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# Marcus A. Coleman

Professor of Practice
Economics + Strategy, Leadership, & Analytics
School of Liberal Arts
Tulane University

#### CONTACT

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## **EDUCATION**

**Ph.D., Agriculture and Extension Education, 2021** Louisiana State University, Baton Rouge, LA

M.S., Agriculture, Food, & Resource Economics, 2009 Michigan State University, East Lansing, MI

**B.S., Agricultural Economics, 2006**Southern University and A&M College, Baton Rouge, LA Honors: Summa Cum Laude

## **CURRENT WORK**

2023 – Present	<b>Professor of Practice,</b> Dept. of Economics & Strategy, Leadership and Analytics Minor,

School of Liberal Arts; Tulane University, New Orleans, LA

2022 - Present Adjunct Professor, Dept. of Agribusiness, Applied Economics & Agriscience Education,

North Carolina A&T State University, Greensboro, NC

**2023 – Present** Chief Strategist, Growing Sustainable Systems, LLC, Baton Rouge, LA

#### PAST ACADEMIC EXPERIENCE

2021 - 2022	Visiting Assistant Professor, Dept. of Economics & Strategy, Leadership and Analytics
	Minor, School of Liberal Arts, Tulane University, New Orleans, LA

2014 – 2021 Adjunct Professor, Dept. of Agricultural Sciences, Southern University and A&M College,

Baton Rouge, LA

**2016 – 2017** Freshman Seminar Instructor, Center for Undergraduate Student Achievement,

Southern University and A&M College, Baton Rouge, LA

## PAST ADMINISTRATIVE EXPERIENCE

2019 – 2021	<b>Program Director</b> , Grow Louisiana Program, School of Plant, Environmental and Soil
	Sciences, Louisiana State University Agricultural Center, Baton Rouge, LA

2013 – 2017 Dean of Students, Division of Student Affairs & Enrollment Management, Southern

University and A&M College, Baton Rouge, LA

2015 – 2017 Interim Title IX Coordinator, Office of the Chancellor, Southern University and A&M

College, Baton Rouge, LA

**2008 – 2012** Program Coordinator, Summer Research Opportunities Program, Graduate School,

Michigan State University, East Lansing, MI (2010 – 2012 summer only)

## **OTHER EXPERIENCE**

2018 Strategy Tutor, Cox Academic Center for Student-Athletes, Louisiana State University,

Baton Rouge, LA

**2018 Graduate Assistant**, Louisiana Sea Grant College Program, Louisiana State University,

Baton Rouge, LA

2010 – 2012 Research Assistant, Dept. of Agricultural, Food, and Resource Economics, Michigan

State University, East Lansing, MI (Fall/Spring Semesters)

## **PUBLICATIONS**

#### **Peer Reviewed Publications**

Frelier, J., Bampasidou, M., Motsenbocker, C., & **Coleman, M.A**. (2023). Short-Term Financial and Marketing Impact Assessment of COVID-19: Opportunities for Extension-based Support. *Journal of the National Association of County Agricultural Agents*, 16(1).

**Coleman, M.A.**; Bampasidou, M.; & Motsenbocker, C.E. (2022). "Growing" Sustainable Horticulture Farmers. *Journal of Food Distribution Research*, 53 (1).

Bampasidou, M., Frelier, J., **Coleman, M.A.**, & Motsenbocker, C. (2022). COVID-19 and Marketing Challenges for Food Producers in Louisiana. *Journal of Food Distribution Research*, 53 (1).

**Coleman, M.A.**; Bampasidou, M.; Motsenbocker, C.; McKinzie, W.R. (2021). Assessing the educational needs of new and beginning urban farmers in New Orleans, Louisiana. *Journal of the National Association of County Agricultural Agents*, 14(1).

Weatherspoon, D.D., Oehmke, J.F., **Coleman, M.A.**, & Weatherspoon, L.J. (2014). Understanding consumer preferences for nutritious foods: Retailing strategies in a food desert. *International Food and Agribusiness Management Review*. Volume 17, Special Issue A.

Weatherspoon, D.D., Oehmke, J.F., Dembele, A.S., **Coleman, M.A.**, Satimanon, T., & Lorraine J. Weatherspoon, L.J. (2013). Price and expenditure elasticities for fresh fruits in an urban food desert. *Urban Studies 50(1)* 88–106.

Weatherspoon, D.D., Oehmke, J.F., **Coleman, M.A.**, Dembele, A.S., & Weatherspoon, L.J. (2012). Will long term food desert consumers purchase fresh fruits and vegetables? *Choices: The Magazine of Food, Farm, and Resource Issues.* 3rd Quarter.

#### Other Publications (technical reports, in-house reports)

**Coleman, M.A.** & Pirog, R. (May 17, 2023). <u>Using Networks to Build Collaborative and Equitable Food Systems</u>. Community Strategies Group, Aspen Institute.

Bampasidou, M.; Motsenbocker; **Coleman, M.A.**; Fontenot, K.; & Melhado, S. (2022). <u>Growing Farmers, Growing Communities: LSU AgCenter Extension Programs Support Local Food Systems</u>. *Louisiana Agriculture Magazine*.

**Coleman, M.A**. 2021. New and beginning farmer series: Introduction to farm business planning. School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center.

**Coleman, M.A.** 2021. New and beginning farmer series: Writing a farm business plan. School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center.

## LECTURES, TALKS, & PRESENTATIONS

#### **Conference Oral Presentations**

- Leading for Access: Systems Thinking and Innovation in Food, Education, and Community Engagement. 2025 International Centre for Innovation in Education Conference (virtual).

  December 11.
- Rooted in Community: Building Equitable Food Systems for the Future 2025 Virginia Small Farms Conference. Norfolk, VA. October 16.
- We Belong: Reframing Food System Leadership. 2025 ASFA-AFHVS Conference: Food Cultures & Social Justice. Corvalis, OR. June 20.
- 2025 Leading with Purpose: Exploring Leadership Values for Impact. 2025 Michigan State University Jr. MANRRS Symposium. East Lansing, Ml. March 15.
- The New Leadership Frontier: Agriculture at the Intersection of Community Food Systems. 2022 Professional Agricultural Workers Conference. Montgomery, AL. November.
- 2022 Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities. 2022 National Agricultural Marketing Summit. Pensacola Beach, FL. October.
- Exploring the Relationship Between Select Consumer Psychosocial and Economic Factors and Retail Purchasing Behavior for Vegetables in Louisiana. Food Distribution Research Society 2022 Annual Meeting. Pensacola Beach, FL. October.
- Lessons in "Growing" Sustainable Horticulture Producers. American Community Gardeners Association National Conference. New Orleans, LA. October.
- "Growing" Sustainable Horticulture Farmers. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX. October.
- 2021 Covid-19 Implications to Food Producers in Louisiana. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX. October.
- SERA-47, a USDA multi-state extension and research coordinating group: Five years of experience and lessons learned. 2021 American Society for Horticulture Science Conference. Denver, CO. August.
- Grow Louisiana beginning farmer training program: Empowering Louisiana's horticulture producers for farming success. 2020 American Society for Horticulture Science Conference. August [Virtual due to COVID-19].
- SERA 47 Strengthening the southern region extension and research system to support local & regional foods needs and priorities. Joint annual meeting of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society. Athens, GA. May [Cancelled COVID-19].
- Price and expenditure elasticities for vegetables in an urban food desert. AAEA/EAAE Food Environment Symposium. Agricultural and Applied Economics Association. Boston, Massachusetts. July.
- Food retailing in an urban food desert: Strategies for success in fresh fruits and vegetables. International Food and Agribusiness Management Association Forum and Symposium, Frankfurt, Germany. June.

#### **Conference Poster Presentations**

- Building Local and Regional Food Systems Collaborations in the South. Poster presented at the 2022 National Agricultural Marketing Summit. Pensacola Beach, FL. October.
- Grow Louisiana: Empowering Louisiana's new and beginning sustainable horticulture farmers. Poster session presented at the 2021 Louisiana County Agricultural Agents Association Annual Meeting. Natchitoches, LA. June.
- Perception vs reality of farming risks: Empowering Louisiana's beginning farmers for business success. Poster session presented at the 2020 Extension Risk Management Education National Conference. Denver, CO. March [Cancelled COVID-19].

#### **Guest Lectures**

- "From Farm to Table: Building Equitable Food Systems for All" Community Nutrition (HBSV 4014), Columbia University. April 24.
- "From Farm to Table: Building Equitable Food Systems for All" Public Health Nutrition (SPHU 3360), Tulane University. April 22.
- "Beginning Farmers, Environment, and Feeding Community." Food Literacy for All, Sustainable Food Systems Initiative, University of Michigan. February 8.
- "Connecting Agriculture and the Food System." School of Geosciences Seminar Series.
  University of Louisiana at Lafayette. September 10.

## **Outreach Presentations**

- 2025 "Business Plan Development". Grow Louisiana Program, LSU AgCenter. Baton Rouge, LA. September 16.
- Food System Career Opportunities. Houston Independent School System Youth Food Systems Summer Camp. Houston, TX. June 30.
- "Urban Farming as a Solution for Community Development". 2025 Juneteenth National Conference. June 18.
- "From Farm to Table: Building Equitable Food Systems for All", Health Equity Scholars Program.
  Tulane University School of Medicine. February 19.
- 2025 "Food System Economics." Louisiana Food Fellows Program. Louisiana Central. January 30.
- "Food System Economics." Louisiana Food Fellows Program. Louisiana Central. January 11.
- "How to Market Your Crops." Health Community Services: Twilight Garden Series. New Orleans, LA. November 10.
- "Supply Chain Management." Mona Entrepreneurial and Commercialization Centre. University of the West Indies, Mona Campus. Jamaica, West Indies. July 25 27.
- "Production and Operations Management." Mona Entrepreneurial and Commercialization Centre. University of the West Indies, Mona Campus. Jamaica, West Indies. July 18 20.
- **2023** "Food System Economics." Louisiana Food Fellows Program. Louisiana Central. January 12.
- **2021** "Food System Economics." Louisiana Food Fellows Program. Louisiana Central. December 16.
- 2021 "Strategic Farm Planning and Management." 2021 Farmer Training Program Online Workshop. Louisiana Central. July 15.
- 2020 "Farm Strategic Planning." Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. March 10.
- 2020 "Louisiana MarketMaker Program & MarketReady Training Overview." Louisiana State University Agricultural Center 2020 Citrus Symposium. February 22.
- "Introduction to Sustainable Agriculture." Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. January 28.
- 2019 "Farm & Consumer Marketing." Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. October 1.
- "Farm Business Plan Development." Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. September 17.
- 2019 "Farm Business Planning & Marketing 101." Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. February 26.

## Other Presentations, Talks, Speeches

- Guest Speaker First Tuesday Lunch Event. Michigan State University, College of Agriculture and Natural Resources, Office of Diversity, Equity, and Inclusion. December 3.
- "Completing the Task." Rites of Passage Program Keynote Speaker. Turning Point of Lansing Black Male Mentoring Program. May 22.
- "Recognizing Leader(YOU)ship." Tulane University Communications and Marketing Staff Retreat. January 5.

## **Consulting Projects**

- **2023 2027** National Urban and Innovative Agriculture Community-Based Organization
  - "FSA Bridging a Gap to Improve Sustainability" (Virginia State University). U.S. Dept. of Agriculture, Farm Service Agency. **Role: Contributor**
- **2022 2025** Managing Markets: Assessing the Relationship Between Farmers' Market Management

and Farmers' Economic Viability and Quality of Life (Emory University), Southern

Sustainable Agriculture Research and Education. Role: Contributor

## PANELS, WEBINARS, POPULAR, & MASS MEDIA

#### **Webinars & Panels**

- **2025** Farm to School Values. (Panelist). Louisiana Farm to School Institute. Woodworth, LA. July 17.
- Weathering The Storm: An Environment Forum. (Moderator). Healthy Community Service. New Orleans, LA. July 4.
- School of Liberal Arts Faculty Panel. (Panelist). Tulane Research, Innovation, and Creativity Summit (TRICS). April 24.
- "Local Foodways: A Black History Month Conversation" (Moderator). Market Umbrella, hosted at Dillard University for Black History Month. New Orleans, LA. February 27.
- "Get Growing Together: A Discussion on Building Community and Connecting Resources in Urban Agriculture. Richmond, VA Urban Agriculture Kickoff Event. Richmond, VA. August 17.
- **2023** Faculty Panel. (Panelist). Tulane New Faculty Workshop. Tulane University Center for Engaged Learning & Teaching. August 14.
- "Keeping the Torch Lit: An Intergenerational Panel Conversation." (Panelist) Food Systems Leadership Network (FSLN), Inaugural Virtual Network Convergence. January 24.
- "Land Grant Local (Regional Food Systems and the Role of Land-Grant Institutions." (Panelist) Clemson University Farm-to-Institution Summit. Clemson, SC. September 13.
- 2021 15<sup>th</sup> Annual Film Feastival: After the Spill." (Panelist) National Organization of Blacks in Dietetics and Nutrition & Hunger and Environmental Nutrition, Academy of Nutrition and Dietetics. Virtual. November 8.
- 2021 "Connecting Agriculture and the Food System." WIN Measures 2021 Update Process Webinar, (Panelist) Food and Agriculture Domain, Well-Being & Equity (WE) in the World. Virtual. August 19.
- "Investing in a Better Food System: Building Wealth Through Urban Farming." Building Wealth Webinar Series. New Orleans NAACP. Virtual. December 11.
- "Investing in a Better Food System." Grant Makers in Health 2020 Virtual Fall Forum: Food for a Healthier America. Virtual, November 19.

#### Mass Media

- 2025 Live TV Interview, Climate change threatens festive tables. BBC. November 28
- 2025 Interviewed/Quoted, <u>What Climate Change Means For Your Thanksgiving Dinner</u>. Time. November 24.
- 2025 Interviewed/Quoted, <u>King cake bakeries face record-high egg prices</u>. WWL-TV News. February 13.
- Interviewed/Quoted, <u>Tulane professor tackles inequities in world's food systems</u>. Tulane Today. February 28.

2023	Interviewed/Quoted, Talking Business: Economist Marcus Coleman asks if we rely too much
	on the Mississippi River. The Advocate/Nola.com. October 9.
2023	Interviewed/Quoted, <u>Black farmers rethink Mississippi Delta's potential as climate change</u>
	ravages California. USA Today. July 14.
2021	Interviewed/Quoted, Your Thanksgiving meal in Louisiana likely costs more this year. Here's
	<u>why.</u> New Orleans Public Radio. November 22.
2021	Interviewed/Quoted, On Their Ends: Years of flooding and catastrophic storms have
	Louisiana's seafood industry on the brink. Gambit Weekly. October 11.

## Popular Media

2025	Interviewee, Hope in High Water: A People's Recovery Twenty Years After Hurricane Katrina,
	produced by Trymaine Lee (I Am Somebody Media) (released on Peacock).
2024	Interviewee, "Empowering Black Communities Through Equitable Food Systems." Black
	<u>Health Lit Podcast.</u> June 4.
2024	Interviewee, "Understanding Agriculture." #CapCANKnows Podcast, Capital Area College
	Access Network. April 4.
2022	Interviewee, "Redefining Food Security." The Grower and the Economist Podcast.
	September 14.
2020	Interviewee, "New Farmers with Marcus Coleman." One to Grow On Podcast. October 6.

## **COURSES TAUGHT**

<u>Tulane Universit</u>	Y
<b>ECON 3330</b>	Environment and Natural Resources Economics (Fall 21)
<b>ECON 3530</b>	Global Food Economy (Spr. 22; Fall 22; Fall 23; Fall 24; Fall 25)
<b>EVST 3010</b>	Food Systems Leadership (Spr. 25; Spr. 26)
<b>SLAM 1010</b>	Entrepr Leadership and Problem Solving (Fall 21; Spr. 22; Fall 22; Spr. 23; Fall 23; Spr. 24)
<b>SLAM 2020</b>	Financial Analysis & Budgets (Fall 21)
<b>SLAM 3010</b>	Princi of Leadership (Spr. 22; Fall 22; Spr. 23; Fall 23; Spr. 24; Fall 24; Spr. 25; Fall 25; Spr. 26)
<b>SLAM 3020</b>	Strategic Leadership in Practice (Spr. 23; Spr. 24; Fall 24; Fall 25; Spr. 26)
<b>SLAM 4810</b>	Community Engaged Leadership (Spr. 25)

## North Carolina A&T State University

AGRI 780	Inte Prob Analysis in Ag. and Env Systems (Fall 22, Spr. 23; Fall 23; Spr. 24; Fall 24; Spr. 25;
	Fall 25)
AGRI 890	Research Techniques and Proc in Ag. Science (Spr. 23)

## Southern University and A&M College

AGSC 214	Farm Management (Spr. 21; Spr. 20; Spr. 19; Spr. 18; Spr. 16; Spr. 15)
AGSC 230	Biometrics (Spr. 21)
<b>AGEC 412</b>	Public Policy (Spr. 20; Fall 18; Spr. 17; Fall 21)
<b>AGEC 422</b>	Marketing Agricultural Products (Fall 20; Fall 19; Fall 18; Fall 16; Fall 15; Fall 14)
<b>AGSC 451</b>	Cooperative Structure and Management (Spr. 14)
AGSC 462	Resource Economics (Spr. 19)

# **STUDENT ADVISING & MENTORING**

2024 - 2025	Ezra D Remer, MA Candidate. Dominica Doux-Sweet Dominica: Declining Youth Participation in the Dominican Agricultural Sector. Latin American Studies, Tulane University. (Committee Member)
2024 – 2025	JP Lockwood, Undergraduate Honors Thesis. A Sunbelt Divide: Disparate Utility-Scale Solar Deployment in Georgia and North Carolina. Political Science & Environmental Studies, Tulane University. (Committee Member)
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**2023 - 2024** Claire Ramsey, Undergraduate Newcomb Scholars Program Thesis. Consumer

Preferences Driving Demand in the U.S. Organic Food Market: A Systematized Review.

Economics, Tulane University. (Senior Thesis/Independent Study)

## **UNIVERSITY SERVICE**

<u>Tulane University</u>	
2024 – Present	Curriculum Committee Chair, Strategy, Leadership, and Analytics Program
2023 - Present	Faculty Advisory Committee, Environmental Studies Program
2024 - 2025	Program Bylaws Committee, Strategy, Leadership, and Analytics Program
2023 - 2024	Environmental Studies and Urban Studies Department Formation Task Force
Spring 2024	Monroe Fellowship Review Committee, New Orleans Center for the Gulf South
Spring 2024	Search Committee, Professor of Practice, Theater/SLAM Joint Hire

## Southern University and A&M College

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2015 – 2017	Chairperson, Sexual Assault Response (Title IX Compliance) Team
2013 – 2017	Chairperson, University Judicial Committee
2013 - 2017	Member, University Athletic Appeals Committee
2016 – 2017	Member, University Branding Committee
2014 - 2017	Advisor, Collegiate 100 Black Men of Metro Baton Rouge
2014 - 2016	Member, University Football Gameday Management Committee
2014 – 2017	State of Louisiana Agency Records Designee
2014	Member, University Compensation Planning Committee
2014	Member, University Strategic Plan Steering Committee
2014	Chairperson, Search Committee for Center for Teaching and Learning Excellence
	Director
2013	Member, Student Affairs Special Initiatives Committee
2013	Member, Search Committee for Assistant Vice Chancellor for Student Affairs

# PROFESSIONAL AFFILIATIONS, SERVICE, & OTHER ACTIVITIES

Current Professional Affiliations & Activities		
2024 - Present	Agriculture, Food, & Human Values Society	
2023 - Present	Board Member, AgLaunch (Memphis, TN)	
2024 - Present	Board Member, Pesticide Action & Agroecology Network (Berkeley, CA)	
2023 – Present	<b>Board Member</b> , Big River Economic and Agricultural Development Alliance (BREADA) (Baton Rouge, LA)	
2020 – Present	Racial Equity in the Food System Workgroup, Michigan State University Center for Regional Food Systems	
2007 – Present	Member, Alpha Phi Alpha Fraternity, Inc.	
2003 – Present	Minorities in Agriculture, Natural Resources, and Related Sciences	
Reviewer		
2024	Federal Grant Peer Review Panelist, USDA NIFA, Gus Schumacher Nutrition Incentive Program (GusNIP) Produce Prescription Program	
2023	<b>Federal Grant Peer Review Panelist</b> , USDA NIFA, Food, Agriculture, Natural Resources, and Human Sciences Grant Programs	
2023	Federal Grant Peer Review Panelist, USDA Office of Partnerships and Public Engagement (OPPE), Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers	
2023	Federal Grant Peer Review Panelist, USDA NIFA, Gus Schumacher Nutrition Incentive Program (GusNIP) Produce Prescription Program	
2022	Peer Reviewer, Virginia Cooperative Extension	

**2019 Federal Grant Peer Review P**anelist, USDA Office of Partnerships and Public Engagement (OPPE), Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers

## Past Professional Affiliations & Activities

2022 - 2025	Member, The Next California (Delta Ag Alliance), Investigating potential in the
	Mississippi Delta River region, World Wildlife Fund
2007 - 2024	Agricultural and Applied Economics Association
2007 - 2024	International Food and Agribusiness Management Association
2021 - 2024	Board Member, Groundswell Center for Local Food & Farming (Ithaca, NY)
2023 - 2024	Member, Food System Leadership Network Evolution Team, Wallace Center
2023	Graduate Student Team Mentor, AAEA Local Food Economics Data Visualization
	Challenge, Agricultural and Applied Economics Association Annual Meeting,
	Washington DC. July.
2020 - 2022	Past Chair, SERA 47 (Strengthening the Southern Region Extension and Research
	System to Support Local & Regional Foods Needs and Priorities)
2021 - 2022	Board Member, Sprout Nola (New Orleans, LA)
2016 - 2019	Board Member, Inspire Charter Academy (Baton Rouge, LA)
2014 - 2017	Member, 100 Black Men of Metro Baton Rouge

## GRANTS, FELLOWSHIPS, & OTHER AWARDS

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2024 - 2026 Rosenthal Blumenfeld Foodways Grant. New Orleans Center for the Gulf South. Tulane University. (\$8,000). Role: PI

## **Fellowships**

**2023 – 2025** Faculty Fellow, Mellon Graduate Program in Community-Engaged Scholarship, Tulane University (\$8,000)

**2022 - 2023** Rosenthal Blumenfeld Gulf South Food Studies Fellowship, New Orleans Center for the Gulf South, Tulane University (\$5,000)

## **TRAININGS & CERTIFICATIONS**

2024 2023	Career Champion, NTC Career Services, Tulane University Inclusive and Equitable Course (Re)Design Institute, Center for Engaged Teaching and Learning, Tulane University
2021	Building Future Faculty Program, Office for Institutional Equity and Diversity, North Carolina State University
2020	Advancement, Cultivation and Training Future Faculty Program, Michigan State University College of Agriculture and Natural Resources
2020	Community Food Systems Mentorship Program, Wallace Center Food System Leadership Network
2019	<b>Louisiana Food Fellow,</b> Central Louisiana Economic Development Alliance, Alexandria, LA.
2019	Produce Safety Alliance Grower Training, Baton Rouge, LA. ID #80660
2015	<b>Student Affairs Fundraising Institute,</b> Indiana Univ. – Purdue Univ. Indianapolis, Indianapolis, IN
2015	Title IX Compliance Institute, National Center for Student Life, Orlando, FL
2015	<b>Title IX and Student Conduct Training Institute</b> , Association for Student Conduct Administrators, Baltimore, MD