

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*.
Graham, Welch, N. M., & Quinn, K. (In progress writing). *Double Punch to the Glass Ceiling: Career Experiences and Challenges of Ethnic Minority Female Athletic Directors*.
balance.

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