

# JUDI BRUNO LABRANCHE

jblabran@kin.umass.edu

## EDUCATION

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**MS** Springfield College May 1994  
Thesis: "Group Size and Self-Efficacy in Aerobic Exercise Programs"  
Advisor: Dr. Matthew Mahar

**BS** Springfield College May 1992  
Health Fitness  
Kappa Delta Phi  
Cum Laude

## TEACHING EXPERIENCE

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**University of Massachusetts**, Amherst, MA July 2011-present  
**Senior Lecturer**, Kinesiology

KIN 245: Health Fitness Management. This course provides business related content for the fitness and allied health related fields. Average enrollment 50. Fall12-present

KIN 340: Exercise Testing and Programming. Students are taught and practice fitness testing techniques based on the American College of Sports Medicine. Lecture and laboratory sessions. Average enrollment 60. Fall11-Fall18

KIN 343: Strength and Conditioning. Expanded personal training and athletic development through training. This course is based on the National Strength and Conditioning Association. Lecture and laboratory sessions. Average enrollment 25. Fall11-Fall12

KIN 394AI: Applied Kinesiology Integrative Experience. This course redesign includes exercise testing and programming as well as community application. Lecture and laboratory sessions. Average enrollment 100. Fall19-present

KIN 397G: Exercise for Special Populations. This is a newer course designed to address exercise chronic disease and disability. Students work with community partners as clients. Lecture and Laboratory. Average enrollment 18. Springs'17,'18,'20

## **HONORS AND AWARDS**

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- 2020/2021 Distinguished Teaching Award Finalist
- 2019 Senior Lecturer Professional Development Fellowship
- 2017/2018 Distinguished Teaching Award Finalist
- 2017 Civic Engagement Fellow
- 2016/2017 Manning Teaching Excellence Award Nominee
- 2014/2015 College Outstanding Teacher of the Year
- MSP Flex Grant Awards
- 2000 Chancellor Citation Award

## **ONLINE PUBLICATIONS**

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LaBranche, Judith Bruno. *Applied Exercise Testing*. Great River Learning, 2019.

## **PRESENTATIONS AND INVITED LECTURES**

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- “Promoting Wellness During Graduate School” UMASS-NAGAP 2016
- “Exercise During Cancer Recovery” Cancer Connection, Northampton, MA 2015 “
- SPHHS Career Day Panel 2016, 2017
- Active Aging in the Valley October 2016, 2017
- “Know Before You Go” Hampden Wilbraham Regional School District- 2018, 2019
- “Exercise and Cancer: Defining the New Normal” Northeast Professional Association Therapeutic Horsemanship Spring 2019 “
- “Health and Wellness Series” Workplace Learning and Development Fall 2019

## **PROFESSIONAL CERTIFICATIONS**

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American Red Cross CPR/AED/First Aid Instructor 1998  
American College of Sports Medicine Exercise Physiologist-Certified 2012  
American College of Sports Medicine Cancer Exercise Trainer 2014  
American College of Sports Medicine Exercise Certified Inclusion Fitness Trainer 2014  
American College of Sports Medicine Autism Exercise Specialist 2020  
Youth Mental Health First Aid Trainer 2016

## **PROFESSIONAL SERVICE**

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Department AQUAD Committee 2016  
Departmental Awards Committee 2018-19  
Department Mentoring Committee 2020-present  
Department Personnel Committee 2019-present  
Department Strategic Planning Committee 2012-2015  
Department UWW Committee 2019-20  
Department UWW Liaison 2016-2017

Departmental Scheduling 2015-2017  
School Ad hoc Senior Lecturer Promotion Committee 2019-present(current chair)  
School Diversity Committee 2019-2021  
School Outstanding Teacher Committee 2016-2017

## **PROFESSIONAL AFFILIATIONS**

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American College of Sports Medicine, Health Fitness Track

## **EMPLOYMENT**

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2004- 2011 YMCA OF GREATER SPRINGFIELD Scantic Valley YMCA Wilbraham, MA

### **Branch Executive Director**

- Start-up of new 52,000 sq ft full-service facility and new childcare center
- Recruit and serve over 10,000 members
- Oversaw all operations including health and wellness, membership, budgeting, marketing, child care, risk management, personnel, community relations and internships
- Responsible for planning and operating a budget in excess of \$3.5 million
- Supervised over 20 full time and 150 part time staff in 6 different locations, 4 different towns
- Project Manager for Association Activate America and LIVESTRONG
- Composed successful grants and new program development
- Developed Boards and Fundraising campaigns
- Lead other Y's new facility design, equipment purchases, program design, management restructure
- National consultant for Hispanic/Latino LIVESTRONG at the YMCA
- Established partnership with Special Olympics

1996–2004 University of Massachusetts Amherst, MA

### **Wellness Program Director- Housing Services**

- Developed and Implemented wellness program for 350 staff and 12,000 students in the Housing Department. Identified and referred at-risk employees, collaborated with Workplace Education to provide wellness classes to all employees.
- Negotiated with the 3 Unions on campus for employee wellness release time
- Renovated and Operated 4 Student Wellness Centers in the residence halls on campus
- Employed over 40 undergraduates and 1 graduate student
- Hosted annual week-long employee wellness conference
- Participated on University Founders Day Planning Committee
- Adjunct in the Exercise Science Department for Facility Management Courses
- Developed and managed a budget range \$25,000-\$100,000

1995-1996 Western New England College Springfield, MA

### **Assistant Wellness and Recreation Director**

- Designed and Implemented employee wellness program
- Provided one-on-one sessions for high-risk participants as well as all college programs

- Supervised Wellness Center staff and facility maintenance
- Residential Life Educational Programs
- Delivered SOAR Intramural programming
- Instructed physical education activity courses in group exercise, strength training, aquatic exercise, and healthy living

## **COMMUNITY SERVICE**

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Hampden Wilbraham Partners for Youth Coalition 2011-present

## **COMPUTER SKILLS**

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|-------------|---------------------|
| • Excel     | • Moodle            |
| • BuyWays   | • Blackboard        |
| • HR Direct | • Canvas            |
| • Summit    | • Camtasia software |
| • Spire     | • Voice Thread      |

