

M. Blair Thomas, PhD, MPH, MPA

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EDUCATION

PhD, Public Administration and Policy (3.67 GPA)

Florida State University, Askew School of Public Administration & Policy

Dissertation Title: “*An Examination into what Public Officials think of the Role of Marketing and Branding in Florida*”

-President, Public Administration Graduate Student Association (PAGA)

-Pi Alpha Alpha Honor Society

February 2018

Tallahassee, FL

M.P.A., Public Financial Management (3.67 GPA)

Florida State University, Askew School of Public Administration & Policy

-Certificate of Financial Public Management

-Student of the Month: May 2015

December 2014

Tallahassee, FL

M.P.H., Health Management and Policy (3.89 GPA)

Portland State University, Hatfield School of Government

-Outstanding Professional Development Award

-Alumni Profile, Hatfield School of Government

June 2012

Portland, OR

B.A., Political Science; Minor in Secondary Education (3.46 GPA)

University of Portland

-Dean's List

December 2017

Portland, OR

WORK EXPERIENCE

Western Kentucky University (WKU), Department of Political Science

Faculty

Bowling Green, KY

June 2024-Present

- Teaching classes that range across public administration and policy topics and including American government, public and private collaboration among others across online and in-person delivery methods
- Developing academic research that how American minority athletes are affecting the public administration and nonprofit landscape through protest and engagement appearing in academic journals and as published book chapters
- Presenting research at academic conferences across the country relating to the impact of athlete protest on local policy
- Engaging in research grant proposals to secure funding on research to explore the impacts of Name, Image and Likeness (NIL) agreements on public organizations
- Contributing as a co-editor for a special issue in *Public Integrity* journal

University of Central Florida (UCF), School of Public Administration

Visiting Faculty

Orlando, FL

August 2023-August 2024

- Teaching classes that range across public administration and policy topics and including human resource management, nonprofit management, program evaluation and analysis and related topic areas across online and in-person delivery methods
- Developing academic research that how American minority athletes are affecting the public administration and nonprofit landscape through protest and engagement appearing in academic journals and as published book chapters
- Presenting research at academic conferences across the country relating to the impact of athlete protest on local policy
- Contributing as a co-editor for a special issue of the academic journal *Administrative Theory & Practice* titled “More Than A Game: Exploring the Impact of Sport on Public Administration”
- Engaging in research grant proposals to secure funding on research to explore the impacts of Name, Image and Likeness (NIL) agreements on public organizations

Florida State University (FSU), Askew School of Public Administration

Adjunct Faculty

Tallahassee, FL

September 2021-Present

- Taught six online classes at the graduate level including nonprofit management, financial budgeting and public marketing and branding related classes for the 2021-22 school year; Continued through the Summer term
- Creating research content within academic journals that examines the strategic development of citizen engagement with a focus on the emergent impacts of American athlete protest on social justice, community health and the development of government policies appearing in academic journals and as published book chapters

- Introduced, developed, and taught PAD 5935: Public Marketing and Branding, the first class of its kind at the Askew School in which students were provided with course materials related to how public managers and relevant officials are creating and executing public marketing and branding campaigns at multiple levels of government

University of Oregon (UO), School of Planning, Public Policy and Management

Eugene, OR

Visiting Faculty

June 2022-June 2023

- Taught multiple courses on public administration and policy topics including nonprofit management, program evaluation and analysis and related topic areas across online and in-person sectors
- Created research content within academic journals that examines the strategic development of citizen engagement with a focus on how public marketing and branding impacts different populations as well as the how American minority athletes are affecting the public administration and nonprofit landscape through protest and engagement appearing in academic journals and as published book chapters
- Developed, executed and presented research at academic conferences across the country relating to the impact of athlete protest on local policy
- Appeared on local and state radio shows including Oregon's number one rated sports talk radio show "The Bald-Faced Truth with John Canzano"

Multnomah County Department of Community Justice

Portland, OR

Research & Evaluation Analyst

June 2022-December 2022

- Developed and implemented evaluation programs that examined the efficacy of the Multnomah County Justice Reinvestment Program (MCJRP) which focused on reshaping public policies associated with criminal justice

Valdosta State University (VSU), Department of Political Science

Valdosta, GA

Faculty

August 2019- September 2021

- Taught 10 courses per calendar year (both in online and in person) that ranged across public administration and policy and include nonprofit management, program evaluation and analysis, health policy, and public budgeting and managed the development of doctoral dissertations
- Represented the department on university-wide boards and committees including the NCAA Athletics Committee, Faculty Senate and Faculty Senate Academic Scheduling & Procedures Subcommittee
- Developed research proposals seeking grants from international sports organizations such as the International Olympic Committee and FIFA
- Participated in professional development opportunities based on topics such as on teaching effectively online in HyFlex settings, improving communication methods within a classroom, and how to facilitate conversations on race within university settings; Also engaged in extensive LGBTQIA+ safe space training of approximately 10 hours and engaged in Title IX Advisor and Hearing Panel Training through the University System of Georgia
- Collaborated with colleagues to publish peer-reviewed research on public marketing as well as on content that examined the role of athletes on American policy in academic journals and presented the findings in conferences across the world
- Spoke to 450 public managers and communication officers listened as a content expert on public marketing research annually during ICMA content panels
- Served as a dissertation committee member or chair for a dozen dissertation research committee studies
- Completed published book reviews for pop culture and policy content for peer reviewed journals in the public administration field

University of Central Florida (UCF), School of Public Administration

Orlando, FL

Visiting Faculty

August 2018 – July 2019

- Taught 12 courses based on public administration theories and methods (both in online and in person) on topics including urban planning, community development and planning, project management and public administration theory at the graduate and undergraduate levels
- Engaged in research on public marketing and branding which led to content appearing in peer-reviewed academic journals
- Participated in professional development opportunities based on topics such as improving communication methods, teaching different types of learners and using the latest educational software; Also engaged in LGBTQIA+ safe space training

Portland State University (PSU), Hatfield School of Government

Portland, OR

Adjunct Faculty

December 2017 – July 2019

- Developed an online-based, graduate-level course that explores public and non-profit public marketing and branding content to which was taught in Spring 2019

Corcoran & Johnston Government Relations

Government Policy Aide

- Provided detailed reports and analysis on legislative activities in the Florida House and Senate
- Attended more than 30 committee and subcommittee meetings and met with stakeholders to develop relationships for the firm
- Engaged with legislators, media members and other relevant stakeholders to discuss policies representing various interests of Florida's citizens

Tallahassee, FL

December 2017 – March 2018

George Fox University (GFU), Politics Department

Visiting Faculty

- Created and administered lectures for over 60 undergraduate students
- Taught three courses based on American politics and research methods

Newberg, OR

August 2017 – December 2017

Florida State University (FSU), Askew School of Public Administration

Instructor

- Created and administered lectures for over 400 undergraduate students for eight terms for an upper-division introduction to public administration course
- Outstanding Teaching Assistant Award Winner
- Engaged in LGBTQ Allies and Safe-Zone Training

Tallahassee, FL

August 2014 – August 2017

Florida State University (FSU), Department of Athletics

Academic Tutor

- Mentored over 30 FSU athletes in seven Division I sports reach their academic potential in subject areas including: Computer Science, Emergency Management, Political Science, Public Administration, Public Health, and Sociology

Tallahassee, FL

January 2014 – August 2014

Florida State University (FSU), Askew School of Public Administration

Teaching Assistant for Dr. Kaijeng Yang

- Provided feedback, and aided in online course development for over 300 Florida State graduate students in the Askew School of Public Administration and Policy

Tallahassee, FL

September 2012 – August 2017

The Lund Report

Public Policy Reporter

- Wrote three articles per week for [The Lund Report](#), a web magazine focused on Oregon's health care system including reporting on major organizations such as the Oregon Health Authority
- Stories were primarily based on, but not limited to, policy meetings involving two major health policy laws enacted by the 2011 Oregon Legislature

Portland, OR

September 2011 – June 2012

Portland State University (PSU), School of Community Health

Teaching Assistant for Dr. Claire Wheeler

- Provided feedback, create study guides, and presented lectures to undergraduate students in three different courses within the School of Community Health at Portland State University.

Portland, OR

January 2011 – June 2012

Adidas America / CIP-Marketing

Marketing Brand Coach / Visual Merchandiser

- Performed Adidas product clinics and for national retailers while providing marketing tips on how to effectively promote sales
- Lead multiple teams in an assortment of marketing and promotional projects including product launches, store openings and Adidas pop-ups
- Prepared and distributed diverse media, promoted company events such as store appearances by Adidas-endorsed athletes

Portland, OR

January 2007 - January 2010

INVITED TALKS

1. Speaker (2023, May 18). "We Can't Just Shut Up and Play: How the NBA and WNBA are Helping Dismantle Systemic Racism," Institute for Policy Research and Engagement (IPRE) Seminar Series, University of Oregon
2. Presenter, Storytellers Series (2023, May 10). University of Oregon, May 10th and 11th 2023
3. Academic Panelist (2022, June 18). Worlds of Sport: Portland 2022, Oregon Convention Center, Portland, OR

4. Presenter (2021, April 22). International City / County Manager Association (ICMA) “A Guide to Local Government Branding.”
5. Presenter (2019, October 17). International City / County Manager Association (ICMA) “Branding Your Community for Economic Success” Webinar.

MEDIA APPEARANCES (RADIO & PODCAST)

1. Canzano, J. (Producer). (2022, June 9). BFT Interview: Dr. Blair Thomas. *The Bald Faced Truth with John Canzano*. Portland, OR: Alpha Media Broadcasting.

PUBLISHED RESEARCH (PEER-REVIEWED)

1. Wright, J. & Thomas, M.B. The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism. *Public Administration Review*, <https://doi.org/10.1111/puar.13515>
2. Thomas, M.B. and Levine Daniel, J. Game On, Washington! Examining American Sport’s Response to the Uvalde Massacre. *Journal of Public and Nonprofit Affairs*, 8(3): 1–11. <https://doi.org/10.20899/jpna.8.3.1-11>
3. Wiley, K., Thomas, B., Skollar, T. (2022). The Paradox of Compulsory Volunteering: An Analysis of Charity as Punishment on U.S Television. *Journal of Public Affairs Education*, forthcoming
4. Thomas, M.B. (2022). Swooshed: How Nike and the City of New York Could Potentially Change the Landscape of City Branding Through Apparel Licensing Agreements. *Public Administration Review*, forthcoming.
5. Thomas, M.B. & Levine Daniel, J. Playing Offense: How Athletes are Impacting a Changing Administrative State. *Administration & Society*, forthcoming.
6. Wright, J. & Thomas, M.B. (2022). The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism. *Public Administration Review*, forthcoming
7. Thomas, M.B. & Larson, S. (2021). The Untapped Potential of Social Marketing: How a Sample of Florida Cities Engage in its Practice. *International Journal of Public Administration*, <https://doi.org/10.1080/01900692.2021.1950184>
8. Thomas, M.B. & Wright II, J. (2021). We Can’t Just Shut Up and Play: How the NBA and WNBA are Helping Dismantle Systemic Racism. *Administrative Theory & Practice*, Forthcoming, <https://doi.org/10.1080/10841806.2021.1918988>
9. Thomas, M.B., Fay, D. Berry, F. (2021). More than a Logo: Branding Viewpoints from City Managers Leading to Testable Propositions. *Public Performance & Management Review*. <https://doi.org/10.1080/15309576.2021.1897634>
10. Lu, E., Yang, K. & Thomas, M.B. (2020). Designing Performance Systems in Anticipation of Unintended Consequences? Experiences and Lessons from the Compstat Regime in NYPD *Administration & Society*, 53(6): 907-936. <https://doi.org/10.1177%2F0095399720976532>
11. Thomas, M.B., Fay, D. & Berry, F. (2020). Strategically Marketing Florida’s Cities: An Exploratory Study into how Cities Engage in Public Marketing. *American Review of Public Administration*, 50(3): 275-285. <https://doi.org/10.1177%2F0275074019897599>
12. Thomas, M.B. (2018). Ky-necting the Dots: How Kentucky’s Willingness to Loosen the Reins Sparked a Health Insurance Enrollment Race in the Bluegrass State. *Journal of Nonprofit & Public Sector Marketing*, 30(4): 1-24. <https://doi.org/10.1080/10495142.2017.1326348>

PUBLISHED BOOK CHAPTERS

1. Daniel, J.L. (2024). “Sports as Mirrors: Athletes and Agenda Setting in a Hollowed-Out State” Amanda M. Olejarski & Sue M Neal (Eds) *Empowering Public Administrators*, Routledge. ISBN: 9781032651835
2. Thomas, M.B. (2022). “A Tenure-Track Destiny Deferred: How to Find Your Academic Home when Your Current Job Title Says ‘Visiting’” Mitchell Mackinem, Lacey Ritter & Anisah Bagasra (Eds) *The Changing Faces of Higher Education: From Boomers to Millennials*, Vernon Press. SIBN: 978-1-64889-350-6
3. Thomas, M.B. “Branding for Morale.” (2021). Staci Zavattaro (Ed). *Global Public Branding: A Theory-Practice Exchange*. Springer Nature. ISBN: 978-3-030-70505-3
4. Zavattaro, S.M. & Thomas, M.B. (2021). “Public Sector Branding: Understanding and Applying the Concept” Tom Bryer (Ed). *Handbook of Theories of Public Administration and Management*. Elgar Publishing, ISBN: 978-1-78990-824-4

PUBLISHED NON-REVIEWED WORK

1. Thomas, B. (July 7). Nike and New York City Could Change the Licensing Game for Cities across the World. London School of Economics USAPP Blog. Retrieved from: <https://blogs.lse.ac.uk/usappblog/2022/07/07/nike-and-new-york-city-could-change-the-licensing-game-for-cities-across-the-world/>

PUBLISHED LITERARY WORK

1. Thomas, B. (2015). Ferocity and grace. *Portland: The University of Portland Magazine*, 35(3): 5

AWARDS

1. AI Research Grant, Center for Innovative Teaching and Learning, WKU (2024-2025)
2. Nominee, PPPM Instructor of the Year, UO (2023)
3. Nominee, Experiential Learning Faculty Ambassadors, Valdosta State (2021)
4. Summer Faculty Development Conference Grant Award Winner (Karen L. Smith Faculty Center for Teaching and Learning, University of Central Florida (2019)
5. Winter Faculty Development Conference Grant Award Winner, Karen L. Smith Faculty Center for Teaching and Learning, University of Central Florida (2019)
6. Outstanding Teaching Assistant Award, Program of Instructional Excellence, Florida State University (2017)
7. Nominated (3x), Outstanding Teaching Assistant Award, Program of Instructional Excellence, FSU (2015, 2016, 2017)
8. Program of Instructional Excellence Teaching Associate Award, Florida State University (2016)

SELECTED CONFERENCE PRESENTATIONS (THROUGH 2022)

1. Thomas, M.B., Widdison, B. "The Athlete Philanthropist: Exploring the Motivations, Longevity and Viability of Athlete-Led Foundations" Presented paper for Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), Orlando, FL
2. Thomas, M.B., Wright II, J.E., Yu, H. When Championships are Secondary: Establishing a Framework for the Administrative Impact of the Black Athlete. Paper for the "Governing Sport- Social Value Creation for the Communities of Tomorrow panel at the International Research Society for Public Management (Virtual) Conference.
3. Thomas, M.B. & Wright II, J.E The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism. Presented Paper at the American Society for Public Administration.
4. Thomas, M.B. Participant, Students: What They Didn't Teach You in Grad School, Midwest Political Science Association.
5. Thomas, M.B. Participant, Teaching: Online Courses and Student Engagement, Midwest Political Science Association.
6. Thomas, M.B. Participant, Teaching Roundtable on Online Courses & Student Engagement, Midwest Political Science Association.
7. Panel Moderator, Emerging Issues in Diversity, Equity and Inclusion. Northeast Conference of Public Administration, Albany, NY (Virtual) Paper: The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism
8. Thomas, M.B. & Wright II, J.E. (2021). We Can't Just Shut Up and Play: How the NBA and WNBA are Helping Dismantle Systemic Racism. Accepted Virtual Paper for the "Sport Activities in Extraordinary Times: Public Management Driver for Social Value Creation" panel at the International Research Society for Public Management.
9. Thomas, M.B. (2021). More than a Movement? Reflections from Public Administrators and Non-Profit Leaders Potentially Affected by Athlete Activism. Presented Paper at the American Society for Public Administration (Virtual)
10. Panel Moderator, Collaborative Governance: Nonprofits, Public-Private Partnerships, and Innovative Cooperation. Northeast Conference of Public Administration, Boston (Virtual) Paper: Swooshed: Nike's Standing Relationship with NYC Parks

COMMUNITY SERVICE

- 2022-2023. Midwest Political Science Association Academic Year Mentoring Program
- 2021-2022. Midwest Political Science Association Academic Year Mentoring Program
- 2020-2022. Executive Board Member, American Society of Public Administration-Cascades
- 2016-2017. Leon County (FL) Affordable Housing Advisory Committee
- 2010-2012. Secretary and Treasurer, Oregon Gov. Council on Physical Fitness and Sports
- 2010. Tualatin Hills (OR) Parks and Recreation District Parks Advisory Board
- 2007-2011. Beaverton (OR) Human Rights Advisory Commission; 2010 Diversity Award Committee