

WILLIS A. JONES

University of South Florida, College of Education, Department of Leadership, Policy,
and Lifelong Learning, 4202 E. Fowler Ave, EDU 105, Tampa, FL 33620

jonesw150@usf.edu
Office: (813) 974-3146
Cell: (615) 974-6909

EDUCATION

- Ph.D.** **Vanderbilt University, Peabody College, Nashville, TN**
Higher Education Leadership and Policy
- M.Ed.** **University of Arkansas, Fayetteville, AR**
Higher Education Administration
- B.A.** **University of North Texas, Denton, TX**
Sociology

ACADEMIC APPOINTMENTS

- 2020-Present** Associate Professor of Higher Education and Student Affairs (with
Tenure), University of South Florida Department of Leadership, Policy,
and Lifelong Learning
- 2017-2020** Associate Professor of Higher Education (with Tenure), University of
Kentucky Department of Educational Policy Studies and Evaluation
- 2011-2017** Assistant Professor of Higher Education, University of Kentucky
Department of Educational Policy Studies and Evaluation

PEER-REVIEWED PUBLICATIONS

- Jones, W. A.** & Rudolph, M. J. (2020). Are rising athletics allocations associated with student tuition & fees: Evidence from public NCAA Division I universities. *Higher Education Politics & Economics*, 6(1), 56-80
- Jones, W. A.** (2020). A Benford Analysis of National Collegiate Athletic Association Division I Finance Data. *Journal of Sports Economics*, 21, 234-255.
- Jones, W. A.** & Rudolph, M. J., Brown, M. (2018). A growth curve analysis of mandatory student athletics fees. *Journal of Intercollegiate Sport*, 11, 172-192.

Jones, W. A., Liu, K., & Bell, L. F. (2017). The benefits of cross-racial engagement on the college satisfaction of student-athletes. *Journal of Student Affairs Research and Practice, 54*, 371-387.

Jones, W. A., Hutchens, N. H., Hulbert, A., Lewis, W. D., & Brown, D. (2017). Shared Governance among the New Majority: Non-Tenure Track Faculty Participation in University Faculty Senates. *Innovative Higher Education, 42*, 505-519.

Jones, W. A., Liu, K., & Bell, L. F. (2017). Examining the inclusiveness of intercollegiate team climate and its influence on student-athlete cross-racial interactions. *Journal of College Student Development, 58*, 564-582.

Jones, W. A., & Bell, L. F. (2016). Status report on HBCU athletics: Participation, finances, and student experiences. *Journal for the Study of Sports and Athletes in Education, 10*, 48-74.

Jones, W. A. (2016). Factors correlated with the interactional diversity of community college students. *Journal of Diversity in Higher Education, 9*, 81-94.

Jones, W. A. (2016). Do college rankings matter? Examining the influence of America's best Black colleges on HBCU undergraduate admissions. *American Journal of Education, 122*, 247-265.

Jones, W. A. (2015). High level football and appropriations to universities: Are sports-crazed representatives responsive to NCAA divisional affiliation? *Journal of Education Finance, 40*, 438-455.

Snyder, E. M., Hutchens, N. H., **Jones, W. A.**, & Sun, J. (2015). Social media policies in intercollegiate athletics: The speech and privacy rights of student-athletes. *Journal for the Study of Sports and Athletes in Education, 9*, 50-74.

Jones, W. A. (2014). Does discontinuing intercollegiate football correlate with institutional attractiveness to potential students? Evidence from three universities. *Journal of Issues in Intercollegiate Athletics, 7*, 92-113.

Jones, W. A. (2014). Does becoming a member of the Football Bowl Subdivision increase institutional attractiveness to potential students? *Innovative Higher Education, 34*, 293-306.

Jones, W. A. (2013). Does athletic scandal influence university operational health? A quantitative case study of Baylor University. *Journal of Issues in Intercollegiate Athletics, 2013 Special Issue*, 41-57.

- Paper selected as one of three finalists for the *Journal of Issues in Intercollegiate Athletics* 2014 Article of the Year.

Jones, W. A. (2013). The relationship between student body racial composition and the normative environment towards diversity at community colleges. *Community College Review, 41*, 249-265.

Jones, W. A. (2013). Exploring the relationship between intercollegiate athletic expenditures and team on-field success among NCAA Division I institutions. *Journal of Sports Economics*, 14, 584-605.

Jones, W. A. (2013). Prestige among Black colleges: Examining the predictors of HBCU peer academic reputation. *Journal of African American Studies*, 17, 129-141.

Jones, W. A. (2011). Variation among academic disciplines: An update on analytical frameworks and research. *Journal of the Professoriate*, 6, 9-27.

Jones, W. A. (2011). Faculty involvement in institutional governance: A literature review. *Journal of the Professoriate*, 6, 117-134.

Jones, W. A. (2010). The impact of social integration on subsequent institutional commitment conditional on gender. *Research in Higher Education*, 51, 687-700.

Jones, W. A. (2010). General education assessment at private Historically Black Colleges and Universities: An exploratory study. *Journal of General Education*, 59, 1-16.

Jones, W. A. (2009-2010). Football and freshmen retention: Examining the impact of college football on institutional retention rates. *Journal of College Student Retention: Research, Theory, & Practice*, 11, 553-566.

Jones, W. A., & Braxton, J. M. (2009-2010). Cataloging and comparing institutional efforts to increase student retention rates. *Journal of College Student Retention: Research, Theory, & Practice*, 11, 123-139.

Jones, W. A. (2009). Athletics, applications, and yield: The relationship between successful college football and institutional attractiveness. *College & University*, 85(2), 10-19.

Jones, W. A. (2009). Neoliberalism in the Spellings Report: A language-in-use discourse analysis. *Higher Education in Review*, 6, 45-66.

Braxton, J. M., & **Jones, W. A.** (2008). The influence of student classroom incivilities on communal potential. *NASPA Journal*, 45, 425-439.

Braxton, J. M., **Jones, W. A.**, Hirschy, A. S., & Hartley, H. V. (2008). The role of active learning in college student persistence. *The Role of the Classroom in College Student Persistence (New Directions for Teaching and Learning No. 115)*, 71-83.

BOOKS

Braxton, J. M., Doyle, W. R., Hartley, H. V., Hirschy, A. S., **Jones, W. A.**, & McLendon, M. K. (2014). *Rethinking college student retention*. San Francisco: Jossey-Bass.

BOOK CHAPTERS

Jones, W. A. (forthcoming). A review, analysis, and critique of newer theories of college student retention. In R. R. Reason & J. Braxton (Eds.), *Improving College Student Retention: New Developments in Theory, Research, and Practice*. Stylus.

Jones, W. A. & Hutchens, N. H. (2017). Player-coach sexual relationships at Boston College and LSU. In S. R. Harper & J. K. Donnor (Eds.), *Scandals in college sports* (175-186). New York, NY: Routledge.

Jones, W. A. (2016). He became a WHAT?!? Memoirs of a somewhat unlikely journey into academia. In Palmer, R. T. et al. (Eds.), *Black men in the academy: Stories of resiliency, inspiration, and success*. (93-106). New York, NY: Palgrave MacMillan.

Jones, W. A. (2014). The persistence of students of color. In D. Hossler & B. Bontrager (Eds.), *The handbook for strategic enrollment management*. (pp. 311-332). San Francisco, CA: Jossey-Bass.

Mauk, A., & **Jones, W. A.** (2006). African American students. In L.A. Gohn & G.R Albin (Eds.), *Understanding college student sub-populations: A guide for student affairs professionals*. Washington, DC: NASPA.

BOOK REVIEWS

Dunn, A. C. & **Jones, W. A.** (2012). Students, athletes, or both? A book review of “The New Plantation: Black Athletes, College Sports, and Predominantly White NCAA Institutions”. *Educational Foundations*, 26, 157-161.

CONFERENCE PAPERS & PRESENTATIONS (PEER-REVIEWED)

Jones, W. A. (2020, November). *Examining the determination, consistency, and variation of law school cost of living estimations*. Research summary presented at the AccessLex Legal Education Research Symposium, Virtual Conference.

Jones, W. A. (2019, November). *Can NCAA policy effect student costs? Evidence from the 2015 adoption of student-athlete costs of living stipends*. Research paper presented at the Association for the Study of Higher Education 44th Annual Conference, Portland, OR.

Jones, W. A. & Rudolph, M. J. (2016, November). *Athletics Subsidies and College Costs: Are Students Paying for Rising Costs in Intercollegiate Athletics Spending?* Research paper presented at the Association for the Study of Higher Education 41st Annual Conference, Columbus, OH.

Jones, W. A., Bell, L. F., & Liu, K. (2015, November). *The benefits of cross-racial engagement on the college satisfaction of student-athletes*. Research paper presented at the Association for the Study of Higher Education 40th Annual Conference, Denver, CO.

Jones, W. A., Bell, L. F., & Liu, K. (2015, April). *Examining the inclusiveness of intercollegiate team culture and its impact on student-athlete cross-racial interactions*. Research paper presented at the American Educational Research Association Annual Meeting, Chicago, IL.

Lewis, W. D., Hollis, E., **Jones, W. A.,** & Hutchens, N. H. (2015, April). *Strategic approaches to increasing faculty diversity at research universities*. Research paper to be presented at the American Educational Research Association Annual Meeting, Chicago, IL.

Lewis, W. D., Hollis, E., **Jones, W. A.,** & Hutchens, N. H. (2014, November). *Increasing faculty diversity in colleges of education, strategically*. Research paper presented at the University Council for Education Administration 28th Annual Conference, Washington, D.C.

Jones, W. A., Hutchens, N. H., & Lewis, W. D. (2013, November). *Non-tenure track faculty in faculty senate bylaws and constitutions: An exploratory study*. Research paper presented at the Association for the Study of Higher Education 38th Annual Conference, St. Louis, MO.

Jones, W. A. (2012, November). *Exploring the correlation between intercollegiate athletics subsidies and student costs*. Research paper presented at the Association for the Study of Higher Education 37th Annual Conference, Las Vegas, NV.

Jones, W. A. (2010, November). *A Blinder-Oaxaca decomposition of differences in the perceived academic reputations of HBCUs and PWIs*. Research paper presented as an Interactive Scholarly Dialogue special session at the Association for the Study of Higher Education 35th Annual Conference, Indianapolis, IN.

Jones, W. A. (2009, November). *Athletics, applications, and yield: The relationship between successful college football and institutional attractiveness*. Research paper presented at the Association for the Study of Higher Education 34th Annual Conference, Vancouver, BC.

Jones, W. A. (2009, November). *The impact of social integration on subsequent institutional commitment conditional on gender*. Research paper presented at the Association for the Study of Higher Education 34th Annual Conference, Vancouver, BC.

Jones, W. A. (2008, November). *Neoliberalism in the Spellings Report: A language-in-use discourse analysis*. Research paper presented at the Association for the Study of Higher Education 33rd Annual Conference, Jacksonville, FL.

Jones, W. A. (2008, May). *Institutional activity centered on student persistence in high and low performing states*. Research paper presented at the Association for Institutional Research 48th Annual Forum, Seattle, WA.

Doyle, W., Braxton, J. M., & Jones, W. A. (2008, March). *Making the connection between state and institutional policies for completion*. Research paper presented at the American Educational Research Association Annual Meeting, New York, NY.

Jones, W. A. (2007, February). *Reconceptualizing student moral development research*. Research paper presented at the Harvard Graduate School of Education Student Research Conference, Cambridge, MA.

Jones, W. A. (2006, November). *General education assessment at private Historically Black Colleges and Universities*. Roundtable discussion presented at the Association for the Study of Higher Education 31st Annual Conference, Anaheim, CA.

EXTERNAL GRANTS/FELLOWSHIPS

Jones, W. A. (Principal Investigator) (2020). *Examining the determination, consistency, and variation of law school cost of living estimations*. AccessLex Institute and Association for Institutional Research. Awarded: \$50,000.

Jones, W. A. (Principal Investigator) (2019). *Selection & success: A study of student enrollment and academic performance in competency-based higher education courses*. American Institutes for Research and Lumina Foundation: Awarded: \$23,818.

Jones, W. A. (Principal Investigator) & Rudolph, M. (2015). *Athletics Subsidies and College Costs: Are Students Paying for Rising Cost in Intercollegiate Athletics?* Project supported by the Knight Commission on Intercollegiate Athletics. Awarded: \$5,000.

Jones, W. A. (Principal Investigator). (2010). *Exploring the relationship between athletic expenditures and team on-field success*. Project supported by the National Collegiate Athletic Association (NCAA) Graduate Student Research Grant. Awarded: \$7,500.

INTERNAL GRANTS/FELLOWSHIPS

Jones, W. A. (Principal Investigator). (2015). *The social and educational impact of diversity interactions among community college students*. Project supported by the University of Kentucky Summer Faculty Research Fellowship. Awarded: \$7,000.

Jones, W. A. (Principal Investigator). (2012). *Exploring the impact of intercollegiate athletic spending on student tuition and fees*. Project supported by the University of Kentucky Summer Faculty Research Fellowship. Awarded: \$7,000.

GRADUATE-LEVEL TEACHING EXPERIENCE

University of South Florida

EDH 6081 Community Colleges in American Higher Education

University of Kentucky

EPE 654* Diversity in Higher Education
EPE 619* Survey Research Methods in Education
EPE 676 Organization & Administration of Higher Education
EPE 620* Topics & Methods of Evaluation
EDP 656 Methodology of Educational Research
EPE 798 Contemporary Issues in Intercollegiate Athletics Governance & Policy
EPE 678 Economics of Higher Education
EPE 632 Introduction to Student Services

* Course taught both face-to-face and entirely online

PROFESSIONAL SERVICE

Editorial Boards

Book Review Editor, *Journal of College Student Retention: Research, Theory & Practice*, 2015-2020

Editorial Board Member, *Journal of Higher Education Athletics & Innovation*, 2016-Present

Editorial Board Member, *Innovative Higher Education*, 2017-Present

Editorial Board Member, *Journal of College Student Development*, 2013-2016

Publication Coordinator, *Journal of College Student Development*, 2009-2011

Research-in-Brief Review Board Member, *Journal of College Student Development*, 2008-2009

Other Journal Involvement

Manuscript Reviewer, *Journal of Intercollegiate Sport*

Manuscript Reviewer, *Journal of Sport Economics*

Manuscript Reviewer, *Educational Policy*

Manuscript Reviewer, *Research in Higher Education*

Manuscript Reviewer, *Community College Review*

Manuscript Reviewer, *Journal of Sports Management*

Manuscript Reviewer, *Contemporary Economic Policy*

National Organization Involvement

Association for the Study of Higher Education (ASHE) Membership Committee Chair, 2019-Present

Association for the Study of Higher Education (ASHE) Pre-Conference Forum on College Athletics Planning Committee Member, 2015-Present

Association for the Study of Higher Education (ASHE) National Conference Program Committee Chair (Policy, Finance, and Economics), 2017

Consulting Work

Advisory Committee, *Black Male Student-Athletes and Racial Inequalities in NCAA Division I College Sports*, University of Pennsylvania, 2013

Research Consultant, *Making the Connection: Improving Student Completion through Improved State and Institutional Policies* project, Vanderbilt University, 2007-2013

Research Consultant, *Systematic Assessment of Student Learning in Community-Based Learning Programs* project, Rhodes College, 2008-2012

SELECT UNIVERSITY SERVICE

Member of University of South Florida Status of Men Committee, 2020-Present

Member of University of Kentucky Graduate School Inclusive Excellence Awards Selection Committee, 2019-2020

Member of University of Kentucky Retroactive Withdrawal Committee, 2019-2020

Member of University of Kentucky Administrative Regulation 6.2 (Policy and Procedures for Addressing and Resolving Allegations of Sexual Assault, Stalking, Dating Violence, and Domestic Violence) Review Committee, Spring 2017

Member of University of Kentucky Faculty Senate, Fall 2016-Fall 2018

Member of University of Kentucky Faculty Success and Advancement Workgroup, Fall 2014-Spring 2015

Member of University of Kentucky Campus Retention Workgroup, Spring 2014-Spring 2015

Member of University of Kentucky Office of Student Involvement External Review Committee,
Spring 2012

NATIONAL & INSTITUTIONAL HONORS

Bluegrass Higher Education Consortium-Academic Leadership Academy Fellowship, 2017

Teacher Who Made a Difference Award Recipient, University of Kentucky, 2014

Association for the Study of Higher Education (ASHE) Dissertation of the Year Finalist, 2011

- One of Four Finalists Selected Out of 39 Nominations

Barbara Jackson Scholar, University Council for Educational Administrators (UCEA), 2007-
2009

National Summer Data Policy Institute Fellowship, Association for Institutional Research, 2007

Graduate Honor Scholarship, Vanderbilt University, 2006

Peabody College Dean's Fellowship, Vanderbilt University, 2006