

Michele King, PhD

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Higher Education

Degree	Major	Institution	Date
PhD	Communication, Entertainment-Education	Regent University	2009
M.S.	Corporate and Professional Communication	Radford University	1999
B.A.	Speech Communication	Christopher Newport University	1997

Academic and Professional Experience

Position	Institution	Dates
Director of Esports	William & Mary	2020-Present
Board of Governors, Elected	Electronic Gaming Federation	2021-Present
Senior Lecturer	William & Mary	08/1999 – Present
Director of Oral Communication	William & Mary	08/00 – 05/09
Faculty	William & Mary, Graduate Center	08/02 – 05/05
Faculty	Saint Leo University	01/00 – 05/05
Adjunct Faculty	Thomas Nelson Community College	05/00 – 08/04
Adjunct Faculty	Christopher Newport University	08/99 – 05/00
Adjunct Faculty	William & Mary	08/99 – 05/00
Graduate Teaching Assistant	Radford University	08/98 – 05/99

Service to Academics, Profession, and Community

Title	Institution	Dates
Chair Esports Advisory Board	William & Mary	Fall 2020-Present
Director, STEM & SCRIM™ Esports Summer Camp	William & Mary	Summer 2022
2021-2022 National Collegiate Esports Director of the Year Recipient	National Association of Esports Coaches and Directors	May 2022
Certified Facilitator	Entrepreneurial Mindset Ice House Program	April 2022
Member	National Association of Esports Coaches & Directors	March 2022
Facilitator	W&M Camp Launch, School of Education STEM for underrepresented middle school students	Summer 2020

Chair	Esports Steering Committee	Spring 2020-Present
Chair	Esports Faculty Task Force	Spring 2020-Present
University Teaching & Learning Project	Esports Initiative	Spring 2020
Faculty Consultant	Arts & Sciences Graduate Center, 3MT (Three-Minute Thesis) Project	Fall 2019-Present
Gamification Advisor	Mason School of Business Entrepreneurship Center	Fall 2019-Present
Faculty Coach	William & Mary Commencement Student Speaker	Spring 2018-Present
Faculty Coach	Mason School of Business Entrepreneurship Center, Rocket Pitch	Fall 2018-Present
University Teaching & Learning Project	Proposal for Gamification Course Design	Fall 2017

Courses Taught

Entertainment-Education: A Communication Strategy for Social Change	Fundamentals of Oral Communication	Gender Communication (Independent Study)
History & Criticism of the Public Address (Independent Study)	Human Trafficking: The Process, Dynamics, & Laws (Independent Study)	Nonverbal Communication (Independent Study)
Oral Presentation Skills for International Graduate Students	Pastoral Communication Styles (Independent Study)	Sports Communication (Independent Study)
Esports Ecosystem (formerly Introduction to Esports)	Esports Pioneers (Independent Study)	Public Speaking in Data Science
Communication for Managers, MBA Graduate Students	Public Speaking in Data Science	Crisis Communication (Independent Study)
Public Speaking	Principles of Group Discussion	

Presentations, Publications, and Productions

King, Michele. Presenter. "What's Your Next Move? Learn from a Ludologist How to Gamify Your Collegiate Experience." GAMEMason. George Mason University, Fairfax, Virginia. 4 March 2023.

King, Michele. Host. "Student Leaders and the Collegiate Esports Experience." EGFC Leads: Electronic Gaming Federation Roundtable. 30 November 2022.

King, Michele and Alondra Burton. "Overwatch or Overlooked: Collegiate Esports Players' Perspectives on Themes of Social Sustainability." Esports Research Network Conference, Jönköping University International Business School (JIBS). Jönköping, Sweden. 23 November 2022.

King, Michele. Guest Speaker. "Seton Hall University: Introduction to Careers in Esports." 26 October 2022.

King, Michele. Guest Speaker. "William & Mary Alumni Association: Tribe Thursday." 13 October 2022.

King, Michele. Panelist. "[Girls Who Game.](#)" [New College Institute](#) | [Dottie Rose Foundation](#) | [Carolina Women+ in Tech](#). 9 August 2022.

Hoving, Kate. "[Esports at William & Mary: Making a Global Impact.](#)" Reves International World Minded Magazine. Summer 2022.

Hoving, Kate. "[Esports at William & Mary: Making a Global Impact: William & Mary's Esports Initiative and Its International Connections Have Taken Root and are Growing.](#)" W&M News. 14 July 2022.

King, Michele. Facilitator. "The Art of Presentations." [ASPIRE](#) | Greater Williamsburg Chamber of Commerce. 15 June 2022.

King, Michele. Facilitator. "Perfecting Your Pitch: Develop and Deliver Your Best Story." Presidential Precincts' Mandela Washington Fellowship for Young African Leaders hosted at William & Mary. 14 June 2022.

King, Michele. Facilitator. "Team Building: Developing Cross-Cultural Connections." Presidential Precincts' Mandela Washington Fellowship for Young African Leaders hosted at William & Mary, Williamsburg, VA. 11 June 2022.

King, Michele. Event Organizer. Intel & EGFC Esports Championship LAN Event Hosted at William & Mary. 29 April-1 May 2022.

Landas, Marc. "[STEM & SCRIM™: William & Mary's Esports Camp Offers Competitive Gaming with an Eye on the Industry.](#)" *Scientific Inquirer*. 15 April 2022.

King, Michele. Panelist. "[Esports: Beyond the Game Curriculum.](#)" Hosted by Kelly Nocca, Sr. Facilitator-Instructional Technology Administrator at LHRIC (Lower Hudson Regional Information Center) Instructional Technology. 15 March 2022.

Daniels, Cody. "National Association of Esports Directors and Coaches: [Interview](#) with Dr. Michele King." 9 March 2022.

Faunce, Katie. "[US Sports Camp and William & Mary Announce New Esports Summer Camp.](#)" *Cision PRWeb*. 15 February 2022.

King, Michele. Facilitator. "Teaching as Performance: How to Talk so Students Listen & Learn." Professional Development: New Teacher Workshop. William & Mary, School of Education. 28 January 2022.

King, Michele. Organizer and Presenter. "[William & Mary Esports Development Day.](#)" 23 October 2021.

King, Michele, et al. "The Implementation of an Academic & Applied Esports Program in Higher Education: A Case of Diversity, Inclusion, and Building Community." In Miles. M. Harvey and Rick Marlatt (Eds.), [Esports Research and Its Integration in Education](#) (pp. 186–209). June 2021 IGI Global.

- King, Michele. Host. "Building Campus Buy-In for Your Esports Program." EGFC Esports Summit: Electronic Gaming Federation Roundtable. 30 June 2021.
- Herman, JR. "[Level Up, Game On: College Opens Esports Training and Research Center.](#)" *Flat Hat*, 3 May 2021.
- King, Michele. Host. "Launchpad Incubators & Tribe Ventures." Entrepreneurial Thinkers Showcase. Entrepreneur Hub, Raymond A. Mason School of Business, William & Mary. 30 April 2021.
- King, Michele. Roundtable Speaker. "Building a Supportive Esports Ecosystem." Finns & Friends of Esports. Hosted by Finland Trade Commission, Zsuzsa James: Team Finland Coordinator for the Video Games & Esports Consulate General of Finland in Los Angeles. 20 April 2021.
- King, Michele. Host. "Prioritizing Inclusivity in Your Esports Community." EGFC Leads: Electronic Gaming Federation Roundtable. 7 April 2021.
- Perry, Alex. "[Students Get Hands-On Experience, Plus Competition and Community, in William & Mary's Growing Esports Program.](#)" *The Virginia Gazette*. 1 April 2021.
- Berard, Adrienne. "[W&M Opens New Esports Training and Research Center.](#)" *University News & Media*. 5 March 2021.
- King, Michele. Host. "Team Management as a Student Captain." EGFC Leads: Electronic Gaming Federation Roundtable. 24 Feb 2021.
- King, Michele. Host. "[Mental Health & Esports.](#)" EGFC Leads: Electronic Gaming Federation Roundtable. 10 Feb 2021.
- King, Michele. Panelist. "[Gaming and Human Connections.](#)" Host: Angelica Sirabella. PNC & Pittsburgh Knights. 22 January 2021.
- King, Michele. "[College Esports Finds an Inclusive, Growing Niche on Campus.](#)" *Sports Business*. 2 November 2020.
- King, Michele. "[Homecoming 2020.](#)" Esports News & Media. 20 October 2020.
- King, Michele. Organizer & Facilitator. "Data Science Showcase." Data Science Jump Start Summer Program. William & Mary. 7 August 2020.
- Conner, Karen. "[Time to Get in the Game.](#)" *University News & Media*. 17 July 2020.
- Scott, Colleen. "[Competition and Community: Esports Comes to William & Mary.](#)" *University News & Media*. 1 May 2020.
- Williams, Jennifer L. "[William & Mary Professor Studies, Teaches Using the Importance of Play.](#)" Feature Story University News and Media, William & Mary. 27 March 2020.
- King, Michele. TedX Talk Presenter. "[Time to Get in the Game: Academic and Applied Esports Initiative.](#)" William & Mary, Williamsburg, Va. 21 February 2020.

- King, Michele. Facilitator. "Team Building: Developing Cross-Cultural Connections." Presidential Precincts' Mandela Washington Fellowship for Young African Leaders hosted at William & Mary, Williamsburg, VA. 22 June 2019.
- King, Michele. Facilitator. "Perfecting Your Pitch: Develop and Deliver Your Best Story." Presidential Precincts' Mandela Washington Fellowship for Young African Leaders hosted at William & Mary. 27 June 2019.
- Sims, Rachel. "[Everyone Plays: W&M Professor, Games, and How They Connect Us.](#)" *World Minded* Reves Center International Magazine. William & Mary. Spring 2019.
- King, Michele. Facilitator. "Building Blocks of Effective Communication: Strengthening Constituencies." Presidential Precinct's Mandela Washington Fellowship for Young African Leaders hosted at William & Mary. 19 June 2018.
- King, Michele. Guest Speaker. "Mathematical Equations and Presentational Skills." Grafton Middle School, Yorktown, VA. May 2018.
- King, Michele. Facilitator. "Games and Gamification: Games and Team-Based Learning." University eLearning Initiatives. William & Mary. December 2017.
- King, Michele. Guest Speaker. "The Meaning of Self-Esteem." SALISI: Sisters Anonymously Linked as Iron Sharpens Iron. 22 November 2016.
- King, Michele. Guest Speaker. "The Battle Belongs to the Lord." SALISI: Sister Anonymously Linked as Iron Sharpens Iron. 17 May 2016.
- King, Michele. Presenter. "One Man's Trash Is Another Man's Treasure: An Investigation Into the Culture of Board Games and Yard Sales." The XIX Colloquium of Board Game Studies, Nuremburg, Germany, April 2016.
- King, Michele. Guest Speaker. "Delivery: It Not *What* You Say, But *How* You Say It." Grafton Middle School, Yorktown, VA. November 2015.
- King, Michele. Guest Speaker. "I Can Do That? Communication Expectations In American Classrooms." International Student and Scholar Center at William & Mary Reves Center for International Students. October 2014.
- King, Michele. Guest Speaker. "Presentational Skills for Design Proposals." Grafton Middle School, Yorktown, VA. May 2014.
- King, Michele. Presenter. "Papamu Konane: An Examination of Hawaii's Game on Rock." The XV Colloquium of Board Game Studies, Munich, Germany. April 2012.
- King, Michele. Presenter. "How Well Do They Play? An Historical-Critical Analysis of BP's (British Petroleum) Endorsement of the 1970s Offshore Oil Strike Board Game." The XIV Colloquium of Board Game Studies, Bruges, Belgium. April 2011.
- King, Michele. Presenter. "From Gangsta' to Gamerster: An Entertainment-Education Strategy for a School-Based Gang Prevention Program." The XIII Colloquium of Board Game Studies, Paris, France. April 2010.

- King, Michele. Proposal. "Board Games and Gang Prevention Programs: An Entertainment-Education Strategy for Social Change." The VI Annual Hawaii International Conference on Arts and Humanities, Honolulu, Oahu, Hawaii. January 2008.
- King, Michele. Presenter. "Visual Rhetoric and the Game of Life." The IX Colloquium of Board Game Studies, Ouro Preto, Minas Gerais, Brazil. May 2006.
- King, Michele. "The Game of Life: Everyone has to play." The Virginia Association for Arts and Sciences convention, James Madison University, Harrisonburg, Virginia. October 2004.
- King, Michele. Guest Speaker. "Nonverbal Communication and Stress: What You're Not Saying Speaks Volumes." Presented at Goodwill Industries of Hampton Roads, Inc., Business Advisory Council, Newport News, Virginia. January 2004.
- King, Michele. Guest Speaker. "Interviewing and Perceptions: How Nonverbal Communication Can Help You Get the Job." Goodwill Industries of Hampton Roads, Inc., Work Adjustment Training Program. January 2004.
- King, Michele. Panel Member. "Multiculturalism." The Virginia Association for Arts and Sciences Convention, Fairfax, Virginia. September 2001.
- King, Michele. Guest Speaker. "The Power of Language." Pre-Collegiate Multicultural Leadership Conference at William & Mary, Williamsburg, Virginia. August 2000.
- King, Michele. "On-line Courses and the Self-Efficacy Theory: A Case Study at Radford University." The Virginia Association for Arts and Sciences convention, Hampton, Virginia. September 1999.