

Becky Beal
Department of Kinesiology
California State University, East Bay
Hayward, CA 94542
(510) 885-3036

EDUCATION

Ed.D., Physical Education, University of Northern Colorado, Greeley, CO, 1992
M.A., Physical Education, University of Northern Colorado, 1987
B.A., History, Pomona College, Claremont, CA, 1985

PROFESSIONAL EXPERIENCE

Current	Professor
2008-2012	Associate Professor California State University, East Bay, Hayward, CA Department of Kinesiology <i>Undergraduate Classes:</i> Sport in Contemporary Society, Philosophical Foundations of Kinesiology, Sport, Racism & Ethnicity, Sport in Film: Cultural Perspectives, Physical Activity and Social Justice <i>Graduate Classes:</i> Seminar in Sport in Contemporary Society, Seminar in Philosophy of Sport, Social Inclusion in Physical Activity, Political Issues in Kinesiology
2004-2008	Professor
1998-2004	Associate Professor

- 1989-1992** **Instructor, Department of Sociology**
University of Northern Colorado
Classes taught: Principles of Sociology, and Sociology of Minorities.
Guest lectured: Sociology of Sex Roles, Marriage and the Family, Sociology of Minorities, and Principles of Sociology
- 1989-1991** **Instructor, School of Kinesiology and Physical Education**
University of Northern Colorado
Guest lectured: Sociology of Sport, Perspectives of Physical Education, and Psychology of Sport Seminar
- 1986-1989** **Teaching Assistant, School of Kinesiology and Physical Education**
University of Northern Colorado
Classes taught: Sociology of Sport, Analysis and Movement of Track and Field, Analysis and Movement of Soccer, Fitness and Conditioning, Weight Training, Soccer, Volleyball, Aerobics, and Badminton.
- 1986-1988** **Assistant Coach, Intercollegiate Track and Field**
University of Northern Colorado
 Assisted both men's and women's programs. Coached sprinters, distance runners, long and triple jumpers, organized travel and assisted with recruitment of athletes.

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Riemer, B., Beal, B. & Schroeder, P. (2000). The influences of peer and university culture on females student athletes' perceptions of career termination, professionalization, and social isolation, Journal of Sport Behavior. 23. 364-378

Beal, B. (1997). The Promise Keeper's use of sport in defining "Christ-like"

“Adult stakeholders’ perceptions and practices of gender inclusion in skateboarding” with Matthew Atencio, ZaNeen McClain, and Missy Wright for the for the North American Society for the Sociology of Sport, Portland, OR November 2014

“Prosumption and Cultural Capital in Surf and Skate Social Worlds”, with Chris Cutri and Belinda Wheaton, at the International Sociology of Sport Association, Vancouver, June 2013

Panelist on “Action Sports Videos” for the North American Society for the Sociology of Sport, New Orleans, LA Nov 2012

Panelist on the “Critical Coach Education” for the North American Society for the Sociology of Sport, New Orleans, LA Nov 2012

It ain’t just black kids and white kids’: the representation and reproduction of authentic ‘skurban’ masculinities” with Mathew Atencio and Emily Chivers Yochim, North American Society for the Sociology of Sport, Minneapolis, MN, Nov 2-5 2011

“Straight Gaze: Curl Girls, Homonormativity, and Consumer Lesbianism,” with Maureen Smith, North American Society for the Sociology of Sport, San Diego, CA Nov 3-6, 2010

“Responding to Backlash in the Classroom: What’s a Professor to do?” member of a roundtable discussion, North American Society for the Sociology of Sport, San Diego, CA Nov 3-6, 2010

“Women’s Sexuality and Surfing: From Gidget to Curl Girls,” with Maureen Smith, Sport, Sexuality and Culture Conference, Ithaca, NY, March 2009

“Experiencing Mavericks: the Hybridity of Consumption,” with Maureen Smith, North American Society for the Sociology of Sport, Denver, CO, November 2008

“Consuming ‘street credibility’: Skateboarding and the art of entrepreneurial cool,” with Matt Atencio, North American Society for the Sociology of Sport, Pittsburgh, PA November 2007

“The Silicon wave: Mobilizing Mavericks,” with Maureen Smith, North American Society for the Sociology of Sport, Pittsburgh, PA November 2007

“Spaces of Risk and the Cultural Dynamics of Skateboarding,” Researching Youth Sport: Diverse Perspectives, Loughborough University, Loughborough England, 20 Sept 2006

“Welcome to my crib”: Locating athletes’ masculinities on MTV’s *Cribs*, with Maureen Smith, North American Society for the Sociology of Sport, Tucson, AZ, November 2004.

“All aboard: Skateboarding and the branding of the ‘action lifestyle.’” With Charlene Wilson, North American Society for the Sociology of Sport, Montreal, November 2003.

“Skateboarding and the gendered notions of space,” North American Society for the Sociology of Sport, Indianapolis, November 2002.

“Chicks’ dig scars: Transformations in the subculture of skateboarding”. North American Society for the Sociology of Sport, San Antonio, TX, November 2001.

“Creating space for female skateboarders.” The Association for the Study of Play. San Diego, CA, February 2001.

“Images of Lifestyle Sports: the audience view.” with Belinda Wheaton for the North American Society for the Sociology of Sport. Colorado Springs, CO, November 2000

“The skateboarding image: An analysis of the industry's impact on the participants' view of ‘authenticity’.” with Lisa Weidman for the International Sociology of Sport Association in

Colorado Springs, CO, San 1-oradon Spring 94p 44(41) 4 10.4359-2(og 3) 20 (To) - 1(0(0)3(0.4)1N0(4)4M)0-i-

“Muscular Christian Movements: Race and Gender Ideologies,” American Alliance for Health, Physical Education, Recreation, and Dance, Atlanta, GA April 16-20, 1996.

“Bill McCartney and the Promise Keepers: Exploring the Connections among Football, Masculinity, and Evangelical Christianity,” American Alliance for Health, Physical Education, and Dance, Portland, OR, March 29 - April 1, 1995.

“Qualitative Research in Physical Education and Sport: A Workshop and Symposium for Novice and Experienced Investigators,” (panelist) American Alliance for Health, Physical Education and Dance, New Orleans, LA, March 28-April 1, 1990.

Regional Conferences

“Gay Games” with Marena Hewett, It takes a rainbow: Bridging the Mountains to the Bay, LGBTQIA conference at the University of the Pacific, Stockton, CA Feb 20, 2010

“Reading Hollister: Manufacturing and consuming surf culture,” with Maureen Smith, Pacific Sociological Conference, San Diego, CA April 2009

“The Gendering of Sport in American Education” Women's studies conference, Chico, CA., April 21, 2001.

“Women in Secondary Physical Education Positions: Current Trends and Future Implications,” Midwest Association for College and University Physical Education, Angola, IN, Oct. 22-24, 1993.

“Beyond Statisticians and Scorekeepers: Integration of Persons with Low Vision into Sports,” (with Patricia Koenig, M.A., CRT) The Statewide Illinois Low Vision Conference, Chicago, IL, Oct. 14-16, 1993.

“The Packaged Image of a Skateboarder,” Far West Popular Culture Association, Las Vegas, NV, January 1990.

“Minority Group Theory Applied to Education: The case of the Association of Intercollegiate Athletics for Women,” Northern Rocky Mountain Educational Research Association, Jackson Hole, WY, October 1989.

GRANTS

University of the Pacific Eberhardt Research Fellowship, March 1997
For research on student-athletes' experiences in college

California State University East Bay, New Faculty Support Grant, 2009
For research to write a reference guide on skateboarding

PROFESSIONAL ORGANIZATIONS

American Sociological Association
North American Society for the Sociology of Sport
Pacific Sociological Association

PROFESSIONAL SERVICES

Editorial

Editorial Board Member for The Sociology of Sport Journal, the publication of the North American Society for the Sociology of Sport, 1997-2000 and 2001-2003

Ad hoc reviewer:

Journals reviewed for since 2003

American Behavioral Scientist

Communication and Sport

Gender and Society

Journal of Sport and Social Issues

Journal of Contemporary Ethnography

Leisure Studies

Member of the Program Committee, New Orleans, LA 2012

Other Professional Organizations

Member of the Resource Council, Women's Sports Foundation. Coordinated information about coeducational sports for the WSF internet resources. 1995-1996 Presider. session, "Sport in Society and Social Relations," for the Pacific Sociological Association, San Diego, CA April 17-20, 1997

Organizer. session on Sport for the American Sociological Association, Washington, DC, August 2000

Member of Research Council, American Alliance for Health, Physical Education, Recreation, and Dance. National Association of Girls and Women in Sport. Part of a multi-disciplinary group who developed criteria for determining awards for outstanding scholarship about females. 2002-03

Organizer, Session "Sociology of Sport," for the Pacific Sociological Association, San Francisco, CA April 2004

Executive Committee member, Youth Sport Coalition, for the National Association of Sport and Physical Education, 2005-2007

Member of the Student Affairs Committee for the Pacific Sociological Association, 2011-2014

Second Organizer for a session: "PSA 101: A student's guide to 'doing' a conference" for the Pacific Sociological Association's annual meeting, San Diego, March 2012

Member of the Civil Liberties and Civil Rights committee for the Pacific Sociological Association, 2014-2017

Organizer, session "Sociology of Sport" for the American Sociological Association's conference, San Francisco, 2014

University Services – California State University, East Bay

Member of the Educational Effectiveness Committee 2013-current

Member of the College of Education and Allied Studies committee for Retention, Promotion and Tenure, 2013 and 2014

Associate Director for the Center for Sport and Social Justice, 2012-current

Member of Academic Senate 2009-2011

Member of subcommittee on Cultural Groups and Women for General Education 2008-2010

University Services – University of the Pacific

Member of Curriculum Committee. College of the Pacific, 1996-1999

Community Involvement Program Board Member, 1996-1998

Faculty Advisor for the College of the Pacific Association, the governing body for the students of the College of the Pacific, 1996-99

Member of the Gender Studies Board, 1997-2002; 2005-2008

Member of the Mentor II (University freshman seminar) Planning Committee, 1996-99

Convener of the Mentor II (University freshman seminar) Planning Committee, 1998-99

Member of the Mentor I (University freshman seminar) reading selection committee, 1999

Member of the General Education Committee, Mentor II representative, 1997-99
University Representative. Association of American Colleges & Universities, General Education Workshops. Tampa, Florida. 1997 & 1998

Member of University Task Force, Asheville Institute on General Education, 1999

Member of the Priority V Task Force, the committee evaluates and makes recommendations about student services, 1997

Member of the board for the student newspaper, *The Pacifican*, 1999- 2001

Member of the architectural selection committee for the proposed student center, 1999-2000

Member of the National Commission for the next level of excellence, Students and the co- curricular experience, 2000-2001

Chair of the task force on commencement weekend, 2000

Member of the Academic Council (faculty senate), 1999-03

Chair of the Academic Council (faculty senate), 2002-03

Member of the Honors Council, 2001-08

Member of the Ethnic Studies Board, 2003 -08

Chair of the Department of Sport Sciences, 2004-05

Member of the University Diversity Committee's subcommittee on curriculum 2006-08

Director of Gender Studies Program, 2005 - 2007