

Curriculum Vitae

JENNIFER LEE HOFFMAN, PhD

she/her/hers

Associate Professor

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EDUCATION

Ph.D., Educational Leadership & Policy Studies, August 2006
University of Washington, Seattle, Washington
Dissertation: “Inside the Huddle: Title IX and Women’s Leadership in Intercollegiate Athletics”
Cognates: Research Methods, Athletics and Higher Education, History of Higher Education

M.A., Student Development Administration, June 1998
Seattle University, Seattle, Washington

B.S., Physical Education, May 1989
Washington State University, Pullman, Washington

PROFESSIONAL EXPERIENCE

Associate Professor, College of Education, University of Washington, 2016-Present
Assistant Professor, College of Education, University of Washington, 2010-2016
Postdoctoral Research Associate, Intercollegiate Athletic Leadership Graduate Program, College of Education, University of Washington, 2007-2010
Adjunct Lecturer, Educational Leadership & Policy Studies, College of Education, University of Washington, 2006-2007
Adjunct Lecturer, Department of Physical Education, Seattle Pacific University, 1999-2005

AWARDS

“Special Merit” Award, Association for the Study of Higher Education, 2021
“Outstanding Contribution to Field” Award, [AERA Research Focus on Education & Sport Special Interest Group](#), 2020*
“Outstanding Contribution to Recreation and Athletics” Award, *ACPA Commission on Recreation & Athletics*, 2013
“Margaret Harvin” Award, *Rachel Royston Foundation Scholarship*, 2005

Jennifer Lee Hoffman, August 2022

GRANTS

Principal Investigator, “Big-Time Sports & Big-Time Research: A Comparison of Commercialization Across the Academy,” *Knight Commission on Intercollegiate Athletics of the Knight Foundation Challenge Award, 2015.*

Principal Investigator, “Intercollegiate Athletics Leadership Database,” *Knight Commission on Intercollegiate Athletics of the Knight Foundation, 2012.*

MATCHING AWARDS

The Future of College Sports: Examining Legal Issues Today for the Leadership of College Sports Tomorrow, 2021. In collaboration with: Gonzaga University School of Law Center for Law, Ethics & Commerce, Center For Leadership in Athletics, Knight Commission on Intercollegiate Athletics.

ASHE Forum on Intercollegiate Athletics
Knight Commission on Intercollegiate Athletics, 2019
Arizona State Higher Education Program, 2018
Arizona State Higher Education Program, 2017
University of Ohio Higher Education Program, 2016
Knight Commission on Intercollegiate Athletics, 2014
University of Virginia Higher Education Program, 2013
Penn State Higher Education Program, 2012
Institute of Higher Education, University of Georgia, 2010

INTERNATIONAL HIGHER EDUCATION & SPORT DEVELOPMENT

Seattle, 2020

Invited Speaker, FIUTS Sports & Cultural Exchange Program Complex, February 25, 2020

Israel, 2019

Delegate, US State Department, Sports Diplomacy Program, Israel March 29-April 7, 2019

Invited Speaker, Athletes & Early Career Coaches & Managers Workshop, Tel Aviv Sports Complex, March 31, 2019

Invited Speaker, [Can Separate Be Equal? The Promise and Peril of Equity for Women in Sports](#), Tel Aviv University, The Center for the Study of the United States, April 1, 2019

Interview - https://youtu.be/zISxz_9RmaE

Talk & Panel Discussion - <https://youtu.be/D0wp2SCJx6M>

Seattle, 2019

Invited Speaker, Israel Delegation, Seattle, WA, February 6, 2019

Canada, 2018

Instructor, University of British Columbia-Okanogan, Summer Institute in Education (SIE), *Exploring Identity & Positionality in Education*, Summer

Jennifer Lee Hoffman, August 2022

Saudi Arabia, 2017, 2018

Invited Speaker & Case Study Facilitator, *Women's Leadership in Higher Education Introductory & Advanced Forums*. Academic Leadership Center (ALC), Ministry of Education, Dammam, Jeddah, & Riyadh, Kingdom of Saudi Arabia, Winter.

- *Advanced Track* – Mission & Values: Navigating Leadership in Higher Education
- *Introductory Track* – Developing Your Leadership Compass
- *Introductory Track* – Informing Your Leadership with Data
- *Case Study Facilitator* – *A University on the Move*

Spain, 2016

Participant, Educator's Search for Purpose & Meaning Course Montana State University and Study Tour, Camino de Santiago, Spain, Spring.

Seattle, 2014, 2016, 2017, 2019, 2020

Faculty Host, Waseda University, Japan & University of Washington Seattle, Faculty Development Program.

Seattle, 1999, 2000

Instructor, Osaka Women's University Sports Medicine Summer Institute, Seattle Pacific University, Summer

Selected International Conferences & Papers

Smith, M., Griffin, E., Wilson, K., **Hoffman, J.L.** & Knaus, C. (2019). I Will Not Shut Up And Dribble: Black Athletes, Exploitation, and Blunts. *9th Annual International on Education & Social Justice, Honolulu, Hawai'i*

Hoffman, J.L., Elliott, J., DeFrank-Cole., Pennathur, A. (2018). The Hijab in the Ivory Tower: Western Women Navigating Academic Leadership in the Kingdom of Saudi Arabia. *Association for the Study of Higher Education Annual Conference, Tampa, FL.*

McCleery, J. & **Hoffman, J.L.** (2018). Identifying ambitious coaching core practices through a Delphi study. *Sixth International Conference on Qualitative Research in Sport & Exercise, Vancouver, British Columbia.*

Hoffman, J.L., Seelinger, G., & Berwick, R. (2018). Topics in Navigating International Student-Athletes, *Invited Presentation & Panelist for the International Admissions Professional Activities Committee, AACRAO, Orlando FL.*

BOOKS

Single Author

Hoffman, J.L. (2020). [*College Sports and Institutional Values in Competition: Leadership Challenges*](#). Routledge: NY.

Review of, Hextrum, K. Journal of Issues in Intercollegiate Athletics, 2021, 14, viii-x
http://csri-jiia.org/wp-content/uploads/2021/11/BR_2021_03.pdf

Edited

Hoffman, J.L., Pauketat, R. & Varseas, K. (Eds). (2022). [*Understanding Collegiate Esports: A Practitioner's Guide to Developing Community and Competition*](#), Routledge: NY.

BOOK CHAPTERS

Book Chapters

Hoffman, J.L. & Seifert, T. (2022). Video games go to college. In Jennifer Lee Hoffman, Regena, Pauketat, & Kelsey Varseas (Eds). *Understanding Collegiate Esports: A Practitioner's Guide to Developing Community and Competition*, Routledge. Forthcoming August 2, 2022

Hoffman, J.L. Pauketat, R. Flores, M. Gerscher, M. & Hoffman, D. (2021). The Evolution of Esport Finance: Competition Goes Digital. In Karen Weaver, (Ed.). *Sport Finance*. Kendall Hunt Publisher.

Hoffman, J.L. (2021). Pay Equity in the WNBA, with Berri, D. & Engst, S. The Economics and Finance of Professional Basketball In Karen Weaver, (Ed.). *Sport Finance*. Kendall Hunt Publisher.

Harris, J. & **Hoffman, J.L.** (2021). The Business of Women's Sports and Pay Equity in Professional Soccer, Hockey & Softball. In Karen Weaver, (Ed.). *Sport Finance*. Kendall Hunt Publisher.

McDowell, J. & **Hoffman, J.L.** (2018). Women's and gender issues and controversies in collegiate athletics. In G. Sailes (Ed.), *Sports In Higher Education: Issues & Controversies, 2nd Edition*. San Diego, CA: University Readers/Cognella.

Hoffman, J.L. (2017). Title IX's gender-separate allowance in the context of college athlete rights and intercollegiate athletics reform. In E. Comeaux (Ed.), *College Athletes' Rights and Well-Being*. Baltimore, MD: Johns Hopkins University Press.

Hoffman, J.L., McDowell, J., & Rafael, V. (2017). Fresno State: Gender discrimination and retaliation for Title IX advocacy in athletics. In S. Harper & J. Donnor, (Eds.), *Scandals in College Sports: Legal, Ethical & Policy Case Studies* (p. 216-224). New York: Routledge.

Antony, J., **Hoffman, J.L.**, & Houston, J. (2017). Bobby Knight. In S. Harper & J. Donnor, (Eds.), *Scandals in College Sports: Legal, Ethical & Policy Case Studies* (p. 117-124). New York: Routledge.

Hoffman, J.L., McDowell, J., & Rafael, V. (2015, February). Case law and legislation that influence women's participation in intercollegiate athletics. In E. Comeaux (Ed.),

Introduction to Intercollegiate Athletics in American Higher Education (pp. 245-258). Baltimore, MD: Johns Hopkins University Press.

Hoffman, J.L., Sweitzer, K., & Horton, D. (2013). Student-athlete success: Information and implications for informed decision-making. In G. McLaughlin, R. Howard, J. McLaughlin, & B. Knight (Eds.), *Colleges building bridges for student success: A sourcebook* (pp. 239-257). Consortium for Student Retention Data Exchange, Norman, OK.

Hoffman, J.L., (2013). Gender and school sports. In J. Ainsworth (Ed.), *Sociology of Education: An A-Z Guide* (pp. 300-301). Thousand Oaks, CA: SAGE Publications.

Hoffman, J.L., (2013). Cheerleading equity policy. In J. Ainsworth (Ed.), *Sociology of Education: An A-Z Guide* (pp. 108-109). Thousand Oaks, CA: SAGE Publications.

McDowell, J. & **Hoffman, J.L.** (2013). Gender issues and controversies in intercollegiate athletics. In G. Sailes (Ed.), *Sports In Higher Education: Issues & Controversies* (pp. 139-170). San Diego, CA: University Readers/Cognella.

Hoffman, J.L. & Horton, D., Jr. (2012). State gender equity law and athletic participation among community colleges in Washington State. Reprint in: *ASHE Reader on the Study of Sports and Athletes in Higher Education*. Boston, MA: Pearson Learning Solutions.

Hoffman, J.L. (2011). "Each generation of women had to start anew": A historical analysis of Title IX policy and women leaders in the extracurriculum. In P. Pasque & S. Errington, (Eds.), *Empowering Women in Higher Education and Student Affairs: Theory, research, narratives, and practice from feminist perspectives* (pp. 32-46). Sterling, VA: Stylus Publishing.

Hoffman, J.L., Allan, E.J., Iverson, S.V., & Ropers-Huilman, R. (2009). Title IX policy and intercollegiate athletics: A feminist poststructural critique. In E. Allan, S. Iverson, and R. Ropers-Huilman (Eds.), *Re/constructing Higher Education: Feminist Poststructural Perspectives and Policy Analysis* (pp. 129-146). New York: Routledge.

BOOK REVIEW

Book Review

Hoffman, J.L. (18 April 2019). Navigating the Volatility of Higher Education Anthropological and Policy Perspectives (Review). *Teachers College Record*, <http://www.tcrecord.org/Content.asp?ContentId=22770>

PUBLICATIONS - PEER REVIEWED

Special Issue Editor

Cooper, J., Fine, C., Carter-Francique, A., & **Hoffman, J.L.** [Special Issue Co-Editor](#). *Journal of Issues in Intercollegiate Athletics*. Expected Spring 2023.

Peer Reviewed Journal Articles

Suggs, W. & **Hoffman, J.L.** (2021). Myles Brand's collegiate model and the post-Amateurism world of college sports. *Journal of Intercollegiate Sport*, 14(3), p. 96-113, <https://doi.org/10.17161/jis.v14i3.15674>.

- McCleery, J. & **Hoffman, J.L.**, Tereschenko, I., & Pauketat, R. (2021). What Coach Developers Can Learn from Innovations in Teacher Education. *International Sport Coaching Journal*, 1–12. <https://doi.org/10.1123/iscj.2020-0095>.
- Hoffman, J.L.**, Rankin, S. & Loya, K. (2016). Climate as a mediating influence on the Academic Success of Women Student-Athletes. *Journal for the Study of Sports & Athletes in Education* (10)3, p. 164-184.
- Hoffman, J.L.**, Kihl, L., & Browning, A. (2015, May). Civic engagement and activism: Do college students and college athletes differ? *Journal of College and Character*, 16(2), 1-15.
- Hoffman, J.L.**, Hoffman, H.L., & Suggs, W. (2013). Leadership development through athletic participation at West Point. *Journal for the Study of Sports and Athletes in Education*, 7(2), 79–96.
- Hoffman, J.L.** (2013). Big time college football and the perils of presidential control. *Journal of Issues in Intercollegiate Athletics Special Issue College Sport, University Governance, and Power Politics: Through The Lens of Penn State*, 10-21.
- Hoffman, J.L.** (2011). Inside the huddle: Gender stereotyping work among senior level women athletic administrators. *International Journal of Sport Management*, 12(3), 255-274.
- Hoffman, J.L.** (2011). The old boys network: Women candidates and the athletic director search. *Journal for the Study of Sports and Athletes in Education*, 5(1), 9-27.
- Hoffman, J.L.**, & Horton, D., Jr. (2011). State gender equity law and athletic participation among community colleges in Washington State. *Community College Journal of Research and Practice*, 35(1-2), 165-187.
- Hoffman, H.L., St. Louis, T., & **Hoffman, J.L.**, (2010). Understanding the parental influence of engineers in the college major choice of their daughters. *Journal of Women and Minorities in Science & Engineering*, 16(3), 237-256.
- Hoffman, J.L.**, (2010). The senior woman administrator designation in the NCAA. *The International Journal of Sport & Society*, 1(4), 117-127.
- Hoffman, J.L.**, (2010). The dilemma of the senior woman administrator role in intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 3, 53-75.
- Hoffman, J.L.**, Hoffman, H.L., & Kotila, A. (2008). Athletics gender equity in the state of Washington: The 20th anniversary of Blair v. Washington State University. *Journal for the Study of Sports & Athletes in Education*, 3(1), 273-294.

Edited Journal

- Hoffman, J.L.**, Antony, J., & Alfaro, D. (Eds.). (2009). Data-Driven Decision-Making In Intercollegiate Athletics. New Directions in Institutional Research Series, 144(Winter).
- Hoffman, J.L.**, Antony, J., Alfaro, D. (2009). *Editor's notes*. In J.L. Hoffman, J.S. Antony, & D.D Alfaro, (Eds.), *Data-Driven Decision-Making In Intercollegiate Athletics*, New Directions In Institutional Research, 144(Winter), 1-5.

Alfaro, D. & **Hoffman, J.L.** (2009). Selected resources and glossary. In J.L. Hoffman, J.S. Antony, & D.D Alfaro, (Eds.), *Data-Driven Decision-Making In Intercollegiate Athletics, New Directions In Institutional Research, 144*(Winter), 113-117.

PUBLICATIONS - PRACTITIONER FOCUSED

Peer Reviewed

Beasley, L., Rafael, V. & **Hoffman, J.**, Gill, E. (2021). Baylor University Sexual Assault Case Study & Teaching Notes, *SAGE Business Cases*. Published January 2021, doi: <http://dx.doi.org/10.4135/9781529767278>

Hoffman, J.L. (2015, October). Playoffs & payoffs: What's driving the college football coaching carousel? *Change Magazine: The Magazine of Higher Learning* (47)5, p. 37-42.

Sweitzer, K.V., **Hoffman, J.L.**, Horton, Jr., D. (2014). Institutional research and athletics reporting. *Association for Institutional Research Professional File Spring*, 1-14.

Reports & Monographs

Hoffman, J.L., Rooksby, J. & Hay, G. (October, 2016). *Big-time sports and big-time research: A comparison of commercialization across the academy*. Challenge Award report prepared for the Knight Commission on Intercollegiate Athletics. Washington DC.

Hoffman, J.L. (2012). *Competition and control in the gridiron marketplace: Findings from the intercollegiate athletics leadership database*. Report presented to the Knight Commission on Intercollegiate Athletics. Washington DC.

Hoffman, J.L., Bracken, N. Ford, K., Harris, F., Mulvihill, T., McHale, I., & Merson, D. (2011). *Research on gender equity in American intercollegiate athletics*. Summary Paper from the Aligning the Study of Intercollegiate Athletics Within Higher Education Scholarship & Policy Report, ASHE Invited Session White Paper on Intercollegiate Athletics. Indianapolis, IN.

Hoffman, J.L. & Kotila, A. State granted tuition waivers for gender equity in athletics: Fair or foul? Working paper invited from *University of Houston Law Center Institute for Higher Education Governance Monograph Series*, IHELG 05-08.

Jossey-Bass Higher Education Newsletter Series

Hoffman, J.L., & Suggs, W. (2021) What if amateurism turned into entrepreneurialism? *College Athletics and the Law, 18*(6), p. 3; 11. <https://doi.org/10.1002/catl.30916>

Hoffman, J.L. Women Leading Athletics: The AD Search Process. *Women In Higher Education*, June 2007, p. 27-28.

Research Briefs

Hoffman, J.L. (2020). Name, Image & Likeness (NIL): The 'Kardashianization' of College Sports. *Research From The Front Porch*, Center for Leadership in Athletics Research Briefs.

Ortega, G. & **Hoffman, J.L.** (2018). Enrolling International Student-Athletes: Their Admissions and Adjustment Experience. *Research From The Front Porch*, Center for Leadership in Athletics Research Briefs.

- Hoffman, J.L.**, Rankin, S. & Loya, K. (2017). Climate As A Mediating Influence: Perceptions of Academic Success of Women Student-Athletes. *Research From The Front Porch*, Center for Leadership in Athletics Research Briefs.
- Hoffman, J.L.**, Rooksby, J. & Hay, G. (2016). Big-time sports and Big-time research: A comparison of commercialization across the academy. *Research From The Front Porch*, Center for Leadership in Athletics Research Briefs.
- Hoffman, J.L.**, Kihl, L. & Browning, A. (2016). College Athlete Civic Engagement and Activism: Comparing College Students & College Athletes. *Research From The Front Porch*, Center for Leadership in Athletics Research Briefs

PUBLICATIONS - TEACHING

Case Studies for Teaching

- Gill, E. & **Hoffman, J.L.** (2018). *Baylor University – A Case of?* EDLPS 520
- Hoffman, J.L.** (2010). *The Men’s Soccer Assistant Coaches*. The Center for Leadership in Athletics #2010-03
- Hoffman, J.L.** (2010). *The Fighting Sioux of North Dakota*. The Center for Leadership in Athletics #2010-04
- Hoffman, J.L.** (2010). *Cheerleaders or Gymnasts?* The Center for Leadership in Athletics #2010-05
- Hoffman, J.L.** (2009). *Equity In Athletics*
- Hoffman, J.L.** (2008). *Gender Discrimination & Retaliation For Gender Equity Advocacy In Athletics*, Fresno State University
- Hoffman, J.L.** (2008). *Elimination of Intercollegiate Athletic Teams, James Madison University*
- Hoffman, J.L.** (2008). *Criminal Investigation of Sexual Assault at an Off-Campus Lacrosse Party*, Duke University
- Hoffman, J.L.** (2008). *Sexual Activity and Alcohol Abuse During Football Recruiting Visits*, University of Colorado
- Hoffman, J.L.** (2008). *Booster Paying A High School Coach to Recruit a Student-Athlete*, University of Alabama
- Hoffman, J.L.** (2008). *Sports Gambling In the 21st Century: “All Bets Are Off” Bookies, Betting & Brackets*
- Hoffman, J.L.** (2007). *Western University*
- Hoffman, J.L.** (2007). *Case Study Guide*, Intercollegiate Athletics Leadership Graduate Program

PRESENTATIONS - BOOK

Book Events

- Hoffman, J.L.** & Hextrum, K. (23 September 2021). University Bookstore and the Microsoft Alumni Network presents author Jennifer Lee Hoffman in conversation with Kirsten Hextrum. Virtual. *Amateurism after Alston & NIL: Leisure, Labor, and Exploitation in College Sports*.

Event: https://us02web.zoom.us/webinar/register/WN_vxkEIJUBSu-EpPUqAmpN3g
 Video Replay: [YouTube](#)

- Hextrum, K. **Hoffman, J.L.** (27 September 2021). University of Oklahoma's Dept. of Educational Leadership & Policy Studies, The Center for Social Justice, Women’s and Gender Studies Department present, *Amateurism after Alston & NIL: Leisure, Labor, and Exploitation in College Sports*. Virtual

Podcast Guest (see also Podcast Section)

Jennifer Lee Hoffman, August 2022

Guest. Higher Ed Advisor Podcast, *University of Washington propels its esports program through its mission, values and student gaming culture*, August 2022

Guest. Trustees & Presidents - Opportunities and Challenges In Intercollegiate Athletics Podcast, *Navigating the Economic, Cultural, Structural & Regulatory Pressures that Surround Higher Education and College Athletics*, November 2020.

Guest. College of Education Podcast, *College Sports & Educational Values*, March 26, 2020

PRESENTATIONS - CONFERENCE

Invited Presenter

Hoffman, J.L. Title IX & Women's Rights - Connecting Legal and Legislative Approaches Then & Now, *Colloquium on College Sport (In)Equity*, [Virtual Conference](#), February 2022.

Hoffman, J.L. Preparing the Next Generation of Scholars: Learning, Leading & Listening, *Colloquium on College Sport (In)Equity*, [Virtual Conference](#), February 2022.

Organizer & Co-Chair

The Future of College Sports: Examining Legal Issues Today for the Leadership of College Sports Tomorrow, Presented by: Gonzaga University School of Law Center for Law, Ethics & Commerce, Center For Leadership in Athletics, Knight Commission on Intercollegiate Athletics, May 25-26, 2021

Peer Reviewed - Presenter

Hoffman, J.L. "Student Exploration of Sport in College Going Experiences through Digital Storytelling" in Today's Collegiate Student-Athlete Experiences: Understanding the Psychosocial, Motivational, and Contextual Factors Involved, *Under Review American Educational Research Conference, Chicago, IL, Under Review April 2023*.

Hoffman, J.L., Rubin, L., Navarro, K., Hextrum, K. & Comeaux, E. (2021). "So You Want to Write a Book on College Sports?": Publishing an Academic Book. *American Educational Research Conference, Virtual April 2021*.

Romash, Z., Liu, K., **Hoffman, J.L.**, & Sweitzer, K. (2019). Institutional Performance Program: Intercollegiate Athletics and Institutional Research Using Data to Achieve Collective Goals. *American Institutional Research Conference, Denver*.

Hoffman, J.L., Crandall, R., Adkins, N., Robenolt, P. (2019). Sense of Purpose: Comparing Athletes and Their Non-Athlete Peers. *American Educational Research Conference, Toronto, Canada*.

Blanford, S. & **Hoffman, J.L.** (2017). NCAA Division III minority female student-athlete experiences. *American Educational Research Association, San Antonio, TX*.

Hoffman, J.L., DeCano, P., Robenolt, P. (2015). Resilience in college: On and off the field of play. *College Reading and Learning Association, Portland, OR*.

Hoffman, J.L., Lott, J., & Fajardo, I. (2015). Investigating extracurricular activities among college athletes at NCAA member institutions. *American Education Research Association, Chicago, IL*.

Jennifer Lee Hoffman, August 2022

- Hoffman, J.L.** Ismael, F. & Lott, J. (2014). Community service: Student-athletes and college experiences. *NASSS Conference Portland, OR*.
- Hoffman, J.L.** (2014). Science, sports, and Title IX: The influence of gender separate as equal in education. *A Mirror of Our Culture: Sport and Society in America, Green Bay, WI*.
- Cook, C. & **Hoffman, J.L.** (2014). Establishing the infrastructure to promote student athlete resilience and wellbeing. *Pac-12 Student-Athlete Health Conference, Las Vegas, NV*.
- Hoffman, J.L.**, Brake, D., Bensimon, E., Staurowsky, E., & Sloan Green, T. (2014). Equity research and policy implications in athletics and higher education: Joint session hosted by Division J and the Research Focus on Education & Sport SIG. *American Education Research Association, Philadelphia, PA*.
- Hoffman, J.L.**, (2014). Student-athletes, universities, & commercialism in higher education. *A New Game Plan 4 Sports, San Diego, CA*.
- Comeaux, E., Hirko, S., **Hoffman, J.L.**, & Raphael, V. (2014). NLRB ruling: Understanding college athletes' rights and well-being. *Association for the Study of Higher Education Conference, Washington DC*.
- Hoffman, J.L.**, (2013). Leadership term and turnover of Division I Football Bowl Subdivision (FBS) Programs. *Academic Symposium on Intercollegiate Athletics Research Presentation, National Collegiate Athletic Association, Data Analysis Research Network (DARN) Meeting, San Francisco, CA*.
- Hoffman, J.L.** (2013). Leadership and governance of Division I Football Bowl Subdivision Programs. *Fourth International Sport & Society Conference, Chicago, IL*.
- Hoffman, J.L.** (2013). *Head Coach Turnover at FBS Institutions: What is the Context and Cost of A Coaching Change?* National Collegiate Athletic Association (NCAA) Scholarly Colloquium, *Grapevine, TX*.
- Hoffman, J.L.** (2012). Equity in the gender-separate context of college athletics. *SHARP Center for Women and Girls, Title IX At 40: Progress and Promise, Equity for All Conference*,
- Hoffman, J.L.** Bell, L., Browning, A., & Kihl, L. (2011). Civic engagement activities of college athletes and non-athletes. *North American Society for Sport Management, London, ON*.
- Hoffman, J.L.**, Hoffman, H.L., & Suggs, W. (2011). Leadership development through athletic participation at West Point. *American Education Research Association, New Orleans, LA*.
- Hoffman, J.L.** (2011). The Senior Woman Administrator and equity in intercollegiate athletics: A social justice perspective part II. *Audrey-Beth Fitch Women's Studies Conference at California University of Pennsylvania, Leveling the Playing Field: Examining Gender, Social Justice and Sports*.
- Hoffman, J.L.** (2011). Title IX, The SWA and Equality in intercollegiate athletics: A social justice perspective. *National Collegiate Athletic Association Scholarly Colloquium, San Antonio, TX*.

- Horton, D. & **Hoffman, J.L.** (2010). Partial tuition waiver policy for intercollegiate athletics and community colleges in Washington State: What is the optimal alignment between aid and athletic participation. *Association for the Study of Higher Education Annual Conference, Indianapolis, IN.*
- Hoffman, J.L.**, Antony, J.A., Alfaro, D., & Mallette, B. (2010). Data-Driven Decision-Making in Intercollegiate Athletics, *Association for Institutional Research, Chicago, IL.*
- Hoffman, H.L. & **Hoffman, J.L.** (2010). Undergraduate Leadership Development Lessons from West Point. *American Education Research Association, Denver, CO.*
- Horton, D. & **Hoffman, J.L.** (2010). State Gender Equity Law & Athletic Participation Among Community Colleges in Washington State. *Council for the Study of Community Colleges Annual Conference, Seattle, WA.*
- Hoffman, J.L.** (2010). The Senior Woman Administrator Designation in the NCAA: A policy analysis. *Sport & Society Conference, Vancouver, BC.*
- Hoffman, J.L.** (2010). The Athletic Director search: Challenges and opportunities for women candidates. *National Collegiate Athletic Association Scholarly Colloquium, Atlanta, GA.*
- Hoffman, J.L.** (2009). Women's history and the impacts of Title IX. *Defense Contract Management Agency Spring Diversity Day, Kirkland, WA.*
- Hoffman, H.L, St. Louis, T. & **Hoffman, J.L.** (2009). Understanding the parental influence of engineers in the college major choice of their daughters. *American Education Research Association, San Diego, CA.*
- Hoffman, J.L.** (2008). Title IX & the NCAA: Adapting to women and men's athletic participation since 1981. *Association for Institutional Research Annual Forum, Seattle, WA.*
- Hoffman, J.L.** (2008). Gendered systems of power and control in interscholastic and intercollegiate athletics, pre- and post-Title IX. *Western Association of Women Historians conference, Vancouver, BC.*
- Hoffman, J.L.** (2008). "Each generation of women had to start anew": A historical analysis of Title IX policy and women leaders. *American Education Research Association, New York, NY.*
- Hoffman, J.L.** (2008). State granted tuition-waivers for gender equity in athletics: A 2007 update. *American Education Research Association, New York, NY.*
- Hoffman, J.L.**, Antony, J., Broussard, W., Lopez, S., & Osborne, B. (2007). Research on the front porch: scholarship and practice in intercollegiate athletics. *American Education Research Association, Chicago, IL.*
- Hoffman, J.L.** (2006). Examining women's interest in intercollegiate athletic leadership. *American Education Research Association, San Francisco, CA.*
- Hoffman, J.L.** (2005). The effect of the women's PE movement: The case of Concrete High School. *American Education Research Association, Montreal, QC.*

- Hoffman, J.L.** (2005). *This Is Not Progress: The Unrecognized Failure of Title IX*. American Education Research Association, Montreal, QC.
- Hoffman, J.L.** (2005). Structuring interest: A generational perspective on high school girls basketball. *Women and Sport: Before, During, and After Title IX Conference*, Bowling Green, OH.
- Hoffman, H.L. & **Hoffman, J.L.** (2004). Gender equity tuition waivers: Examining the tensions in athletics at four-year institutions in the State of Washington. *Association for the Study of Higher Education Conference*, Kansas City, MO.
- Hoffman, J.L.** (2004). Playing time: A generational perspective on interest in playing organized women's basketball. *American Education Research Association*, San Diego, CA.
- Hoffman, J.L.** & Kotila, A. (2003). State granted tuition waivers for gender equity in athletics: Fair or foul? *Association for the Study of Higher Education Conference*, Portland, OR.
- Hoffman, J.L.** (1999). Drinking from the fire hose: Preparing students for the knowledge economy. *National Association of Student Personnel Administrators Western Regional Conference*, Vancouver, BC.

ASHE PreConference Forum on College Sports, Organizer & Facilitator

- 2022 - Humanizing Higher Education's Legal and Legislative Issues in Intercollegiate Athletics, November 16, 2022
- 2021 - College Sports & Colonialism in Higher Education, October 27, 2021
- 2020 - Raising Athlete Voices: A Panel Discussion on Student-Athlete Activism and Free Speech
- 2019 – NCAA Division I College Sports Finances: Where the Money Comes From and Where the Money Goes.
- 2018 - Moments In Athletics Scholarship: Stories of Educational Activism, Disruptive Innovation & Dialogue
- 2017 - Power to the Scholar: Emerging Media Practices for Higher Education Discourses on College Sports
- 2016 - Advancing Student-Athlete Research and Policy For the Public Good Through Scholar-Practitioner Collaboration
- 2015 - Accessing and Analyzing NCAA Data for Athletics Research & Policy
- 2014 - Informing Research and Policy in Intercollegiate Athletics Knight Commission Database Workshop
- 2013 - Invitation to A Dialogue: Student-Athletes and Higher Education

2012 - Student-Athlete Climate Survey Pre-Conference Workshop

2011 - Publish or Perish? Meeting the Challenges of Publishing Research on Intercollegiate Athletics

2010 - Aligning the Study of Intercollegiate Athletics Within Higher Education Scholarship & Policy

Discussant & Moderator

Discussant (2022). Volunteer. *Association for the Study of Higher Education, Las Vegas, NV.*

Discussant. (2017). Community, Organization and Praxis: Race and Higher Education. *Association for the Study of Higher Education, Houston, TX.*

Discussant. (2017). Exploring the Intersection of "Athletic" and "Academic." *American Education Research Association, San Antonio, TX.*

Discussant. (2016). Contemporary Perspectives on Student-Athletes and Academic Success. *American Education Research Association, Washington, DC.*

Moderator. (2015). Informing Research and Policy in Intercollegiate Athletics Pre-Conference: Accessing and Analyzing NCAA Data for Athletics Research & Policy. *Association for the Study of Higher Education, Denver, CO.*

Discussant. (2015). Organizational and administrative issues in intercollegiate athletics. *American Education Research Association, Chicago, IL.*

Discussant. (2014). Women in leadership: Still chipping away at the concrete ceiling. *Association for the Study of Higher Education Conference, Washington DC.*

Moderator. (2014). Informing research and policy in intercollegiate athletics. *Association for the Study of Higher Education Pre-Conference, Washington DC.*

Moderator. (2014). Equity research and policy implications in athletics and higher education: Joint session hosted by Division J and the Research Focus on Education & Sport SIG. *American Education Research Association, Philadelphia, PA.*

Moderator. (2013). Invitation to a dialogue: Student-athletes and higher education. *Association for the Study of Higher Education Pre-Conference, St. Louis, MO.*

Moderator. (2012). Meeting the social justice challenges for student-athletes: Contemporary policies and issues for higher education research symposium. *Association for the Study of Higher Education Pre-Conference, St. Louis, MO.*

Moderator. (2011). Publish or perish: Meeting the challenges for publishing research on intercollegiate athletics. *Association for the Study of Higher Education Pre-Conference, Charlotte, NC.*

Moderator. (2010). Aligning the study of intercollegiate athletics within higher education scholarship and policy. *Association for the Study of Higher Education Pre-Conference, Indianapolis, IN.*

Discussant. (2010). Research findings on Division III athletics from the College Sports Project. *American Education Research Association, Denver, CO.*

Moderator & Panelist. (2009). The Future of Athletic Research and Reporting, *Association for Institutional Research, Atlanta, GA.*

PRESENTATIONS - INVITED

Panel

Panelist. Kopay, D., Kelly, S. **Hoffman, J.L.**, Taylor, H. (2011). Standing up against homophobia in sports: The Ben Cohen acceptance tour. *University of Washington Student Life Advancement, Seattle, WA.*

Roundtable

Participant. UCLA Law School Williams Institute & Women's Sports Foundation *Transgender Athlete Research Convening, October 28-29, 2021*

Speaker

Speaker. UW Retirement Association, *Who should profit from student athletes? October 2020*

Speaker. IAL Roundtable, *Reimagining College Sports, May 2020*

Speaker. UW Harry Bridges Labor Studies Workshare Series, *'Professionalized Amateurs: College Athletes & 'Pay-for-Play,' May 2020*

Speaker. Seattle Pacific University School of Health Sciences Health & Human Performance Graduation Colloquium Keynote, *Can Separate Be Equal? The Promise and Peril of Equity in Sports, May 2019.*

Speaker. *COE EDU Talk, Competition, College Athletics and the Academy, January 28, 2016*

Webinar

Presenter. **Hoffman, J.L.** (2018). Webinar: Women & Decision-Making: Information or Intuition? NASPA Online Briefing Series for Women. *November 2018. Available at: <https://olc.naspa.org/catalog/women-decision-making-information-or-intuition>*

FORUMS- INVITED PARTICIPANT

Colloquium

Participant, *Colloquium on College Sport (In)Equity, [Virtual Conference](#), February 2022.*

Forum

Participant. UCLA Law School Williams Institute & Women's Sports Foundation *Transgender Athlete Research Convening, October 28-29, 2021*

ADVISING

Doctoral Supervisory Committees

In Progress – *Committee Member*

Novi T.I. Bramono (Bram), University of Washington, College of Built Environments,
Graduate School Representative

Jennifer Lee Hoffman, August 2022

Corey Jahlas, University of Washington, School of Music, *Graduate School Representative*

Michael Lindsay, University of Washington, Seattle, Educational Leadership & Policy Studies

Christian Love, University of Washington, Seattle, Higher Education Program

Esteban Maldonado, University of Washington, Higher Education Program

Completed – *Committee Member*

Ellen Alhness, 2021. Who Engages in the Arctic? Explaining the Evolution of Permanent Participants in the Arctic Council, *Graduate School Representative*

Dr. Elizabeth Griffin, 2019. *Let's be Blunt: Substance Use Among Black Male Student-Athletes*, University of Washington, Tacoma.

Dr. Timothy Carlson, 2017. *Information Artifact Evaluation and Iterative Design: A Novel Mixed-Method Approach*, University of Washington.

Dr. Valyncia Raphael, 2016. *Expanding the Single Story: Black Female Athlete Experiences Playing Country Club Sports at a Predominantly White Institution*, University of Wisconsin-Madison.

Dr. Julie McCleery, 2015. *Making the Invisible Visible: A Mixed-Methods Investigation of Women and Families Choosing Elementary Schools in Seattle*, University of Washington.

Dr. Mike Bryant, 2015. *The Openly Gay Student-Athlete: Examining Experience and Peer Culture Interaction*, University of Washington.

Dr. Anne Browning, 2014. *Chasing Paper: A Qualitative Systems Analysis of the Tensions Between Money, Diplomas, and Learning in High Profile Intercollegiate Athletics*, University of Washington.

Dr. Keith Champagne, 2014. *Black Male Intercollegiate Athletic Administrators: Ascending the Career Ladder A Qualitative Analysis and a Case Study*, University of Washington.

Dr. Whitney Griffin, 2014. *Who is Whistling Vivaldi?: How Black Football Players Engage with Stereotype Threats in College*, University of Washington.

Dr. Pamela Robenolt, 2012. *What's so Special about Intercollegiate Athletic Special Admits? Implications for Support Programming*, University of Washington.

Master's Portfolio, Degree, & Inquiry Project Advising, Intercollegiate Athletic Leadership Graduate Program, University of Washington, 2007-2018

Master's Degree Student Advising, Higher Education Leadership Graduate Program, University of Washington, 2017-2021

TEACHING

2021-22 College of Education

EDLPS 520 Education as a Moral Endeavor: IAL Administration & Coaching Cohort
(Remote, Synchronous), *Summer 2021*

EDUC 200 Esports & Sports in Competition/Collegiate Edition (In person, Synchronous)
Autumn 2021

EDLPS 588 Qualitative Methods: MEP Program, (In person, Synchronous) *Winter 2022*

EDLPS 514 Informing Policy & Decision Making With Data: IAL Administration Cohort,
(Hybrid), *Winter 2022*

EDUC 200, The Place of Sports in the University, (In person, Synchronous), *Spring 2022*

*University of Washington, Graduate School Interdisciplinary Critical Race Theory in Higher
Education Committee*

Graduate Certificate in Educating for Critical Race Theory, 2020-21

University of Washington Center For Teaching & Learning

Evidence Based Teaching Coach, *Spring 2020, Winter 2021*

Course Design <https://canvas.uw.edu/courses/1432589>

Executive Format Courses, Graduate Level

College Student Populations & Experiences

Sociology of Higher Education

The American College and University

IAL Inquiry Projects (Formerly Degree Projects, Portfolios)

Research Methods Courses, Graduate Level

Activity Theory (CHAT) Reading Group

Doctoral Student Colloquium

Qualitative Research Methods, Leadership In Higher Education, 2019, 2020

Secondary Data Analysis

Research Design in Education

Organization & Policy Courses, Graduate Level

Title IX Legislation

Contemporary Issues In Sport

Investigating the Relationship Between Higher Education and Their Athletic Enterprises

Sports & Education, Undergraduate Level

The Place of Sports in the University

(In person) *Winter 2020*, (Remote, Asynchronous) *Spring 2021*

Gallery 2021: <https://theplaceofsports.wordpress.com/>

Esports & Sports in Competition, Joint with INFO 198,

(In person, Synchronous) *Autumn*

Identity, Community & Sport

Introduction to Resilience in College: On and Off the Field of Play

Education & The Playfield

Exploring Identity & Positionality in Education

Guest Lecture

Jennifer Lee Hoffman, August 2022

Title IX Takeaways, Santa Clara University, Issues in Intercollegiate Athletics, January 2022
Sport Access - Separate But Equal, University of Oklahoma, Gender Issues in Intercollegiate Athletics, September 2021
Scholarly Writing, UW College of Education, January 2020
Student Services Course, Montana State University, February 2020
Data & Decision-Making, IAL Marketing & Events Course
Higher Education Program, University of Michigan (via video-conference)
Culture and Sports, UW Seattle; UW Bothell
Anthropology and Sports, UW Seattle
Women and the Law, UW Seattle
The Idea of The University, UW Seattle

SERVICE

Reviewer, International

Invited Reviewer, *Qualitative Research in Sport Exercise & Health*, 2019
Invited Reviewer, *Journal of College Student Development, International Research & Scholarship Section*, 2016, 2017

Editorial Boards & Scholarly Reviewer

Editor, *Research Briefs Series*, University of Washington Center for Leadership in Athletics, *Research From The Front Porch*

Editorial Board, *Innovative Higher Education Journal*, 2021-2023
Editorial Board, *Journal of Intercollegiate Sport*
Editorial Board, *Journal of Women and Gender in Higher Education*, 2017-2020
Formerly, NASPA Journal About Women in Higher Education
Editorial Board, *Journal for the Study of Sports & Athletes in Education*

Invited Reviewer, *Educational Policy*
Invited Reviewer, *Gender and Women's Studies*
Invited Reviewer, *Journal of College Student Development*
Invited Reviewer, *Journal of Higher Education*
Invited Reviewer, *Qualitative Research in Sport, Exercise & Health*

Reviewer – Book, *Special Admission: How college sports recruitment favors white suburban athletes*, By Kirsten Hextrum, Spring 2020.
Reviewer – Book, *Sports & K-12 Education*, Edited By Ian Parker Renga & Christopher Benedetti, Routledge/Taylor & Francis, Winter 2017; *Published 2018*
Reviewer - Chapman & Hall/CRC; Taylor & Francis Group, Autumn 2016
Reviewer, AERA Annual Conference; ASHE Annual Conference

External Peer Review

Peer Review, Tenure & Promotion File, *July 2021*
Peer Review, Tenure & Promotion File, *June 2018*

Grant Review Board

Williams Institute and Women's Sports Foundation, Small Grant Awards, *August 2022*

National Committee Service

Chair, ASHE Pre-Conference on Intercollegiate Athletics, *2010-2022*
Chair, AERA Research Focus on Sport & Education SIG Program, *2011-2014*

Jennifer Lee Hoffman, August 2022

Co-Chair, NASSM Pre-Conference Seminar, Sports in the Academy, 2013

Ex-Officio, AERA Research Focus on Sport & Education SIG Program, 2019-2022

Member, Awards Committee, AERA Research Focus on Education & Sport SIG, 2017

Member, Advisory Group, Research Focus on Education & Sport SIG, AERA, 2016

Member, Local Committee, National Coaching Conference, 2016

Member, Dissertation Award Committee, AERA Division J, 2004-05

Member, Local Arrangements Committee, NASPA, 2001

University of Washington Service

Esports Manager Search Committee, Husky Union Building, Division of Student Life, 2022

Harry Bridges Center For Labor Studies, [Faculty Associate](#), 2020-Present

HUB Board of Directors, Faculty Representative & Operations Subcommittee Member,
2020-2022

Gaming Coalition, Spring 2020-Present

Undergraduate Academic Affairs Curriculum Committee, College of Education Representative
2019-2021

Gender Equity Committee, Intercollegiate Athletics, 2012-2020

Athletic Director Search Committee, Spring 2016

Host, University of Central Florida, Sport Business Program Spring Tour, 2016

Resilience Lab Working Group, Collaborator 2015-2016

Library Research Guide: *Sports & Education*, 2011-2016

Athletic Director Search Committee, GPSS Representative, 2004

NCAA Certification Report Writer, 2010

NCAA Certification Subcommittee on Academic Integrity, 2004-2006

Advisory Committee on Intercollegiate Athletics, Graduate Student Representative, 2001-2003

College of Education

Academic Program & Initiative Committee, Vice Chair, 2018-2019

Academic Program & Initiative Committee, Area Representative, 2017-2018

Gordon C. Lee Dissertation Award Committee, 2018

College of Education Advisory Council, (CAC), 2016-17

College Education, Faculty Senate, 2014-2016

COE Research Center Technology Sharing Group, 2015

COE China Study Tour Reviewer, *Autumn* 2013

Student Support & Advancement, 2022-2024

MEDIA

Podcast

Guest. [Baker Tilly Podcast](#), *Esports*, August 2022

Guest. [State of Sport Management](#), *NIL*, May 2022

Guest. [Going For Two Podcast](#), *Supreme Court Hands NCAA 9-0 Loss*, June 22, 2021

Guest. [Trustees & Presidents](#) - Opportunities and Challenges In Intercollegiate Athletics Podcast, *Navigating the Economic, Cultural, Structural & Regulatory Pressures that Surround Higher Education and College Athletics*, November 2020.

Guest. [College of Education Podcast](#), *College Sports & Educational Values*, March 26, 2020

Jennifer Lee Hoffman, August 2022

Opinion

Seattle Times OpEd, [We Must Rethink What a 'Student Athlete' Is and Teach Entrepreneurial Skills](#), November 24, 2019

Linear Radio/TV

AP, Manuel Valdes, [The Sports Bra](#), Forthcoming
KIRO TV, Seattle Got Its NHL Team...Now What, December 4, 2018
KCTS9 TV, In Close, *The Grass Ceiling*, January 29, 2015
KUOW Radio, Weekday, *More Women In Pro Sports*, August 8, 2012
ESPN Radio, 1220, *The Classroom*, January 4, 2014

Twitter

[AERA REFS SIG Twitter](#) Member Chat, *Fall 2020*
[AERA REFS SIG Twitter](#) Activism & Sports Twitter Discussion Panelist, *Summer 2020*

Web/Print

[Diverse Issues in Higher Education \(2022\)](#). *HBCUs, Esports, and Building Equitable Programs*, Liann Herder, 11 August 2022.
[Seattle Times](#). (2022). *Husky, Inc? The UW's biggest predicament isn't about sports*. Danny Westneat, 9 July 2022.
[Diverse Issues in Higher Education \(2022\)](#). *Transgender Athletes Face Greater Scrutiny in Gender Divided Sports*. Liann Herder, 25 February, 2022.
[Chronicle of Higher Education](#) (2022). *The Athletics Money Monster: Presidents created the mess in college sports. Can they fix it?* Eric Kelderman, 11 February, 2022.
[WalletHub.com](#), (2021). *2021's Best Cities for Soccer Fans*, Adam McCann, Financial Writer, 20 October 2021
[Diverse Issues in Higher Education](#). (2021). *NIL, Social Media and Leveling the Playing Field*, Liann Herder, 14 September 2021.
[Diverse Issues in Higher Education](#), (2021). *Stagnation in Diversification: The 2020 Olympics*, Liann Herder, 7 July 2021.
[Spokesman-Review](#). (2021). *Washington-area universities await 'official interpretations' of Supreme Court ruling on student-athlete benefits*. Greg Mason, 21 June 2021.
[WalletHub.com](#). *2021 March Madness Stats & Facts, Ask The Experts*, John S Kiernan, Managing Editor, 10 March 2021.
Associated Press, (2018). *NHL wants Seattle, but is the Emerald City a Hockey Town?* Multiple others: USA Today, FoxSports, NBC Sports, Yahoo, Denver Post, The Spokesman-Review. 23 January 2018.
MGOBLU.com, *Athletes Connected Program Presents Findings at NCAA Convention*, January 16, 2015.
Seattletimes.com, *Longtime women's athletic subsidy pads UW sports profits*, February 22, 2014.
Forbes.com, *What The Changing Landscape Of College Athletics Means For New Athletic Director Hires*, Jason Belzer, September 23, 2013.
Insidehighered.com, *Reform or Retreat?* John Thelin, May 21, 2013.
ESPN.com, *Knight Commission's Losing Battle*, Ivan Maisel, October 10, 2012.
ESPN.com, *3pt Stance: Coaching Turnover Rises*, Ivan Maisel, October 10, 2012.

OTHER PROFESSIONAL EXPERIENCE

Certified Athletic Trainer, 1989-1997
University of Washington, Assistantship, 1989-90
University of California-Santa Barbara, 1991-1993
Seattle University, 1993-1997

Higher Education, 1998-2003
Classified Staff, University of Washington, 1998-2000
Professional Staff, University of Washington, 2000-2001
Part-time Staff, 2001-2003

PROFESSIONAL TRAINING

UW Data Management Planning Workshop (Remote), UW Libraries, Summer 2020
UW Digital Scholarship Summer Immersion Podcast Seminar, Summer 2019
NCAA Data Summit, May 2019
UW Tableau Day, January 2018
Technology Teaching Fellows Institute, University of Washington, Summer 2017
Storytelling With Data, Data Visualization Training, 2017
College of Education, SEED Working Group, Autumn 2016-Spring 2017
Edward Tufte, Presenting Data and Information, 2016
Geekwire Sport & Technology Conference, 2016, 2017
Tableau Conference, 2015
IPEDS Training & Workshop, 2014
Leading Dynamic Discussions, UW Faculty and Professional Learning Communities, 2012
[Fellow, IHELG Higher Education Law Roundtable, 2011](#)
Participant Centered Learning and Case Study Method, Harvard Business Publishing, 2010
ASHE Institute on Equity & Critical Policy Analysis, Pre-Conference Workshop, 2009
AERA Division F: Graduate Student and New Faculty Combined Seminar, 2007
Fellow, AIR/NCES/NSF Summer Policy Data Institute, 2005
AERA Division J: Graduate Student and Faculty Mentoring Joint Seminar, 2002

CURRENT & PREVIOUS PROFESSIONAL AFFILIATIONS

Current

American Educational Research Association (ASHE)
AERA Research Focus on Education & Sport SIG
Qualitative Research SIG
Association for the Study of Higher Education (AERA)

Previous

American College Personnel Association (ACPA)
Association for Institutional Research (AIR)
North American Society for Sport Management (NASSM)
National Association of Collegiate Women Athletic Administrators (NACWAA)
National Athletic Trainer's Association/Retired (NATA)
North American Society for the Sociology of Sport (NASSS)