

LAUREN McCOY

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EDUCATION

Marquette University School of Law, Milwaukee, WI

Juris Doctor, May 2009

- *Marquette Sports Law Review*, Senior Member

Southern Methodist University Dedman School of Law, Dallas, TX

Visiting Student, Fall 2008

Stanford University, Stanford, CA

Bachelor of Arts in American Studies, with Honors, June 2006

- Honors Thesis: "Fourth and Inches: The Struggle Against College Football's Glass Ceiling"

PROFESIONAL CREDENTIALS

- Sports Law Certificate, National Sports Law Institute, May 2009
- Member, State Bar of Wisconsin

TEACHING EXPERIENCE

Western Kentucky University, Bowling Green, KY

Visiting Assistant Professor, August 2014 – June 2016

Assistant Professor, July 2016 – Present

- Courses taught: Introduction to Sport Management, Sport Law, Sport Leadership and Management, Legal Issues in Recreation and Sport (in-person and online - graduate), Theory of Recreation and Sport (online - graduate)
- Provided guest lectures to highlight legal issues in related fields
- Committee memberships: Search committee to hire new KRS School Director (Fall 2014), new Exercise Science faculty (Fall 2015, Spring 2016, Fall 2017), new Recreation Administration faculty (Fall 2016), and new Sport Management faculty (Spring 2017); Editorial board – Journal of NCAA Compliance (Fall 2016 – Present); WKU Institutional Review Board (Spring 2017 – Present)

University of Wisconsin-Parkside, Kenosha, WI

Assistant Professor, August 2010 – July 2014

- Courses taught: Sport in Society, Legal Issues in Sport and Fitness Management, Advanced Legal Issues in Sport Management, Sport Industry Regulation, Sport Media, Issues and Ethics in Sport Management, Event Management
- Directed assessment project for Sport Management to prepare for visit from Higher Learning Commission in May 2012
- Committee memberships: Faculty Senate (since August 2010), Course and Curriculum Committee (November 2012 – May 2013)

LEGAL EXPERIENCE

Hicks Sports Group, LLC, Arlington, TX

Legal Intern, May 2008 – December 2008

- Researched and wrote memoranda on numerous legal issues impacting the Texas Rangers Baseball Club and the Dallas Stars Hockey Club, including gaming law and contract law
- Drafted sponsorships, sweepstakes rules, use agreements and other commercial documents
- Directed a sponsorship project, including drafting demand letters and settlement agreements

Milwaukee Bucks, Milwaukee, WI

Legal Intern, January 2008 – April 2008

- Drafted contracts for sponsorships and various events
- Researched and wrote memoranda based on current legal issues for the team

Law Offices of Thomas P. Stilp, Brookfield, WI

Law Clerk, May 2007 – April 2008

- Researched and wrote legal memoranda in various areas of the firm's practice, including tort liability, insurance law and construction law
- Drafted motions and jury instructions

Marquette Volunteer Legal Services, Milwaukee WI

Student Volunteer, September 2006 – December 2007

- Administered client intake
- Directing clients to appropriate legal service providers and answered client questions

SCHOLARSHIP

Research Statement

During my legal studies at Marquette University, my focus area was sport law. While that concentration is broad, I have narrowed down my research to consider social media, athlete rights, and providing legal education to non-lawyers. Often, legal concerns involving student-athletes highlight a lack of information or understanding of the rights available to them. As a sport law educator for both undergraduate and masters' level students, I seek to teach legal issues in a manner to make them understandable for the non-legal professional.

Research Interests

- Teaching legal issues to non-legal professionals
- Athletic Identity
- Application of Title IX and Sexual Harassment on College Campuses
- Social media privacy concerns

Publications

- Jett, K. & McCoy, L. (2009). "Going the Distance: A Playbook for the Athlete Who Wants to Start a Nonprofit Organization." *American Bar Association Entertainment and Sports Lawyer*.

- **McCoy, L.** (2010). "140 Characters or Less: Maintaining Privacy and Publicity in the Age of Social Networking." *Marquette Sports Law Review*.
- **McCoy, L.** (2014). "You Have the Right to Tweet, But It Will Be Used Against You: Balancing Monitoring and Privacy for Student-Athletes." *The Journal of SPORT*.
- Oregon, E. & **McCoy, L.** (2016) "Determining Institutional Integrity: Should There Be NCAA Sanctions for Sexual Assault?" *Journal of NCAA Compliance*
- **McCoy, L.**, Oregon, E., & Sullivan, D. (2017) "Student-Athletes, Social Justice, and the Role of Social Workers in Advocating for Change." *Journal of Issues in Intercollegiate Athletics*
- **McCoy, L.** (2017). "Privacy at Work: Strategies for Successful Social Media Policies." *Routledge Handbook of International Sport Business*. Routledge: Abingdon, U.K
- **McCoy, L.**, Baghurst, T. & Esslinger, K. (2017) "Injury and Inclusion: Understanding Common Legal Concerns in Physical Education." *Strategies: A Journal for Physical and Sport Educators*.
- Slay, C. & **McCoy, L.** (2018). NCAA as the Moral Authority: Governing Behaviors Beyond the Game. *Journal of NCAA Compliance*.
- Oregon, E., **McCoy, L.**, & Carmon-Johnson, L. (2018). Case Analysis: Exploring the Application of Using Rich Media Technology and Social Presence to Decrease Attrition in an Online Graduate Program. *Journal of Educators Online*.
- Oregon, E., **McCoy, L.**, & Carmon-Johnson, L. (*under review*). College Coaching and Salary Restrictions: Using Law to Teach Current Events in the Classroom. *Sport Management and Education Journal*.

Presentations

- **McCoy, L.** (2012) The effect of social networking on NCAA compliance. 2012 Current Issues in Sports Law CLE conference in Milwaukee, WI, June 22, 2012.
- **McCoy, L.** (2013) Policing Twitter: Analyzing Social Media Policies and Privacy Law at the Collegiate Level. 2013 North American Society for Sport Management conference in Austin, TX, May 28 – June 1, 2013.
- **McCoy, L.** (2014) Preference or Discrimination: Where are the Female Coaches in College Sport? 2014 Sport and Society in America conference in Green Bay, WI, May 20, 2014.
- **McCoy, L.** (2015) Which Comes First: Due Process or Public Pressure? Poster presented at the 2015 Sport and Recreation Lawyers Association conference in Charlotte, NC, March 4 -7, 2015.
- **McCoy, L.** (2015) It's All Fun and Games until Someone Gets Hurt. 2015 Kentucky Association for Health, Physical Education, Recreation and Dance conference in Lexington, KY, November 16, 2015.

- **McCoy, L. & Oregon, E.** (2016) Considering the Impact of Athletic Culture for Sexual Harassment Policies. 2016 College Sport Research Institute conference on college sport in Columbia, SC, April 20-22, 2016.
- **McCoy, L. & Oregon, E.** (2016) My University, My Self: Identity and Crisis Response. 2016 North American Society for the Sociology of Sport conference in Tampa Bay, FL, November 2-5, 2016.
- Oregon, E. & **McCoy, L.** (2016) Rethinking the Online Classroom: Incorporating Active Learning in Sport Sociology. 2016 North American Society for the Sociology of Sport conference in Tampa Bay, FL, November 2-5, 2016.
- **McCoy, L. & Oregon, E.** (2017) Adjudicating Title IX: Navigating Sexual Harassment Within the University's Code of Conduct. 2017 Sport and Recreation Lawyers Association conference in Las Vegas, NV, March 1-4, 2017
- **McCoy, L., Oregon, E., & Brown, L.** (2017) Coaching beyond sport: What should coaches know about Title IX? 2017 College Sport Research Institute conference on college sport in Columbia, SC, April 12-14, 2017.
- Oregon, E., Carmon-Johnson, L., Naas, S. & **McCoy, L.** (2017) The New Academic Distribution Unit: Incentivizing Academic Success or Playing for Grades. 2017 College Sport Research Institute conference on college sport in Columbia, SC, April 12-14, 2017.
- Brown, L., **McCoy, L., & Oregon, E.** (2017) Student-Athlete Activism: Where Do We Go From Here? 2017 College Sport Research Institute conference on college sport in Columbia, SC, April 12-14, 2017.
- McGill, J., Oregon, E., & **McCoy, L.** (2017) Senior Woman Administrator: Barriers, Challenges, and Opportunities. Poster presented at 2017 College Sport Research Institute conference on college sport in Columbia, SC, April 12-14, 2017.
- **McCoy, L. & Cebula, K.** (2018) The Impact of "Bathroom Bills" on Sport Events: Policy and Planning for the Future. 2018 Sport and Recreation Lawyers Association conference in San Antonio, TX, March 1-3, 2018.
- **McCoy, L.** (2018) What Do We Do Now: Creating and Enforcing Campus Sexual Misconduct Policies Under Changing Guidelines. 2018 Sport and Recreation Lawyers Association conference in San Antonio, TX, March 1-3, 2018.
- **McCoy, L. & Oregon, E.** (2018) Addressing the Impact of Law beyond Legal Aspects Courses. Poster presented at 2018 Sport and Recreation Lawyers Association conference in San Antonio, TX, March 1-3, 2018.
- **McCoy, L. & Cebula, K.** (2018) The Impact of Sports on "Bathroom Bills." Sport and Politics Annual Conference in Stirling, Scotland, March 21-22, 2018.
- Stinnett, B. & **McCoy, L.** (2018) NCAA FBS Game Day Operations: An Assessment of Security Management Practices and Challenges. Poster presented at 2018 College Sport Research Institute conference on college sport in Columbia, SC, April 12-14, 2018.

- **McCoy, L.** (2018) Who Governs the Governing Body: Institutional Liability After Nassar. Ethical Issues in Sports & Entertainment Law conference in Milwaukee, Wisconsin, June 26, 2018.
- **McCoy, L.** (*upcoming* 2018) Addressing Sexual Abuse & Institutional Liability in Olympic Sport. 2018 European Association for Sport Management Conference in Malmo, Sweden, September 5-8, 2018.

AWARDS AND HONORS

- Co-recipient of the 2018 National Association of Academic and Student-Athlete Development Professionals Research Award
- National Collegiate Athletic Association Innovation Grant. Co-Investigator. \$25,000. 2017
- Co-recipient of the 2009 Martin J. Greenberg Award of excellence in the study of sports law
- William A. Clebsch Award for Excellence in Undergraduate Honors Research, June 2006
- George M. Fredrickson Award for Excellence in Undergraduate Honors Research, June 2006