

***Natalie Michelle Welch***

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(Updated 8/19/24)

**Graduate Teaching Associate, University of Tennessee, Knoxville, Tennessee**  
**Fall 2016 - Spring 2018**

- Instructor of record for 4 sessions of an undergraduate Sport Marketing course (average class size of 38) and 4 sessions of an undergraduate professional development course (average class size 44)

**GUEST LECTURES**

**Native American Mascots**

- *Catawba College*, Native American Mascots and Stereotypes in Sport (April 2021)
- *University of North Carolina – Pembroke*, Mascots & advocating for Native athletes (February 2021)
- *University of Tennessee*, Native American Mascots (November 2016; March 2018; April 2018)
- *James Madison University*, Native American Mascots and Media Perceptions (April 2017; October 2017; April 2018; November 2019)
- *University of Tennessee*, Native American Mascots and Media Perceptions (March 2017; October 2017; March 2018)
- *University of Tennessee*, Native American Mascots (October 2016; April 2016)

**Race & Diversity**

- *Pacific Lutheran University*, Exercising Sovereignty (March 2023)
- *Georgia State University*, Cultural Aspect of Sport (March 2023)
- *Seattle University*, Essential Diversity in Sport Native American Mascots (August 2021)
- *Penn State Harrisburg*, History, Cultural, & Social Dynamics of Sport (November 2020)
- *University of Tennessee*, Diversity and Inclusion (October 2018, April 2019)
- *University of Tennessee*, Race & Ethnicity in Sport: A Native Perspective (October 2016)

**Research**

- *University of North Carolina-Greensboro*
- *University of South Carolina, Lancaster*
- *Towson University*, Modern Matriarchy: Native America Women in Sport (October 2022)
- *University of North Carolina-Greensboro*, Cherokee Stickball and Research Methodology (March 2021)
- *University of North Carolina-Chapel Hill*, Native American Athletes Giving Back and Documentary as Research (March 2019)
- *University of New Mexico*, Native Americans in Sport and Research Critical Race Theory and TribalCrit (October 2018)

**Professional Experience**

- *University of Tennessee*, Experiences from Nike and Advertising (September 2016; January 2017)
- *University of Tennessee*, Lessons learned from Event Management (June 2017)

**RELEVANT APPLIED EXPERIENCE**

**Wieden+Kennedy, Assistant Media Planner**  
**April 2015 – April 2016, Portland, OR**

- Managed Nike Factory Store media planning a buying for more than 10 different store openings over 6-month period

- Assisted in development of hand-crafted, fully integrated media plans for advertising campaigns across traditional and digital channels on categories that included Nike Football and Nike Cold Weather
- Researched, analyzed and produced 3 different Competitive Reports for client presentations on quarterly basis

**Wieden+Kennedy, Content Producer**  
**November 2012 – April ike Cold**

Staurowsky, Ellen J., Flowers, Courtney L., Buzuvis, Erin, Darvin, Lindsay, & **Welch, Natalie.** (2022). and  
Policy Recommendations. *Women in Sport and Physical Activity Journal*. Advance online  
publication. <https://doi.org/10.1123/wspaj.2022-0053>.

**Welch, N. M.**, Siegele, J. & Hardin, R. (2021). Double punch to the glass ceiling: Career experiences and  
challenges of ethnic minority female athletic directors. *Women in Sport & Physical Activity Journal*

**Welch, N. M.**  
stickball. *Annals of Leisure Research, Special Issue - Leisure and Indigenous Peoples*.

**Welch, N. M.**, Siegele, J., & Hardin, R. (2017). For the Sga-Du-Gi (Community): Modern day Cherokee  
Stickball. *American Indian Culture and Research Journal*.

Taylor, E. A., Hardin, R., **Welch, N. M.**, Smith, A. B., & (2018). Incivility in the Workplace: The  
Experiences of Female Sport Management Faculty in Higher Education. *Journal of Higher Education  
Management*.

Taylor, E. A., Smith, A. B., **Welch, N. M.**, & Hardin, R. (2018). "You should be flattered!": Female sport  
management faculty experiences of sexual harassment and sexism. *Women in Sport and Physical Activity  
Journal*, 26(1), 43-53.

## MANUSCRIPTS IN PROGRESS

**Welch, N. M.**, Lopez, C., & Quinn, K. (In progress data collection). Consumer Perceptions of Native  
American Mascot Name Changes.

**Crosley, V. & Welch, N.M.** (In progress data collection). Putting the Sport in Columbia Sportswear:  
The Impact of Sport & Physical Activity in an Active Workplace.

**Welch, N. M.** (In progress writing). *Double Punch to the Glass Ceiling: Career Experiences and Challenges of Ethnic Minority Female Athletic Directors*. *Annals of Leisure Research*, 47(1), 416-63.

**Welch, N. M.**, Whiteside, E. (In progress writing). Sports journalists experiences and understandings of  
the Native American mascot controversy.

## RESEARCH REPORTS

Ali-Joseph, A., Leonard, K., & **Welch, N.** (Spring 2023). Indigenous Environmental Justice in U.S. and Canada Sport Stadiums. *Sport Stadiums and Environmental Justice*. Edited by Tim Kellison.

Ali-Joseph, A. & **Welch, N.** (Nov 2021). Exercising Sovereignty. *Encyclopedia of Sport Management*.

**Crosley, V. & Welch, N. M. (**

Taylor, E. A., Smith, A. B., **Welch, N. M.**, Hardin, R. (June 2017). Sport management female faculty experiences of harassment from colleagues, Department Heads, and Deans. North American Society for Sport Management. Denver, CO.

**Welch, N. M.**, Smith, A. & Hardin, R. (April 2017). NCAA Collegiate Native American athletes. College Sport Research Institute. Columbia, SC.

**Welch, N. M.**, Siegele, J. (March 2017). Cherokee Stickball: Motivations in Modern Day Play. Graduate Student Research Colloquium. Knoxville, TN.

**Welch, N. M.**, Siegele, J., & Hardin, R. (November 2016). Fitness or pornography?: The sexualization of a female physique athlete. North American Society for the Sociology of Sport. Tampa, FL.

Hardin, R., **Welch, N. M.** (November 2016). Cherokee Stickball. Tennessee Association for Health, Physical Education, Recreation, and Dance Conference. Murfreesboro, TN.

### **CONFERENCE PRESENTATIONS (REQUESTED)**

**Welch, N. M.** (June 2021). Continuing to Unpack the Asterisk: Intercollegiate Athletics Experience from Often Untold Racial and Ethnic Perspectives. NCAA Inclusion Forum. (Virtual Presentation)

**Welch, N. M.** (June 2021). Sexualization of Race. North American Society for Sport Management. (Virtual Presentation)

**Welch, N. M.** (June 2021). Sports as a pathway for Indigenous development. Canadian Congress on Indigenous Lives Matter. (Virtual Presentation)

**Welch, N. M.** (November 2020). Responding to bias and systemic issues in the classroom. North American Society for Sport Management Professional Development Webinar. (Virtual Presentation).

### **PROFESSIONAL PRESENTATIONS**

**Welch, N. M.** (November 2023). Native American Mascots. HELM Life International.

**Welch, N. M.** (November 2022). Diversity and Equity in Sport. HELM Life International.

**Welch, N. M.** (November 2022). Matrilineal Tradition & Modern Cherokee Women in Sport. Western Washington University Native American Heritage Month.

**Welch, N. M.** (July 2022). Unpacking the Native American Mascot Issue. Ray Kinsland Right Path Adult Leadership Group. Cherokee, NC

**Welch, N. M.**, Siegele, J. (April 2017). Fighting different wars: The role of stickball in preserving Cherokee culture. Cherokee Historical Society. Cherokee, NC.

### **GRANTS**

**Welch, N. M.** (Funded)

Project Dates: April 2022

**Welch, N. M. & McNamee, J. (Funded)**  
She Shreds II: Women of Color in Action Sport  
Linfield University  
Project dates: February 2021  
Amount requested: \$2,000 (\$2000 awarded)

**McNamee, J. & Welch, N. M. (Funded)**  
She Shreds: Women in Action Sport  
Linfield College  
Project dates: February 2020  
Amount requested: \$2,000 (\$1800 awarded)

**Welch, N. M. (Funded)**  
NASSS Conference  
Linfield College  
Project dates November 2019  
Amount requested: \$1500 (\$1500 awarded)

**Welch, N.**



**Welch, N. M.** (April 2019). Completing the Circle: Native American Athletes Giving Back East Elementary School 4th and 5th grade classes. Bryson City, NC.

## **PODCAST**

**Welch, N. M.** *Creative Native* (2018-current). Creator, developer, and producer of podcast that shares inspirational stories of Native American athletes and artists.

## **OTHER MEDIA**

- Daniels, C. (May 2023). Bandwagoning or BIRGing? Kraken fever sweeps over Pacific Northwest. *KOMO News*. (Quoted)
- *New York Times*. (Quoted)
- Yates, C. (Oct 2021). Manfred misses the mark with Braves. *Andscape*. (Quoted)
- Tachman, T. (Aug 2021). Native American leader calls on Portland Winterhawks to acknowledge the past, denounce old logo. *The Oregonian*. (Quoted)
- Corrigan, J. (Jul 2021). College Athlete Merchandising Poised to Explode. *Advertising Specialty Institute*. (Quoted)
- Nightengale, B. (

- College of Education, Health, and Human Services Graduate Student Advisory Board representative, University of Tennessee, 2017-2019
- Ad Hoc Committee on Diversity and Inclusion, University of Tennessee Department of Kinesiology, Recreation, and Sport Studies, 2017-2019
- Grads to Golf
- Girls on the Run, Volunteer, Running Buddy/Assistant Coach/Head Coach 2010-2019

## **PROFESSIONAL DEVELOPMENT**

- NCAA New FAR Orientation, February 2021
- 2020 Nike Footprint Summit attendee
- Indigenous Coaching Training November 2019
- 2019 Nike Latino Networking Night Mentor
- 2019 Explore Linfield Faculty Panel Member
- Linfield College Teaching and Learning Support Workshop Hands on Zoom, August 2019
- University of Tennessee Active Learning in Large Online Classes: Strategies for Promoting Student Engagement, March 2019
- University of Tennessee Using Digital Devices for Active Learning Workshop, January 2019
- Michigan Sports Business Conference, October 2018
- College Football Playoff Championship Media Volunteer, January 2018
- NCAA Diversity and Inclusion Forum, April 2017
- University of Tennessee Diversity Summit, March 2017
- University of Tennessee Copyright, Plagiarism, and Avoiding Research Misconduct in the Publication Process Workshop, January 2017
- University of Tennessee Proposal and Budget Development Workshop, August 2017
- University of Tennessee The Best Practices in Teaching Program, September-December 2016

## **HONORS AND AWARDS**

- 2021 NCAA Division III Diversity Spotlight Initiative July Recipient for WildX
- 2019 Edward Capen Award for research activities by graduating doctoral student
- 2019 American Kinesiology Association (AKA) Doctoral Scholar Award
- 2019 Arizona State University Global Sport Summit Emerging Scholar
- 2018-2019 College of Education and Health and Human Sciences Graduate Fellowship
- 2018 American Kinesiology Association (AKA) Writing Award
- 2017-2018 College of Education and Health and Human Sciences Graduate Fellowship
- 2017 College of Education and Health and Human Sciences Graduate Research Colloquium
- 2016-2017 Lori Mayer Re-
- 2016-2017 University of Tennessee Young Alumni Scholarship
- 2016, 2010, 2009 Yogi Crowe Memorial Scholarship Fund Recipient
- 2009 John McLendon Memorial Minority Postgraduate Scholarship Recipient
- 2009 Samuel A. Venable Award, University of Tennessee for professional promise
- 2009 Bill Taylor Scholarship Endowment Recipient

## **ORGANIZATIONS**

- Rise Above
- Co-founder of Indigenous Athletics Advancement Council
- Women in Sports and Events
- Native American and Indigenous Studies Association

- American Indigenous Research Association
- Native American Journalists Association
- North American Society for the Sociology of Sport
- North American Society for Sport Management
- College Sport Research Institute
- University of North Carolina at Chapel Hill Center for the Study of Sport in Society