

STACY L. MERIDA

Curriculum Vitae

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EDUCATION

- 2013 – 2016 Jackson State University
Doctor of Philosophy in Urban Higher Education
Dissertation: Understanding Cultural Competency and Proficiency
in Higher Education through the Perceptions of Higher Education
Administrators
Dissertation Chair: Dr. Walter A. Brown
- 1989 – 1993 University of Mobile
Master of Business Administration
- 1985 – 1989 Stillman College
Bachelor of Arts in Business Administration
Minor in Accounting

PROFESSIONAL EXPERIENCE

- 08/2018 – Present American University *Professorial Lecturer of
Washington, D.C. Business and Entertainment
Kogod School of Business
Department of Management*
- 01/2018 – 05/2018 American University *Visiting Assistant Professor of
Washington, D.C. Business and Entertainment
Kogod School of Business
Department of Management*
- 08/2014 – 08/2018 Middle Tennessee State University *Assistant Professor of Music
College of Media & Entertainment Business (Tenure-Track)
Department of Recording Industry*
- 08/2012 – 07/2014 Middle Tennessee State University *Full Time Lecturer of Music Business
College of Media & Entertainment
Department of Recording Industry*

Courses Taught:**2018-2019**

The Entertainment Industry	MGMT 301
Entertainment Marketing	MKTG 396
Music Publishing and Copyright	MGMT 305
Representing Talent	MGMT 403
Global Corporate Citizenship	MGMT 201
Advanced Issues in the Music Industry	MGMT 472
Entertainment Marketing in Luxury Brands	KSB 490

2012-2018

Marketing of Recordings	RIM 4620
Survey of Recording Industry	RIM 3600
Nashville Music Business	RIM 4800
Record Label Operations	RIM 4820
Record Retail Operations	RIM 4720
Music Publishing	RIM 3900
Hip-Hop Music & Culture	RIM 4550
RIM Practicum	RIM 3580
Internship	EIS 3000
Internship	MBU 3000

Classroom Instruction:

Several methods of teaching are utilized in my classroom. Share information regarding the business of music through lectures, PowerPoint, Prezi, recorded music, movie segments, visual materials, various online websites that contain accumulated sales and viewership reporting, and in person presentations by industry experts. Previously secured software to implement iClicker and Poll Anywhere in my classrooms for more student engagement and participation by my students. Received additional components of the Adobe Acrobat Pro program and Visio to enhance visual presentations of the curriculum.

Undergraduate and Graduate Advising**2018-2019**

Spring 2019-Present-two (2) undergraduate independent studies

Spring 2018-Present-one (1) undergraduate Honors College student as thesis advisor.

2012-2018

Former Graduate Faculty Member

Fall 2017 term-assigned thirty-five (35) undergraduate RIM students as career advisor.

Fall 2016-Spring 2017 term-assigned thirty-four (34) undergraduate RIM students as career advisor.

Fall 2015-Spring 2016 term-assigned twenty-two (22) undergraduate RIM students as career advisor.

Fall 2014-Spring 2015 term-assigned fifteen (15) undergraduate RIM students as career advisor.

Communicated to all students several times each semester to welcome them back to school, wish them well during exams, and to let them know that I'm here to meet with them at any time to discuss career planning and any other ideas they may want to discuss.

Served as Faculty Advisor to Match Records, the student run record label.

Assisted student in degree completion after discovering he departed the program without graduating due to the need of one additional course. Was able to resolve academic requirement and secure scholarship on his behalf.

Improvement of Courses and Curricular Offerings of the Department, College, and University:

2018-2019

Created and updating undergraduate level **MKTG 396 Entertainment Marketing** course for the Business and Entertainment major. Currently collaborating with KSB Marketing department to make this course a permanent course within the overall school and discussions of a marketing track within the Business and Entertainment major. Course potentially could be offered year-round.

Revamped **MGMT 472 Advanced Issues in the Music Industry** course for the Business and Entertainment major. Surveyed current industry executives to secure types of current issues being faced. These issues are now being examined and assigned to students for research and analysis to provide suggestive remedies to those executives.

Revamped **MGMT 301 Entertainment Industry** course for the Business and Entertainment major to include more concentration on the three main revenue streams (Live Entertainment, Music Publishing, and Recording).

2012-2018

Revamped **RIM 4820 & RIM 4720** courses to incorporate more actual day-to-day operations for the student run record label, Match Records. Student artist music submitted and accepted first round of Grammy nominations. Students not only conduct A&R responsibilities, negotiate contracts, sign, produce and record music, and market and publicize artists, but are also responsible for planning and executing campus music concerts including:

The University's Welcome Concert (Fall 2014), recording artists' symposiums, listening night (each semester), band auditions, Beat Battle (each semester), Songwriting Competition,

Homecoming Parade and Concert, award show volunteer participation (**Dove & Grammy Awards**), and additional activities that brand the label and program beyond the college and university.

New relationship between Match Records and The Recording Academy where our students volunteered for Grammy events held during Grammy Week each year (2015-2017). Students selected to participate during Grammy Week are enrolled in RIM 4820/RIM 4720 and are selected based upon their positions in the class as administrators and class seniority.

Redeveloped course **RIM 4550 Urban Hip Hop & Culture** by focusing more on the recording industry business and musical components of the course rather than the anthropological aspects of the course. Urban Hip-Hop has become a major genre and revenue generator in our industry and we have many students who are performers, writers, and producers, with a thirst for more education in this subject area. The class was opened to 30 students, but demand was so great by many seniors that the class attendance number was overridden accommodate a total of 37 students.

Developed the capstone course (**RIM 6630**) for the MBA concentration in Recording Industry for the Graduate School of Business. The Course Description is as follows:

RIM 6630-Applied Recording Industry Research (Capstone Project). The culminating course/event for all other courses and content a student has undertaken to achieve the MBA degree with the Recording Industry concentration from Middle Tennessee State University. It is the intent of this course that the student will bring to bear all the learning and knowledge from the previous courses to show competence in the field of Recording Industry. Specifically, we expect students to submit a comprehensive work, develop a Business Plan, Proposal (for Project, Program, Process, etc.), or any other comparable work approved by the Faculty team. In addition, the students will develop fully annotated and professional visual presentations, which could ultimately be used to present the above content to either a funding source (e.g., venture capitalists, bankers, etc.) or to their corporate leadership. Throughout this course, we expect students to participate on the Discussion Board, share their progress and insights, and assist each other in a consulting capacity. This course is 3 credit hours.

Objectives of the Course

As a result of mastering the courses in the MBA in Recording Industry curriculum, the Capstone course/project will be used by the student to demonstrate the following:

- ✚ Evaluate and demonstrate the ability to integrate learning from all MBA courses.
- ✚ Demonstrate the ability to fully develop a comprehensive plan or proposal worthy of implementation (applicability).
- ✚ Conduct a high level of research and writing skills necessary for graduation from the MBA in Recording Industry program.
- ✚ Demonstrate knowledge gained within the MBA in Recording Industry program that can be applied through the development of a comprehensive culminating project.
- ✚ Conceptualize and develop a comprehensive presentation (visual) worthy of presenting to a funding source or corporate leadership.

Developing **RIM 4810 Live Marketing in the Music Business**-New course to address marketing of live events.

Steps taken to improve teaching by participating in workshops, symposia, or similar programs.

2018-2019

January 11, 2019 30th Anniversary Ann Ferren Conference

September 25, 2018 CTRL Classroom Observations and the Evaluation of Teaching

2012-2018

January 27, 2016 Accessibility: Start to Finish
LT&ITC, Walker Library, Presenters: Jimmy Williams & Bill Burgess

February 2, 2016 Writing an Effective Teaching Philosophy Statement
LT&ITC, Walker Library, Presenter: Tom Brinthaup

March 4, 2016 The Faculty and Staff Development Workshop

April 13, 2016 Copyright in the Classroom
College of Media & Entertainment, Presenter: Dean Ken Paulson

April 13, 2016 Managing Cultural Diversity: Understanding/Accommodating
International Students Workshop
LT&ITC, Walker Library, Presenters: Yang Soo Kim and Rita Jones

March 20, 2015 IEBA Back 2 Basics Educational Workshop
William Morris Endeavor Strategy Room, Nashville, TN
Executive Director: Pam Matthews

March 2014 National MEIEA Conference, Doubletree Hotel, Nashville, TN
Attended sessions and paper presentations that dealt with music licensing issues, and new classroom technology approaches. Connected with the faculty advisors of student run record labels at other universities. Keynote address given by the Chairman of Universal Music, Steve Barnett. Steve is the former CEO of SONY Music and my former boss. In his address, he provided insight on the landscape of the recording and music industry.

Community-based Learning Activities (service learning, practica, internships, experiential learning).

Secured The GRAMMY Museum Education Affiliate Partnership & designation for American University (November 2018)

Secured The GRAMMY Museum Education Affiliate Partnership & designation for Middle Tennessee State University (October 2016).

Official Affiliate plaque presented to University President, Dean, and Chair at GRAMMY Museum during GRAMMY Week 2017.

Currently serve as liaison to The Grammy Foundation and The Grammy Museum in Los Angeles for MTSU student involvement in their various activities.

Honors Received and Recognition for Teaching:

Teaching Awards and Honors (Including those of your Students):

2016-2017 – Outstanding Faculty Member of the Year, Presented by Department Chair
February 2017 – Outstanding Faculty Member of the Month, Presented by Chair
August 2014- Outstanding Faculty of the Month, Presented by Department Chair

Recognition for Teaching RIM 3600 Survey of the Music Industry-Presented by Department Chair.

Recipient of poster board size thank you card signed my students from multiple classes, flowers, and gifts. Featured on the college's website. (Photo/Article credit: Sharon Fitzgerald)

Numerous thank you cards from students.

June 11, 2015, February 2, 2016, August 16, 2017, and December 21, 2017

Letters of Appreciation

Received from the Office of the Vice President for Student Affairs as a faculty member who has been identified by graduating seniors as someone who has significantly contributed to student success.

Currency and Continued Intellectual Development in the Field of Specialization:

Professional Memberships:

Current

National Association of Recording Arts & Sciences (NARAS)

Society for Ethnomusicology

Country Music Hall of Fame and Museum

Music & Entertainment Industry Educators Association (MEIEA) – Board Member

Women in Film & Television (WIFT) Nashville-Board Member & Treasurer (2013-2017)

National Black MBA Association

Gospel Music Association (GMA) Board of Directors Secretary (2006-2011)

Gospel Music Foundation (Former Member)
 Women In Higher Education TN (Member)
 National Association of Black Female Executives in Music and Entertainment
 (NABFEME)-Nashville Chapter Founding Member

Former

American Society of Women Accountants (Former Member)

Other:

Guest speaker at the Music Business Association Conference, Nashville, TN, May 2017
 Attended GRAMMY Week with students, Los Angeles, CA, February 2017
 Attended FILM-COM Convention, Nashville, TN June 2016
 Guest speaker at the Music Business Association Conference, Nashville, TN May 2016
 Attended GRAMMY Week and the Awards with students, Los Angeles, CA, Feb. 2016
 Attended FILM-COM Convention, Nashville, TN June 2015
 Attended the Music Business Association Conference, Nashville, TN, May 2015
 Attended GRAMMY Week with students, Los Angeles, CA, February 2015
 Attended the Billboard Film & TV Music Conference, Los Angeles, CA, October 2013

Efforts to Obtain Internal and External Funding for Instructional Activities:

<u>External Grants in Support of Instruction Value</u>	<u>Indicate Funding Agency & Whether Funded or Not</u>	<u>Dollar</u>
Match Records' Beat Battle Competition		
Request for prize sponsorship	Guitar Center Nashville – Provided 10 gift cards (SP15)	\$100
Request for prize sponsorship	BKE Software Company – Provided 8 software packs	\$1,600
Request for prize sponsorship	G Money Production – Provided 1 sound pack	\$600
Request for prize sponsorship	Guitar Center Nashville-Techno Pro Headphones (1)	\$200
Request for prize sponsorship	SONY Music Entertainment NY-SONY Headphones (1)	\$400
Match Records Foundation Account Development	Personal Contribution Private Fundraising/Donations	\$1,020 \$2,920
<u>Internal Grants in Support of Instruction Value</u>	<u>Indicate Funding Agency & Whether Funded or Not</u>	<u>Dollar</u>
Submitted funding proposal on 11/10/14 for Dave Aron to lecture and demonstrate urban music to students.	MTSU Lecture Series (Holding)	\$1,000
Submitted funding proposal on 10/06/16 for technological equipment	TAF & Student Fees Funding - AWARDED	\$7,820

and software to reconstruct Match Records’
for effective student experiential learning.

Submitted funding proposal on 10/06/16 iClicker technology for students’ classroom engagement.	TAF & Student Fees Funding	\$4,726
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Contributions to Teaching:

Teaching Publications (texts, articles, reviews, multimedia projects software, videos)

Doctoral Dissertation, “Understanding Cultural Competency and Proficiency in Higher Education through the Perceptions of Higher Education Administrators” (Published February 14, 2018)

July 2016- Doctoral Research proposal submitted by Dissertation Chair to the American Educational Research Association (AERA) Conference (April 27-May 1, 2017 in San Antonio, TX)

May 2016- Doctoral Research proposal submitted by Dissertation Chair to the Association For The Study of Higher Education (ASHE) Conference (November 9-12, 2016 in Columbus, OH)

Talks, Lectures, or Presentations for Peers (on campus and off campus)

Scheduled Keynote Speaker at the National Taiwan Normal University’s 2nd Annual International Interdisciplinary Symposium of Pop Music Industry and panelist to discuss the topic “**Music City – The Coexistence of a City and its Music**” in Taipei, Taiwan, April 18-22, 2018.

Guest panelist on March 28, 2018 for the topic *Babylon Burning: Music, Race and Postcolonialism* for Professor Aram Sinnreich’s Musical Cultures and Industries class in American University’s School of Communication.

Guest Lecturer for Professor Jeffrey Izzo’s Contract Classes Oct. 26-27, 2017 at MTSU in Murfreesboro, TN.

Presenter: “Understanding Cultural Competency and Proficiency in Higher Education” at the *2017 Knowledge to Action: Achieving the Promise of Equal Educational Opportunity Conference* at the American Educational Research Association (AERA) Conference April 30, 2017 at the San Antonio Convention Center in San Antonio, TX.

Guest Lecturer for Professor Jennifer Woodard’s Gender and Feminism Class April 19, 2017 in Murfreesboro, TN.

Proposal, “The Case for Hip-Hop and Culture in Music Business Programs” submitted and accepted for presentation at the MEIEA Summit March 31, 2017 in Chicago, IL.

Presenter: “Understanding Cultural Competency and Proficiency in Higher Education” at the *2017 Creating Global Change: An Interdisciplinary Conference in Women’s and Gender Studies*, March 23-25, 2017 at Middle Tennessee State University in Murfreesboro, TN.

Professional Presenter: “Understanding Cultural Competency and Proficiency in Higher Education through the Perceptions of Higher Education Administrators” at the *National Association of African American Studies, National Association of Hispanic and Latino Studies, National Association of Native American Studies, and the International Association of Asian Studies Joint National Conference*, February 13-18, 2017 at Westin Dallas Park Central in Dallas, TX.

Poster presentation: “Exploring Diversity Leadership in Higher Education Administrators” at *Third Annual Graduate Student Conference*, sponsored by the Executive PhD Program in Urban Higher Education, held July 9-10, 2015 at the Mississippi e-Center at JSU in Jackson, MS.

Moderator: Roundtable presentation: “Work Environment Factors Influencing the Job Satisfaction Level of Higher Education Administrators” at *Third Annual Graduate Student Conference*, sponsored by the Executive PhD Program in Urban Higher Education, held July 9-10, 2015 at the Mississippi e-Center at JSU in Jackson, MS.

Lecturer, “Disruptive Technology” in RIM 3600 Survey of Recording Industry class, Professor Charlie Dahan, April 2015.

Master Class Presentation with Tyler Pittman, VP of Sales at Sony Music and Mike Farris (Match Record’s Artist in Residence), September 2014 at Middle Tennessee State University in Murfreesboro, TN. Promotions included Grammy Award Campaign of which Mike Farris received Grammy Award in February 2015.

Invited Speaker, “Record Company Marketing” in RIM 3600 Survey of Recording Industry class, Professor Jeff Izzo, November 24, 2014.

Video Presentation: MTSU music business professor discusses legacy of Prince
<https://youtu.be/eaPJecUit0M>

Short Published Works (Book Reviews, Encyclopedia Entries)

Cited as Reference by author: Carpenter, Bill. *Uncloudy Days: The Gospel Music Encyclopedia*. Hal Leonard Corporation (2005).

Editor, Anthology for Survey of the Recording Industry, Cognella Academic Publishing, San Diego, CA (Agreement details being finalized).

Collaboration with Students:

Clinical, Practicum, Internship Supervision:

August 21, 2017 – Campus Solar Eclipse Event at MTSU. Coordinated student artists concert for Tennessee event televised by numerous outlets and live feed by NASA.

April 29, 2017 – Match Records Artists Concert at Musician’s Hall of Fame Museum, Nashville, TN.

April 25, 2017 – Match Records artist performance at Aurora Studios & WMOT live streaming remote, Nashville, TN.

September 25, 2016 – Coordinated the GRAMMY Museum PBS **Soundbreaking: Stories from the Cutting Edge of Recorded Music** screening at MTSU. Larger audience demanded move to The Opry House. Secured panelist spot for Professor Charlie Dahan.

March 25, 2015 – Planned and escorted 6 MTSU Students to Atlanta, GA for Master Class, one on one executive information session and luncheon, with industry icon James “Big Jim” Wright, Producing partner of Jimmy Jam & Terry Lewis and musical director for Mariah Carey.

May 1, 2016 – MTSU Match Records Fundraising Concert at SoulShine Pizza Factory, Nashville, TN. Responsible for all planning and coordination for student artist concert.

Public Service:

Session Presenter at the Rutherford County Chamber of Commerce’s “Learn, Grow, Connect” Conference for Women, Embassy Suites Convention Center, Murfreesboro, TN, September 21, 2016

Professional Service:

Panelist on “Snack Chat” session at the Music Biz Conference, Nashville, TN (May 2017).

Guest speaker at MTSU’s ASCE Professional Development Workshop, Murfreesboro, TN, May 10, 2017.

Session Presenter at the Rutherford County Chamber of Commerce’s “Learn, Grow, Connect” Conference for Women at the Embassy Suites Convention Center in Murfreesboro, TN, September 21, 2016.

Session Panelist at Music Biz Conference, Nashville, TN, in May 2017.

Music Biz Conference, Nashville, TN (May 2016) – Provided programming for the Academia & The Real-World educational track.

Served as Panelist on “The Organizer’s Journeys” and “Moving Forward: Beyond Your First Job”

Who Knew Nashville, (November 2015) – Conducted MTSU CME RIM Presentation at 3rd & Lindsey. Event co-sponsored by the College of Media & Entertainment

Conducted seminar discussions on Marketing 101 for Music Business at Estes Park Music Conference in Colorado for Gospel Music Association for numerous years.

Conducted seminar discussion on Marketing 101 for Music Business at Babbie Mason Conference in Atlanta, GA

Leadership Roles in Professional Associations (e.g. elected officer, committee chairperson, conference chair, etc.)

Voting Member – National Academy of Recording Arts & Sciences (NARAS)
 Board Member – Music and Entertainment Industry Educators Association (MEIEA)
 Past Board Member – Quaver Foundation for Advancing Music Education (QFAME)
 Board Member & Past Treasurer – Women in Film & Television-Nashville (WIFT)
 Past Board Member – Gospel Music Association Foundation Board (GMAF)
 Past Board Member (10 yrs.) & Secretary (6 yrs.) – Gospel Music Association (GMA)
 Member – Women in Higher Education TN (WHET)

University Service:

Department or School:

Department	2016	AP Full Time Temp Search Committee (July-August)
Department	2016	End of Summer Concert (Match Record’s artist Reign performed, April 25 th)
Department	2015-2016	AP Full Time Temp Search Committee
Department	2015	AP Full Time Temp Search Committee (Feb-April)
Department	2014-2016	Career Fair Committee
Department	2014-2016	Student Retention Committee
Department	2014-2016	Listening Night Planning Committee
Department	2014	Co-Advisor to Urban Entertainment Society
Department	2013-2016	Scholarship Committee

College:

2016	Center for Popular Music Search Librarian Committee (Feb-March)
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2016 Motlow Community College Recruitment Visit (March 16th)
 2016 Blackman Collegiate Day (April 7th, September 15th, & October 27th)
 2015-2016 Entertainment and Sports Media Master's Degree Program Curriculum
 Committee (In partnership with the College of Business)
 2015 College Pre-View Day Presentation (Fall semester)
 2014-2016 Diversity Committee

University:**2018 AU's Retreat Planning Committee**

2017 Fall Graduation Line of March representative for RIM
 2016-2017 Athletic Compliance Committee
 2015-2016 University Disciplinary Committee
 2016 Spring Graduation Line of March representative for RIM
 2015 Spring Graduation Line of March representative for RIM
 2012-2017 MT Idol Recurring Judge

2013 – 2015	Belmont University Mike Curb College of Entertainment & Music Business	<i>Adjunct, Internship Faculty Mentor</i>
2006 – Present	The MERIDA Group	<i>President</i>
2005 – 2005	SONY Music Entertainment	<i>Vice President of Marketing</i>
2001 – 2004	CW Wellspring Entertainment	<i>General Manager</i>
1997 – 2001	Provident Music Group	<i>Dir of Sales & Marketing</i>
1991 – 1996	Integrity Music, Inc.	<i>Various Positions</i>
1989 – 1991	Teledyne Brown Engineering	<i>Supervisor/Contracts/Finance</i>