

Practices

# Higher Education and Collegiate Athletics

As the laws and regulations governing higher education institutions continue to evolve, managing the complex issues that often arise requires comprehensive knowledge of the dynamics at play in the sector.

Akerman represents institutions of higher education across the entire spectrum of postsecondary education, including public and private colleges and universities offering doctoral and graduate degrees, two and four-year associates and baccalaureate degrees, certificates, and diploma programs.

Our skilled team of lawyers and policy consultants provide a comprehensive range of litigation, transactional, and counseling services to colleges, universities, athletic conferences, and associations. We assist our clients in understanding and addressing regulatory challenges within higher education. With the combined knowledge and experience of a team that includes former university in-house counsel, former in-house counsel for nonprofit education systems, a former member of the NCAA staff, and a former NCAA Division II infractions appeal committee chair, we are able to deliver legal strategies and advice developed from an insider's perspective.

Our dedicated team has the hands-on experience and background to guide clients through the complex web of state and federal regulations. Not only do we know the law, we helped to shape it. Members of our team contributed to re-writing the Higher Education Act and established the Higher

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## Connect With Us



**LaKeisha C. Marsh**

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## Our Team

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## Related Work

Corporate Governance  
Federal Appropriations  
and Government  
Funding  
Government Strategies  
Litigation  
Traditional Labor Law

Education Allied Health Leaders (HEAL) Coalition to promote the interests of allied health professionals attending proprietary institutions of higher education.

## What We Do

- Regulatory and collegiate athletic compliance reviews, such as Title IV program reviews and NCAA compliance program reviews
- Title IX compliance advice and investigations
- Counsel and advise on issues involving the Department of Education (DOE), Federal Trade Commission (FTC), Securities Exchange Commission (SEC), and other federal agencies
- Guidance in matters involving state and federal laws, such as False Claims Act (FCA), American with Disabilities Act (ADA), and Title IX
- Counseling regarding student issues and student discipline
- Employment counseling and training
- Labor relations and collective bargaining involving administration, faculty, staff, students, and student-athletes
- Counsel and advocacy regarding the potential impact of changes to statutes and regulations
- Federal grants and government procurement
- Structuring and execution of transactional, restructuring, finance, and corporate governance matters
- Strategic advice to university boards of trustees
- Litigation of collegiate sports disputes in federal and state courts
- Negotiation and preparation of contracts for coaches and administrators; radio and television agreements; facilities agreements; and licensing, media, and sponsorship agreements

- Strategic counsel on matters involving name, image, and likeness (NIL)
- Advice on the selection, registration, and protection of trademarks and copyrights
- Representation of Municipal and County government bodies in the construction, financing, and development of sports facilities