

# Dr. Michael Donald Raycraft

## CURRICULUM VITAE

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### PERSONAL INFORMATION

Residence: 1712 Blue Spruce Ct  
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Department of Recreation, Sport and Tourism  
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### EDUCATION

**University of Illinois at Urbana-Champaign**  
Doctor of Philosophy, Recreation, Sport and Tourism

Dissertation topic: An Analysis of the Production Efficiency of Division IA  
Intercollegiate Athletic Programs

**University of Illinois at Urbana-Champaign**  
Master of Science, Leisure Studies

**University of Kentucky**  
Bachelor of Science, Accounting

### PROFESSIONAL EXPERIENCE

**August 1999 – Present**      **Lecturer**  
Department of Recreation, Sport and Tourism  
University of Illinois at Urbana-Champaign

Responsible for the design and instruction of campus based and online courses at the graduate and undergraduate level. Serve on a number of departmental committees including the Faculty Advisory Committee, Undergraduate Curriculum Committee, Graduate Committee, and numerous advisory committees.

Campus Based	
<b>AHS 199 The Fan Experience</b>	Students examine the phenomena of the “fan experience” from an academic, personal, and professional perspectives. In addition to course work, all students participate in the “Fans Voice” market research initiative by collecting, analyzing, and presenting data at a Chicago Blackhawks game at the United Center.

	<p>This 3 hour course is funded by the Division of General Studies. It was designed and initially implemented in the Spring of 2015. At present, the program has allowed more than 75 students to attend a Blackhawks Hockey game from the perspective of a market researcher.</p>
<p><b>AHS199 HOF Domestic Travel Study</b></p>	<p>Students examine professional opportunities and the economic, social, and environmental impact of RST Industries by participating in a 12 day tour of facilities, state parks, professional sports teams, 4 halls of fame, Olympic venues, etc.</p> <p>I designed this 3 hour course in the Spring of 2016 and implemented the program with 23 students.</p>
<p><b>RST110 Delivery of Leisure Services</b></p>	<p>Students are introduced to the concepts, principles, and practices related to the provision of leisure services, provides a description of the various fields of professional practices, and covers central characteristics of leisure services such as customer service, customer attributes, pricing and management.</p> <p>Course is built for 2 hours, and two sections meet each semester.</p>
<p><b>RST130 Introduction to Sport Management</b></p>	<p>Students are introduced to the theoretical and applied foundations of sport management and increase their awareness of the depth and breadth of the industry. Concepts are applied to a variety of sport settings and career opportunities are examined. Students regularly engage with industry leaders and professionals and asked to participate in a development activities in conjunction with the Division of Intercollegiate Athletics.</p>
<p><b>RST199 LC Freshman Discovery: Leisure and Culture</b></p>	<p>First semester freshman are introduced to the Recreation, Sport and Tourism field, and to participate campus activities and reflections to assist in their orientation to the University of Illinois.</p> <p>This 3 hour course was developed as part of the Provosts Office Freshman Discovery initiative. I designed and began offering this program in the Fall of 2012.</p>
<p><b>RST199 SS Sport and Sustainability</b></p>	<p>Students are introduced to the role of sustainability in sport organizations, and asked to develop their own perspectives on controversial topics, and provide opportunities to examine the linkages found in nature and those connecting economic systems, the environment, and society at large.</p> <p>I designed and began offering this 3 hour section in the summer of 2014. In recent semesters students have participated in high profile projects in concert with the Major League Baseball All Star Game and the University of Illinois Division of Intercollegiate Athletics.</p>

<b>RST255</b> <b>Sport Ethics</b>	<p>Students are asked to examine and debate ethical issues in sport related to government, sporting opportunities, journalism and media, education, coaching, and business. Students become familiar with concepts and principles of applied ethics and gain insight into complex societal issues.</p> <p>I designed and began offering this 2 hour section in the Spring of 2000.</p>
<b>RST199</b> <b>CHAMPS /</b> <b>Academic and Life</b> <b>Skills Development</b>	<p>Student athletes are asked to examine the unique challenges and opportunities they will face in the course of their personal, academic, and athletic experiences. Freshman will learn survival skills, career and major exploration, and insight to assist in the transition to the University of Illinois and higher education.</p> <p>I designed and began offering this 3 hour course in the Fall of 2013 and have added a regular summer section. It is a requirement that every student athlete participate in the program.</p>
<b>RST320</b> <b>Leisure Services</b> <b>Marketing</b>	<p>Students enrolled in a 3 hour course analyzed the developing sports industry from a marketing perspective. It is based on the belief that sport marketing is consumer-driven, global in scope, and managerially controllable in nature. It is designed to familiarize students with terms and tools needed in the sports industry and to develop skills that assist critical thinking for continued growth in this unique business setting. It included an introduction to research, segmentation, product development, pricing, licensing, and communications.</p>
<b>RST340</b> <b>Facility &amp; Event</b> <b>Management</b>	<p>A 3 hour course examining event studies as an academic phenomenon and drawing from the fields of the social sciences, management, the arts, and related professional fields to analyze the experience and attributed meanings of planned events. In addition, students acquired an in-depth knowledge of the specialized field of event management and become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within recreation, sport and tourism contexts.</p>
<b>RST515</b>	<p>A graduate-level (4 hour) introduction to the principles of marketing. Students analyze and articulate the fundamental concepts and practices of marketing, typically within the context of the sports industry. This course is designed to familiarize students with the terms and tools essential to the sports industry and to help them develop skills that aid critical thinking and continued growth in this business setting. It includes an introduction to market research, product development, pricing, sales and communications.</p>
<b>RST520</b> <b>Foundations of</b> <b>Sport Management</b>	<p>A graduate-level (4 hour) course designed to introduce the fundamental principles of sport management using a theoretical perspective. Course focuses on analysis of the sport industry with special emphasis given to the roles and functions of the sport manager and addresses issues related to organizational theory,</p>

	contemporary leadership, marketing, and financial management within the context of the sport industry.
<b>RST 593 PP Professional Paper</b>	A graduate-level (4 hour) project-oriented course which serves as the culmination of the Master's Degree program and provide students the opportunity to address practical challenges using the skills and knowledge students have gained. In this capstone course, students will revisit the emphasis areas and demonstrate an understanding of the theoretical and applied models within the context of the group identified agency.
<b>Online Graduate Courses:</b>	
<b>RST 515XM</b>	<p>An online graduate-level (4 hour) introduction to the principles of marketing. Students were asked to identify and articulate the fundamental concepts and practices of marketing, typically within the context of the sports industry. This course is designed to familiarize students with the terms and tools essential to the sports industry and to help them develop skills that aid critical thinking and continued growth in this business setting. It includes an introduction to market research, product development, pricing, and communications.</p> <p>I designed and implemented this course in 2007. I have taught it frequently since that time.</p>
<b>RST518 Event Studies</b>	<p>An online graduate-level (4 hour) course analyzing event studies as an academic phenomenon drawing from the fields of social sciences, management, and arts, as well as from related professional fields to analyze the experience and attributed meanings of planned events. Student acquire an in-depth knowledge of the specialized field of event management and become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events within recreation, sport, and tourism contexts.</p> <p>I designed and implemented this course in 2007. I have taught it frequently since that time.</p>
<b>RST520XM Foundations of Sport Management</b>	An online graduate-level (4 hour) course designed to introduce the fundamental principles of sport management. This course focuses on analysis of the sport industry with special emphasis given to the roles and functions of the sport manager. The course will address issues related to organizational theory, contemporary leadership, marketing, and financial management within the context of the sport industry.

	I designed and implemented this course in 2007. I have taught it frequently since that time.
<b>RST593XM Capstone Course</b>	<p>An online graduate-level (4 hour) project-oriented course which serves as the culmination of the Master’s Degree program and provide students the opportunity to address practical challenges using the skills and knowledge students have gained. In this capstone course, students will revisit the emphasis areas and demonstrate an understanding of the theoretical and applied models within the context of the group identified agency.</p> <p>I co-designed and implemented this course in 2009. I have team taught it frequently since that time.</p>

**July 1992 – May 1999**

**Assistant Director of Marketing**

Division of Intercollegiate Athletics

University of Illinois at Urbana-Champaign

Responsible for the development and implementation of marketing, promotion and public relations campaigns for football, men’s basketball and seventeen varsity sports. Founded the Team Krush Student Foundation. Served as University Advisor to the Illini Pride Student Athletic Board.

**RECOGNITIONS AND ACHIEVEMENTS**

\*Faculty Representative, University of Illinois Athletic Board of Control

\*Faculty Representative, University of Illinois Senate Subcommittee on Student Discipline

\*Recipient of the 2010 Campus Award for Excellence in Undergraduate Teaching; University of Illinois at Urbana-Champaign

\*Recipient of the Excellence in Undergraduate Instruction Award; College of Applied Health Sciences

\*“Incomplete List of Teachers Ranked as Excellent by Their Students” (30 consecutive semesters)

**RESEARCH EFFORTS**

**Funded**

Gower, R., & Raycraft, M. (2011) Golfworks Illinois: Exploring the effectiveness of youth mentor programs. Submitted to the ILPGA Foundation.

Gower, R., & Raycraft, M. (2010) Golfworks Illinois: Gauging the effectiveness of the pilot program. Submitted to the ILPGA Foundation.

## REFERENCES

Dr. Carla Santos  
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Dr. Ryan Gower  
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Lincoln Trail College