

TRESSIE MCMILLAN COTTOM

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OFFICE ADDRESS

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APPOINTMENTS

2015-Present

Assistant Professor, Virginia Commonwealth University
Department of Sociology

Areas of Interest: Race/Class/Gender; Higher Education; Work; Technology

EDUCATION

2010-2015

Ph.D. Sociology, Emory University

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

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

1999-2004

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

GRANTS

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

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

PUBLICATIONS (*peer reviewed)

Books

2016. McMillan-Cottom, Tressie. *Lower Ed: The Troubling Rise of For-Profits*. The New Press: New York.

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

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

Articles

* McMillan-Cottom, T. Forthcoming. "Having It All Is Not A Feminist Theory of Change". *Signs*.

* McMillan-Cottom, T. 2016. "More Scale, More Questions: Observations on Textual Analysis From Sociology". *Debates in Digital Humanities*.

* 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, Tressie. "The University and The Company Man". *Dissent*. 61(2):42-44.

*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).

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. 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.

*McMillan-Cottom, T., and G. Tuchman. 2015. "The Rationalization of Higher Education." In *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.

Public Sociology (Selected)

“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*.

“NPR Source of the Week”. September 2015.

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.” May 29. *The Washington Post*.
<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 Magazine*. April 6. ISSN: 1443-2102

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)

LEADERSHIP

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

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

2016-Present Board Member, "Documenting the Now", Mellon Funded Initiative to Archive Social Media Ephemera for Social Change.

2015-2017 Co-Chair, Academic Justice Committee, Sociologist for Women in Society

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

AWARDS

Summer 2014, PhD Research Intern, Microsoft Social Sciences Research Labs, Cambridge, MA: This funded award supports data collection, research, and publication draft. The project examines race, gender, and status formation in online educational communities.

Fall 2013, Graduate Fellow, The Center for Poverty Research at UC Davis: How has social policy shaped demand for workforce certificates in the for-profit college sector? The project will produce both a dissertation chapter and a policy paper distributed by The Center for Poverty Research, a federally designated research center housed at UC Davis.

2013 Robert Dentler Award for Outstanding Student Achievement from ASA: Honorable Mention for paper on race, class, gender and decision-making among for-profit students.

INVITED TALKS

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

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

White House Convening on Higher Education. Washington, D.C. January 2016.

Opening Keynote Address: "The Access Paradox: Can Educational Expansion Be Balanced With Educational Justice?" Presented at *26th Annual World Conference of the International Council of Open and Distance Education*. South Africa. October 2015.

Media Pre-conference at American Sociological Association; "Groups, Trust, and Critical Access", Keynote Address August 21, 2015.

University of Michigan-Ann Arbor; "Democratizing Ideologies and Inequality Regimes". MLK Lecture at the UM School of Information, January 20, 2015.

The University of South Africa (Unisa); "Open Education and Closed Mobility". Keynote Address at the International Council for Open and Distance Education, October 14-16, 2015.

Harvard University; "Democratizing Ideologies and Inequality Regimes in Digital Domains". Paper presented at the Berkman Center for Internet & Society Series, 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>

American Federation of Teachers, National Conference, Baltimore, MD, March 2014: "The Precarious Profit in HigherEd"

North Carolina Central University (Durham, NC), Mason-Sakora Humanities Lecture, February 2014: "Close Reading the Social"

Duke University, Sociology Department, Race Research Group, February 2014: "Lower Ed: Inequality and For-Profit College Expansion"

UW-Madison Sociology and Women's Studies, December 2013: "Race, Gender, & Class: Constrained Educational Choices of Single Mothers in a 'Work First' Culture."

Google's Fairness Matters Forum, November 2013: "MOOCs and Inequality."

San Jose State University Sociology and Ethics Center, November 2013: "MOOCs and Other Disruptions: Lessons from For-Profit Colleges."

National Association for Community Colleges and Entrepreneurship, October 2013, Keynote Address: "The Hustleman is an Entrepreneur: Understanding Racial and Ethnic Group Economies to Support Diversity in Entrepreneur Programming."

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

University of Toronto, Organizations, Inequality Conference, May 2013: "Gendered Degrees: How For-Profit Colleges Respond to Gendered Inequality."

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

MIT, Media in Transition International Conference: Public Media, Private Media, May 2013: "The Organizational Logic of Blurring The Public and The Private in Today's Media."

Spelman College, Social Activism and Public Scholarship Workshop, November 2012.

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

Applied Research Center, Facing Race Conference, November 2012: "Race, Inequality and For-Profit Colleges."

Georgia State University, Social Problems, October 2012: "So Many Degrees, So Much Inequality."

Spelman College, Social Activism and Public Scholarship Workshop, February 2012.

PRESENTATIONS

Co-Organizer, Eastern Sociological Society, Digital Sociology Pre-Conference; (4/15)

Research Conclave, The Center for Poverty Research (9/13); Davis, CA; "Welfare Eligibility When There's No Work: Constrained Choice of For-Profit Students in the Welfare System."

Conference, Association of Black Sociologists (8/13); New York, NY; "Organized for Urgency: An Organizational Analysis of Admissions at For-Profit Colleges."

Conference, Association of Black Sociologists (8/13); New York, NY; "We'll Tweet Until We're Free: Social Media and Social Movements."

Conference, Southern Sociological Society (4/13); Atlanta, GA; "Stratification and For-Profit Colleges."

Conference, *Southeastern Women's Studies Association* (3/13); UNC-Greensboro; "Raging Against The Machine: The Case of Black Studies and The Chronicle of Higher Education."

Conference, *Latino Youth Education Conference* (11/11); Emory University; "Structure of Opportunity in Secondary Education."

Conference, *International Globalization, Diversity, and Education* (2/11); University of Washington; "Survey of Space, Place, and Educational Research."

Research Presentation, *Research Network on Racial and Ethnic Inequality Research Conclave*, Duke University (3/10); "HBCUs as Model for the Emerging Urban University." Conference, *Future of Diversity in Academia*, UNC Chapel Hill (7/09); "Buying Public Memory: The Ronald Reagan Legacy Project."

Conference, *Monuments and Memory: Race and History*, Duke University (6/09); "The Ronald Reagan Legacy Project."

Conference, *Humanities Spring Symposium*, NC Central University (5/09); "African American Women in Philosophy."

TEACHING

Undergraduate and Graduate: Sociology of Race
Graduate: Digital Sociology

SERVICE

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

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

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

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

AERA, Peer Reviewer; National Conference, 2012.

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

Psychology of Popular Media Culture, Manuscript Reviewer, 2012.

AERA Conference Grant Team, Duke University, 2011

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

ASHE, Peer Reviewer; National Conference, 2011.

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

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

Emory University, SIRE Undergraduate Poster Presentation Judge, 2010

HONORS AND AWARDS

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

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

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

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

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

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

Public Voices, Thought Leadership Fellow, 2012-2014.

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

PROFESSIONAL SOCIETIES

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
Member

RESEARCH EXPERIENCE

Cengage Publishing
(2012)

Bibliography Editor

Conducted literature searches, identified most salient sources, edited and authored bibliography citations for “Encyclopedia of Race and Racism.”

VENADAR Consulting
(May 2012)

Contract Researcher

Conducted marketing analysis for international client seeking vertical product integration; education expertise; created written and multi-media presentations.

Institute of Higher Education Policy
(October 2011)

Contract Researcher

Conducted research on qualitative and quantitative research on attainment, enrollment, and course-taking by class, race, gender and institutional types within and between for-profit and not-for-profit higher education systems; final white paper from the Institute for Higher Education Policy retrieved from <http://www.ihep.org/Publications/publications-detail.cfm?id=154>

University-Community Partnerships
(2011)

Community Research

“Project Graduation” is a multi-million dollar collaborative project in Southeast Atlanta. The partnership between universities, community organizations, and philanthropic organizations aims to increase the graduation rate with targeted middle school interventions at Coan Middle School. I trained and supervised community needs assessments using a social research instrument. I also conducted needs assessments, community research, presented findings to partners, and set benchmark goals for a five year strategic plan.

ADDITIONAL RELEVANT EXPERIENCE

Commission for Liberal Arts, Emory University, Atlanta, GA
(2012-present)

Research Assistant

Appointed to commission for the study of liberal arts education across the University; conducted empirical research on higher education policy, curricula, and debates.

Venadar, Atlanta, GA

(2012)

Researcher

Conducted state level analysis of political climate for educational reforms.

Academic Achievers, Durham, NC

(2009-2010)

Lead Teacher

Supervised multi-site academic preparation academy in conjunction with Durham County Schools and education consultants; teacher training, curriculum implementation, and assessment.

ITT Technical Institute, Charlotte, NC

(2008)

Admissions and Financial Aid Counselor

Enrollment management and federal financial aid counseling.