

DR. DAVID C. HUGHES

Faculty

Prairie View A&M University
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EXECUTIVE SUMMARY

Innovative ambitious transformative servant leader, who is a visionary that is skilled at leading groups, managing situations, and working in team settings while remaining committed to virtual interactive environments (metaverse), diversity, excellence, ethics, constructive communication, eSports and technology in higher educational settings.

RESEARCH INTERESTS

David Hughes' research agenda explores eSports, African American athlete activism, the financial literacy and collegiate major selection of African American student athletes and HBCU athletics.

EDUCATION

PhD.

Scientia Foundation Fellow

Rice University, Houston, TX

2022-2023

Educational Leadership Concentration in Higher Ed 2022

Prairie View Agricultural & Mechanical University, Prairie View, TX

Dissertation: *CHOOSING WHITENESS: WHY BLACK FOOTBALL PLAYERS CHOOSE TO ATTEND PWI'S OVER HBCU'S*

Bloomberg Market Concepts

Certificate of Completion, Certificate ID: 160193129886

2020

Graduate School of Education Pre-Doctoral Fellow

University of Pennsylvania, Philadelphia, PA

Equity Diversity Institute for Doctoral Students

University of Pennsylvania, Philadelphia, PA

M.Ed.

Concentration in Health and Physical Education

Prairie View Agricultural & Mechanical University;
Prairie View, TX

B. A

Kinesiology, Sport Studies, and Health Education

Morehouse College; Atlanta, GA

ACADEMIC APPOINTMENTS

I. GAMES FOR CHANGE

Project Manager & Grant Consultant (2022- Current)

Created the k-12 STEM eSports webinars for teachers and district leaders. In addition, collaborated with the Managing Director and Chief Learning Officer to develop and implement the strategic vision for the Verizon Wireless Innovative Learning Platform Grant Games for Change received. Responsible for the virtual learning content to ensure alignment with the grant and the continued distribution of eSports STEM education as an effort to use social impact games that serve as critical tools in humanitarian and educational efforts.

II. RICE UNIVERSITY

Executive Director- Pathways In eSports (PIE) Conference (2022- Current)

Created the Pathways in E-Sports Grant which was accepted by the Scientia Foundation to fund the eSport conference. Responsible for all social impact aspects of the conference. Built strong relationships with community groups to increase diversity, equity. Lead the development and execution of the PIE Conference, including program design, speaker recruitment, event logistics, and marketing. Develop and manage the conference budget, including sponsorship and fundraising strategies. Establish and maintain relationships with key stakeholders in the esports and education communities, including industry leaders, academics, and policymakers. Build and manage a team of staff and volunteers to support conference planning and execution. Ensure that the conference is aligned with the strategic goals and mission of Rice University. Manage post-conference evaluation and reporting to stakeholders and partners.

III. GEORGIA STATE UNIVERSITY

Sport Administration Clinical Assistant Professor (2021- 2022)

Created a revenue generating partnership with the Athletic Ticket Sales department and my Sport Administration department. Taught sport administration courses and served via teaching, research, and service.

IV. MOREHOUSE COLLEGE

Sports, Culture and Social Justice Visiting Professor (2021 -Current)

Created the Intro to Sports Production and Marketing Through eSports course for Morehouse College and then taught it. This course is designed to provide an in-depth examination of business aspects of the esports industry and production and marketing. It will also examine the esports ecosystem including areas such as games, history, and events. Students will examine esports concepts through a social justice lens and will

apply it to the marketing, revenue generation, and economics of esports. The students will apply their knowledge, learned in class, to the current industry as they assess the field of esports from a sport, business, and event management perspective and engage in conversations regarding the business of esports.

V. SHENANDOAH UNIVERSITY

Visiting Professor of eSport (2020- 2022)

Created the Diversity, Equity and Inclusion in eSports and Traditional Sports course. Taught simultaneously in the classroom and online. Worked with the Dean's office and School of Business faculty to build and manage experiential learning opportunities for students in the areas of Sport Management and eSports. Participated in university activities related to the community and recruitment activities. Develop new programs while participating in other activities as appropriate.

VI. GEORGETOWN UNIVERSITY

Capstone Advisor/Subject Matter Expert (2019- Current)

Taught graduate capstone courses. Assisted Master students with completion of their thesis and capstone project. Served as the Subject Matter Expert (SME) for graduate students while providing them with networking, referrals, and research advice for the sport industry.

VII. TRADITIONAL & E-SPORT CONSULTANT

Traditional & eSport Consultant (2019-Current)

Created the first eSports initiative at an HBCU (Hampton University), currently serve on the board of advisors on the Tourism, Arts, Parks, Entertainment & Sport section with the U.S. Mayors Organization, Created the Intro to Sports Production and Marketing Through eSports course for Morehouse College, served as an expert eSport panelist at the HBCU Pre Law Summit, and a panelist at the Serious Games Initiative created and hosted by the Presidential Woodrow Wilson Policy Center.

VIII. HAMPTON UNIVERSITY

Sport Management Instructor & Director of Kidde College (2018- 2020)

Spring 2019 received a \$342,000 technology grant from The Department of Homeland Security. Created, developed, and implemented new Student Learning Objectives (SLO's) to build the first E-sports curriculum offered at an HBCU and one of the first in the nation. Responsible for the implementation of the departments Sports Management Conference. In the summer of 2019 established memorandum of understanding (MOU's) with Morehouse College and Prairie View A&M University to increase the department's graduate enrollment.

Constructed business development partnerships with the City of Hampton Convention and Visitors Bureau and with the City of Hampton Parks, Recreation and Leisure Services Department. Created the Dr. Dennis E. Thomas Society for Sport Management Majors. Taught graduate courses in the professional core (intro to sport management, sport marketing, sport and social responsibility, sport law, advance marketing), advise students, supervise interns; assist in the coordination of the sport management major; conduct and publish quality research, establish private and public funding sources.

IX. UNIVERSITY OF PENNSYLVANIA

Pre-Doctoral Fellow & Research Associate (2017-2108)

From a nationwide search, only 5 students were selected for the pre-doctoral fellowship. Housed in the Graduate School of Education (GSE), this fellowship was designed to provide mentorship and access to Penn's resources for doctoral students as they complete their dissertations. Was able to co-create the first ever HBCU graduate fair at an Ivy League institution.

X. MORGAN STATE UNIVERSITY

Sport Administration Lecturer (2016- 2017)

Taught courses in sport administration; providing leadership, professional and community service activities; assisting with course and program development; preparing and reviewing lectures and classroom exercises; curriculum revision; preparing and grading quizzes and exams; submitting textbook requisitions and course syllabuses; updating procedures and resource information and other duties as assigned.

XI. AMERICAN CAMPUS COMMUNITIES AT MORGAN STATE UNIVERSITY

Resident Director (2017)

Responsible for individual and collective development of all students of residential community, planning and implementing community assistant (CA) hiring process, supervision of the CA staff including scheduling, training developing and performance evaluations, conducting staff meetings, coordinating monthly newsletter, coordinating after hours rotating schedule for professional staff, implementing education programming model, implementing social events, and assisting in daily operations.

XII. PRAIRIE VIEW A&M UNIVERSITY

Adjunct Instructor (2014-2016)

Spring 2016 Nominee for Faculty of the Year Award. My duties included teaching Personal Health and Wellness, Age Death and Dying, Health Education for the Elementary School, and Communicable and Non-Communicable Diseases courses to college students on a weekly basis. Also administer examinations, grade assignments, in a timely manner in an effort to continue the accreditation to Texas Education Agency, The Texas Higher Education Coordinating Board, National accrediting bodies, and The Texas A&M University System.

XIII. Summer Program Coordinator I (2016)

This position is responsible for planning and organizing the Men Achieving Leadership Excellence (M.A.L.E.) Student Success Summer Program activities. Primary duties consist of, but are not limited to developing workshops and trainings designed to positively impact the enrollment, matriculation and academic success of minority male students; ensuring the logistical and administrative aspects are covered; supervising approximately 30 student mentors and 50-60 student mentees associated with the Panther Pride Program; providing briefing to program presenters, mentors and mentees prior to all M.A.L.E. workshops; coordinating the M.A.L.E. program evaluation and creating a structure from all M.A.L.E. follow up activities.

XIV. UNITED STATE DEPARTMENT OF EDUCATION

Grant Reviewer (2016-present)

Served as a member of the grant program review committee, in this role I parsed through applications submitted by local education agencies (LEAs) and community-based organizations (CBOs) to ensure that all government mandated priorities were addressed and that funds would be appropriated towards the fulfillment and implementation of the grant objectives.

XV. LONE STAR COLLEGE

Adjunct Instructor (2015)

Taught Introduction to Physical Fitness & Sport PHED 1164

OTHER PROFESSIONAL POSITIONS

I. HOUSTON TEXANS (2012-2015)

Corporate Development Associate and Ticket Sales Game Day Associate

Responsible for 2.6 million dollars' worth of sponsor activations. Assisted in corporate in game features and in the development and execution of programs that promote the team and its corporate partners to enhance the fan experience at Texans game days. Implemented marketing strategies to sell college and professional football tickets. Assisted in signing 25,000 Houston Texans fans to the season ticket priority wait list

II. PRAIRIE VIEW A&M UNIVERSITY (2013- 2015)

Enrollment Management Learning Resource Specialist

Guided incoming freshman scholarship football players to a 3.2 GPA. Provided guidance, advisement and mentorship through the Panther Pride Summer Bridge Program to 250 students and 20 counselors and 5 interns. Plan and facilitated various workshops, activities and classes for incoming freshman students and assisted in transporting them from one area to another. Served as Prairie View A&M University President's liaison for his history class in order to improve student's grades in the class. Directed students who came to study sessions for the president's history class to a 3.1 GPA and a 99% pass rate for the fall of 2013. Held same position for spring 2014. Coordinated tutorial sessions for students, help at risk students with advising, picking majors, study habits, resume, cover letters, and time management skills.

III. UNIVERSITY OF TEXAS (2013)

Longhorn Foundation Assistant

Mailed off renewal letters to high profile donors. Attended to Longhorn Corral Club level donors while contributing solutions to their concerns at football games. Assisted football coaching staff, and alumni with private donors meeting held in Houston as a part of the Longhorn Club meetings.

INTERNSHIP POSITIONS

I. UNIVERSITY OF MIAMI (2011)

Development Hurricane Club and Marketing Intern

Set up Golden Cane Hospitality Party prior to gates opening, including putting out game day programs and roster cards at each table also acted as an information liaison for all Miami Hurricanes home games. Assist with the fulfillment of in-game promotions, sponsorship elements, presentations and entertainment.

II. ORANGE BOWL COMMITTEE (2011-2012)
Events, Human Resources, and Ambassador Program Intern

Managed all Ambassadors (volunteers) associated with the Orange Bowl Committee as well as training sessions and orientation courses for all interested Ambassadors and staff members. Provided support to the events, partnerships & operations and human resources department.

III. UNIVERSITY OF SOUTH FLORIDA (2011)
Assistant, Bulls Club and Varsity Club

Coordinated Bulls Fest dinner and auction, set up and follow through. Facilitated in the planning and execution of the Around the Horns Tour events. Also aided with Bulls Club annual gift renewal process which included calling delinquent donors.

IV. ESPN (2009)
Intern, Meac/Swac Challenge, Beef O Brady's Bowl, and Old Spice Classic

Served as liaison in the fulfillment of corporate sponsorships while managing contract and invoice databases. Collaborated with the St. Petersburg Bowl MEAC/SWAC Challenge & Old Spice Classic, Executive Director to manage, develop and implement local marketing strategies.

V. FLORIDA ATLANTIC UNIVERSITY (2010)
Marketing Representative

Made sure the marketing department was multiplying their outlets with minimum costs. Also work on various projects for the Athletic Director.

VI. GEORGIA STATE UNIVERSITY (2010)
Assistant, Marketing Department

Assisted with the marketing and event management for all the sports programs

VII. SPORTING NEWS RADIO; 790 THE ZONE
Intern, for the Two Live Stews,

Made audio cuts from the previous night's games. Was responsible for recording interviews during the show, making sound bytes of various statements from guests, updating the website and looking up information as it's discussed on air.

GRANTS

2022—*Racial Equity, Diversity, and Inclusion Conference Grant* from the Scientia Foundation at Rice University —created an eSports conference that will help minorities gain access to STEM careers within eSports. The Pathways In eSports (PIE) Conference was created (\$35,000) <https://defendernetwork.com/sports/pathways-in-esports-comes-to-houston/>

2019—*Technology Grant* from the Department of Homeland Security—received computers, laptops, projectors, TV, and other technology items to start an Esports program at Hampton University (\$342,000) <http://news.hamptonu.edu/release/Hampton-University-Receives-%24340%2C658-Technology-Grant-to-Create-Esports-Lab>

PRESS

National and Local Press

<https://nowthisnews.com/future/gaming-a-billion-dollar-industrys-racial-gap-maybe-a-way-to-fix-it>

https://www.phillytrib.com/entertainment/hampton-university-looks-to-train-black-esports-players/article_527e4954-c220-11e9-a8b2-8722e61abc7f.html

<http://news.hamptonu.edu/release/Hampton-University-Receives-%24340%2C658-Technology-Grant-to-Create-Esports-Lab>

<https://www.google.com/amp/s/www.dailypress.com/news/education/dp-nws-esports-grant-20190805-story,amp.html>

https://www.google.com/amp/s/beta.washingtonpost.com/local/hampton-university-looks-to-train-black-esports-players/2019/08/16/84e5ef5a-c031-11e9-a8b0-7ed8a0d5dc5d_story.html%3foutputType=amp

https://www.google.com/amp/s/www.theeagle.com/news/nation/hampton-university-looks-to-train-black-esports-players/article_d9906a9d-3839-5f77-8297-b90fd4a6604a.amp.html

<https://www.13newsnow.com/mobile/article/news/local/mycity/hampton/in-session-hampton-university-creating-esports-lab-with-340000-grant/291-91bc2c02-f735-4c34-992f-a40d79dee175>

<https://www.blackengineer.com/a-conversation-with-david-hughes/>

<http://richmondfreepress.com/news/2019/aug/16/hampton-university-turns-esports-creating-entrepre/>

<https://diverseeducation.com/article/152705/>

PRESENTATIONS

Refereed Conference Presentations

Hughes, D. (May 2022) *How HBCU's and Other Black Organizations Can Benefit from Esports*. Presentation to the Black Student Athlete Summit at Rice University. Houston, TX

Hughes, D. (February 2017) *The Correlation Between Collegiate Major Selection and Financial Literacy For NFL First Round Picks*. Presentation to the Research Association of Minority Professors. Atlanta, GA

Hassan, J. **Hughes, D** (January 2017) *What & How: Un-teaching exclusion in university physical activity courses* Presentation to the National Association of Kinesiology in Higher Education. Tampa, FL

Hughes, D (January 2016) *Exploratory Phenomenological Examination of Lived Experiences of Financial Troubled Professional African American Athletes*. Presentation to the Research Association of Minority Professors. Houston, TX

Hughes, D (April 2015) *Images of Ideal Mentors: Perspectives of African American Male Students in the Men Achieving Leadership Excellence (M.A.L.E) Program* Presentation to the American Educational Research Association. Chicago, IL

Hughes, D (October 2015) *The Leadership of Dr. A.I. Thomas* Presentation to the Texas A&M University System Pathways Student Research Symposium. Corpus Christi, TX

PUBLICATIONS

Books

Hughes, D (2024) *Message To The Black Athlete*. Lanham, MD: Rowman & Little Field

Hughes, D. (2018). *Benny Becomes an Architect* . Herndon, VA: Mascot Books.

Books Chapter

Hughes, D. (2019). Man Enough to Ask for Help. *Gumbo for the Soul: Males of Color Share Their Stories, Meditations, Affirmations, and Inspirations*. Published by Information Age Publishing

Hughes, D. (2023). Black Men, STEM, and Erasing the Digital Divide: The Need for Black Male Targeted eSports Initiatives. Published by Lexington Publications.

Blog Post

Bowen, A. **Hughes, D.** (2017). Dispelling the Myth of the Black Ivy League: A Conversation. <https://msisunplugged.com/2017/12/07/dispelling-the-myth-of-the-black-ivy-league-a-conversation/>

Journal Articles

Hedges, M, and **Hughes, D** (2023) Restructuring NFL Ownership, A New Way Forward: Implementing a Top-Down Approach that is Inclusive. Accepted by *The Sports Journal* <https://thesportjournal.org/article/restructuring-nfl-ownership-a-new-way-forward/>

Hughes, D, and Orr, T (2019). How Historically Black Colleges and Universities (HBCU's) Can Benefit from E-sports While Adding Diversity Into The Gaming Industry. Accepted by *The Sports Journal*. <https://thesportjournal.org/article/how-historically-black-colleges-and-universities-hbcus-can-benefit-from-e-sports-while-adding-diversity-into-the-gaming-industry/>

Orr, T and **Hughes, D** (2021). A Division II look at faculty's perception of the role of intercollegiate athletics. Accepted by *The Sports Journal*. <https://thesportjournal.org/article/division-ii-faculty-perception-and-experience-with-athletic-reform/>

Other Scholarly Activities

Hampton University: Executive Leadership Summit Participant

Houston Area Urban League: Education Panelist

Dr. Bill E. Orman Graduate Fellowship Recipient

Prairie View A&M University Athletic Director Search Committee

HONORS AND AWARDS

Sport at the Service of Humanity Attendee

US Black Engineer & Information Technology Magazine, Leader Powering the Metaverse

NAACP 2020 Next Generation (NEXTGEN) Young Professional Leadership Training Program

UNCF Better Future's Scholar

Vice-Provost Pre-Doctoral Research Fellow, University of Pennsylvania

Made Man Super Bowl LI Celebrity Charity Reception Recipient 2017

Prairie View A&M University: Top 40 under Forty Alumnus 2016

Prairie View Choice Awards Faculty of the Year: Nominated 2016

HBCU Buzz: Top 30 under 30 2015

American Educational Research Association (AERA): Emerging Scholar 2015

PROFESSIONAL SERVICE

Manuscript Reviewer, International Journal for Kinesiology in Higher Education- 2023

Forbes BLK, (Member 2023)

Creekside High School, School Board Member (2021-2022)

Philadelphia Summer Search Youth Board Member (2017-2018)

US Mayors Conference Tourism, Arts, Parks, Entertainment & Sport advisory member 2020-
Current

The Drake Group- Present Elect 2023, Executive Committee Member 2016- 2023

Co-Founder, Black and Brown Brothers (2014)

Curriculum Co-Creator and Co- Implementer, Men Achieving Leadership Excellence (M.A.L.E.)
Mentorship Initiative: (2014- 2016)
Member, Men's Leadership Committee (2016)

Advisor, Collegiate 100 (2015-2017)

North American Society for Sport Management (NASSM): Diversity Committee Member 2013-
2014; First Student Diversity Committee Member from an HBCU (Historically Black College
and Universities)

COURSES TAUGHT

Morehouse College

ESPT 200 – Intro to Sports Production and Marketing Through eSports

Georgia State University

KH 4460 – Sponsorship Sales and Activation

KH 4450 – Ticket Sales & Operations

KH 4340-- Sport Finance

KH 3320-- Sport Marketing

Shenandoah University

ESPT 101 – Introduction to eSport

SM 110 – Introduction to Sport Management

SM 222-- Contemporary Issues in Sport

SM 300-- Diversity, Equity, and Inclusion in eSport & Traditional Sports

Georgetown University

Capstone Adviser- SCS MPS Sports Industry Management Program

Hampton University

PED 600 – Sports Marketing

PED 616 – Public Relation and New Media

PED 623-- Sport and Social Issues

PED 624 – Organizational Leadership

PED 611 -- Advanced Marketing Applied Research and Sale

PED 624-- Organizational Leadership

PED 625-- Race & Ethnicity in Sport

Morgan State University

PHEC 498 -- Organization & Administration of Physical Education

PHEC 148 -- Physical Education Concepts & Evaluations

PHEC 375-- Psychology of Teaching and Coaching

HEED 450 -- Pre-Professional Physical Therapy Internship

PHEC 499 -- Sports Administration Internship

Prairie View A&M University

HLTH 2003 -- Personal Health and Wellness

HLTH 2033 – Age, Death, & Dying

HLTH 2023 --Communicable & Non-Communicable Diseases

HLTH 3003 -- Health Education for Elementary School

PROFESSIONAL AFFILIATIONS

Former Education Committee Co-chair, NAACP Atlanta

Member, Alpha Phi Alpha Fraternity Incorporated

President-elect 2022, The Drake Group

Member, 100 Black Men

Morehouse College Houston Alumni Association: Secretary 2014- 2020

North American Society for Sport Management (NASSM): Diversity Committee member 2013-2014

American Educational Research Association

Research Focus on Black Education (SIG)

United States Department of Education: Grant Reviewer