

Kris M. Schoonover

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Education

Ph.D. Sport Management and Leadership

Concordia University Chicago (Enrolled 2009 – Present)

ABD December 2013 – Doctoral Candidate

Masters of Science in Education

University of Wisconsin-Oshkosh; Oshkosh, WI

Graduated: May 2001

Bachelor of Science in Education and Bachelor of Business Administration in Marketing

University of Wisconsin-Eau Claire; Eau Claire, WI

Graduated: December 1990 (Bachelor of Science)

Graduated: December 1987 (Bachelor of Business and Administration)

Teaching Experience

Assistant Professor, School of Hospitality Leadership August 2006 - present

University of Wisconsin Stout, Wisconsin's Polytechnic University; Menomonie, WI

Program Director Online, BS Golf Enterprise Management August 2011 – present

- Quality Matters (QM) standards developed for online courses
- Recruitment and retention of online students across the country
- Golf Course Owners Association of Wisconsin Scholarship coordination of annual gift
- Planning, scheduling and advising for GEM Online students through courses offerings matrix three years planning
- Coordinate marketing efforts at local, regional, national levels with Stout Integrated Marketing and Stout Online
- Manage National Golf Course Owners Association Conference and Golf Industry Show, GEM students' representation and presentations

Enrollment:

GEM Online

2006	2007	2008	2009	2010	2011	2012	2013
NA	NA	11	21	45	suspended	26	30

GEM On Campus

2006	2007	2008	2009	2010	2011	2012	2013
146	171	183	187	171	167	146	105

Program Director, BS Golf Enterprise Management

August 2008 – August 2011

- Lead instructor for Introduction and Principle Golf Enterprise Management (GEM) courses online and on campus
- Program Director Online & On Campus Golf Enterprise Management, (January 2008-August 2011)
- Coordinating the development of a GEM laboratory for students with the latest computer software and technology
- Lead negotiator of golf industry trends software for yield management of the golf tee sheet and online multiple course bookings
- Developed laboratory and classroom modernization granted received for \$2,000 (January 2013)
- Developed laboratory and classroom modernization received for \$30,000 (March 2010)
- Developed a laboratory and classroom modernization received for \$29,000 (March 2008)
- Development of curriculum for GEM program to meet the current needs and trends in the golf industry
- Advisory board member to online and on campus offering with lead industry representatives
- University representative at Wisconsin Golf Trade shows and National Golf Course Owners Association in California and Florida for campus and on-line GEM programs

Courses Taught:

- Introduction to Golf Enterprise Management & Online
- Principles of Golf Enterprise Management & Online
- Golf Course Software and Technology & Online
- Event Management & Online
- Hospitality and Tourism Marketing and Sales & Online
- Introduction to Global Service Management & Online

Lecturer, Sheldon B. Lubar School of Business January, 2008 Winter term

University of Wisconsin-Milwaukee; Milwaukee, WI

- Marketing Seminar: Sports Marketing
- Developed proposal for sport marketing and management course offerings through the School of Business; first time offering of sports marketing course

Student Evaluations: **University of Wisconsin-Stout**

Scale 1-5 (1=Strongly Agree and 5=Strongly Disagree)

GEM - 201: Principles of Golf Enterprise Management (Fall 2008)
Mean: 1.336 Scale 1-5 (1=Strongly Agree and 5=Strongly Disagree)

GEM – 277: Software and Technology (Spring 2013)
Course Content: Mean: 1.00
Rate: Mean 1.33
Selected Comment from Student Evaluations:

“I cannot stress enough how impressed I was with Professor Schoonover. She not only was a fantastic teacher, but she went of her way to help me in my professional life. She scheduled 2 interviews with guest speakers that came in. She is an amazing professor and even better person.”

“Kris is a great teacher and is very knowledgeable about the golf industry. She has everything planned out well for the whole semester and is always there to help students.”

Student Evaluations:

University of Wisconsin Milwaukee (Winterim 2008)

Overall Effectiveness of Instructor

467-001: Business Administration Marketing Seminar Average score 4.84
Scale 1-5 (1=strongly disagree and 5=Strongly Agree)

Selected Comments from Student Evaluations:

- “Kris was by far the most helpful and genuine instructors I have had throughout my school career. Her knowledge o the material and information and insight into the real like market are invaluable to the class and me as a student. I was thoroughly impressed and happy with the opportunity to be enrolled in this seminar.”
- “Best instructor I’ve had yet at UWM.”
- Kris is the best instructor I have ever had at UWM. She’s fair and she teaches the material in such a way so we can use it in everyday life. I would take her again.”

Additional University Experience

Program Director; Golf Enterprise Management, Online and On Campus, April 2008 – Fall 2011 *University of Wisconsin-Stout; Menomonie, WI*

- Worked across campus to meet UW System requirements of the program and material required for growth in the Golf Enterprise Management Distance Education program
- Oversee the development of cohorts, working closely with Stout Online
- Worked closely with Career Services for servicing our online learners with internship/coop requirements.

Admissions Counselor, June 1996 – August 1999 *University of Wisconsin-Oshkosh; Oshkosh, WI*

- Advised prospective students regarding basic admissions procedures
- Scheduled admissions visits for western and central Wisconsin high schools

Applied Research

Curriculum Development

- *GEM 277 Technology/Software Applications*

This course investigates the use of software and technology applications in the golf industry. Marketing, revenue planning, tee time management, point of sale, guest and staff scheduling and performance evaluation will be analyzed using proprietary industry software.

Students train and learn on leading software and technology providers in the golf industry:

- Course Trends Marketing– World’s leader in integrated marketing golf solutions – 2,500 golf course.
- Golfpipeline.com – Social networking with tee time networking and booking
- Fore! Reservations, Inc./GolfNow.com - #1 tee sheet software
- Rainbow Golf Event Management – Online event management
- Vision Perfect Viper Tournament Software – Scoring, handicap, and tournament results

- *GEM 445 Event Management*

Planning, organization and the management of events will be investigated for the hospitality, tourism and golf industries. Emphasis is placed on the design, internal management systems and post event evaluation.

- UW-Stout Committee on Baccalaureate Expansion Initiative Program Proposal Submitted 2007

Professional Development

Grants

- Hanft, D., & Schoonover, K. Just-in-Time Professional Development Grant \$1000, 2010

Presentations

- National Golf Course Owners Association – February 2010 – San Diego, CA
 - ◇ *How to Maximize Internships to Benefit You, the Course Owner*
- National Conference on Hospitality & Tourism Management for the 21st Century Welcomgroup Graduate School of Hotel Administration – February 2010
 - ◇ Manipal University, Manipal India
 - ◇ *Muscling Advisory Boards to Achieve Multifaceted Strategic Alliances*
- Chair Academy, March 210 – Minneapolis, MN
 - ◇ *Synergizing Advisory Boards to Maximize Alliances*
- Fore! Reservations National Users Conference: The Fairway to Success – October 2010, Chicago, IL
 - ◇ *Fore! Intern Program*
- Inside Wisconsin Sports Volume 4, Issue 6, 2007 June,
- ESPN 540 AM Radio. Garbedian on Golf, (July 2011, September 2010, April 2008)
- AM 1570 Radio, The Score Appleton, WI (July 2011)

Doctoral Candidate

Ph.D. Sport Management and Leadership

Concordia University Chicago

Research Proposal:

The Role of Employee Training at Independent Golf Courses: An Analysis of Characteristics of a Best Practices Model of Training

Coursework:

Sports Management:

Essentials of Law, Economics of Sports, Sports Promotion, Research in Sports, Leading in Time of Change

Foundations:

The Pursuit of Leadership Excellence, Critical Issues: Law, Ethics, Diversity, Negotiation, Conflict Resolution, Mediation, Leadership Theories and Professional Practice

Leadership:

Developing Human Capital, Leading the Knowledge Enterprise, Promoting and Leading Change, Creating and Leading the Learning Organization, Strategic Forecasting

Research:

Survey & Instrument Development, Qualitative Research, Quantitative Research, Mixed Methods, Research Design

Professional Memberships

Club Managers Association of America (CMAA)

Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Executive Women's Golf Association (EWGA)

Hospitality Sales and Marketing Association International (HSMIAI)

National Golf Course Owners Association (NGCOA)

United States Golf Association (USGA)

Industry Conventions Attended

National Golf Courses Owners Association and Golf Industry Show – Exhibitor

Anaheim, CA 2007

Orlando, FL 2008

New Orleans, LA 2009

San Diego, CA 2010

Las Vegas, NV 2012

San Diego, CA 2013

Orlando, FL 2014

United States Golf Association

USGA Executive Board Meeting - San Diego, CA 2013

Wisconsin Golf Industry Show
Madison 2007
Milwaukee 2007, 2008, 2009, 2010, 2011

Service

- UW Stout Memorials & Honors Committee, 2008 - Present
- UW Stout Department of Hospitality & Tourism, Personnel Committee: 2006 – 2008, 2012
- UW Stout Department of Hospitality & Tourism, Curriculum Committee: 2006 – Present
- Advisor for Professional Convention Management Association (PCMA) Student Chapter: March 2007-September 2007
- National Golf Coaches Association – Regional Representative: 1998 – 2003
- Women’s Basketball Coaches Association – Assistant Coaches Advisory Board: 2004-2006

Business Experience

Assistant Championship Director/Operations Director, May 2007- present
Erin Hills Golf Course; Hartford, WI

- Assistant to General Chair for 2017 U.S. Open hosted by Erin Hills
- USGA and Wisconsin Department of Transportation (DOT) liaison
- Managed tournament operations and transportation for 2011 USGA Men’s Amateur
- Assist in training, evaluation, and supervision of all hourly seasonal staff
- Managed tournament operations and coordinate volunteers for 2008 USGA Women’s Public Links Championship
- Assist in maintaining the daily tee sheets and insure that golf service standards are set and met

Director of Marketing Athletics, August 1999- 2006
University of Wisconsin; Oshkosh, WI

- Established the Corporate Partnership Program to gain funding in excess of \$15,000
- Designed and approved all media promotions for television, radio, and print
- Managed advertising budget, maximizing funds through targeted media coverage
- Coordinated the Titan Booster Golf Outing and Women’s Athletics Golf Outing as fundraiser for the athletic department

Related Coaching Experience

Head Women's Golf Coach, August 2006 – January 2008

University of Wisconsin Stout; Menomonie, WI

- Established the first women's golf program for the University
- Arranged all competition scheduled, along with travel and lodging accommodations
- Recruited student-athletes, corresponding with their families and high school coaches
- Maintained entire golf athletic budget for equipment, practice facilities and travel

Head Women's Golf Coach June 1996 – June 2003

University of Wisconsin; Oshkosh, WI

- Established the first women's golf program for the University
- Organized and lead all tournaments associated with Golfstat ratings

Assistant Women's Basketball Coach June 1996 – 2006

University of Wisconsin; Oshkosh, WI

- Lead recruiting coordinator, handling evaluations of recruits, organizing campus visits and corresponding with prospects, their families and high school coaches
- Member of WBCA, serving on the assistant coaches committee

Awards & Honors

- National Golf Coaches Association (NGCA) Division III Coach of the Year 2003
 - NGCA District V Regional Coach of the Year 2001, 2003
 - Wisconsin Intercollegiate Athletic Conference (WIAC) Women's Golf Coach of the Year 2001 & 2003
 - Led the golf program to national rankings, placing 5th national in National Collegiate Athletic Association (NCAA) tournament 2003
 - Guided the UW Oshkosh golf program to two WIAC Conference Championships in 2000 and 2003
 - Assisted coaching the UW Oshkosh Women's Basketball program in eight seasons to a 204-46 record
 - 2003 team cumulative GPA, 3.485: Ranked 5th in the NCAA Division III women's basketball programs
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