

Joshua J. Lens

University of Iowa
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ACADEMIC POSITIONS

University of Iowa, Iowa City, IA

Aug. 2024-Present

Associate Professor of Instruction, Sport and Recreation Management

- Classes: Sport Business Practices; Managerial Operations in Sport and Recreation; Name, Image, & Likeness (NIL) in College Athletics

University of Arkansas, Fayetteville, AR

Jan. 2018-May 2024

Clinical Assistant Professor, Recreation and Sport Management (Jan. 2018-Aug. 2020)

Assistant Professor, Recreation and Sport Management (Aug. 2020-Present)

Program Coordinator, Recreation and Sport Management (Mar. 2018-Aug. 2022)

- Classes: Athletics & Higher Education, Sport Management Fundamentals, Managing College Athletics, Legal Issues in Sports, Social Issues in Sports, Legal & Political Aspects of Recreation & Sports Management (cross listed by law school), Capstone in Recreation & Sport Management, NCAA Governance & Legislation (cross listed by law school).
- Awards: 2022 Outstanding Overall Faculty Member in Health, Human Performance, & Recreation department (selected by peers); 2020 Outstanding Service in Health, Human Performance, and Recreation department (selected by peers); 2018 Outstanding Teaching Faculty in Health, Human Performance, & Recreation department (selected by peers).
- Served as coach for two law students who won the 2023 Iowa Law College Athletics Infractions Hearing Competition.

EDUCATION

University of Iowa College of Law, Iowa City, IA

May 2005

Juris Doctor

University of Northern Iowa, Cedar Falls, IA

May 2002

Bachelor of Arts degree, *summa cum laude*

Economics major, History and Sociology minors

PUBLICATIONS

1. **Lens, J.J.** (2025). Evaluating the NCAA's Responsiveness to Tampering in the NIL Era. *Fordham L. Review Online*, 93. 54-77.
2. **Lens, J.J.** (in press). Collegiate Athletes' NIL as a Constitutionally Protected Interest. *SMU Law Review*.
3. **Lens, J.J.** (2024). NIL Enforcement Preemption. *Utah Law Review*, 2024(5). 891-948.
4. **Lens, J.J.** (2024). NIL Tampering. *BYU Law Review*, 49(6). 1593-1656.
5. **Lens, J.J.** (2024). Strict Liability & Coach Employment Contracts. *Seton Hall Law Review*, 55(2). 425-482.
6. **Lens, J.J.** (2023). Arbitration, Mediation, & the NCAA Infractions Process. *University of Illinois Law Review Online*, 2023. 89-105.
7. **Lens, J.J.** (2023). NIL Compliance. *Boston University Law Review Online*, 103. 69-95.
8. **Lens, J.J.** (2023). Regulating Contact between Athletics staff and Faculty on College Campuses. *UC Davis Law Review Online*, 56. 79-98.

9. **Lens, J.J.**, Harry, M.P., Hammit, S.A. (grad. student), Nielsen, K.R. (grad. student) (2023). Caring about CARA: The COI's recent sensitivity to in-person practice monitoring. *Journal of NCAA Compliance*, 1. 11-19.
10. Gallagher, K.M., Niu, Y., Swain, J., Rosen, C.C., **Lens, J.J.** (in press). A conceptual model for the impact of occupational standing on enterprise outcomes using an inductive content analysis of California lawsuits. *IIE Transactions on Occupational Ergonomics Human Factors*.
11. **Lens, J.J.** (2023). The NCAA's Punts on Transgender Student-Athlete Participation. *Missouri Law Review*, 88(1). 1-58.
12. **Lens, J.J.** (2023). NCAA Rules Noncompliance. *Seton Hall Law Review*, 53(4). 1213-1271.
13. **Lens, J.J.** (2022). The WNBA's 2020 Collective Bargaining Agreement: A Slam Dunk for Working Women and Mothers. *Kentucky Law Journal*, 110(2). 333-380.
14. **Lens, J.J.** (2022). The NCAA Infractions Process and Peer Review. *Ohio State Law Journal Online*, 83. 80-93.
15. **Lens, J.J.** (2022). Terminating College Head Coaches' Employment with Cause for NCAA Rules Infractions. *Villanova Law Review*, 67(1). 35-100.
16. **Lens, J.J.** (2022). Examining the Committee on Infractions's Affirmation Rate of NCAA Enforcement Staff Allegations of Rules Violations. *Florida Law Review Forum*, 72. 121-136.
17. **Lens, J.J.** (2022). Infractions Cases Where a Head Coach Successfully Defeated a Head Coach Responsibilities Violation Allegation. *Journal of NCAA Compliance*. 1, 9-20.
18. **Lens, J.J.** (2021). The Committee on Infractions Sets the Standard of Care for College Athletics Administrators Regarding Potential NCAA Rules Violations. *Oregon Law Review*, 100(1). 61-88.
19. **Lens, J.J.** (2021). The Propriety of Incorporating Enforcement Staff Declination Statements Into the NCAA Infractions Process Following Bylaw 11.1.1.1 Head Coach Responsibilities Investigations. *Nebraska Law Review*, 100(2). 483-523.
20. **Lens, J.J.**, Hammit, S.A. (grad. student) (2021). Previously Dormant Bylaw 11.1.3 and the Recent Oklahoma State and Alabama Infractions Cases – Did Roll Tide Receive an Extra Benefit? *Journal of NCAA Compliance*. 1, 13-22.
21. **Lens, J.J.** (2021). Operation Varsity Blues and the NCAA's Special Admission Exception. *Journal of Legal Aspects of Sport*, 31(1), 147-200. <https://doi.org/10.18060/24923>.
22. **Lens, J.J.** (2020). Voiding the NCAA Show-Cause Penalty: Analysis and Ramifications of a California Court Decision, and Where College Athletics and Show-Cause Penalties Go From Here. *University of New Hampshire Law Review*, 19(1). 21-68.
23. **Lens, J.J.** (2020). Loans and Marketing Guarantees in Athlete-Agent Recruiting: Why They Are Ill-Advised Under Agency Law and Attorney Ethics Regulations Principles. *Texas A&M Law Review*, 7(3). 543-572.
24. **Lens, J.J.** (2019). Application of the UAAA, RUAAA, and State Athlete-Agent Laws to Corruption in Men's College Basketball and Revisions Necessitated by NCAA Rule Changes. *Marquette Sports Law Review*, 30(1). 47-84.
25. **Lens, J.J.** (2019). When a College Coach's Agent Recruits the Coach's Players: Potential Legal and NCAA Ramifications. *Jeffrey S. Moorad Sports Law Journal*, 26(1). 1-37.
26. **Lens, J.J.** (2018). NCAA Head Coach Responsibilities Legislation. *DePaul Journal of Sports Law*, 14(1). 33-66.
27. **Lens, J.J.**, Lens, J.W. (2014). Insurance Coverage for Elite Student-Athletes. *Mississippi Law Journal*, 84(1). 127-178.

ACADEMIC PRESENTATIONS

1. **Lens, J.J.**, (2024, Apr. 25). Legal and Business Issues Pertaining to U.S. Collegiate Athletes' NIL. *Canadian Academy of Legal Studies in Business Annual Conference and Pacific Northwest Academy of Legal Studies in Business Annual Conference*.
2. Matheson, D., **Lens, J.J.**, Jessop, A., Harmon, L., Montgomery, J. (2024, Mar. 28). Pay for Play: Should College Athletes Be Considered University Employees? *University of Iowa Discussion Series*.
3. **Lens, J.J.**, (2023, May 10). NIL Compliance. *Sports Lawyers Association Conference*.
4. **Lens, J.J.**, (2023, Apr. 14). The NCAA's New Head Coach Strict Liability Standard & Coach Employment Contracts. *Pacific Northwest Academy of Legal Studies in Business Annual Conference*.
5. **Lens, J.J.**, (2023, Feb. 23). Potential Ramifications for Booster Collectives and Coaches of "Tampering" With Prospective Transfer Student-Athletes. *Sport & Recreation Law Association Conference*.
6. **Lens, J.J.**, Brill, H.W., Hammit, S.A. (2022, Apr. 27). NCAA Infractions: Past, Present, and Future. *Southeastern Conference Law Schools Conversation Series Regarding College Athletics*.
<https://law.olemiss.edu/news-events/sec-law-schools-series/>
7. **Lens, J.J.** (2021, Feb.). The WNBA's 2020 CBA: A Slam Dunk for Working Women and Mothers. *Sport & Recreation Law Association Conference*.
8. **Lens, J.J.** (2020, Mar.). Loans and Marketing Guarantees in Athlete-Agent Recruiting: Why They Are Ill-Advised Under Agency Law and Attorney Ethics Regulations Principles. *Sport & Recreation Law Association Conference*.
9. **Lens, J.J.** (2019, May). Application of the UAAA, RUAAA, and State Athlete-Agent Laws to Corruption in Men's College Basketball and Revisions Necessitated by NCAA Rules Changes. *Sports Lawyers Association Conference*.
10. **Lens, J.J.** (2018, Mar.). NCAA Head Coach Responsibilities Legislation. *Sport & Recreation Law Association Conference*.

JOURNAL INVOLVEMENT

Journal of NCAA Compliance

Editorial Review Board Member

Nov. 2019-Present

Journal of Issues in Intercollegiate Athletics

Invited Guest Reviewer

Jan. 2024

Journal of Legal Aspects of Sport

Invited Guest Reviewer

Dec. 2023

International Journal of Sports Marketing and Sponsorship

Invited Guest Reviewer

May 2023

Journal of Issues in Intercollegiate Athletics

Invited Guest Reviewer, special issue regarding student-athlete mental health

Oct. 2019

MEDIA ACTIVITY

- Quoted in St. Clair, Stacy & Cohen, Jodi S. (2025, Apr. 4) [In An Era of Big Money, the University of Illinois Shrugs Off Rules on Athletes' NIL Deals](#). *ProPublica* and *Chicago Tribune*.
- Quoted in Dodd, Dennis. (2025, Mar. 26). [Houston coach Kelvin Sampson is winning after his career was derailed for NCAA violations that are now allowed](#). *CBS Sports*.

- Quoted in Dodd, Dennis. (2025, Feb. 28). [The original transfer portal, junior colleges face their own 'last chance' amid football's sweeping changes](#). *CBS Sports*.
- **Lens, J.J.** (2025, Jan.). [Josh Lens, University of Iowa - NIL Participation Provides Collegiate Athletes With Additional Protections](#). *Academic Minute*.
- Quoted in Schrottenboer, Brent. (2025, Jan. 23). [Colorado football dinged for minor NCAA violations in 2024 under coach Deion Sanders](#). *USA Today*.
- Quoted in Schrottenboer, Brent. (2024, Dec. 27). [Travis Hunter, Shadeur Sanders have insurance for bowl game. Financial risk still huge](#). *USA Today*.
- **Lens, J.J.** (2024, Oct.) [Student-athletes find more power in the changing legal landscape of college sports](#). *The Conversation*.
- Quoted in Dodd, Dennis. (2024, Apr. 26). [Kadyn Proctor's unique journey back to Alabama could foreshadow a more chaotic transfer portal future](#). *CBS Sports*.
- Quoted in Dodd, Dennis. (2024, Apr. 16). [As college football transfer portal becomes more chaotic, focus on educational values continues to dwindle](#). *CBS Sports*.
- Quoted in Gluckman, Nell. (2024, Apr. 12). [In one of Higher ed's hottest fights, these documents have become Exhibit A](#). *The Chronicle of Higher Education*.
- Quoted in Dochterman, Scott. (2024, Apr. 11). [As 'avalanche' hits NCAA and paying players debate continues, change is coming](#). *The Athletic*.
- Quoted in Long, Mark. (2024, Mar. 1). [After loss in court, the NCAA is pausing investigations into third-party NIL deals with athletes](#). *Associated Press*.
- **Lens, J.J.** (2024, Mar.) Interview with Marc Daniels regarding recent court decision involving the NCAA and subsequent fallout. *The Beat of Sports* on FM radio.
- Quoted in Walker, Teresa and Russo, Ralph. (2024, Feb. 23). [Judge hands NCAA another loss, says compensation rules likely violate antitrust law, harm athletes](#). *Associated Press*.
- Quoted in Schrottenboer, Brent. (2024, Jan. 25). [Colorado self-reported a number of minor NCAA violations in football under Deion Sanders](#). *USA Today*.
- Quoted in Schrottenboer, Brent. (2023, Nov. 3). [Inside the policy change at Colorado that fueled Deion Sanders' rebuilding strategy](#). *USA Today*.
- Quoted in Dodd, Dennis. (2023, Nov. 1). [Even if unaware, Jim Harbaugh can be held responsible by NCAA for Michigan sign-stealing scandal](#). *CBS Sports*.
- Quoted in Haiar, Joshua. (2023, Nov. 1). [Governors risk NCAA ramifications with opposition to transgender policy, scholar says](#). *South Dakota Searchlight*.
- Quoted in Kozlowsky, Kim. (2023, Sept. 20). Experts: 'Moral turpitude' clause cited in MSU's move to fire Tucker not easy to define. *The Detroit News*.
- **Lens, J.J.** (2023, Jul.). Interview with Paul Finebaum regarding conflict between state laws and NCAA NIL policies. *The Paul Finebaum Show* on SEC/ESPN Network.
- **Lens, J.J.** (2023, Mar.). [NCAA NIL policy demands effective monitoring for compliance](#). *Sportico*.
- **Lens, J.J.** (2022, Jul.). [NIL era turns 1](#). *Northwest Arkansas Business Journal*.
- **Lens, J.J.** (2022, Jun.). [Interview with Paul Finebaum regarding NCAA head coach responsibilities legislation and infractions process](#). *The Paul Finebaum Show* on SEC/ESPN Network.
- **Lens, J.J.** (2022, Jun.). [Strict liability for NCAA infractions boosts transparency](#). *Sportico*.
- Quoted in Schrottenboer, Brent. (2022, Mar. 24). [Arizona and Kansas are Sweet 16 favorites who could also face NCAA penalties after tournament](#). *USA Today*.
- **Lens, J.J.** (2022, Feb.). [NCAA's changing landscape offers chance to improve infractions process](#). *Sportico*.

- Quoted in Gatlin, Paul. (2022, Jan. 30). [Bryant Hunt on NIL venture: 'Either you think it's genuine, or you don't.'](#) *Northwest Arkansas Business Journal*.
- Quoted in Gallo, Andrea. (2021, Oct. 27). [Why didn't LSU fire Ed Orgeron 'for cause'? It has a history of protecting coaches who win.](#) *The Advocate*.
- **Lens, J.J.** (2021, Aug.). [Flexibility regarding NIL.](#) *Northwest Arkansas Business Journal*.
- Statement describing Baylor University major infractions case outcome included in August 12, 2021 D1 Ticker (cited as its sixth most-read story).
- Quoted in Schrottenboer, B., Berkowitz, S., & Wynn, M. (2020, Mar. 11). [Cheating allegations, corruption scandal don't slow men's basketball coaches' pay.](#) *USA Today*.
- **Lens, J.J.** (2020). Understand Potential Ramifications of Ruling Involving NCAA Show-Cause Orders. *College Athletics and the Law*, 17(6). 1-8. Doi: 10. 1002/catl.
- **Lens, J.J.** (2020). Legal Issues Pertaining to Athlete Agents Offering and Providing Loans and Marketing Guarantees. *Professional Sports and the Law*, 11(4). 9-11.

GRANT ACTIVITY

- **Lens, J.J.** (2023). NCAA NIL enforcement. [University of Arkansas Office of the Provost Faculty Travel Grant](#). Total: \$580.
- **Lens, J.J.** (2023). NCAA NIL enforcement. [University of Arkansas College of Education and Health Professions WE CARE Summer Research Fellowship](#). Total: \$5,500.
- **Lens, J.J.** (2022). Legal and NCAA implications of violations of NCAA anti-tampering legislation. [University of Arkansas College of Education and Health Professions WE CARE Summer Research Fellowship](#). Total: \$5,500.
- Harry, M., **Lens, J.J.**, Lens, J.W. (2022). Reproductive healthcare access and college women athletes' enrollment decisions. [University of Arkansas College of Education and Health Professions WE CARE Field Advancement Funds](#). Total: \$7,980.
- **Lens, J.J.** (2021). College athletics administrators feelings toward importance of effective relations between college athletics compliance and sport staff members. [University of Arkansas Health, Human Performance, and Recreation Faculty Research Grant](#). Total: \$3,750.
- **Lens, J.J.** (2021). Purchase of new technology for use in teaching. [University of Arkansas Provost's Instructional Enhancement Grant](#). Total: \$1,500.
- **Lens, J.J.** (2020). Research presentation at sports law academic conference. [University of Arkansas Travel Assistant Grant Award](#). Total: \$1,000.
- **Lens, J.J.** (2019). Legality of college athletics show-cause orders. [University of Arkansas Health Human Performance, and Recreation Faculty Research Grant](#). Total: \$5,000.
- **Lens, J.J.** (2019). Research presentation at inaugural academic papers session at Sports Lawyers Association conference. [University of Arkansas Provost's Instructional Enhancement Grant](#). Total: \$1,000.
- **Lens, J.J.** (2018). Attendance at NCAA Regional Rules seminar. [University of Arkansas Provost's Instructional Enhancement Grant](#). Total: \$1,000.

INTERCOLLEGIATE ATHLETICS EXPERIENCE

The Compliance Group, Kansas City, MO

Consultant

Mar. 2019-Present

- Audit and review college athletics departments' procedures and provide recommendations regarding best practices.

- Advise and assist universities and college athletics conferences with internal reviews regarding NCAA issues and best practices.

Bond, Schoeneck, & King, Kansas City, MO

Consultant

Feb. 2020-Present

- Assist and advise universities going through the NCAA infractions process.

Baylor University Athletics Department, Waco, TX

Aug. 2011-Dec. 2017

Assistant Athletic Director of Compliance (June 2014-Dec. 2017)

Director of Compliance (June 2012-June 2014)

Assistant Director of Compliance (Aug. 2011-June 2012)

- Developed and administered agent program and guidelines. Oversaw agent registration process. Organized and oversaw on-campus agent interview day. Served as liaison to the NFLPA and Texas Office of Secretary of State. Selected by Big 12 Conference to present at rules workshop session on agent and elite student-athlete issues.
- Developed and administered elite student-athlete program. Advised elite student-athletes and their families in decisions related to professional career, including obtaining disabling injury/illness and loss-of-value insurance, professional league draft panel projections, and agent selection process.
- Developed and administered head coach responsibilities program. Advised head coaches regarding compliance with NCAA head coach responsibilities legislation.
- Participated in NCAA Committee on Infractions process. Assisted in investigation of allegations and drafting of Response to Notice of Allegations. Prepared for and participated in Committee on Infractions hearing. Monitored completion of penalties, including preparing required reports.
- Advised University General Counsel upon review of university contracts, including contracts with coaches and apparel companies.
- Created policy governing contact between coaches and professors, approved by Provost, Registrar, and Faculty Athletics Representative.
- Created policy governing referral of student-athletes to attorneys, approved by Chief Compliance Officer and Faculty Athletics Representative.
- Investigated and determined secondary/Level III violations, researched and implemented self-penalty, prepared and submitted self-report, and monitored completion of self-penalty. Selected by Big 12 Conference to present at rules workshop session on interviewing techniques and procedures.
- Researched and prepared waivers including initial eligibility, legislative relief, reinstatement, and hardship.
- Prepared and presented education regarding NCAA legislation to sport staff members, athletics department staff members, student-athletes, University administrators, and Board of Regents.
- Interviewed, hired, and supervised graduate assistants, and law, graduate, and undergraduate student interns.
- Oversaw audit by outside expert. Monitored implementation of recommendations. Coordinated follow-up internal audit.
- Interviewed and quoted regarding NCAA compliance issues in *The New York Times* and on cbssports.com.
- Athletics Department representative on Baylor University Minors on Campus Committee. Served on hiring committee for Child Protection Coordinator.

LEGAL EXPERIENCE

Brown & James, P.C., St. Louis, MO

Nov. 2006-Oct. 2010

Senior Associate

Developed and prepared civil cases for trial, including nursing home, contract dispute, and prisoner rights matters. Oversaw all aspects of discovery, including taking and defending depositions.

Participated in appellate process, including authoring briefs and engaging in oral argument. Mediated and settled cases. Prepared case budgets and reports for clients.

Foley & Mansfield, PLLP, St. Louis, MO

Sept. 2005-Oct. 2006

Associate

Developed and prepared civil cases for trial, mainly toxic tort and probate cases. Oversaw all aspects of discovery, including taking and defending depositions.