

## **BILLY JACK RAY, Ed.D.**

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### **EDUCATION**

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| <b>Ed.D.</b> | <b>May 2019</b> | <b>Tarleton State University</b><br><i>Stephenville, Texas</i><br>Major: Educational Leadership – Kinesiology |
| <b>M.S.</b>  | <b>May 2013</b> | <b>Tarleton State University</b><br><i>Stephenville, Texas</i><br>Major: Kinesiology – Administration         |
| <b>B.S.</b>  | <b>Dec 2011</b> | <b>Tarleton State University</b><br><i>Stephenville, Texas</i><br>Major: Kinesiology – Fitness Management     |
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### **WORK EXPERIENCE**

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#### **Sul Ross State University – Kinesiology Department**

**Interim Chair** (August 2022 – Current)

**Tenure Track Assistant Professor** (May 2019 – Current)

**Tenure Track Instructor** (January 2017 – May 2019)

**Graduate Program Coordinator** (November 2021 – Current)

**Undergraduate Program Coordinator** (May 2019 – November 2021)

- **Input and Oversaw program data for SACS-COC**
- **Created course scheduling**

➤ **Courses Taught and/or Designed**

- **SRSU 1101** – First Year Seminar
- **PE 1301** – Introduction to Kinesiology
- **KES 1310** – Sports Officiating
- **PE 2303** – Individual & Team Sports
- **PE 2304** – Activities for Children
- **KES 2303** – Nutrition
- **KES 2311** – Recreation & Leisure Services
- **KES 2340** – Principles of Athletic Coaching
- **PE 3301** – Theory of Coaching Football
- **KES 3302** – Health & Aging

- **KES 3303** – Care and Prevention of Athletic Injuries
- **PE 3307** – Kinesiology
- **PE 3306** – Motor Development
- **KES 3313** – Kinesiology & Biomechanics
- **PE 4301** – Test & Measurements
- **KES 4303** – Fitness Testing and Exercise Prescription
- **PE 4303** – Concepts of Kinesiology
- **KES 4313** – Legal Issues in Sports
- **KES 4316** – Exercise for Special Populations
- **KES 4360** – Practicum in Kinesiology
- **KES 4361** – Facilities
- **KES 4361** – Sports Management
- **KES 4361** – Sports History
- **KES 4362** – Senior Capstone
- **KES 5305** – Graduate Research
- **KES 5315** – Group Dynamics
- **KES 5316** – Motor Learning & Control
- **KES 5321** – Sports Leadership
- **KES 5322** – Strategic Management in Sport
- **KES 5323** – Sport Finance & Sales
- **KES 5324** – Applied Marketing in Sports
- **KES 5373** – Health and Human Behavior
- **KES 5609** – Advanced Practicum in Kinesiology

➤ **Committees Served**

- **Faculty Assembly Senate: At-Large EPS – Sul Ross State University**  
*September 2021 – August 2023*
- **SRSU Man & Woman of the Year Committee – Sul Ross State University**  
*Spring 2021*
- **Academic Integrity Assessment Committee – Sul Ross State University**  
*October 2019 – August 2022*
- **Scholarship Committee – Sul Ross State University**  
*September 2019 – August 2023*
- **Undergraduate Discipline Appeals Committee – Sul Ross State University**  
*September 2019 – August 2021*
- **Faculty Athletic Council – Sul Ross State University**  
*April 2017 – September 2023*
- **Undergraduate Academic Appeals Committee – Sul Ross State University**  
*April 2017 – September 2023*

➤ **QEP Navigator**

*2019 – Current*

- **QEP Guide**  
*2021 – Current*
- **Academic Assessment Award Winner – BS Kinesiology & Sport Science**  
*2021*
- **Model Assessment Report – BS Kinesiology & Sport Science**  
*2019-2020*
- **Baptist Student Ministry Faculty Advisor**  
*Fall 2019 – Current*
- **Kinesiology Club Faculty Advisor**  
*Fall 2017 – Spring 2021*
- **Volunteer Assistant Football Coach**  
*Fall 2017 – Current*

**Doctoral Graduate Assistant; Tarleton State University – Kinesiology Department**  
Fall 2013 – Fall 2016

- **Classes Taught**
  - **KINE 1301** – Introduction to Kinesiology
  - **KINE 2219** – Coaching Football
  - **KINE 4682** – Undergraduate Internship
  - **KINE 5303** – Graduate Research
  - **KINE 5399** – Graduate Internship
- **Committees Served**
  - **E-Portfolio System Search Committee – Tarleton State University**  
*April 2016 – November 2016*
- **Marketing** (Spring 2014 – Fall 2016):
  - Contributed in creating original Tarleton State Kinesiology Brand and Logo
  - Organized and ordered Kinesiology apparel and merchandise
  - Distributed apparel and merchandise to current faculty, and broadcasted items for sale to current students and alumni of Tarleton State Kinesiology
  - Researched and ordered bumper stickers, post cards, thank you cards, note pads, magnets, pencils, pens, expo pop-up displays, lanyards, napkins, koozies, and wristbands all uniquely branded for Tarleton State Kinesiology.
  - In charge of developing and launching clothing line for the department that included t-shirts, polos, and sweatshirts. This included the launching of a self-contained web site dedicated to the ordering of these items, plus many more items available for students to order.

➤ **Kinesiology Graduate Studies Club Vice-President (KGSC)**

Summer 2014 – Fall 2016

- Personal responsibility to insure that KGSC constitution is upheld, bimonthly meeting are arranged and smoothly ran, club funding is properly distributed, and, above all, the student members expand and advance personally, socially and educationally.
- The Mission of the Tarleton State University Kinesiology Graduate Studies Club is to further the graduate level experience within the field of Kinesiology by providing opportunities of leadership and knowledge in exercise science, motor behavior, athletic training, athletic administration, and physical education.
- The Tarleton State University Kinesiology Graduate Studies Club is also focused on promoting the importance of health awareness and physical activity within the club, Kinesiology Department, campus, and community.
- As a club, we wish to expand our own knowledge of health and physical activity as well as displaying our knowledge to others as facilitators for health, wellness, and physical activity.
- Duties also included responsibility for the clubs banking and finances.

➤ **Kinesiology Scottish Study Abroad Program**

Summer 2015

- Develop program itinerary including historical destinations (St. Andrew's Golf Course), related guest lectures, and an international research symposium.
- Communicate details with CISabroad Company and promote future program to Kinesiology Graduate and Undergraduate students.

➤ **Dr. Wendell Sadler Distinguished Scholar Series**

Spring 2014, 2015, 2016

- Contact person for entire event
- Developed and secured corporate sponsorship
- Secured Expo vendors
- Contact certification organizations
- Organized, finalize and advertise specific details of the workshop
- Helped to design artwork for the event

➤ **Kinesiology Intern2Learn Program**

- In charge of the day to day task of the five Inter2Learn students working for the Kinesiology Department

➤ **Helped to develop Kinesiology & Sport Review Blog for Graduate Program**

➤ **Helped to organize Kinesiology Alumni Association**

➤ **Took charge of departments Professional Development Points program and help to make it digitized and web based using Chalk & Wire program**

- Worked closely with cross campus CII department to create a digital format for students to input and track mandatory Professional Development Points.
- Trained student interns to help Kinesiology students understand the process by

which Professional Development Points are to be input.

- **Oversaw kinesiology interns throughout the semesters**
- **Instrumental in planning, organizing, and hosting the annual Tarleton State University Kinesiology Professional Development Workshop-Speaker Series (Later becoming the Dr. Wendell Sadler Distinguished Scholar Series). Included in these duties:**
  - Initial contact with each of the three speakers brought in to talk with students about the importance of networking, leadership, and marketing
  - Initial contact with potential vendors for the event. Staying in contact with vendors throughout the process.
  - Managing the set-up of the event.
  - Ensuring the event went smoothly
  - Start planning for second event.

### **Adjunct Instructor**

#### **Ranger College – Stephenville**

Spring 2014 – Fall 2014

- First Aid (PHED-1306)
  - Certified students in first aid
  - Certified students in CPR
  - Became proficient in the use of Blackboard in on-line learning format

### **Social Media Internship**

#### **Tarleton State University – Kinesiology Graduate Program**

Spring – 2013

- Took charge of program's Facebook and Twitter pages
- Helped to grow the number of likes and followers for the pages
- Wrote weekly spotlights on the program's alumnus
- Created an Instagram account for the program

### **Football Coaching Internship**

#### **Stephenville High School Athletic Department**

Spring – 2011

- Helped with varsity weight program
- Led offensive line through drills after workouts
- Helped install offense during spring practice
- Helped with varsity off-season speed training

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## **PRESENTATIONS & PUBLICATIONS**

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## **Presentations**

- Ray, B.J.** (2021, December). The Loss of Collegiality in Higher Education. *98th Annual TAHPERD Conference*; Arlington, Texas.
- Ray, B.J.** (2021, June). Social Media Recruiting: Improving the ROI on Recruiting. *1st Annual Texas Higher Education Kinesiology Summit*; Alpine, Texas. (Virtual)
- Ray, B.J.,** Miller-Ray, J., and Peak, K. (2020, December). A Brave New World - The Science Behind Teaching Kinesiology Via On-line Format. *97th Annual TAHPERD Conference*; Corpus Christi, Texas.
- Ray, B.J.,** Peak, K., and Martin, C. (2019, December). How Generations Can Impact Using Social Media in Recruiting. *96th Annual TAHPERD Conference*; Arlington, Texas.
- Ray, B.J.,** Peak, K., Moody, S., and Wolfe, A., (2017, March). Professional Development Playbook: A Meaningful Approach to Preparing Students for Real-World Success. *2017 Transformative Learning Conference*; Oklahoma City, Oklahoma.
- Ray, B.J.,** Peak, K., Lancaster, J., and Bowers, S.T., (2016, March). Using Social Media to create a Global Experience for Students in Writing Intensive Courses. *2016 Texas A & M University Teaching with Technology Conference*; College Station, Texas.
- Ray, B.J.** and Peak, K. (2015, December). Market to Gen Z: Create Special Events to Enhance Professional Development. *92th Annual TAHPERD Conference*; Dallas, Texas.
- Ray, B.J.** (2015, June). Research Blogging – Using Social Media as a Viable Teaching Tool in Higher Education. *Edinburgh Napier University International Research Symposium*; Edinburgh, Scotland.
- Ray, B.J.,** Peak, K., Lancaster, J., and Bowers, S.T., (2015, April). Write – Blog – Tweet: Creating a Global Experience for Students in Writing Intensive Courses. *Tarleton State University Research Appreciation Week*; Stephenville, Texas.
- Ray, B.J.,** Peak, K., and Wolfe, A. (2014, November). Building Fearless Champions in Recreation: Brand – Broadcast - Benefit. *2014 Collegiate Marketing Institute*; Orlando, Florida.
- Ray, B.J.,** Peak, K., Brian, K., Carrell, J., and Hanna, D. (2014, April). Moving From Stone Age to New Age: Tracking Service Learning Hours in the Chalk & Wire ePortfolio System. *Sloan-C 7th Annual Emerging Technologies for Online Learning International Symposium*; Dallas, Texas.
- Ray, B.J.,** Brian, K., and Carrell, J. (2014, March). Moving From Stone Age to New Age: Tracking Service Learning Hours in the Chalk & Wire ePortfolio System. *Tarleton State University 11th Annual Excellence in Teaching Conference*; Stephenville, Texas.
- Ray, B.J.,** Peak, K., and Hensley, J. (2013, December). E-Strength: Harness the POWER of Social Media. *90th Annual TAHPERD Conference*; Dallas, Texas.

**Ray, B.J.** (2013, November). The Impact of Using Social Media as Teaching Instruments in the Modern Classroom. *11<sup>th</sup> Annual Texas A&M University System Research Symposium*; Texas A&M University-Kingsville; Kingsville, Texas.

**Ray, B.J.,** Martin, A. and Hernandez, M. (2012, November). The effects of social media on the recruitment of prospective student-athletes in NCAA Division II football programs. *5<sup>th</sup> Annual Kinesiology Research Symposium*; Tarleton State University; Stephenville, Texas.

**Ray, B.J.,** Martin, A. and Hernandez, M. (2012, November). The effects of social media on the recruitment of prospective student-athletes in NCAA Division II football programs. *10<sup>th</sup> Annual Texas A&M University System Research Symposium*; Texas A&M University-Galveston; Galveston, Texas.

## **Publications**

**Ray, B. J.** (2019). The Generational Impact of Social Media on the Recruitment of Prospective Student-Athletes in NCAA Division II/III Football Programs. New York, NY: ProQuest.

Peak, K., Moody, S., Wolfe, A., **Ray, B.J.** (2017), Professional Development Playbook: A meaningful approach to preparing students for real-world success. Transformative Learning Conference Proceedings, p. 15-16. University of Central Oklahoma.

Lancaster, J., Peak, K., and **Ray, B.J.** (June, 2015). Publishing in the Blogosphere: Impacts on Students' Professional Writing. *Journal of Physical Education and Sports Management JPESM*, 2(1), 19-28. doi:10.15640

**Ray, B.J.** (April 29, 2015). 4-Vertical: Not Just "Everybody Go Deep". *TexasHSFootball.com*. Retrieved from <http://texashsfootball.com/2015/04/4-vertical-not-just-everybody-go-deep/>

**Ray, B.J.** (2014, January 9). Tarleton State Ranks 4th in Producing Texas High School Football Coaches. *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2014/01/tarleton-state-ranks-4th-in-producing.html>

**Ray, B.J.** (2013, August 30). College Athletes: Pay-for-Play or Already Well-Paid? *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/08/college-athletes-pay-for-play-or.html>

**Ray, B.J.** (August, 2013). 4-Vertical: Not just "everybody go deep". *Texas Coach Magazine*.

**Ray, B.J.** (2013, April 18). You make the call. *The Kinesiology & Sport Review*. Retrieved from <http://www.tsukinegradprogram.blogspot.com/2013/04/you-make-call.html>

**Ray, B.J.** (2013, April 10). End of the old school coach. *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/04/end-of-old-school-coach.html>

- Ray, B.J.** (2013, March 21). Athletics & Assessment. *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/03/athletics-assessment.html>
- Ray, B.J.** (2013, March 5). NFL: Don't ask, don't tell? *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/03/nfl-dont-ask-dont-tell.html>
- Ray, B.J.** (2013, February 27). 4-Vertical: Not just "everybody go deep". *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/02/4-vertical-not-just-everybody-go-deep.html>
- Ray, B.J.** (2013, February 20). Orthokine Therapy: The European holiday for athletes. *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/02/orthokine-therapy-european-holiday-for.html>
- Ray, B.J.** (2013, February 13). When National Signing Day goes wrong. *The Kinesiology & Sport Review*. Retrieved from [http://tsukinegradprogram.blogspot.com/2013/02/when-national-signing-day-goes-wrong\\_13.html](http://tsukinegradprogram.blogspot.com/2013/02/when-national-signing-day-goes-wrong_13.html)
- Ray, B.J.** (2013, January 30). The Hypocrisy of the Baseball Hall of Fame. *The Kinesiology & Sport Review*. Retrieved from [http://tsukinegradprogram.blogspot.com/2013/01/the-hypocrisy-of-baseball-hall-of-fame\\_30.html](http://tsukinegradprogram.blogspot.com/2013/01/the-hypocrisy-of-baseball-hall-of-fame_30.html)
- Ray, B.J.** (2013, January 23). Is Kingsbury's hiring a new trend in college football? *The Kinesiology & Sport Review*. Retrieved from <http://tsukinegradprogram.blogspot.com/2013/01/is-kingsburys-hiring-new-trend-in.htm>

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## SCHOLARSHIPS & GRANTS

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### Grants:

- \$1000**                      Awarded a Presentations Travel Grant from Tarleton State University for presenting *The Impact of Using Social Media as Teaching Instruments in the Modern Classroom*. *Edinburgh Napier University International Research Symposium*; Edinburgh, Scotland; June, 2015
- \$1000**                      Awarded a Presentations Travel Grant from Tarleton State University for presenting *Building Fearless Champions in Recreation: Brand – Broadcast - Benefit*. *2014 Collegiate Marketing Institute*; Orlando, Florida; November 2014.
- \$1000**                      Awarded a Presentations Travel Grant from Tarleton State University for presenting *Moving from Stone Age to New Age: Tracking Service Learning Hours in the Chalk & Wire ePortfolio System*. *Sloan-C 7th*



*Annual Emerging Technologies for Online Learning International Symposium; Dallas, Texas; April 2013*

**\$1000** Awarded a Presentations Travel Grant from Tarleton State University for presenting E-Strength: Harness the POWER of Social Media at the *90th Annual TAHPERD Conference; Dallas, Texas; December 2013*

**Scholarships:**

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Spring of 2016

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Fall of 2015.

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Spring of 2015.

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Fall of 2014.

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Spring of 2014.

**\$500** Award the Davidson Presidential Scholarship at Tarleton State University for the Fall of 2013.

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**PROFESSIONALISM**

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**Offices Held**

Chair-Elect College Administrators - Texas Alliance of Health, Physical Education, Recreation and Dance (TAHPERD) (2021-2022)

**Memberships**

American Kinesiology Association (AKA)

National Association of Collegiate Directors of Athletics (NACDA)

American Football Coaches Association (AFCA)

National Federation of State High School Association (NFHS)

Texas Alliance of Health, Physical Education, Recreation and Dance (TAHPERD)

Texas High School Coaches Association (THSCA)  
Omicron Delta Kappa (ODK)  
National Honors Society (NHS)

### **Conferences**

TAHPERD Conference

*2013, 2015, 2016, 2018, 2019, 2020, 2021*

Angelo Coaches Clinic

*2009, 2010, 2011, 2012, 2019, 2021*

Texas Higher Education Kinesiology Summit

*2021*

THSCA Conference

*2010, 2011, 2012, 2018*

Tarleton State Educational Leadership Institute

*2017*

Transformative Learning Conference

*2017*

Texas A & M University Teaching with Technology

*2016*

Dr. Wendell Sadler Distinguished Scholar Series

*2014, 2015, 2016*

Edinburgh Napier University International Research Symposium

*2015*

NIRSA/ACUI Collegiate Marketing Institute

*2014*

Sloan-C 7th Annual Emerging Technologies for Online Learning International Symposium

*2014*

### **Certifications**

NFHS – Bullying, Hazing, and Inappropriate Behavior (July 2020)

NFHS – COVID-19 for Coaches and Administrators (July 2020)

NFHS – Accredited Interscholastic Coach (August 2015)

NFHS – Coaching Football (August 2015)

NFHS – First Aid, Health, and Safety for Coaches (February 2013)

NFHS – NCAA Eligibility Center Coaching Education (February 2013)

NFHS – Heat Acclimatization and Heat Illness Prevention (February 2013)

NFHS – Concussions in Sports (June 2012)

NFHS – Fundamentals of Coaching (June 2012)

NFHS – Sportsmanship (June 2012)

NFHS – Role of Parents in Sports (June 2012)

### **Awards**

American Kinesiology Association (AKA) National Doctoral Scholar (2016)

## **Community Service**

First Baptist Church of Alpine – Deacon (March 2022-Current)

First Baptist Church of Alpine – Pastor Search Committee (2020-Current)

First Baptist Church of Alpine – Nominating Committee (2020-Current)

Frontier CASA Board of Directors (2020-Current)

First Baptist Church of Alpine – Paisano Committee (2017-Current)