

Michael (Blair) Thomas, PhD, MPH, MPA

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EDUCATION

PhD, Public Administration and Policy (3.67 GPA)

Florida State University, Askew School of Public Administration & Policy

Dissertation Title: “*An Examination into what Public Officials think of the Role of Marketing and Branding in Florida*”

-President, Public Administration Graduate Student Association (PAGA)

-Pi Alpha Alpha Honor Society

February 2018

Tallahassee, FL

M.P.A., Public Financial Management (3.67 GPA)

Florida State University, Askew School of Public Administration & Policy

-Certificate of Financial Public Management

-Student of the Month: May 2015

December 2014

Tallahassee, FL

M.P.H., Health Management and Policy (3.89 GPA)

Portland State University, Hatfield School of Government

-Outstanding Professional Development Award

-Alumni Profile, Hatfield School of Government

June 2012

Portland, OR

B.A., Political Science; Minor in Secondary Education (3.46 GPA)

University of Portland

-Dean's List

December 2017

Portland, OR

WORK EXPERIENCE

University of Oregon, School of Planning, Public Policy and Management

Visiting Assistant Professor

- Teaching multiple class that range across public administration and policy topics and include nonprofit management, program evaluation and analysis and related topic areas
- Creating research content within academic journals that examines the strategic development of citizen engagement with a focus on how public marketing and branding impacts different populations as well as the how American minority athletes are affecting the public administration and nonprofit landscape through protest and engagement

Eugene, OR

June 2022-Present

Multnomah County Department of Community Justice

Research & Evaluation Analyst

- Developing and executing evaluation programs of the Multnomah County Justice Reinvestment Program (MCJRP)
- Interviewing a variety of stakeholders associated with this program in both execution and delivery

Portland, OR

June 2022-Present

Florida State University, Askew School of Public Administration

Adjunct Professor

- Teaching six online classes at the graduate level including nonprofit management, financial budgeting and public marketing and branding related classes
- Creating research content within academic journals that examines the strategic development of citizen engagement with a focus on the emergent impacts of American athlete protest on social justice, community health and the development of government policies
- Introduced, developed, and taught PAD 5935: Public Marketing and Branding, the first class of its kind at the Askew School in which students were provided with course materials related to how public managers and relevant officials are creating and executing public marketing and branding campaigns at multiple levels of government

Tallahassee, FL

September 2021-Present

Valdosta State University, Department of Political Science

Tenure-Track Assistant Professor of Public Administration

- Taught 10 courses per calendar year (both in online and in person) that ranged across public administration and policy and include nonprofit management, program evaluation and analysis, health policy, and public budgeting and managed the development of doctoral dissertations
- Represented the department on university-wide boards and committees including the NCAA Athletics Committee, Faculty Senate and Faculty Senate Academic Scheduling & Procedures Subcommittee

Valdosta, GA

August 2019- September 2021

- Developed research proposals seeking grants from international sports organizations such as the International Olympic Committee and FIFA
- Participated in professional development opportunities based on topics such as on teaching effectively online in HyFlex settings, improving communication methods within a classroom, and how to facilitate conversations on race within university settings; Also engaged in extensive LGBTQIA+ safe space training of approximately 10 hours and engaged in Title IX Advisor and Hearing Panel Training through the University System of Georgia
- Collaborated with colleagues to publish peer-reviewed research on public marketing as well as on content that examined the role of athletes on American policy in academic journals and presented the findings in conferences across the world
- Spoke to 450 public managers and communication officers listened as a content expert on public marketing research annually during ICMA content panels

University of Central Florida, School of Public Administration

Visiting Lecturer & Instructor

Orlando, FL

August 2018 – July 2019

- Taught 12 courses based on public administration theories and methods (both in online and in person) on topics including urban planning, community development and planning, project management and public administration theory at the graduate and undergraduate levels
- Engaged in research on public marketing and branding which led to content appearing in peer-reviewed academic journals
- Participated in professional development opportunities based on topics such as improving communication methods, teaching different types of learners and using the latest educational software; Also engaged in LGBTQIA+ safe space training

Portland State University, Hatfield School of Government

Adjunct Professor

Portland, OR

December 2017 – July 2019

- Developed an online-based, graduate-level course that explores public and non-profit public marketing and branding content to which was taught in Spring 2019

Corcoran & Johnston Government Relations

Government Policy Aide

Tallahassee, FL

December 2017 – March 2018

- Provided detailed reports and analysis on legislative activities in the Florida House and Senate
- Attended more than 30 committee and subcommittee meetings and met with stakeholders to develop relationships for the firm
- Engaged with legislators, media members and other relevant stakeholders to discuss policies representing various interests of Florida's citizens

George Fox University, Politics Department

Visiting Assistant Professor, Political Science

Newberg, OR

August 2017 – December 2017

- Created and administered lectures for over 60 undergraduate students
- Taught three courses based on American politics and research methods

Florida State University, Askew School of Public Administration

Instructor of Record

Tallahassee, FL

August 2014 – August 2017

- Created and administered lectures for over 400 undergraduate students for eight terms for an upper-division introduction to public administration course
- Outstanding Teaching Assistant Award Winner
- Engaged in LGBTQ Allies and Safe-Zone Training

Florida State University, Department of Athletics

Academic Tutor

Tallahassee, FL

January 2014 – August 2014

- Mentored over 30 FSU athletes in seven Division I sports reach their academic potential in subject areas including: Computer Science, Emergency Management, Political Science, Public Administration, Public Health, and Sociology

Florida State University, Askew School of Public Administration

Teaching Assistant for Dr. Kaijeng Yang

Tallahassee, FL

September 2012 – August 2015

- Provided feedback, and aided in online course development for over 300 Florida State graduate students in the Askew School of Public Administration and Policy

The Lund Report

Public Policy Reporter

- Wrote three articles per week for The Lund Report, a web magazine focused on Oregon's health care system including reporting on major organizations such as the Oregon Health Authority
- Stories were primarily based on, but not limited to, policy meetings involving two major health policy laws enacted by the 2011 Oregon Legislature

Portland, OR

September 2011 – June 2012

Portland State University, School of Community Health

Teaching Assistant for Dr. Claire Wheeler

- Provided feedback, create study guides, and presented lectures to undergraduate students in three different courses within the School of Community Health at Portland State University.

Portland, OR

January 2011 – June 2012

Adidas America / CIP-Marketing

Marketing Brand Coach / Visual Merchandiser

- Performed Adidas product clinics and for national retailers while providing marketing tips on how to effectively promote sales
- Lead multiple teams in an assortment of marketing and promotional projects including product launches, store openings and Adidas pop-ups
- Prepared and distributed diverse media, promoted company events such as store appearances by Adidas-endorsed athletes

Portland, OR

January 2007 - January 2010

MEDIA APPEARANCES (RADIO & PODCAST)

1. Canzano, J. (Producer). (2022, June 9). BFT Interview: Dr. Blair Thomas. *The Bald Faced Truth with John Canzano*. Portland, OR: Alpha Media Broadcasting.

INVITED TALKS

1. Thomas, B. Academic Panelist, "Sport, Race and Culture." (2022, June 19th). Worlds of Sport: Portland 2022. Oregon Convention Center, Portland, OR
2. Thomas, B. (2021, April 22) Invited Presenter, International City / County Manager Association (ICMA) "A Guide to Local Government Branding"
3. Thomas, B. (2019, October 17). Invited Presenter, International City / County Manager Association (ICMA) "Branding Your Community for Economic Success"

PUBLISHED RESEARCH (PEER-REVIEWED)

1. Wiley, K., Thomas, B., Skollar, T. (2022). The Paradox of Compulsory Volunteering: An Analysis of Charity as Punishment on U.S Television. *Journal of Public Affairs Education*, forthcoming
2. Thomas, M.B. (2022). Swooshed: How Nike and the City of New York Could Potentially Change the Landscape of City Branding Through Apparel Licensing Agreements. *Public Administration Review*, forthcoming.
3. Thomas, M.B. & Levine Daniel, J. Playing Offense: How Athletes are Impacting a Changing Administrative State. *Administration & Society*, forthcoming.
4. Wright, J. & Thomas, M.B. (2022). The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism. *Public Administration Review*, forthcoming
5. Thomas, M.B. & Larson, S. (2021). The Untapped Potential of Social Marketing: How a Sample of Florida Cities Engage in its Practice. *International Journal of Public Administration*, <https://doi.org/10.1080/01900692.2021.1950184>
6. Thomas, M.B. & Wright II, J. (2021). We Can't Just Shut Up and Play: How the NBA and WNBA are Helping Dismantle Systemic Racism. *Administrative Theory & Practice*, Forthcoming, <https://doi.org/10.1080/10841806.2021.1918988>
7. Thomas, M.B., Fay, D. Berry, F. (2021). More than a Logo: Branding Viewpoints from City Managers Leading to Testable Propositions. *Public Performance & Management Review*. <https://doi.org/10.1080/15309576.2021.1897634>
8. Lu, E., Yang, K. & Thomas, M.B. (2020). Designing Performance Systems in Anticipation of Unintended Consequences? Experiences and Lessons from the Compstat Regime in NYPD *Administration & Society*, 53(6): 907-936. <https://doi.org/10.1177%2F0095399720976532>
9. Thomas, M.B., Fay, D. & Berry, F. (2020). Strategically Marketing Florida's Cities: An Exploratory Study into how Cities Engage in Public Marketing. *American Review of Public Administration*, 50(3): 275-285. <https://doi.org/10.1177%2F0275074019897599>
10. Thomas, M.B. (2018). Ky-necting the Dots: How Kentucky's Willingness to Loosen the Reins Sparked a Health Insurance Enrollment Race in the Bluegrass State. *Journal of Nonprofit & Public Sector Marketing*, 30(4): 1-24. <https://doi.org/10.1080/10495142.2017.1326348>

PUBLISHED BOOK CHAPTERS

1. Thomas, M.B. (2022). "A Tenure-Track Destiny Deferred: How to Find Your Academic Home when Your Current Job Title Says 'Visiting'" Mitchell Mackinem, Lacey Ritter & Anisah Bagasra (Eds) *The Changing Faces of Higher Education: From Boomers to Millennials*, Vernon Press, 978-1-64889-350-6
2. Thomas, M.B. "Branding for Morale." (2021). Staci Zavattaro (Ed). *Global Public Branding: A Theory-Practice Exchange*. Springer Nature. <https://doi.org/10.1007/978-3-030-70505-3>
3. Zavattaro, S.M. & Thomas, M.B. (2021). "Public Sector Branding: Understanding and Applying the Concept" Tom Bryer (Ed). *Handbook of Theories of Public Administration and Management*. Elgar Publishing, ISBN: 978-1-78990-824-4

PUBLISHED NON-REVIEWED WORK

1. Thomas, B. (July 7). Nike and New York City Could Change the Licensing Game for Cities across the World. London School of Economics USAPP Blog. Retrieved from: <https://blogs.lse.ac.uk/usappblog/2022/07/07/nike-and-new-york-city-could-change-the-licensing-game-for-cities-across-the-world/>

PUBLISHED LITERARY WORK

1. Thomas, B. (2015). Ferocity and grace. *Portland: The University of Portland Magazine*, 35(3): 5

SELECTED CONFERENCE PRESENTATIONS

1. Thomas, M.B., Wright II, J.E., Yu, H. When Championships are Secondary: Establishing a Framework for the Administrative Impact of the Black Athlete. Paper for the "Governing Sport- Social Value Creation for the Communities of Tomorrow panel at the International Research Society for Public Management (Virtual) Conference.
2. Thomas, M.B. & Wright II, J.E The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism. Presented Paper at the American Society for Public Administration, Jacksonville, FL
3. Thomas, M.B. Participant, Students: What They Didn't Teach You in Grad School, Midwest Political Science Association (Virtual).
4. Thomas, M.B. Participant, Teaching: Online Courses and Student Engagement, Midwest Political Science Association (Virtual).
5. Thomas, M.B. Participant, Teaching Roundtable on Online Courses & Student Engagement, Midwest Political Science Association (Virtual)
6. Panel Moderator, Emerging Issues in Diversity, Equity and Inclusion. Northeast Conference of Public Administration, Albany, NY (Virtual) Paper: The Erosion of the Administrative State under President Trump: Citizens Pushback against Individual and Institutional Racism
7. Thomas, M.B. & Wright II, J.E. (2021). We Can't Just Shut Up and Play: How the NBA and WNBA are Helping Dismantle Systemic Racism. Accepted Virtual Paper for the "Sport Activities in Extraordinary Times: Public Management Driver for Social Value Creation" panel at the International Research Society for Public Management (Virtual)
8. Thomas, M.B. (2021). More than a Movement? Reflections from Public Administrators and Non-Profit Leaders Potentially Affected by Athlete Activism. Presented Paper at the American Society for Public Administration (Virtual)
9. Panel Moderator, Collaborative Governance: Nonprofits, Public-Private Partnerships, and Innovative Cooperation. Northeast Conference of Public Administration, Boston (Virtual) Paper: Swooshed: Nike's Standing Relationship with NYC Parks
10. Thomas, M.B. (2020). Stumpedtown: Conceptualizing Portland's Brand in a Changing Media Environment. Presented Paper at the American Society for Public Administration, Anaheim (Virtual)

COMMUNITY SERVICE

- 2021-Present. Midwest Political Science Association Academic Year Mentoring Program
- 2020-Present. Executive Board Member, American Society of Public Administration-Cascades
- 2016-2017. Leon County (FL) Affordable Housing Advisory Committee
- 2010-2012. Secretary and Treasurer, Oregon Gov. Council on Physical Fitness and Sports
- 2010. Tualatin Hills (OR) Parks and Recreation District Parks Advisory Board
- 2007-2011. Beaverton (OR) Human Rights Advisory Commission; 2010 Diversity Award Committee