

TRESSIE MCMILLAN COTTOM | *curriculum vitae*

Virginia Commonwealth University
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ACADEMIC EXPERIENCE | *employment & education*

Assistant Professor, Department of Sociology, Virginia Commonwealth University, 2015-present

Faculty Affiliate, Berkman Klein Center for Internet & Society, Harvard University, 2015-present

Ph.D., Sociology, Emory University (2015)

Dissertation: *Becoming Real Colleges in the Financialized Era of U.S. Higher Education*.

Committee: Richard Rubinson (chair), Irene Browne, Cathy Johnson, Roberto Franzosi, Carol Anderson

B.A., English and Political Science, N.C. Central University (2009)

PUBLICATIONS | *book*

McMillan-Cottom, Tressie. 2017. *Lower Ed: The Troubling Rise of For-Profits*. New York: The New Press.

PUBLICATIONS | *edited volumes*

McMillan Cottom, Tressie and William Darity, Jr., eds. 2016. *For-Profit U: The Growing Role of For-Profit Colleges in U.S. Higher Education*. Palgrave McMillan.

Karen Gregory, Tressie McMillan Cottom, and Jessie Daniels, eds. 2016. *Digital Sociologies*. UK Bristol Policy Press.

PUBLICATIONS | *articles*

McMillan-Cottom, T. In Preparation. "The Gendered University in the New Economy."

McMillan-Cottom, T. In Preparation. "Working Harassment: An Institutional Ethnography of Anti-Harassment Work at Social Media Corporations".

McMillan-Cottom, T. 2016. "Having It All Is Not A Feminist Theory of Change." *Signs*. 42(2):2-6.

McMillan-Cottom, T. 2016. "More Scale, More Questions: Observations on Textual Analysis From Sociology." In Gold M. & Klein L. (Eds.), *Debates in the Digital Humanities* (pp. 540-545). Minneapolis; London: University of Minnesota Press. Retrieved from <http://www.jstor.org/stable/10.5749/j.ctt1cn6thb.50>

McMillan-Cottom, T. 2015. "Who Do You Think You Are? When Marginality Meets Academic Celebrity". *ADA: Journal of Gender, New Media and Technology* (7)1. Doi:10.7264/N3319T5T

McMillan Cottom, T. and S. Goldrick-Rab. 2012. "The Education Assembly Line: The Problem with For-Profits." *Contexts* 11(4): 14-21.

McMillan-Cottom, T. 2014. "Mitigating Concerns and Maximizing Returns: Social Media Strategies for Injury Prevention Non-Profit Organizations." *Western Journal of Emergency Medicine* 15(4): 582-586.

PUBLICATIONS | *book chapters*

McMillan-Cottom, T. Forthcoming. "Algorithmic Stratification, Classification Situations, and Black CyberFeminism: Ways Forward for Intersectionality and Digital Sociology" in *Digital Sociologies*. UK Policy Press.

McMillan-Cottom, T. and G. Tuchman. 2015. "The Rationalization of Higher Education." *Emerging Trends in the Social and Behavioral Sciences*, edited by Robert A. Scott and Stephen M. Kosslyn. New York: Wiley Publishing.

McMillan Cottom, T. 2015. "When Your Black Body is a White Wonderland." *Race, Class, Gender*, edited by Margaret L. Andersen and Patricia Hill Collins. New York: Cengage.

McMillan Cottom, T. 2014. "The Logic of 'Stupid Poor People': Status, Poverty, and Gatekeeping." *Poverty: A Reader for Writers*. Oxford University Press.

PUBLICATIONS | *not refereed*

McMillan-Cottom, T. In Press. "When Your Black Body is a White Wonderland." *Genders and Society*, edited by Lisa Wade, Douglas Hartmann, and Christopher Uggen. W.W. Norton.

McMillan-Cottom, T. 2016. "The Logic of 'Stupid Poor People'" Status, Poverty and Gatekeeping". *The Wicked Problems Collective*, edited by Chris Oestereich. Amazon Publishing.

PUBLICATIONS | *public sociology, selected*

McMillan Cottom, Tressie. 2016. "Talking Twitter and Teaching With Tressie McMillan Cottom" Wordpress Discover. April 9. Retrieved from: <https://discover.wordpress.com/2016/04/07/tressie-mcmillan-cottom/>

"Fact Check – Bernie Sanders Promises Free College. Will It Work?" NPR, Commentary. February 17, 2016.

Hamilton, Darrick and Tressie McMillan Cottom, Sandy Darity, Alan Aja, Carolyn Ash. 2016. "Still We Rise: The Fate of Historically Black Colleges." *American Prospect* 26(4): 54-61.

McMillan Cottom, Tressie. 2015. "Race is Always the Issue (In Policy Rhetorics)". *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2015. "Running for President Isn't Brain Surgery: Making Sense of Ben Carson." *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2015. "Injustice at Universities Runs Deeper Than Names." *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2015. "Between the World and Me Book Club: Not Trying to Get Into Heaven." *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2015. "Between the World and Me Book Club: The Stories Untold." *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2015. "Between the World and Me Book Club: Two Texts Masquerading as One." *The Atlantic Monthly*.

McMillan Cottom, Tressie. 2014. "No, College Isn't The Answer. Reparations Are." *The Washington Post*. May 29, 2014. <http://www.washingtonpost.com/posteverything/wp/2014/05/29/no-college-isnt-the-answer-reparations-are/>

McMillan Cottom, Tressie. 2014. "Why Do Poor People 'Waste' Money on Luxury Goods?" *Talking Points Memo*. November 6. <http://talkingpointsmemo.com/cafe/why-do-poor-people-waste-money-on-luxury-goods>

McMillan Cottom, Tressie. 2014. "David Brooks' Polluted Ecology." *Slate Magazine*. Jan. 3. http://www.slate.com/articles/life/counter_narrative/2014/01/david_brooks_smoking_pot_should_black_kids_pay_for_his_pothead_sins.html

McMillan Cottom, Tressie. 2014. "College and the End of the Company Man." *Dissent*. April 6.

McMillan Cottom, Tressie. 2013. "Federal Financial Aid Has Become a Middle-Class Entitlement." *New York Times*. November 6. Retrieved April 1, 2014 (<http://www.nytimes.com/roomfordebate/2013/11/06/who-should-get-financial-aid/federal-financial-aid-is-now-a-middle-class-entitlement>)

McMillan Cottom, Tressie. 2013. "Whistling Vivaldi Won't Save You: Stereotype Threat and the Death of Jonathan Ferrell." *Slate Magazine*. September 5. Retrieved March 31, 2014. (http://www.slate.com/articles/news_and_politics/crime/2013/09/jonathan_ferrell_shooting_death_the_perils_of_stereotype_threat.html)

AWARDS

PhD Research Intern, Microsoft Social Sciences Research Labs, Cambridge, MA, Summer 2014.

Thought Leadership Fellow, Public Voices, 2012-2014.

Graduate Fellow, The Center for Poverty Research at UC Davis, Fall 2013.

Honorable Mention, Robert Dentler Award for Outstanding Student Achievement from ASA, 2013.

Public Voices Fellow, Faculty Engagement Commission, Emory University, 2012.

Engaged Research Fellow, Office of University-Community Partnerships, Emory University, 2011.

Emerging Scholar, William Boyd National Education Politics Workshop, AERA, 2011.

Ms. Magazine, Feminist Bloggers in Education Designation, September 2012.

Feminist Wire, Invited Guest Editor, "Health and Black Women in Academe", Winter 2012.

Moore Undergraduate Research Apprenticeship Program, UNC Chapel Hill, 2009.

Research Fellow, NC Consortium South Asian Studies, Duke University, 2009.

GRANTS

Laney Graduate School Research Grant (\$2,500), Emory University, 2013

American Educational Research Association Conference Grant (\$65,000), Duke University, 2012.

PRESENTATION | *invited talks*

"Digital Sociologies." Keynote address at Feminist Digital Publishing Conference, Bowling Green State University, Toledo, OH, Spring 2017.

"Digital Sociologies." To be presented at Higher Education as a Public Good: How to Take Action, American Association of University Professors (AAUP), Notre Dame University Maryland, Baltimore, MD, April 2017.

"Digital Sociologies." Presented at OpenCon, Washington, DC, November 2016.

"Digital Sociologies." Presented at Digital Culture Workshop, Social Science Research Council, Brooklyn, NY, October or November, 2016.

"Lower Ed." Presented at TEDxUniversityOfRichmond, University of Richmond, Richmond, VA, October 2016

"Lower Ed." Presented at Convening on Student Debt, Equity, & Research Paths, ACLU Offices, Washington, DC, June 2016.

"Lower Ed: Inequalities and For-Profit Higher Education." Presented at Speaker Series, Department of Sociology and Anthropology, North Carolina State University, Raleigh, NC, February 26, 2016.

"Lower Ed: Corporatization of Higher Education in an Unequal Society." Keynote at Alpha Kappa Delta Induction Ceremony, University of Mary Washington, Fredricksburg, VA, February 16, 2016.

“Lower Ed.” Presented at White House Convening on Higher Education. Washington, D.C., January 2016.

“The Access Paradox: Can Educational Expansion Be Balanced With Educational Justice?” Opening Keynote address at *26th Annual World Conference of the International Council of Open and Distance Education*. Sun City, South Africa, October 2015.

“Groups, Trust, and Critical Access.” Keynote address at Media Pre-conference at American Sociological Association, Chicago, IL, August 21, 2015.

“Democratizing Ideologies and Inequality Regimes” MLK Lecture at School of Information, University of Michigan, Ann Arbor, MI, January 20, 2015.

“Open Education and Closed Mobility.” Keynote Address at the International Council for Open and Distance Education, The University of South Africa, Sun City, South Africa, October 14-16, 2015.

“Democratizing Ideologies and Inequality Regimes in Digital Domains”. Presented at the Berkman Center for Internet & Society Series, Harvard University, Cambridge, MA. July 29, 2014. Online <[PDF](http://cyber.law.harvard.edu/events/luncheon/2014/07/cottom)>
<http://cyber.law.harvard.edu/events/luncheon/2014/07/cottom>

“The Precarious Profit in HigherEd.” Presented at American Federation of Teachers, National Conference, Baltimore, MD, March 2014.

“Close Reading the Social.” Mason-Sakora Humanities Lecture at North Carolina Central University, Durham, NC, February 2014.

“Lower Ed: Inequality and For-Profit College Expansion.” Presented to Race Research Group, Department of Sociology, Duke University, Durham, NC, February 2014:

“Race, Gender, & Class: Constrained Educational Choices of Single Mothers in a ‘Work First’ Culture.” Presented to Department of Sociology and Women’s Studies, University of Wisconsin-Madison, Madison, WI, December 2013.

“MOOCs and Inequality.” Presented at Google’s Fairness Matters Forum, San Francisco, CA, November 2013.

“MOOCs and Other Disruptions: Lessons from For-Profit Colleges.” Presented at Sociology and Ethics Center, San Jose State University, San Jose, CA, November 2013.

“The Hustleman is an Entrepreneur: Understanding Racial and Ethnic Group Economies to Support Diversity in Entrepreneur Programming.” Keynote address at National Association for Community Colleges and Entrepreneurship, Charlotte, NC, October 2013,:

“Degrees of Debt: Demographics, Debt, and For-Profit Colleges in the U.S.” Presented at University Commission on Humanities Research, University of UC-Irvine, Irvine, CA. May 2013.

“Writing for Social Change”. Presented at Social Activism and Public Scholarship Workshop, Spelman College, Atlanta, GA, November 2012.

“So Many Degrees, So Much Inequality.” Presented at Department of Sociology, Georgia State University, Social Problems, October 2012:

“Writing for Social Change.” Presented at Social Activism and Public Scholarship Workshop, Spelman College, Atlanta, GA, February 2012.

PRESENTATION | *conference*

“Discussing ‘Race, Gender and Deviance on Xbox Live by Kishonna Gray.’ Discussant. Southern Sociological Society, Atlanta, GA, April 13, 2016.

“Digital Sociology Pre-Conference.” Co-Organizer at Eastern Sociological Society, Philadelphia, PA, April, 2015.

“Welfare Eligibility When There’s No Work: Constrained Choice of For-Profit Students in the Welfare System.” Research Conclave at The Center for Poverty Research, Davis, CA, September 2013.

“Organized for Urgency: An Organizational Analysis of Admissions at For-Profit Colleges.” Association of Black Sociologists, New York, NY, August 2013.

“We’ll Tweet Until We’re Free: Social Media and Social Movements.” Association of Black Sociologists, New York, NY; August 2013

“Gendered Degrees: How For-Profit Colleges Respond to Gendered Inequality.” Organizations, Inequality Conference, University of Toronto, Canada, May 2013. *Invited*

“The Organizational Logic of Blurring The Public and The Private in Today’s Media.” Media in Transition International Conference: Public Media, Private Media, MIT, Cambridge, MA, May 2013: *Invited*

“Raging Against the Machine: Black Studies and the Case of Naomi Schaefer Riley and The Chronicle of Higher Education.” UNC-Greensboro, Southeastern Women’s Studies Conference, April 2013. *Invited.*

“Stratification and For-Profit Colleges.” Southern Sociological Society, Atlanta, GA, April 2013.

“Raging Against the Machine: The Case of Black Studies and The Chronicle of Higher Education.” Southeastern Women’s Studies Association, UNC-Greensboro, Greensboro, NC, March 2013.

Higher Education Quality Council of Ontario Conference: Learning to Earning | Higher Education and the Changing Job Market, November 2012. *Invited.*

Applied Research Center, Facing Race Conference, November 2012: “Race, Inequality and For-Profit Colleges.” *Invited.*

“Structure of Opportunity in Secondary Education.” Latino Youth Education Conference, Emory University, Atlanta, GA. November 2011.

“Survey of Space, Place, and Educational Research.” International Globalization, Diversity, and Education, University of Washington, Seattle, WA, February 2011.

“HBCUs as Model for the Emerging Urban University.” Research presentation at Research Network on Racial and Ethnic Inequality Research Conclave, Duke University, Durham, NC, March 2010.

“Buying Public Memory: The Ronald Reagan Legacy Project.” Future of Diversity in Academia, UNC-Chapel Hill, Chapel Hill, NC, July 2009.

“The Ronald Reagan Legacy Project.” Monuments and Memory: Race and History, Duke University, Durham, NC, June 2009.

“African American Women in Philosophy.” Humanities Spring Symposium, North Carolina Central University, Durham, NC, May 2009.

SERVICE | *to the profession*

Evaluator, MacArthur 100&Change, McArthur Foundation. October-November 2016.

Reviewer, MacArthur Award, McArthur Foundation. May 2016.

Co-organizer, Social Media Pre-conference, American Sociological Association. 2016-Present

Board Member, “Documenting the Now”, Mellon Funded Initiative to Archive Social Media Ephemera for Social Change, 2016-present

Co-chair, Academic Justice Committee, Sociologist for Women in Society. 2015-2018 term.

Eastern Sociological Society, Co-organizer of “Digital Sociology” Pre-Conference, 2015.

Executive Board Member, Social Media Taskforce, American Sociological Association, 2015-present

Institutional Researcher for Diversity Programming, Laney Graduate School, Emory University, 2013.

Chair, Public Scholarship for Sociologists Working Group, American Sociological Association, 2013.

President’s Social Media Task Force, American Sociological Association, 2013.

Peer Reviewer, American Educational Research Association National Conference, 2012.

Nominated Representative, Liberal Arts Commission, Emory University, 2012.

Manuscript Reviewer, *Psychology of Popular Media Culture*, 2012.

AERA Conference Grant Team, Duke University, 2011

AERA, Division J: Higher Education; Social Media Director, 2011.

Peer Reviewer, ASHE, National Conference, 2011.

SERVICE | to the *university*

Faculty Founder, Master's Degree Program in Digital Sociology, Virginia Commonwealth University. 2016.

AERA Proposed Ethics Publication, Performed Review, Authored Group Analysis Emory University, DES, 2010.

Graduate Student Government Association Representative, Emory University, 2010-Present.

SIRE Undergraduate Poster Presentation Judge, Emory University 2010

SERVICE | *community*

Participant at Higher Education Working Group, American Enterprise Institute, Washington, DC, November 2016.

Judge at 100&Change, John D. and Catherine T. MacArthur Foundation. October - November 2016.

SocArXiv governance committee. Washington, D.C.

Reviewer, Higher Ed platform, The Debt Collective, September 2016

Judge at Shorty Social Good Awards. New York, New York. September 2016.

The Secretary of State Subcommittee on Global Education Subcommittee, Guidelines on open education guidelines, issues, and management, 2016

Consultant (Unpaid), Bernie Sanders Presidential Election Campaign, Policy Proposals for Historically Black Colleges and Universities, 2016

TEACHING

Graduate: Digital Sociology, Contemporary Social Theory, Sociology of Race

Undergraduate and Graduate: Sociology of Race, Sociology of Higher Education

PROFESSIONAL SOCIETIES

Society for the Study of Social Problems
Member

American Sociology Association

Executive Officer, Social Media and Sociology Task Force

American Educational Research Association

Graduate Membership: Policy, Higher Education Focus Groups

Sociologists for Women in Society

Co-Chair, Academic Justice Committee