black athletes.



JEN FRY, Ph.D., Sports Geographer, tech founder, TEDx speaker, sought-after speaker, and educator. She owns JenFryTalks, an organizational change firm that sits at the intersection of conflict and culture. It specializes in transforming organizational dynamics by addressing how conflict and culture shape leadership and overall business outcomes. She is a veteran volleyball coach with over 15 years of experience coaching at the collegiate level. She received her Ph.D. in Sports Geography from Michigan State University (GO GREEN!). Jen is the founder of [Coordle](#), which keeps sports teams organized and informed—focus on winning, not logistics.



F. MICHELLE RICHARDSON, Ph.D., Associate Professor and Program Coordinator Sport Management, Coppin State University College of Business. Dr. Richardson is also Coppin State's NCAA Faculty Athletics Representative, former president of the [North American Society for Sociology of Sport](#) (NASSS), and sits on the Board of Directors for the [Commission on Sport Management Accreditation \(COSMA\)](#). Dr. Richardson previously taught at Alabama A&M, The Citadel, Washington State University, and Hampton University. She earned a Bachelor of Arts in journalism from Howard University, a Master of Science in Sport Management from Florida State University, and a Doctor of Philosophy in Sport Administration from the University of New Mexico