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EDUCATION

2006, Ph.D., Educational Leadership & Policy Studies, University of Washington

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

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

PROFESSIONAL EXPERIENCE

2006 - Present, University of Washington, Seattle

- Professor WOT , College of Education, 2024-Present
- Associate Professor, WOT, College of Education, 2016-2024
- Faculty Associate, Harry Bridges Center for Labor Studies, 2020-Present
- Assistant Professor, WOT, College of Education, 2010-2016
- Postdoctoral Research Associate, Intercollegiate Athletic Leadership Graduate Program, 2007-2010
- Adjunct Lecturer, Educational Leadership & Policy Studies, 2006-2007

1999-2005, Seattle Pacific University

- Adjunct Lecturer, Department of Physical Education

Fellowships

- University of Washington, Five For Flourishing Teaching Initiative, 2025-26
- University of Washington, Global Innovation Fund, Scoping Visit Award, Leon Spain, 2025
- World Affairs Council Fellow, Seattle 2024-25
- Host & Reciprocal Exchange, US State Department, Young Transatlantic Innovation Leadership Initiative (YTILI), North Macedonia, 2023
- Delegate, US State Department, Sports Diplomacy Program, Israel, 2019
- Fellow, [IHELG Higher Education Law Roundtable](#), 2011
- Fellow, AIR/NCES/NSF Summer Policy Data Institute, 2005

AWARDS

2021 Special Merit Award, [Association for the Study of Higher Education](#)

2020 Outstanding Contribution to Field Award, AERA Research Focus on Education & Sport SIG

2013 Outstanding Contribution to Recreation and Athletics, ACPA Commission on Recreation & Athletics

2005 Margaret Harvin Award, Rachel Royston Foundation

SCHOLARSHIP

JOURNAL ARTICLES - REFEREED

- Hoffman, J.L.**, Hextrum, K., & Raphael-Woodward, V. (2026). Separate But Equal? Women-Identifying Athlete Experiences & Intersectionality in Campus Sports, Editor's Note. *Journal of Women and Gender in Higher Education*, 19(1), 1-6. <https://doi.org/10.1080/26379112.2025.2611733>
- Hoffman, J.L.**, Pauketat, R. & Ray, L. (2023). Student stories of campus sport experiences: A Case of engaged learning. *Sports Innovation Journal*, 4, December. <https://doi.org/10.18060/27391>
- 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), 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*, 9(1), 1-12. <https://doi.org/10.1123/iscj.2020-0095>.
- Beasley, L., Rafael, V. & **Hoffman, J.L.**, & Gill, E. (2021). Baylor University sexual assault case study & teaching notes, *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781529767278>
- 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, 164-184. <https://doi.org/10.1080/19357397.2016.1256047>
- Hoffman, J.L.**, Kihl, L., & Browning, A. (2015). Civic engagement and activism: Do college students and college athletes differ? *Journal of College and Character*, 16(2), 1-15. <https://doi.org/10.1080/2194587X.2015.1028315>
- Hoffman, J.L.** (2015). Playoffs & payoffs: What's driving the college football coaching carousel? *Change: The Magazine of Higher Learning*, (47)5, 37-42. <https://doi.org/10.1080/00091383.2015.1077675>
- Sweitzer, K.V., **Hoffman, J.L.**, Horton, Jr., D. (2014). Institutional research and athletics reporting. *Association for Institutional Research Professional File*, Spring, 1-14. <http://doi.org/10.34315/apf1352014>
- 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. <https://doi.org/10.1179/1935739713Z.0000000006>
- 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.,** Antony, J., & Alfaro, D. (Eds.). (2009). *Data-driven decision-making in intercollegiate athletics*. New Directions in Institutional Research Series, 144(Winter). Jossey-Bass.
- 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.
- 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.
- Carstens, J.L.** (1988). The Gore-Tex Anterior Cruciate Prosthetic Ligament: New Questions and Opportunities in Anterior Cruciate Ligament Management. *The Journal of the National Athletic Trainers Association*, 23(3), 253-58.

BOOKS

- Hoffman, J.L.,** Pauketat, R. & Varseas, K. (Eds.). (2022). *Understanding collegiate esports: A practitioner's guide to developing community and competition*. Routledge.
- Hoffman, J.L.** (2020). *College sports and institutional values in competition: Leadership challenges*. Routledge.

BOOKS - OPEN ACCESS

- Hoffman, J. L.** (2025). Stories from the place of sports in the university, 5th Edition (J. L. Hoffman, Series Ed.). [[University of Washington](#)].
- Hoffman, J. L.** (2024). Stories from the place of sports in the university, 4th Edition (J. L. Hoffman, Series Ed.). [[University of Washington](#)].
- Hoffman, J. L.** (2024). Stories from the place of sports in the university, 3rd Edition (J. L. Hoffman, Series Ed.). [[University of Washington](#)].

Hoffman, J. L. (2023). Stories from the place of sports in the university, 2nd Edition (J. L. Hoffman, Series Ed.). [[University of Washington](#)].

Hoffman, J. L. (2022). Stories from the place of sports in the university (J. L. Hoffman, Series Ed.). [[University of Washington](#)].

BOOK CHAPTERS

Hoffman, J.L. Pauketat, R. & Hoffman, D. (2025). The Business of esports. In Karen Weaver, (Ed.). *Sport Finance, 2nd edition*, (pp. 387-412). Kendall Hunt Publisher. [ISBN 9781792481420](#)

Hoffman, J.L. & Seifert, T. (2022). Video games go to college. In J. Hoffman, R. Pauketat, & K. Varseas (Eds), *Understanding collegiate esports: A practitioner's guide to developing community and competition* (pp. 1-20). Routledge. [doi:10.4324/9781003271772-1](#)

Hoffman, J.L. Pauketat, R. Flores, M. Gerscher, M. & Hoffman, D. (2021). Business of esports. In K. Weaver, (Ed.). *Sport finance: Where the money comes from, and where the money goes* (pp. 135-158). Kendall Hunt Publisher.

Berri, D., Engst, S. & **Hoffman, J.L.** (2021). The Business of the NBA and WNBA: Pay equity in the WNBA. In K. Weaver, (Ed.). *Sport finance: Where the money comes from, and where the money goes* (pp. 267-269). Kendall Hunt Publisher.

Harris, J. & **Hoffman, J.L.** (2021). The business of women's sports and pay equity in professional soccer, hockey & softball. In K. Weaver, (Ed.). *Sport finance: Where the money comes from, and where the money goes* (pp. 217-238). 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 ed., (pp.157-194). 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* (pp. 43-53). 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* (pp. 216-224). 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* (pp. 117-124). 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). Johns Hopkins University Press.

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

Hoffman, J.L. (2013). Cheerleading equity policy. In J. Ainsworth (Ed.), *Sociology of Education: An A-Z Guide* (pp. 108-109). 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). University Readers/Cognella.
- 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.
- 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 (pp. 283-291). 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). 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). Routledge.

ESSAYS, MONOGRAPHS & REPORTS

- Hoffman, J.L.** (2025) Book review: Equality Unfulfilled: How Title IX's Policy Design Undermines Change to College Sports. *Sociology of Journal, Forthcoming*.
- Hoffman, J.L.** & Suggs, W. (2021). What if amateurism turned into entrepreneurialism? *College Athletics and the Law*, 18(6), 3, 11. <https://doi.org/10.1002/catl.30916>
- Hoffman, J.L.** (2019) Book review: Navigating the volatility of higher education anthropological and policy perspectives. *Teachers College Record*, April 18.
- 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.
- Antony, J., Bell, L., Gayles, J., **Hoffman, J.L.**, McWilliams, M., & Suggs, W. (2011). Aligning the Study of Intercollegiate Athletics Within Higher Education Scholarship & Policy Report, ASHE Invited Session on Intercollegiate Athletics Report. Indianapolis, IN.
- 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. (2008) 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.

Hoffman, J.L. (2007). Women leading athletics: The AD search process. *Women In Higher Education*, June, 27-28.

FUNDED RESEARCH

Hoffman, J.L. & Pauketat, R., Washington State Labor Research Grant (2024). Harry Bridges Center for Labor Studies, University of Washington..

Hoffman, J.L., Knight Foundation Challenge Award (2015). Knight Commission on Intercollegiate Athletics of the Knight Foundation.

Hoffman, J.L., Intercollegiate Athletics Leadership Database Grant (2012). Knight Commission on Intercollegiate Athletics of the Knight Foundation.

MEDIA

2026 Talking Title IX Podcast, March 30 Episode Guest, Separate But Equal? Women-Identifying Athlete Experiences & Intersectionality in Campus Sports.

2026 Meet the Faculty: Dr. Jennifer Hoffman. University of Washington, College of Education.
<https://www.youtube.com/watch?v=19jTE7tsvIg&t=362s>

2025 Understanding Big Time College Athletics: How to lead your campus through the chaos. *The Chronicle of Higher Education*, p. 36-38.

2024 Quote [KUOW](#). *Athletics Goes Big (10)*. Patricia Murphy & Vaughn Jones

2024 Contributor [WalletHub.com](#). (2024). *Best Cities for College Basketball Fans. Ask the Experts*. John S. Kiernan Managing Editor

2023 Interview [How We Teach Gender Equity](#), University of Washington Center For Leadership in Athletics, February 1

2022 Opinion [UW To the Big Ten? What's on the line isn't just about football](#), Seattle Times, September 9

2022 Guest [Higher Ed Advisor Podcast](#), University of Washington propels its esports program through its mission, values and student gaming culture, August 8

2022 Guest [State of Sport Management Podcast](#), NIL, May 4

2021 Contributor [WalletHub.com](#), 2021's Best Cities for Soccer Fans, Adam McCann, Financial Writer, October 20

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

2021 Contributor [WalletHub.com](#), March Madness Stats & Facts, Ask The Experts, John S Kiernan, Managing Editor, March 10

- 2020 Contributor Name, Image & Likeness (NIL): The ‘Kardashianization’ of College Sports. Research From The Front Porch Briefs Series, UW Center For Leadership in Athletics
- 2020 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 1
- 2020 Guest [College of Education Podcast](#), College Sports & Educational Values, March 26
- 2020 Guest [AERA REFS SIG Twitter](#) Member Chat
- 2020 Guest [AERA REFS SIG Twitter](#) Activism & Sports Panel
- 2019 Opinion [We Must Rethink What a ‘Student Athlete’ Is and Teach Entrepreneurial](#) Skills, Seattle Times, November 24
- 2019 Interview [The Center for the Study of the United States](#), Tel Aviv University, April 1
- 2018 Contributor Enrolling International Student-Athletes: Their Admissions and Adjustment Experience. Research From The Front Porch Briefs Series, UW Center For Leadership in Athletics
- 2017 Contributor Climate As A Mediating Influence: Perceptions of Academic Success of Women Student-Athletes. Research From The Front Porch Briefs Series, UW Center For Leadership in Athletics
- 2016 Speaker [College Athletics and the Academy](#), COE EDU Talks, January 28
- 2016 Contributor 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
- 2016 Contributor College Athlete Civic Engagement and Activism: Comparing College Students & College Athlete, Research From The Front Porch Briefs Series, UW Center For Leadership in Athletics
- 2014 Guest ESPN Radio 1220, The Classroom
- 2012 Guest KUOW Radio Weekday, More Women In Pro Sports

PRESENTATIONS - REFEREED

-
- Hoffman, J.L.** & Pauketat, R. (2025). College, Masculinity, and Belonging in EA Sports' College Football. NASSS Annual Conference, Seattle, WA.
- Hextrum, K., Messner, M., Roberson, R., **Hoffman, J.L.**, Pericak, K. (2005). The High School: Sports, Spirits, & Citizens, 1903-2024, NASSS Annual Conference, Seattle, WA.
- Hoffman, J.L.**, Hextrum, K., & Raphael-Woodward, V. Separate but Equal? (2025). Women-Identifying Athlete Experiences, Intersectionality & College Sport, NASSS Annual Conference, Seattle, WA.
- Hoffman, J.L.** (2024) “Women & Decision-Making: Everyday Skills & Strategies For Your Leadership.” NASPA Women's Leadership Institute, San Diego, CA.

- Hoffman, J.L.,** Pauketat, R. Tokola, G. & Arena, H. (2024). "Community, Career, and Competition: Esports and Inclusivity at the University of Washington." NASPA Annual Conference, Seattle WA.
- Hoffman, J.L.** (2023). "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. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago, IL.
- 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. Paper presented at the Annual Meeting of the American Educational Research Association, Virtual.
- Smith, M., Griffin, E., Wilson, K., **Hoffman, J.L.** & Knaus, C. (2019). I Will Not Shut Up And Dribble: Black Athletes, Exploitation, and Blunts. Paper presented at the 9th Annual International Conference on Education and Justice, Honolulu, HI.
- Romash, Z., Liu, K., **Hoffman, J.L.,** & Sweitzer, K. (2019). Institutional Performance Program: Intercollegiate Athletics and Institutional Research Using Data to Achieve Collective Goals. Paper presented at the Annual Conference of the Association for Institutional Research, Denver, CO.
- Hoffman, J.L.,** Crandall, R., Adkins, N., Robenolt, P. (2019). Sense of Purpose: Comparing Athletes and Their Non-Athlete Peers. Paper presented at the Annual Meeting of the American Educational Research Association, Toronto, ON.
- 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. Paper presented at the Annual Meeting of the 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. Paper presented at the Sixth International Conference on Qualitative Research in Sport & Exercise, Vancouver, BC.
- Hoffman, J.L.,** Seelinger, G., & Berwick, R. (2018). Topics in Navigating International Student-Athletes, Paper presented at the International Association for College Admission Counseling Annual Conference, Orlando FL.
- Blanford, S. & **Hoffman, J.L.** (2017). NCAA Division III minority female student-athlete experiences. Paper presented at the Annual Meeting of the 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. Paper presented at the Annual Conference of the 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. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago, IL.

- Hoffman, J.L.** Ismael, F. & Lott, J. (2014). Community service: Student-athletes and college experiences. Paper presented at the Annual Meeting of the North American Society for Sport Sociology 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 Conference hosted by St. Norbert University and the Green Bay Packers, Green Bay, WI.
- Hoffman, J.L.,** Brake, D., Bensimon, E., Staurowsky, E., & Sloan Green, T. (2014). Equity research and policy implications in athletics and higher education. Paper presented at the Annual Meeting of the American Educational Research Association, Philadelphia, PA.
- Hoffman, J.L.,** (2014). Student-athletes, universities, & commercialism in higher education. Paper presented at A New Game Plan 4 Sports Forum, San Diego, CA.
- Comeaux, E., Hirko, S., **Hoffman, J.L.,** & Raphael, V. (2014). NLRB ruling: Understanding college athletes' rights and well-being. Paper presented at the Annual Meeting of the Association for the Study of Higher Education Conference, Washington DC.
- Hoffman, J.L.** (2013). Leadership and governance of Division I Football Bowl Subdivision Programs. Paper presented at the 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? Paper presented at the Annual National Collegiate Athletic Association Scholarly Colloquium, Grapevine, TX.
- Hoffman, J.L.** (2012). Equity in the gender-separate context of college athletics. Paper presented at the SHARP Center for Women and Girls, Title IX At 40: Progress and Promise, Equity for All Conference, Ann Arbor, MI.
- Hoffman, J.L.** Bell, L., Browning, A., & Kihl, L. (2011). Civic engagement activities of college athletes and non-athletes. Paper presented at the Annual Meeting of the American Educational Research Association, London, ON.
- Hoffman, J.L.,** Hoffman, H.L., & Suggs, W. (2011). Leadership development through athletic participation at West Point. Paper presented at the Annual Meeting of the American Educational Research Association, New Orleans, LA.
- Hoffman, J.L.** (2011). The Senior Woman Administrator and equity in intercollegiate athletics: A social justice perspective part II. Paper presented at the California University of Pennsylvania Audrey-Beth Fitch Women's Studies Conference, Leveling the Playing Field: Examining Gender, Social Justice and Sports, California, PA.
- Hoffman, J.L.** (2011). Title IX, The SWA and Equality in intercollegiate athletics: A social justice perspective. Paper presented at the Annual 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. Paper presented at the Annual Meeting of the 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, Paper presented at the Annual Conference of the Association for Institutional Research, Chicago, IL.
- Hoffman, H.L. & **Hoffman, J.L.** (2010). Undergraduate Leadership Development Lessons from West Point. Paper presented at the Annual Meeting of the American Educational Research Association, Denver, CO.
- Horton, D. & **Hoffman, J.L.** (2010). State Gender Equity Law & Athletic Participation Among Community Colleges in Washington State. Paper presented at the Annual Council for the Study of Community Colleges Conference, Seattle, WA.
- Hoffman, J.L.** (2010). The Senior Woman Administrator Designation in the NCAA: A policy analysis. Paper presented at the First Annual Sport & Society Conference, Vancouver, BC.
- Hoffman, J.L.** (2010). The Athletic Director search: Challenges and opportunities for women candidates. Paper presented at the Annual National Collegiate Athletic Association Scholarly Colloquium, Atlanta, GA.
- Hoffman, H.L, St. Louis, T. & **Hoffman, J.L.** (2009). Understanding the parental influence of engineers in the college major choice of their daughters. Paper presented at the Annual Meeting of the American Educational Research Association, San Diego, CA.
- Hoffman, J.L.** (2008). Title IX & the NCAA: Adapting to women and men's athletic participation since 1981. Paper presented at the Annual Conference of the Association for Institutional Research, Seattle, WA.
- Hoffman, J.L.** (2008). Gendered systems of power and control in interscholastic and intercollegiate athletics, pre- and post-Title IX. Paper presented at the 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. Paper presented at the Annual Meeting of the American Educational Research Association, New York, NY.
- Hoffman, J.L.** (2008). State granted tuition-waivers for gender equity in athletics: A 2007 update. Paper presented at the Annual Meeting of the American Educational 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. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago, IL.
- Hoffman, J.L.** (2006). Examining women's interest in intercollegiate athletic leadership. Paper presented at the Annual Meeting of the American Educational Research Association, San Francisco, CA.
- Hoffman, J.L.** (2005). The effect of the women's PE movement: The case of Concrete High School. Paper presented at the Annual Meeting of the American Educational Research Association, Montreal, QC.
- Hoffman, J.L.** (2005). This Is Not Progress: The Unrecognized Failure of Title IX. Paper presented at the Annual Meeting of the American Educational Research Association, Montreal, QC.

- Hoffman, J.L.** (2005). Structuring interest: A generational perspective on high school girls basketball. Paper presented at the 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. Paper presented at the Annual Meeting of the 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. Paper presented at the Annual Meeting of the 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? Paper presented at the Annual Meeting of the Association for the Study of Higher Education Conference, Portland, OR.
- Hoffman, J.L.** (2001). Student development theory as a theoretical framework for an athletic training curriculum, Paper presented at the National Athletic Trainers' Association Athletic Training Educators Conference, Dallas, TX.
- Hoffman, J.L.** (1999). Drinking from the fire hose: Preparing students for the knowledge economy. Paper presented at the National Association of Student Personnel Administrators Western Regional Conference, Vancouver, BC.
- Carstens, J.L.** (1988). The Gore-Tex Anterior Cruciate Prosthetic Ligament: New Questions and Opportunities in Anterior Cruciate Ligament Management. Paper presented at the National Athletic Trainer's Association District 10 Conference. Eugene, OR.

PRESENTATIONS - INVITED

- Hoffman, J.L.** (2025). "Women & Decision-Making: Everyday Skills & Strategies For Your Leadership." 2025 Leadership Institute. Center for Women & Democracy. Bellevue, Washington.
- Hoffman, J.L.** & Pauketat, R. (2023). "State of Washington College Athlete Labor Rights: Preparing for Employment & Unionization." Labor Studies Annual Awards Banquet. UW Harry Bridges Center for Labor Studies.
- Hoffman, J.L.** & Jovanovich, N. (2023). "Social Entrepreneurship, Digitalization, & Leadership: Lessons From Sport." Social Entrepreneur for Sustainability Workshop, Youth for Europe and European Union, Popova Shapka, North Macedonia.
- Hoffman, J.L.** & Jovanovich, N. (2023). "Women's Leadership in Youth Basketball Workshop." European Sports Week, Europe House, Kriva Palanka, North Macedonia.
- Hoffman, J.L.** (2023). "Sports For Sustainability: Esports." Europe House, Skopje, North Macedonia.
- Hoffman, J.L.** (2022). Title IX: 50 Years Later, AERA Research Focus on Education and Sport SIG [Webinar](#).
- Hoffman, J.L.** (2022). Title IX & Women's Rights: Connecting Legal and Legislative Approaches Then & Now, Colloquium on College Sport (In)Equity, [Virtual Conference](#).

- Hoffman, J.L.** (2022). Preparing the Next Generation of Scholars: Learning, Leading & Listening, Colloquium on College Sport (In)Equity, [Virtual Conference](#).
- Hoffman, J.L.** (2021). Amateurism After Alston & NIL: Leisure, Labor, and Exploitation in College Sports. University Bookstore and the Microsoft Alumni Network presents author Jennifer Lee Hoffman in conversation with Kirsten Hextrum. Video Replay: [YouTube](#).
- Hextrum, K. **Hoffman, J.L.** (2021). Amateurism After Alston & NIL: Leisure, Labor, and Exploitation in College Sports. Educational Leadership & Policy Studies, The Center for Social Justice, Women's and Gender Studies Department, University of Oklahoma.
- Hoffman, J.L.** (2020). Professionalized Amateurs: College Athletes & Pay-for-Play. UW Harry Bridges Center for Labor Studies Workshare Series.
- Hoffman, J.L.** (2020). Who should profit from student athletes? UW Retirement Association.
- Hoffman, J.L.** (2020). Reimagining College Sports. Intercollegiate Athletic Leadership Graduate Program Roundtable.
- Hoffman, J.L.** (2020). Sports in Seattle. University of Washington Foundation for International Understanding Through Students, Sports & Cultural Exchange Program.
- Hoffman, J.L.** (2019). Can Separate Be Equal? The Promise and Peril of Equity in Sports. Seattle Pacific University School of Health Sciences Health & Human Performance Graduation Colloquium.
- Hoffman, J.L.** (2019). Athletes & Early Career Coaches & Managers Workshop. Tel Aviv Sports Complex.
- Hoffman, J.L.** (2019). Can Separate Be Equal? The Promise and Peril of Equity for Women in Sports. The Center for the Study of the United States, Tel Aviv University. Video: [YouTube](#).
- Hoffman, J.L.** (2019). Gender & Decision-Making and Purposes of Sport Contexts for Universities and Women in Sport. US State Department, Sports Diplomacy Program, Israel Delegation.
- Hoffman, J.L.** (2018). Women & Decision-Making: Information or Intuition? NASPA Online Briefing Series for Women.
- Hoffman, J.L.** (2018). Women's Leadership in Higher Education Forum. Academic Leadership Center (ALC), Ministry of Education, Kingdom of Saudi Arabia.
- Advanced Track – Mission & Values: Navigating Leadership in Higher Education
 - Introductory Track – Developing Your Leadership Compass
 - Introductory Track – Informing Your Leadership with Data
- Hoffman, J.L.** (2017). Women's Leadership in Higher Education Forum. Academic Leadership Center (ALC), Ministry of Education, Kingdom of Saudi Arabia.
- Advanced Track – Mission & Values: Navigating Leadership in Higher Education
 - Introductory Track – Developing Your Leadership Compass
 - Introductory Track – Informing Your Leadership with Data

Cook, C. & **Hoffman, J.L.** (2014). Establishing the Infrastructure to Promote Student Athlete Resilience and Wellbeing. Pac-12 Student-Athlete Health Conference.

Hoffman, J.L., (2013). Leadership Term and Turnover of Division I Football Bowl Subdivision Programs. National Collegiate Athletic Association Data Analysis Research Network.

Kopay, D., Kelly, S. & **Hoffman, J.L.** (2011). Standing Up Against Homophobia in Sports: The Ben Cohen Acceptance Tour. University of Washington Student Life Advancement.

Hoffman, J.L. (2009). Women's History and the Impacts of Title IX. Defense Contract Management Agency.

PRESENTATIONS - MENTOR UNDERGRADUATE RESEARCH

Lowdermilk, N. (2026). EA Sports College Football 25: Exploring Social Connection and Community Building. Paper presented at the Undergraduate Research Symposium, University of Washington, Seattle.

Najera, J. (2026). Exploring social connection and community building through the video game electronic arts sports college football 25. Paper presented at the Undergraduate Research Symposium, University of Washington, Seattle.

Wongpa, M. (2026). Building collegiate identity in EA Sports College Football 25. Paper presented at the Undergraduate Research Symposium, University of Washington, Seattle.

TEACHING

GRADUATE (UW)

IAL - EDLPS 520 Education as a Moral Endeavor
IAL - EDLSP 514 Informing Policy & Decision Making With Data
IAL - EDLPS 590 College Student Populations & Experiences
IAL - EDLPS 540 Sociology of Higher Education
IAL - EDLPS 580 The American College and University
IAL - EDLPS 600 Inquiry Projects (Formerly Degree Projects; Portfolios)

EDLPS 558 Qualitative Research Methods
EDLPS 599 Activity Theory (CHAT) Reading Group
EDLPS 600 Doctoral Student Colloquium
EDLPS 599 Investigating the Relationship Between Higher Education and Their Athletic Enterprises
EDLPS 598 Research Design in Education
EDLPS 596 Secondary Data Analysis

GRADUATE (Other)

Seattle Pacific University: Title IX Legislation

UNDERGRADUATE (UW)

EDLPS 499 Undergraduate Research
EDUC 200 Education, Sport & Labor: Finance Edition
EDUC 200 Education, Sport & Labor
EDUC 200 The Place of Sports in the University
EDUC 200 Esports & Sports in Competition/Collegiate Edition
EDUC 200 Identity, Community & Sport
EDUC 200 Introduction to Resilience in College: On and Off the Field of Play
EDUC 221 Education & The Playfield

UNDERGRADUATE (Other)

University of British Columbia-Okanagan: Exploring Identity & Positionality in Education, Summer Institute in Education
Seattle Pacific University: Final Project Supervisor
Seattle Pacific University: Contemporary Issues In Sport
Seattle Pacific University: Osaka Women's University Sports Medicine Summer Institute

TEACHING - CASES

Hoffman J.L. & Hextrum K. (2026). House Settlement & Moral Dilemma Cases, *Forthcoming*
Barish, P. & Hoffman, J.L. (2026). Knight-Newhouse College Athletics Database Case Scenarios
Hoffman, J.L., Pauketat, R & Hextrum, K. (2025). College Athlete Employment in Washington State
Gill, E. & Hoffman, J.L. (2018). Baylor University – A Case Of?
Hoffman, J.L. (2010). The Men's Soccer Assistant Coaches. The Center for Leadership in Athletics
Hoffman, J.L. (2010). The Fighting Sioux of North Dakota. The Center for Leadership in Athletics
Hoffman, J.L. (2010). Cheerleaders or Gymnasts? The Center for Leadership in Athletics
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

SERVICE

INTERNATIONAL SERVICE

- 2026 World Affairs Council Moderator, [Global Stage: Sport, Influence, and the Politics of Mega-Events](#). Seattle/Virtual. [Recording Link](#)
- 2025 University of Washington, Global Innovation Fund, Scoping Visit Award, Leon Spain
- 2024 World Affairs Council Fellow, Seattle
- 2023 US State Department, Young Transatlantic Innovation Leadership Initiative (YTILI), Host & Reciprocal Exchange, North Macedonia
- 2019 US State Department, Sports Diplomacy Program Host & Delegate, Israel
- 2018 University of British Columbia-Okanagan, Summer Institute in Education (SIE) Instructor
- 2018 Women's Leadership in Higher Education Introductory & Advanced Forums. Academic Leadership Center (ALC), Ministry of Education, Saudi Arabia
- 2017 Women's Leadership in Higher Education Introductory & Advanced Forums. Academic Leadership Center (ALC), Ministry of Education, Saudi Arabia
- 2016 Educator's Search for Purpose & Meaning Course and Study Tour, Camino de Santiago with Montana State University, Spain

NATIONAL

Editor

- 2026 *Special Issue, Journal of Women and Gender in Higher Education*, Separate But Equal? Women-Identifying Athlete Experiences & Intersectionality in Campus Sports,
- 2023 *Special Issue Journal of Issues in Intercollegiate Athletics*, Activism in College Sport
- 2023 *Special Issue, Journal of Higher Education Athletics & Innovation*, College Sport (In) Equity, Assistant Editor
- 2010-2023 *Research From The Front Porch*, UW Center For Leadership in Athletics Briefs

Editorial Boards

- 2021-2025 *Innovative Higher Education Journal*
- 2019-2023 *Journal of Intercollegiate Sport*
- 2017-2020 *Journal of Women and Gender in Higher Education*

Invited Reviewer

- Journal of Higher Education Athletics & Innovation*
- Educational Policy*
- Gender and Women's Studies*
- Journal for the Study of Sports & Athletes in Education*
- Journal of College Student Development*
- Journal of Higher Education*
- Journal of Intercollegiate Sport*
- Journal of Sports Analytics*
- Qualitative Research in Sport Exercise & Health*

Book Proposal & Endorsement Reviews

- 2024 Sage
- 2024 Temple University Press
- 2022 Johns Hopkins
- 2021 Routledge
- 2020 Rutgers University Press
- 2017 Routledge/Taylor & Francis
- 2016 Chapman & Hall/CRC; Taylor & Francis Group

Expert Review Panel

2024 Women's Sports Foundation Research Report, *Play to Lead: The Generational Impact of Sports on Women's Leadership*

2023 Spencer Foundation Small Grant Review Panel

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

Graduate Program External Review Panel

2023 Clemson University Graduate School, Graduate Academic Program Self-Review (GAPS),
Department of Educational and Organizational Leadership

External Reviewer

2026 Librarian Promotion File

2026 Tenure & Promotion File

2026 Tenure & Promotion File

2026 Tenure & Promotion File

2025 Tenure & Promotion File

2020 Tenure & Promotion File

2018 Tenure & Promotion File

Conference Service

2013-2023 ASHE Pre-Conference on Intercollegiate Athletics Chair

2021 Gonzaga University School of Law, Future of College Sports Forum Co-Chair

2021 UCLA Law School Williams Institute & Women's Sports Foundation Transgender
Athlete Research Convening Contributor

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

2011-2014 AERA Research Focus on Sport & Education SIG Program Chair

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

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

2016 USCCE, Local Committee Member

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

2010-2012 ASHE Pre-Conference on Intercollegiate Athletics Co-Chair

2005 AERA Division J Dissertation Award Committee Member

2001 NASPA Local Arrangements Committee Member

UNIVERSITY OF WASHINGTON (UW)

2026 Washington State Labor Research Grant, Harry Bridges Center for Labor Studies, Review
Committee Member

2025-2026 UW Global Affairs Strategic Planning, College of Education Representative Japan &
Kenya Working Groups

2025-2026 University of Washington Tacoma, Assistant Professor in Educational Leadership, Search
Committee - 2 positions

2024-2026 Global Sports Lab, Jackson School of International Studies

2020-2023 Gaming Coalition Member

2023 Young Transatlantic Innovation Leadership Initiative Host, World Affairs Council

2022 Esports Manager Search Committee Member, Division of Student Life

2020-2022 Board of Directors Faculty Representative & Operations Subcommittee Member, Husky
Union Building

2020-2022 Graduate Certificate in Educating for Critical Race Theory Committee Member

2014 - 2020 Waseda Faculty Development Teaching Scholars Program Host

2012-2020 Gender Equity Committee Member, Department of Intercollegiate Athletics

2016	Athletic Director Search Committee Member
2015-2016	Resilience Lab Working Group HUB
2011-2016	Library Research Guide: Sports & Education Contributor
2010	NCAA Certification Report Writer
2004-2006	NCAA Certification Subcommittee on Academic Integrity Member
2004	Athletic Director Search Committee, Graduate Student Representative,
2001-2003	Advisory Committee on Intercollegiate Athletics, Graduate Student Representative

UW COLLEGE OF EDUCATION

2026-2028	Academic Programs & Initiatives Committee
2024-2026	College Advisory Council (CAC)
2019-2024	UW Undergraduate Academic Affairs Curriculum Committee
2024	Graduate Student General Scholarship Review Committee
2022-2024	Student Academic Support Committee
2017-2019	Academic Program & Initiative Committee
2018	Gordon C. Lee Dissertation Award Committee
2016-2017	COE Advisory Council, (CAC)
2014-2016	Faculty Senate Representative
2015	Research Center Technology Sharing Group
2013	China Study Tour Reviewer

ADVISING

ADVISING - DOCTORAL SUPERVISORY COMMITTEES

In Progress

Edward Hock, University of Washington, Seattle, Sociology, Member

Christian Love, University of Washington, Seattle, Educational Leadership & Policy Studies, Member

Esteban Maldonado, University of Washington, Educational Leadership & Policy Studies, Member

Paul Metellus, University of Washington, Seattle, Educational Leadership & Policy Studies, Member

Elanyah Posner, University of Washington, School Psychology, Seattle, Member

Completed

2026

Johnny Cho, University of Washington, Information School, Graduate School Representative

2026

Neha Kardam, University of Washington, Seattle, Electrical and Computer Engineering Department, Graduate School Representative

2025

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

2024

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

2021

Dr. Ellen Alhness, 2021. Who Engages in the Arctic? Explaining the Evolution of Permanent Participants in the Arctic Council, University of Washington, Political Science Graduate School Representative

2019

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

2017

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

2016

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. Committee Member

2015

Dr. Julie McCleery, 2015. Making the Invisible Visible: A Mixed-Methods Investigation of Women and Families Choosing Elementary Schools in Seattle, Educational Leadership & Policy Studies, University of Washington. Committee Member

Dr. Mike Bryant, 2015. *The Openly Gay Student-Athlete: Examining Experience and Peer Culture Interaction*, Educational Leadership & Policy Studies, University of Washington. Committee Member

2014

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

Dr. Keith Champagne, 2014. *Black Male Intercollegiate Athletic Administrators: Ascending the Career Ladder A Qualitative Analysis and a Case Study*, Educational Leadership & Policy Studies, University of Washington. Committee Member, *Edd*

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

2012

Dr. Pamela Robenolt, 2012. *What's so Special about Intercollegiate Athletic Special Admits? Implications for Support Programming*, Educational Leadership & Policy Studies, University of Washington. Committee Member, *Edd*

ADVISING - MASTER'S STUDENTS & COMMITTEES

Program Advising

2017-2026

Master's Degree Student Advising, Higher Education Leadership Graduate Program, University of Washington.

2007-2018

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

Master's Committee Member & Internship Mentor

2026

Mauricio Majano, University of Washington, Seattle, Educational Leadership & Policy Studies, Internship Supervisor

Nayzm Malikova, University of Washington, Seattle, Educational Leadership & Policy Studies, Committee Member

Daniela Pérez Orozco, University of Washington, Seattle, Committee Member

2023

Liza LaValley, University of Washington, Seattle, Educational Leadership & Policy Studies, Committee Member

GRADUATE STUDENT RESEARCH & TEACHING SUPERVISOR

Mike Bryant
Zixen Chen
Morganne Flores
Meghan Gescher
Pranali Gite
Elizabeth Griffin
Regena Pauketat
Litthideth Phansiri
Jacob Shapiro
Kelsey Varzeas

UNDERGRADUATE RESEARCH SUPERVISOR

2025-26

Kameron Bui
Atthaya Chevaosot
Navya Chugh
Olivia Clishe
Nivetha Jaganathan
Noah Loudermilk
Jessica Luu
Aina Koga
Jonathan Najera
Annie Schwartz
Natalie Wang
Misako Wong
Kexin Yang