

YANNICK KLUCH, PH.D.

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| SCHOLARLY PROFILE

Research Foci: Activism, Sport & Social Justice
Diversity, Equity & Inclusion in Sport
Experiences & Representations of Minoritized Groups in Sport
Human Rights in Sport

Methodologies & Methods: Qualitative Research | Interpretive & Critical Research Methods | Phenomenology | Grounded Theory | Ethnography | Autoethnography | Interviewing & Focus Groups | Textual Analysis | Qualitative Content Analysis

| ACADEMIC & PROFESSIONAL APPOINTMENTS

2021 – Present **Assistant Professor, Sport Leadership/Director of Outreach and Inclusive Excellence**, Center for Sport Leadership, Virginia Commonwealth University, Richmond, VA, USA.

2019 – 2021 **Assistant Professor, Sports Communication & Media** (Focus: Diversity & Inclusion in Sport)/**Lead Faculty Consultant, Center for Sports Communication & Social Impact**, College of Communication & Creative Arts, Rowan University, Glassboro, NJ, USA.

2018 – 2019 **Office of Inclusion**, National Collegiate Athletic Association, Indianapolis, IN, USA.

2012 – 2018 **Graduate Assistant**, School of Media and Communication/School of Cultural and Critical Studies, Bowling Green State University, OH, USA.

| EDUCATION

Ph.D. (2018) **Media and Communication (Focus: Critical/Cultural Studies)**, Bowling Green State University, Bowling Green, OH, USA.

Cognate: Cultural Studies of Sport.
Graduate Certificate in Women's, Gender, and Sexuality Studies.
Dissertation: "More Than an Athlete: A Qualitative Examination of Activist Identities among NCAA Division I Student-Athletes."

M.A. (2014) **Popular Culture Studies**, Bowling Green State University, Bowling Green, OH, USA.

B.A. (2011) **Angewandte Medienwirtschaft/Applied Media Economics**, Hochschule Mittweida University of Applied Sciences, Mittweida, Germany. Top 5% of graduating class.

| RESEARCH – PUBLICATIONS

Peer-Reviewed Journal Articles [15]

1. **Kluch, Y.**, Taylor, E., Wright-Mair, R., & Boring, D. (2022). “I felt like they ... left me to fend for myself:” A mixed-method examination of sense of belonging among students of historically minoritized groups in sports management and related programs. *Sport Management Education Journal*. <https://doi.org/10.1123/smej.2021-0014>
2. **Kluch, Y.**, Wright-Mair, R., Swim, N., & Turick, R. (2022). “It’s like being on an island by yourself”: Diversity, equity, and inclusion administrators’ perceptions of barriers to diversity, equity, and inclusion work in intercollegiate athletics. Forthcoming in *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2021-0250>. **Recipient of the National Association of Academic and Student-Athlete Development Professionals (N4A) Research Award.**
3. **Kluch, Y.**, & Rentner, T. (2022). “As Falcons, We Are One Team!” Launching a grassroots institutional change initiative to promote diversity and inclusion through sport at a NCAA Division I institution. *Sport Management Education Journal*, 16(1), 95-104. <https://doi.org/10.1123/smej.2020-0050>
4. Martin, E., **Kluch, Y.**, & Mac Intosh, A. (2022). Collegiate athletes engaging in activism: Perceptions of social justice causes and support from significant social agents. *Sport Social Work Journal*, 1, 163-182.
5. Wright-Mair, R., **Kluch, Y.**, Turick, R., & Swim, N. (2021). Driving inclusive excellence in athletics: High-impact practices among NCAA athletics diversity, equity, and inclusion professionals. *Journal of Issues in Intercollegiate Athletics*, 14, 599-625. **Recipient of the journal’s JIIA Outstanding Article of the Year Award.**
6. Cassilo, D., & **Kluch, Y.** (2021). Mental health, college athletics, and the media framing of D. J. Carton’s announcement to step away from his team. *Communication & Sport*. <https://doi.org/10.1177/21674795211041019>
7. Jolly, S., Cooper, J., & **Kluch, Y.** (2021). Allyship as activism: Advancing social change in global sport through transformational allyship. *European Journal for Sport and Society*, 18(3), 229-245.
8. **Kluch, Y.** & Schuck, R. I. (2020). Constructing “the athlete:” Representations of male high school athletes in U.S. teen drama series. *Sport in Society*. <https://doi.org/10.1080/17430437.2020.1862795>
9. **Kluch, Y.** (2020). “My story is my activism:” (Re-)Definitions of social justice activism among collegiate athlete activists. *Communication & Sport*, 8(4-5), 566-590. <https://doi.org/10.1177/2167479519897288>
10. **Kluch, Y.**, & Wilson, A. (2020). #NCAAInclusion: Using social media to engage student-athletes in strategic efforts to promote diversity and inclusion. *Case Studies in Sport Management*, 33-43.
11. Mac Intosh, A., Martin, E., & **Kluch, Y.** (2020). To act or not to act? Student-athlete perceptions of social justice activism. *Psychology of Sport & Exercise*, 51, 1-8.

12. **Kluch, Y.** (2017). Welcome to the peer? National identity, German belonging, and the Abercrombie & Fitch brand as social imaginary in re-unified Germany. *Journal of Popular Culture*, 50, 1168-1183.
13. Spencer, N., Adamson, M., Allgayer, S., Castaneda, Y., Haugen, M., King White, R., **Kluch, Y.**, Rinchart, R., Walton-Fisette, T. (2016). Teach-ins as performance ethnography: Athletes' social activism in North American sport. *International Review of Qualitative Research*, 9, 489-514. doi:10.1525/irqr.2016.9.4.489
14. Faulkner, S. L., Kaunert, C., **Kluch, Y.**, Koc, E. S., & Trotter, S. (2016). Using arts-based research exercises to foster reflexivity in qualitative research. *Learning Landscapes*, 9, 197-212.
15. **Kluch, Y.** (2015). "The man your man should be like:" Consumerism, patriarchy and the construction of twenty-first-century masculinities in 2010 and 2012 Old Spice campaigns. *Interactions: Studies in Communication & Culture*, 6, 361-377. doi:10.1386/iscc.6.3.361_1

Refereed Book Chapters [5]

1. **Kluch, Y.** (2021). "It's our duty to use our platform:" A qualitative examination of motivations for activism among NCAA Division I collegiate athletes. In R. Magrath (Ed.), *Contemporary Perspectives on Athlete Activism* (pp. 32-43). London, UK: Routledge.
2. **Kluch, Y.** (2020). National heroes or disgusting Nazis? Soccer patriotism, German national identity, and the 'gaucho gate' incident after the FIFA World Cup 2014. In N. Villanueva, *The Athlete as a National Symbol: Critical Essays on Sports in the International Arena* (pp. 71-87). Jefferson, NC: McFarland Publishing.
3. Lengel, L., Atay, A, & **Kluch, Y.** (2020). Decolonizing gender and intercultural communication in transnational contexts. In G. Rings & S. Rasinger, *The Cambridge Handbook of Intercultural Communication*, pp. 205-226). Cambridge, UK: Cambridge University Press.
4. **Kluch, Y.**, & Lengel, L. (2019). Critiquing hegemony through mediated critical communication pedagogy: Key questions for critical media analysis. In A. Atay & D. Fassett, *Mediated Critical Communication Pedagogy* (pp. 75-94). Lanham, MD: Lexington Books.
5. **Kluch, Y.** (2017). Recreational bodybuilding as cultural transformation: Communicating cross-cultural masculinities in U.S. college gym culture. In L. Finley & N. Gordon (Eds.), *GenderSpectives: Reflections on Gender from a Communication Point-of-View* (pp. 8-19). Newcastle, UK: Cambridge Scholars Publishing.

| RESEARCH – GRANTS, CONTRACTS & SPONSORED RESEARCH

Funded [5; Total Amount: **US-\$ 110,954.00**]

1. **Kluch, Y.**, Frederick, E., Brown, L. E. C., Ferguson, T., Hancock, M., & Siegfried, N. [**Co-Principal Investigator**]. (2021). How can student-athletes utilize their media platforms for systemic change? Developing an evidence-based leadership program for strategic social justice communication. Grant program: Atlantic Coast Conference (ACC) Innovation Grant Program. [Funding Awarded: US-\$ 5,166.00; **Active Grant**]

2. **Kluch, Y.,** Wright-Mair, R., & Ferguson, T. [**Co-Principal Investigator**]. (2021). Creating C.H.A.M.P.S. (Certificate for Helping Athletes from Minoritized Groups Prosper & Succeed) on campus: An inclusive leadership program designed for racially minoritized student-athletes' success and impact on campus and beyond. Grant program: Knight Commission on Intercollegiate Athletics Challenge Grant Program. [Funding Awarded: US-\$ 27,274.00; **Active Grant**]
3. **Kluch, Y.,** & Martin, E. [**Co-Principal Investigator**]. (2021). More than an athlete: Exploring high school athletes' engagement in activism. Grant program: Spencer Foundation Small Research Grant. [Funding Awarded: US-\$ 59,200.00; **Active Grant**]
4. **Kluch, Y.** [**Principal Investigator**]. (2020). Translating research on student-athlete activism: Resources for student-athletes, coaches, and administrators leading for change. Awarding entity: National Collegiate Athletic Association (NCAA). [Funding Awarded: US-\$ 17,000; Contract Work Completed].
5. **Kluch, Y.** [**Principal Investigator**]. (2020). You can't be what you can't see? An examination of the experiences of members of historically minoritized groups in sport academic programs. Grant program: Rowan University Ric Edelman College of Communication & Creative Arts Support for Teaching, Outreach, and Research Innovations (STORI). [Funding Awarded: US-\$ 2,314; Grant Work Completed]

Unfunded [4]

1. **Kluch, Y.,** Bullard, J., & Wright-Mair, R. [**Principal Investigator**]. (2020). An examination of the impact of COVID-19 on racially minoritized student-athletes' identity, sense of belonging, and psychological well-being. Grant program: Russell Sage Foundation. [Funding Requested: US-\$ 34,941.00; *Grant Proposal Rejected at the Letter of Intent Stage, No Full Proposal Invited*]
2. **Kluch, Y.,** & Richmond, J., & Steiner, E. [**Principal Investigator**]. (2020). Using the power of sport to drive social change: Empowering sport faculty to advance activism pedagogy in the sports classroom. Grant program: The Waterhouse Family Institute for the Study of Communication and Society Research Grant [Funding Requested: US-\$ 7,668.00; *Not Funded*]
3. **Kluch, Y.,** Sharnak, D., Brooks, S., Brenneman, L., & Flores, S. [**Principal Investigator**]. Exploring IOC Rule 50: Elevating voices from the global south. Grant program: Olympic Studies Centre Advanced Olympic Research Grant. [Funding Requested: US-\$ 19,750; *Not Funded*]
4. **Kluch, Y.,** Sharnak, D., Bullard, J., Rose, C., Santos, S., & Hill, J. [**Co-Principal Investigator**]. Strengthening humanistic literacy in sport: An interdisciplinary curriculum on sport, community impact, and civic leadership. Grant program: National Endowment for the Humanities – Humanities Connections Planning Grant. [Funding Requested: US-\$ 34,881.00; *Not Funded*]

| RESEARCH – CONFERENCE PRESENTATIONS

Refereed Conference Presentations [28]

1. **Kluch, Y.,** & Macaulay, C. (2022, April). *Are we experiencing an “athlete turn” in sport? Examining the contextual factors influencing contemporary athlete activism and social movements in sport.* Paper presented at the 2022 conference of the North American Society for the Sociology of Sport, Montreal, CAN.

2. Calow, E., **Kluch, Y.**, Martin, E., Mac Intosh, A., Scheadler, T., & Jolly, S. (2022, April). *“Once you see it, you can’t unsee it” Racial consciousness, whiteness, and racial justice activism among white collegiate athlete activists*. Paper presented at the 2022 conference of the North American Society for the Sociology of Sport, Montreal, Canada.
3. Siegfried, N., Hums, M., & **Kluch, Y.** (2022, April). *Understanding organizational culture in disability sport and its relationship to external partners: An exemplar case study*. Paper presented at the 2022 conference of the North American Society for the Sociology of Sport, Montreal, Canada.
4. Wright-Mair, R., **Kluch, Y.**, & Taylor, E. (2022, April). *“I felt like . . . they left me to fend for myself”: A mixed-method examination of sense of belonging among minoritized groups in sport academic programs*. Paper presented at the 2022 conference of the North American Society for the Sociology of Sport, Montreal, Canada.
5. **Kluch, Y.**, Frederick, E., & Siegfried, N. (2022, March). *Sending a signal to the world? A qualitative media framing analysis of activism in German sport*. Paper presented at the 2022 Summit on Communication and Sport, International Association for Communication and Sport (IACS), Philadelphia, PA, USA.
6. Bell, T., Bingaman, J., & **Kluch, Y.** (2022, March). *Framing Peter Norman: The mediated (in)visibility of racial justice allyship*. Paper presented at the 2022 Summit on Communication and Sport, International Association for Communication and Sport (IACS), Philadelphia, PA, USA.
7. Hums, M., **Kluch, Y.**, & Wolff, E. (2022, February). *The International Olympic Committee’s Rule 50 and the International Paralympic Committee’s Section 2.2: Policies that limit athletes’ human rights?* Paper presented at the 2022 conference of the Sport and Recreation Law Association (SRLA), Atlanta, GA.
8. Cassilo, D., & **Kluch, Y.** (2021, November). *Mental health, college athletics, and the media framing of D.J. Carton’s announcement to step away from his team*. Paper presented at the 2021 annual convention of the National Communication Association, Seattle, WA. **Paper featured as part of Top Paper Panel in Communication and Sport Division.**
9. Swim, N., Turick, R., **Kluch, Y.**, Wright-Mair, R. (2021, June). *The summer of racial injustice awakening and COVID-19: Investigating the experiences of diversity, equity, and inclusion (DEI) professionals in college athletics*. Paper presented at the 2021 conference of the North American Society of Sport Management Conference. [Conference held virtually due to the COVID-19 pandemic.]
10. **Kluch, Y.** (2021, April). *“It’s our duty to use our platform:” A qualitative examination of motivations for and enactments of “approved activism” among NCAA Division I collegiate athletes*. Paper presented at the 2021 Summit on Communication and Sport, International Association for Communication and Sport (IACS), Clemson, SC, USA. [Conference held virtually due to the COVID-19 pandemic.]
11. Steiner, E., & **Kluch, Y.** (2021, April). *Making the sports industry more diverse and inclusive? A preliminary examination of the integration of equity, diversity, and inclusion in sports communication curricula*. Paper presented at the 2021 Summit on Communication and Sport, International Association for Communication and Sport (IACS), Clemson, SC, USA. [Conference held virtually due to the COVID-19 pandemic.]
12. **Kluch, Y.**, Wright-Mair, R., Swim, N., & Turick, R. (2020, November). *“It’s like being on an island by yourself:” Barriers to effective diversity, equity, and inclusion work in intercollegiate athletics*. Paper

presented at the 2020 conference of the North American Society for the Sociology of Sport. [Conference held virtually due to the COVID-19 pandemic.]

13. **Kluch, Y.** (2019, November). *"My story is my activism:" (Re-)Definitions of athlete activism among NCAA Division I student-athletes.* Paper presented at the 105th annual convention of the National Communication Association, Baltimore, MD, USA.
14. **Kluch, Y.,** & Schuck, R. (2019, November). *Constructing "the athlete": Depictions of male high school student-athletes in U.S. teen drama series.* Paper presented at the 105th annual convention of the National Communication Association, Baltimore, MD, USA.
15. Martin, E., Mac Intosh, A., & **Kluch, Y.** (2019, October). *Student-athletes' views on social support and social causes: Implications for athlete activism.* Poster presented at the 2019 annual conference of the Association for Applied Sport Psychology, Portland, OR, USA.
16. **Kluch, Y.** (2017, November). *A critical analysis of bodybuilding as spectacle.* Paper presented at the annual convention of the National Communication Association, Dallas, TX, USA.
17. **Kluch, Y.,** & Lengel, L. (2017, November). *Critiquing global hegemony through mediated critical communication pedagogy: Key questions for critical media analysis.* Paper presented at the 103rd annual convention of the National Communication Association, Dallas, TX, USA.
18. **Kluch, Y.** (2017, November). *How can we better help student-athletes find their voice as activists? Identifying barriers to student-athlete activism in intercollegiate athletics.* Paper presented at the 2017 conference of the North American Society for the Sociology of Sport, Windsor, Canada.
19. **Kluch, Y.** (2017, March). *Recreational bodybuilding as cultural transformation: Creating cross-cultural masculinities in U.S. college gym culture.* Paper presented at the 2017 conference of the Central States Communication Association, Minneapolis, MN, USA.
20. **Kluch, Y.** (2016, November). *A heavy lift: A case study of Muslim international students and masculinity construction in the U.S. college gym.* Paper presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA, USA.
21. **Kluch, Y.** (2016, November). *Strategies for athlete activism.* Paper presented at the 2016 conference of the North American Society for the Sociology of Sport, Tampa Bay, FL, USA.
22. Adamson, M., Allgayer, S., Castaneda, Y., Haugen, M., King White, R., **Kluch, Y.,** Rinehart, R., Spencer, N., Walton-Fisette, T. (2016, May). *Student-athlete activism in sport: A performance ethnography.* Performance ethnography presented at the International Congress for Qualitative Inquiry, Champaign, IL, USA.
23. **Kluch, Y.,** Lengel, L., & Marin, N. (2016, April). *The last witnesses? Trauma and memory as foundations of German identity in the context of the 70th anniversary of V-E Day.* Paper presented at the 2016 conference of the Central States Communication Association, Grand Rapids, MI, USA.
Paper featured as part of the Top Paper Panel of the Intercultural Communication Interest Group.
24. Paule-Koba, A. L., & **Kluch, Y.** (2016, April). *Troublemakers or power players? A qualitative content analysis of media responses to athlete activism at Georgetown University and the University of Missouri.* Poster

presented at the 9th Annual CSRI Conference on College Sport, Columbia, SC, USA.

25. **Kluch, Y.** (2016, March). *Go hard or go home: Exploring international student voices on cross-cultural masculinities in U.S. College gym culture.* Paper presented at the 9th Summit on Communication and Sport, Grand Rapids, MI, USA.
26. **Kluch, Y.** (2015, November). *“Just a quick post-workout selfie:” Self-surveillance, masculinity, and the display of hyper-masculine bodies among College natural bodybuilders on Instagram.* Paper presented at the 101st annual convention of the National Communication Association, Las Vegas, NV, USA.
27. **Kluch, Y.** (2015, July). *“More plates, more dates?” Masculinity and the male body in U.S. College recreational bodybuilding.* Paper presented at the 6th International Conference on Sport and Society, Toronto, Canada. **Recipient of the conference’s Graduate Scholar Award.**
28. **Kluch, Y.** (2015, March). *National heroes or outrageous Nazis? Soccer patriotism, German national identity, and the ‘gaucho gate’ incident after the FIFA World Cup 2014.* Paper presented at the 8th Summit on Communication and Sport, Charlotte, NC, USA.

Panel Participation [4]

1. **Kluch, Y.** (2020, November). *New roads, new directions, and new destinations: Reflections on developing and expanding communication and sport programs.* Panelist, National Communication Association, Indianapolis, IN, USA. [Conference held virtually due to the ongoing COVID-19 pandemic.]
2. **Kluch, Y.** (2020, January). *Sport as a tool for inclusive excellence and social justice advocacy.* Panelist, International Summit on Diversity and Inclusion Research. Expertise Centre for Diversity Policy (ECHO), The Hague, Netherlands.
3. **Kluch, Y.** (2019, November). *Sport, culture, and power: Critical intercultural examinations of race and gender in sport.* Panel Chair, National Communication Association, Baltimore, MD, USA.
4. **Kluch, Y.** (2016, April). *Exploring the community-based learning course development process.* Panelist, Teaching and Learning Fair, Bowling Green State University, Bowling Green, OH, USA.

Short Course Development [1]

1. **Kluch, Y.,** Anderson, S. M., Atwell Seate, A., Butterworth, M., Cramer, L. M., Grant, A. H. (2020, November). *Developing a pedagogical roadmap: A short course on advancing diversity and inclusion in the communication and sport classroom.* Facilitator, National Communication Association, Indianapolis, IN, USA. [Conference held virtually due to COVID-19.]

| RESEARCH GROUPS

- 2020 – Present **Faculty Lead for Interdisciplinary Research Group on Equity, Diversity, & Inclusion Administrators in College Athletics.** Additional members: Raquel Wright-Mair (Rowan University), Robert Turick (Ball State University), Nicholas Swim (University of Louisville; *graduate student*). **Focus:** The goal of this research group is to analyze the experiences of intercollegiate athletics administrators focused on equity, diversity, and inclusion work as well as to identify barriers to doing such work.

- 2020 – Present **Faculty Lead for Interdisciplinary Research Group on Racial Justice in Global Sport Policy and Governance.** Additional members: Debbie Sharnak (Rowan University), Scott Brooks (Arizona State University), Stacey Flores (Arizona State University). **Focus:** The goal of this research group is to analyze how global sport policy and governance can represent barriers to racial and social justice and holistic well-being as well as anchor athlete decision-making in global sport governance.
- 2020 – Present **Faculty Lead for Interdisciplinary Research Group on Experiences of Minoritized Students in Sport Academic Programs.** Additional members: Elizabeth Taylor (Temple University; Co-Lead), Dakota Boring (Temple University; *graduate student*), Raquel Wright-Mair (Rowan University). **Focus:** The goal of this research group is to examine the experiences and challenges of minoritized students in academic programs focused on the study of sport (e.g., sport management, sport leadership).
- 2018 – Present **Faculty Lead for Interdisciplinary Research Group on Activism, Sport, & Social Change.** Additional members: Andrew Mac Intosh (Ross Initiative in Sports for Equality), Eric Martin (Boise State University), Tomika Ferguson (Virginia Commonwealth University), Shannon Jolly (University of Georgia; *graduate student*), Travis Schedler (Ohio State University; *graduate student*), Emma Calow (Bowling Green State University; *graduate student*), Lilian Feder (Purdue University; *graduate student*), Javonte Lipsey (Ohio State University; *graduate student*). **Focus:** The goal of this research group is to gain a comprehensive understanding of contemporary collegiate and high school athlete activism and identify strategies to empower athletes to engage in sustainable and strategic activism/advocacy for social justice efforts.

| RESEARCH – SCHOLARSHIP OF PRACTICE (Selection)

Note: *There is no single definition of the term “scholarship of practice.” In my work, I conceptualize this type of scholarship as work for which I use my professional and/or scholarly expertise to address a real-world problem for a client or other sponsor. Examples are listed below.*



- Kluch, Y.** (In Progress). **Project:** Advising Team USA Council on Racial & Social Justice. **Client/Sponsor:** United States Olympic & Paralympic Committee (USOPC). **Role:** Topic expert on athlete protest/demonstrations. **Fall 2020:** Promoted to Council Core Team member (see Service section). Main responsibilities:
- Lead the council in drafting a response to IOC Rule 50/IPC Section 2.2 (released on December 10, see [here](#)).
 - Identified strategies to educate and engage Team USA athletes, leadership, and stakeholders on topics related to athlete protest and demonstrations.
 - Served as lead author on Council’s recommendations on athlete expression and advocacy (see [here](#)), institutional awareness and cultural change (see [here](#)), and antiracism and acts of discrimination (see [here](#)).



- Kluch, Y.** (2020/2021). **Project:** Creating NCAA resources and programming focused on engaging campus communities on student-athlete activism. **Client/Sponsor:** National Collegiate Athletic Association (NCAA). **Roles:** Lead author for resource sponsored by NCAA office of inclusion; lead author for programming on student-athlete activism. Main responsibilities:
- Created Association-wide resource focused on student-athlete activism, including best practices (see resource for student-athletes [here](#); see resource for coaches and administrators [here](#); see action strategies [here](#)).

- Developed concept and outline for *A4: Athletes Using Their Power* program focused on student-athlete activism, including creating content relevant for student-athletes who want to use their platform for social activism (see [here](#)).

Kluch, Y. (2019). **Project:** Developing concept for 2019 NCAA & MOIC Diversity & Inclusion Social Media Campaign. **Client/Sponsor:** National Collegiate Athletic Association (NCAA). **Role:** Lead consultant for the NCAA office of inclusion's second annual social media campaign focused on diversity and inclusion. Main responsibilities:



Inclusion

- Developed concept for national diversity and inclusion social media campaign to engage student-athletes on inclusive excellence.
- Created content and outreach materials for campaign website shared with the over 1,100 NCAA member institutions and conference offices to encourage engagement in the campaign. Campaign reach: 78,191,733; number of mentions: 14,416.

Kluch, Y. (2020). **Project:** Establishing an infrastructure for inclusive excellence within a national governing body (NGB). **Client/Sponsor:** USA Diving. **Role:** Consultant and topic expert.



- Aided in establishing the organization's inaugural USA Diving Diversity Council Guided the Diversity Council in drafting a multi-year strategic plan to drive diversity, equity, and inclusion within USA Diving.

| PUBLIC SCHOLARSHIP (Selection)

Note: *A commitment to equity and social justice includes translating my research to broader audiences to achieve social change. In my work, I therefore follow Carleton College's conceptualization of this type of scholarship as "modes of creating and circulating knowledge for and with publics and communities."*

Advocacy Efforts [1]

1. **Kluch, Y., & Wolff, E.** (2021). *Open letter to the International Olympic Committee and International Paralympic Committee calling for amendments to IOC Rule 50/IPC Section 2.2 to communicate a commitment to human rights, racial justice, and social inclusion in the Olympic and Paralympic Movements.* Letter signed by over 200 international human rights/social justice experts and Olympic and Paralympic athletes. Muhammad Ali Center, Louisville, KY, USA. Link: [IOC/IPC Open Letter](#).

Op-Eds & Blog Posts [4]

1. Wolff, E., Hums, M., & **Kluch, Y.** (2021, December 10). *A call for UN Human Rights Council Special Procedures experts on sport and human rights.* SportandDev.org. <https://www.sportanddev.org/en/article/news/call-un-human-rights-council-special-procedures-experts-sport-and-human-rights>
2. **Kluch, Y.** (2021, November 15). *From protest to policy: how the Tokyo Games reflect a new era of athlete activism.* Sport Business Journal. <https://university.sportbusiness.com/2021/11/from-protest-to-policy-how-the-tokyo-games-reflected-a-new-era-of-athlete-activism/>

3. Sharnak, D., & **Kluch, Y.** (2021, August 22). *Rule 50 and racial justice: The long history of the IOC war on athletes' free expression*. History News Network. <https://historynewsnetwork.org/article/181025>
4. Wolff, E., Hums, M., **Kluch, Y.**, & Cooper, J. (2021, June 16). *Amplifying the political power of athletes and sport: Advancing a sport for justice movement through collective action*. Muhammad Ali Center. <https://alicenter.org/amplifying-the-political-power-of-athletes-and-sport-advancing-a-sport-for-justice-movement-through-collective-action/>

Research Commentary & Reports [2]

1. **Kluch, Y.**, Siegfried, N., Hums, M., & Wolff, E. (2021, September 1). *At Tokyo Games, athlete activism takes front row seat despite IOC's attempts to silence athletes*. In D. Jackson, A. Bernstein, M. Butterworth, Y. Cho, D. Sarver Coombs, M. Devlin, C. Onwumechili (Eds.), *Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport* (pp. 115-116). The Centre for Comparative Politics and Media Research, University of Bournemouth.
2. Siegfried, N., **Kluch, Y.**, Hums, M., & Wolff, E. (2021, September 1). *Activism starts with representation: IPC Section 2.2 and the Paralympics as a platform for social justice*. In D. Jackson, A. Bernstein, M. Butterworth, Y. Cho, D. Sarver Coombs, M. Devlin, C. Onwumechili (Eds.), *Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport* (pp. 124-125). The Centre for Comparative Politics and Media Research, University of Bournemouth.

Podcast Appearances [2]

1. **Kluch, Y.** (2021, December 20). *Scholar activism in sport management*. State of Sport Management Podcast hosted by M. Huml. <https://podcasts.apple.com/us/podcast/yannick-kluch/id1446111134?i=1000545627784>
2. **Kluch, Y.** (2020, June 16). *COVID-19, belonging, and LGBTQ+ inclusion in sport*. CIAA Mac Attack Podcast hosted by CIAA Commissioner J. McWilliams and C. Doughty. <https://theciaasn.com/?B=184761>

Quoted in Media (organizes by publication date) [8]

1. Martinez, A. (2022, February 9). *Despite criticism, the IOC appears unwilling to change controversial Rule 50*. National Public Radio (NPR). Interview on Rule 50, athlete protests during the Olympic Games, and barriers to social justice in the Olympic movement. <https://www.npr.org/2022/02/09/1079456038/despite-criticism-the-ioc-appears-unwilling-to-changed-controversial-rule-50>
2. Axon, R. (2021, n.d.). *'Things are changing:' Expect protests aplenty from athletes at these Olympics*. USA Today. Provided quotes on athlete protest and activism for social justice in the context of the 2020 Tokyo Games. <https://eu.usatoday.com/story/sports/olympics/2021/07/22/2021-olympics-expect-protests-aplenty-athletes-tokyo/8052323002/>
3. Newberry, P. (2021, September 24). *Column: Nassib coming out barely a blip for unbeaten Raiders*. Associated Press. Provided quotes on the state of LGBTQ+ inclusion in professional U.S. sport leagues. <https://abcnews.go.com/Sports/wireStory/column-nassib-coming-barely-blip-unbeaten-raiders-80213428>

4. Robertson, N. (2021, August 4). *Can free expression and 'neutrality' coexist at Games? Athletes test limits.* The Christian Science Monitor. Provided quotes on athletes' freedom of expression and IOC Rule 50. <https://www.csmonitor.com/World/2021/0804/Can-free-expression-and-neutrality-coexist-at-Games-Athletes-test-limits>
5. Pelit, A. (2021, August 2). *Athlete activism hits podium in Tokyo amid new IOC protest rules.* Sportico.com. Provided quotes on athletes' freedom of expression, athlete activism, and IOC Rule 50. <https://www.sportico.com/personalities/athletes/2021/athlete-activism-olympics-1234636007/>
6. Irwin, J., & McNeill, B. (2021, July 27). *'A new era of athlete activism': The Olympics are underway. So are the protests.* VCUNews.com. Interview on athlete activism in the context of the 2020 Tokyo Games. <https://news.vcu.edu/article/2021/07/a-new-era-of-athlete-activism-the-olympics-are-underway-so-are-the-protests>
7. Pells, E. (2020, December 10). *USOPC won't punish athletes for protesting at Olympics.* Associated Press (story adapted by outlets such as *ESPN*, *Daily Mail*, and *Al Banaba*). Provided quotes on Team USA Council on Racial and Social Justice Rule 50 recommendation and the USOPC's decision to no longer sanction athletes for protesting in support of racial and social justice. <https://apnews.com/article/race-and-ethnicity-mexico-racial-injustice-olympic-games-mexico-city-f607fb1049e75e8647296d0977851c70>
8. Anderson, G. (2020, August 5). *Taking a stand and sitting it out.* Inside Higher Ed. Provided quotes on collegiate athlete activism. <https://www.insidehighered.com/news/2020/08/05/pac-12-players-threaten-boycott-football-games>

Engagement with Non-Scholarly Audiences [13]

- | | |
|------|---|
| 2021 | Panelist , <i>Olympics, Paralympics, and human rights.</i> Beyond the Field Series, University of Connecticut, Storrs, CT, USA. |
| 2021 | Panelist , <i>Sports: A new LGBTQIA+ battleground?</i> , German American Conference, Kennedy School, Harvard University, Cambridge, MA, USA. |
| 2021 | Keynote Panelist , <i>Voices of athlete activism.</i> Institute for the Study of Sport, Society, and Social Change Annual Conference, San José State University, San José, CA, USA. |
| 2021 | Session Developer & Co-Facilitator , <i>Words to Action Workshop on "Becoming: Athlete Activists" (with J. Cooper & G. George-Williams).</i> Institute for the Study of Sport, Society, and Social Change Annual Conference, San José State University, San José, CA, USA. |
| 2021 | Moderator , <i>Collective action and amplifying the political power of athletes and sport: Athlete panel.</i> Muhammad Ali Center Athletes and Social Change Forum, Louisville, KY, USA. |
| 2021 | Panelist , <i>The intersectionality of change.</i> Sport and Society Initiative: Intersectionality of Change Program, Ohio State University, Columbus, OH, USA. |
| 2020 | Moderator , <i>The change imperative: Paving the way in sports.</i> Sports Tech Nation Summit. |
| 2020 | Session Organizer & Facilitator , <i>Promoting inclusion and supporting teammates as a student-athlete.</i> Women's Collegiate Gymnastics Association. |

- 2020 **Session Organizer**, *Engaging a campus community on student-athlete activism*. 2020 NCAA Annual Convention, Anaheim, CA, USA.
- 2019 **Session Organizer**, 2019 NCAA Inclusion Forum, Atlanta, GA, USA. Served as lead organizer for the following programming sessions:
- *When Student-Athletes Transform Passion to Action: Leading for Excellence in Diversity, Inclusion and Well-Being*
 - *The Next Generation: Student-Athletes Leading for LGBTQ Equality*
 - *The Skin We're In: Intentional Conversations about Race, Ethnicity, Identity and Allyship in Athletics*
 - *Building a Culture of Healthy Masculinity for Your Teams*
 - *Intersection of Mental Health and Student-Athlete Identity*
- 2018 **Panel Organizer & Moderator**, *Advocates of change: Student-athlete activism and expression in the 21st century*. 2018 NCAA Inclusion Forum, Indianapolis, IN, USA.
- 2017 **Panelist**, *Best practices to ensure inclusive campus cultures*. 2017 NCAA Inclusion Forum, Providence, RI, USA.
- 2017 **Workshop Leader & Presenter**, *Re-imagining athletics on college campuses: Strategies to promote diversity and inclusion using the example of We Are One Team (W/A1T)*. 2017 Women's Workshop, Lone Star Conference, Dallas, TX, USA.

| TEACHING & MENTORSHIP

Courses Taught at Virginia Commonwealth University (Graduate Level) [3]

SPLT 630: Sociology of Sport, Virginia Commonwealth University.
Section taught Fall 2021 (**Grand Mean: 4.88/5**).

SPLT 642: Sport Ethics, Virginia Commonwealth University.
Section taught Fall 2021 (**Grand Mean: 4.71/5**).

SPLT 625: Team Dynamics in Sport, Virginia Commonwealth University.
Section taught Spring 2022 (**Grand Mean: 4.35/5**).

Doctoral Dissertation Committees at Virginia Commonwealth University [2]

1. Latryce Noel, Virginia Commonwealth University (Dissertation Committee Member). Title of dissertation: *Representation matters! Minorities in recreation and implications for media, advertising and sponsorships*. Chair: Dr. Gina Longo, Department of Sociology.
2. Nina Siegfried, University of Louisville (External Dissertation Committee Member). Title of dissertation: *The role of organizational culture and relationship marketing in disability sport sponsorship: An exemplar case study*. Chair: Dr. Mary Hums, Department of Health & Sport Sciences.

Advisees at Virginia Commonwealth University [11]

2021-22 Master's Advisees: Aziah Bell (Sport Leadership), Cecilia Blanchard (Sport Leadership), Jocelyn Jones (Sport Leadership), Lauren Jones (Sport Leadership), Emma Kershner (Sport Leadership), Ryan Konotopsky (Sport Leadership), Allison Luneborg (Sport

Leadership), Sean Moran (Sport Leadership), Justin Tall (Sport Leadership), Kristian Tannum Donaldson (Sport Leadership), Ivory Young (Sport Leadership).

Courses Taught at Rowan University (Undergraduate Level) [5]

CMS 04223: Sports Communication, Culture & Identity, Rowan University.
Sections taught in Fall 2019 (**Grand Mean: 4.92/5**), Spring 2020 (no course evaluations recorded due to COVID-19 pandemic), Fall 2020 (**Grand Mean: 4.92/5**), Spring 2021 (**Grand Mean: 4.90/5**).

CMS 04323: Images of Athletes in Popular Culture, Rowan University.
Sections taught Fall 2019 (**Grand Mean: 4.72/5**), Fall 2020 (**Grand Mean: 4.97/5**).

CMS 04333: Global Sport & Physical Culture(s), Rowan University.
Sections taught Spring 2020 (no course evaluations recorded due to COVID-19 pandemic), Spring 2021 (**Grand Mean: 4.95/5**).

SPRT 09401: Sport, Activism & Social Change (Senior Seminar), Rowan University.
Section taught Spring 2021 (**Grand Mean: 4.89/5**).

SPRT 09301: Internship in Sports Communication & Media, Rowan University.
Served as internship supervisor in the Center for Sports Communication & Social Impact at Rowan University in Fall 2019 (1 intern), Spring 2020 (1 intern), Summer 2020 (8 interns), and Fall 2020 (5 interns). **Internship Focus (Fall 2019, Spring 2019, Fall 2020)**: Sport and social impact; diversity and inclusion in sport; We Are One Team (WA1T). **Internship Focus (Summer 2020)**: NCAA strategic diversity and inclusion efforts; creating materials for the 2020 NCAA Diversity and Inclusion Social Media Campaign.

Courses Taught as a Graduate Student at Bowling Green State University (Undergraduate Level) [5]

Rhetoric of Sport, School of Media and Communication.
Communication Theory, School of Media and Communication.
Introduction to Popular Culture, School of Critical and Cultural Studies.
BGSU 1910: First-Year Seminar, Office of the Provost.
Gender, Media & Culture, School of Media and Communication.

Invited Guest Lectures & Presentations (Selection) [7]

1. **Kluch, Y.** (2021, July). *Athlete activism and driving change in/through sport* [graduate course]. Instructor of Record: Dr. Jeffrey Levine, Drexel University (Rome).
2. **Kluch, Y.** (2021, November). *The future of diversity, equity, and inclusion in sport* [graduate course]. Instructor of Record: Marissa Robinson, Georgetown University.
3. **Kluch, Y.** (2020, October). *Driving inclusive excellence in intercollegiate sport*. Instructor of Record: Dr. Elizabeth Taylor, Department of Sport & Recreation Management, Temple University.
4. **Kluch, Y.** (2020, October). *Promoting diversity, inclusion, and social justice in sport*. Instructor of Record: Dr. Chelsea Kaunert, Department of Recreation and Sport Management, Coastal Carolina University.
5. **Kluch, Y.** (2020, March). *Engaging Latinx communities in U.S. sport*, Latin America: Sports, Policy & Society. Instructor of Record: Dr. Debbie Sharnak, Department of History, Rowan University.

6. **Kluch, Y.** (2017, September). *Using sport to address social issues on U.S. college campuses*, Specialized Journalism Skills: Sports PR. Instructor of Record: Dr. Terry Rentner, Bowling Green State University.
7. **Kluch, Y.** (2017, April). *When athletes take a stand: Activism and the use of sport for social justice*, Rhetoric of Sport. Instructor of Record: Dr. Raymond Schuck, Bowling Green State University – Firelands.

Extra-Curricular Curriculum Development Experience [1]

- 2017 **Inclusive Leadership Certificate.** Developed the WA1T Team Player Program for Diversity & Inclusion Leadership, which is a competency-based inclusive leadership certificate designed for BGSU student-athletes. The certificate will be offered as part of the BGSU Leadership Studies minor. The program has enrolled more than 80 student-athletes to date.

| HONORS & AWARDS

Honors, Grants, & Awards for Teaching, Research, and Service

- 2022 **N4A Research Award**, National Association of Academic and Student-Athlete Development Professionals (N4A). This award is presented to “raise awareness for the need for updated research on educating and serving student-athletes every year.” Co-authored Paper: *“It’s like being on an island by yourself”: Diversity, equity, and inclusion administrators’ perceptions of barriers to diversity, equity, and inclusion work in intercollegiate athletics.*
- 2022 **Outstanding Article of the Year Award**, Journal of Issues in Intercollegiate Athletics. Co-authored Paper: *Driving inclusive excellence in athletics: High-impact practices among NCAA athletics diversity, equity, and inclusion professionals.*
- 2022 **NASSM Conference Best Reviewer Award**, North American Society of Sport Management.
- 2021 **Top Papers in Communication and Sport**, Communication and Sport Division, National Communication Association.
- 2021 **Business Equality Network (BEQ) 40 LGBTQ Leaders Under 40 Award.** Award for LGBTQ leaders from across North America who are demonstrating exceptional leadership and major contributions in government, corporate, academia, non-profit or small business.
- 2018 **Cooper Award**, Central States Communication Association. Awarded for excellence in teaching.
- 2018 **President’s Award for Distinguished Service**, Gregory T. DeCrane Applauding Excellence Awards, Office of Campus Activities, BGSU. This award honors well-rounded individuals who have made significant contributions to BGSU and have multiple involvements within the University and Bowling Green communities.
- 2017 **Excellence in Graduate Student Teaching Award**, School of Media and Communication, BGSU. This competitively selected award is given to a graduate student

in the School of Media and Communication who has excelled at teaching undergraduate students within the School of Media and Communication at BGSU.

- 2017 **Outstanding Community Service Award**, Gregory T. DeCrane Applauding Excellence Awards, Office of Campus Activities, BGSU. This award honors outstanding students who provided service to the University community through volunteerism, employment, as well as those individuals who have made significant strides in bettering the quality of life at the University and/or Bowling Green community.
- 2017 **MLK Jr. Drum Major for Peace Award**, Human Relations Commission, Bowling Green, Ohio. This award is given to an individual of the Bowling Green community in recognition of their commitment and dedication to the community and in appreciation for their concern for the welfare of others by building strong relationships among the citizens of Bowling Green.
- 2016 **Top Papers in Intercultural Communication Panel**, Intercultural Communication Division, Central States Communication Association.
- 2016 **Diversity, Equity and Inclusion Student Award**, BGSU Graduate Student Senate. Recipient of this school-wide award chosen from 3,000 graduate students.
- 2016 **Outstanding International Graduate Student Award**, BGSU Graduate Student Senate. Recipient of this school-wide award chosen from 3,000 graduate students.
- 2015 **Graduate Scholar Award**, 6th International Conference on Sport & Society, Toronto, Canada.

Honors & Awards for the We Are One Team (WA1T) Initiative

- 2017 **NCAA Award for Diversity and Inclusion**, National Collegiate Athletic Association (NCAA) / Minorities Opportunities Athletic Association (MOAA). This national award recognizes and celebrates initiatives, policies, and practices of schools and offices that embrace diversity and inclusion across the intercollegiate athletics community.
- 2017 **Diversity, Equity and Inclusion Award**, Graduate Student Senate, BGSU. The recipient of this school-wide award is chosen among over 300 student-run organizations and initiatives at BGSU.
- 2017 **Outstanding Student Organization of the Year**, Office of Campus Activities, BGSU. This award is given to an organization that has provided opportunities for its members to develop and enhance leadership skills and has made meaningful contributions to the University community. The recipient of this award was the Sport, Social Justice, and Communication Coalition, which is a student organization that serves as the organized student component for the We Are One Team (WA1T) initiative.
- 2017 **Inspiring Service Award**, Inspiring Service (Non-Profit Organization). This award honors non-profit organizations and initiatives that connect personal and collective community service with progress toward the United Nations Global Goals.

| PROFESSIONAL DEVELOPMENT (Selection)

- 2020 **Symposium: A Woman’s Worth – The Impact of Women in the Sport Industry**, Drexel University, Philadelphia, USA.
- 2019 **Bias Training**, Division of Diversity, Equity, & Inclusion, Rowan University.
- 2019 **Sports Diversity & Inclusion Symposium**, Diversity & Inclusion in Sports Consortium (DISC), Daytona Beach, FL, USA. Conference hosted by U.S. sport organizations to exchange best practices for diversity/inclusion in the sport industry.
- 2019 **Common Ground V**, National Collegiate Athletic Association (NCAA). Common Ground is a two-day program sponsored by the NCAA to create a dialogue and identify action strategies for LGBTQ leaders and people of faith in college sport.

| SERVICE & LEADERSHIP

Advisory Board Memberships

- 2022 – Present **Academic Advisory Council Member**, Athletes Voices. *Mission statement:* “Athletes’ Voices provides elite athletes with the tools needed to leverage their high-influence platforms to make an impact around issues of importance globally, nationally, locally, and personally, ensuring that their voices aren’t just heard in the moment, but are the catalyst or spark for a movement.”
- 2021 – Present **Advisory Board Member**, Diversity, Inclusion and Equity Council of Excellence (DIECE). *Mission statement:* “DIECE is comprised of diversity and inclusion professionals who plan, direct, and implement diversity and inclusion programming, initiatives and practices within sport.”
- 2020 – Present **Board of Directors**, Dam Worth It Company. *Mission statement:* “To utilize the influential platform of sport to end the stigma surrounding mental health.”
- 2020 – Present **Advisory Board Member**, Return on Inclusion (ROI). *Mission statement:* “ROI is a sport specific diversity and inclusion education platform dedicated to developing inclusive leaders and fostering a culture of belonging across social and cultural differences in athletics.”
- 2020 – 2022 **Core Team Member**, Team USA Council on Racial and Social Justice, United States Olympic and Paralympic Committee (USOPC). *Mission Statement:* “The athlete-led council, formed to address the rules and systems in the U.S. Olympic and Paralympic movements that create barriers to progress, is committed to working collaboratively to provide solutions and recommendations with the aim of eradicating social injustice and cultivating change through strengthened athlete voices.”

Service to the Field, Industry & Profession

- 2021 – Present **Committee Member**, Diversity and Inclusion Committee, North American Society of Sport Management (NASSM).

- 2021 – **Editorial Board Member**, Journal of Amateur Sport.
Present
- 2021 – **Conference Organizing Committee**, 2022 Summit of the International Association for Communication and Sport to be hosted March 3-6, 2022 in Philadelphia, PA, USA.
Present
- 2021 – **Organizing Committee Member**, Muhammad Ali Center Athletes and Social Change Forum. 2021 Theme: Collective Action and Amplifying the Political Power of Athletes and Sport.
Present
- 2020 – **Chair, Task Force on Diversity, Equity, and Inclusion**, Communication and Sport Division, National Communication Association.
Present
- 2020 – **Mentor**, North American Society for Sport Management (NASSM) Mentorship Program.
Present
- 2018 – **Ad-Hoc Reviewer – Academic Journals**. Reviewed manuscripts for the following journals (number of reviews indicated in parentheses):
Present
 Communication & Sport [2]
 International Journal of Sport Communication [4]
 International Journal for Sport Marketing and Sponsorship [1]
 Journal for Athlete Development & Experience [2]
 Journal for Advancing Sport Psychology in Research [1]
 Journal of Intercollegiate Sport [1]
 Journal of Issues in Intercollegiate Athletics [1]
 Sport in Society [1]
- 2018 – **Ad-Hoc Reviewer – Conference Level**. Reviewed paper and abstract submissions for the following conferences (number of reviews indicated in parentheses):
Present
 North American Society for Sport Management [22]
 Communication and Sport Division, National Communication Association [10]
 International Association for Communication and Sport [6]
- 2019 **Search Committee Member**, National Collegiate Athletic Association (NCAA). Served as faculty representative on search committee for national search for the position of managing director for NCAA leadership development.

Service to the University at Virginia Commonwealth University

- 2021 – **Faculty Advisor**, CSL Council for Diversity & Inclusion, Center for Sport Leadership.
Present
- 2021 – **Committee Member**, Graduate Program Admissions Committee, Center for Sport Leadership.
Present

Service to the University at Rowan University

- 2020 – **Committee Chair**, Diversity Committee, Department of Communication Studies.
2021
- 2019 – **Committee Member**, Rowan University Diversity, Equity, & Inclusion Council.
2021 University-wide committee administered by the Division for Diversity, Equity, & Inclusion.

- 2019 – **Faculty Advisor**, *We Are One Team (WAIT)*. Launched at Rowan University in spring
2021 2020, *We Are One Team (WAIT)* is a university-wide umbrella initiative to promote diversity and inclusion through the power of sport. Projects featured as part of the initiative include workshops, photo campaigns, panel discussions, speaker series, and community events.
- 2019 – **Committee Member**, Diversity, Equity, & Inclusion Committee, Rowan University
2021 Athletics Department.
- 2019 – **Committee Member**, Diversity, Equity, & Inclusion Committee, Ric Edelman College
2021 of Communication & Creative Arts.
- 2019 – **Committee Member**, Sports Communication & Media Program Committee/ Task
2021 Force, Ric Edelman College of Communication & Creative Arts.
- 2019 – **Committee Member**, Curriculum Committee, Department of Communication Studies.
2021

| PROFESSIONAL MEMBERSHIPS

- 2020 – Present Diversity, Inclusion and Equity Council of Excellence in Athletics (DIECE)
- 2020 – Present North American Society for Sport Management (NASSM)
- 2016 – Present North American Society for the Sociology of Sport (NASSS)
- 2015 – Present International Association for Communication and Sport (IACS)
- 2014 – Present National Communication Association (NCA)