

# T E N E N B A U M

## L A W   G R O U P   P L L C



## Holly Peterson

### Overview

Holly Peterson is an attorney with significant experience in the association and nonprofit, employment, and education sectors. While her portfolio broadly touches the myriad issues impacting the nonprofit sector, she focuses a lot of her time on employment law, providing advice and counsel on employee policies and handbooks, codes of conduct, workplace discrimination, progressive discipline and termination of employees, and workplace accommodations. Holly also conducts complex internal investigations (both related to employment and governance matters) and drafts and negotiates executive employment contracts, including nonprofit CEO employment agreements. In addition, drawing from her prior experience as a litigator and in-house at a nonprofit association, she prepares *amicus curiae* briefs in support of nonprofit client interests. Holly excels

at translating complex regulatory and legal issues into practical and digestible client solutions that harmonize with important cultural, ethical, political, social, and financial considerations.

Prior to joining the Tenenbaum Law Group, Holly served in a senior role on the Legal Resources and Leadership Teams at the National Association of College and University Attorneys for eight years, where she was immersed in legal and operational issues impacting the nonprofit education sector, including issues related to students, employment, discrimination and harassment, disability accommodations, regulatory compliance, internal and external investigations, and board governance. During her time at NACUA, Holly acquired significant experience with association and nonprofit operations and management.

Prior to that, Holly worked as an Assistant Attorney General for the State of Maryland for four years, where she litigated on behalf of and provided advice for the 13 public colleges and universities in Maryland. In 2015, while working for the Attorney General's Office, she received the Exceptional Service Award for her work in policy development on behalf of the University System of Maryland.

Before beginning her legal career, Holly worked in higher education administration at both public universities and private, nonprofit universities, gaining experience that has given her unique and valuable insights into public and nonprofit administration.

Holly is passionate about serving with a sense of purpose and is driven by the goals and aspirations of the nonprofit sector. She is committed to advancing diversity, equity, inclusion, and belonging - values that guided her day-to-day work in the association world and that ignited early in her life, as evidenced by her most recent publications on gender equity and LGBTQ+ rights on college campuses. Holly currently volunteers with a nonprofit women's group committed to addressing affordable living in Vermont.

## Education

- J.D., University of Maryland School of Law, 2010
- M.A., Education Policy, Planning & Administration, University of Maryland, 2007
- B.A., Government and World Religions, Georgetown University, 2002

# Bar Admissions

- District of Columbia
- Maryland

# Professional Affiliations

- 2011-Present, Member, National Association of College and University Attorneys
- 2017-Present, Member, American Society of Association Executives

# Honors and Recognition

- In 2015, Holly was the recipient of the Exceptional Service Award from the Maryland Attorney General's Office. Attorney General Douglas Gansler bestowed the award for Holly's work in policy development on behalf of the University System of Maryland.

# Experience

- 2015-23, Associate Director of Legal Resources, National Association of College and University Attorneys
- 2011-15, Attorney, Maryland Attorney General's Office, Educational Affairs Division

# Publications

**Click on Title to View the Publication**

*January 1, 2025*

[Associations and AI: Managing Legal and Other Risks](#) (Article), American Society of Association Executives' *Associations Now*

*December 19, 2024*

[Tailoring AI Contract Clauses to a Nonprofit's Unique Needs](#) (Article)

October 9, 2024

[Legal Protections and Perils of Nonprofit Employee Performance Evaluations](#)  
(Article), American Bar Association's *Business Law Today*

September 13, 2024

[From CLS v. Martinez to 303 Creative LLC: The Evolution of Student Organization Law with Respect to LGBTQ+ and Religious Student Organizations](#)  
(Article), National Association of College and University Attorneys

August 26, 2024

[Nonprofits and AI: Managing Legal and Other Risks](#) (Article - Full Version)

August 26, 2024

[Nonprofits and AI: Managing Legal and Other Risks](#) (Article - Abbreviated Version)

July 29, 2024

[Legal Protections and Perils of Nonprofit Employee Performance Evaluations](#)  
(Article)

June 26, 2023

[Title IX and Athletics: From Then to Now](#) (Article), National Association of College and University Attorneys Lawyers New to Higher Education Workshop, Chicago, IL

June 26, 2023

[Title IX and Sexual Misconduct: From Then to Now](#) (Article), National Association of College and University Attorneys Lawyers New to Higher Education Workshop, Chicago, IL

September 29, 2022

[When the Institution Speaks: Considerations for Public and Private Universities Related to Institutionally Sponsored Speech](#) (Article), National Association of College and University Attorneys Webinar

January 25, 2022

*Case Law Update* (Article), Association of Student Conduct Administrators Annual Conference, Portland, OR

*April 14, 2021*

*When Free Speech and Inclusion Collide: Legal and Practical Considerations for Campuses Caught in the Crossfire* (Article), National Association of College and University Attorneys Higher Education Discrimination Law Workshop (Virtual)

*March 18, 2018*

*Key Aspects of the 2017 Title IX Q&A: Practical Tips During the Interim Regulatory Period* (Article), National Association of College and University Attorneys

*June 26, 2016*

*Proactive and Responsive Strategies for Managing Campus Unrest* (Article), National Association of College and University Attorneys Annual Conference, Chicago, IL

## Speaking Engagements

**Click on Title to View the Presentation or Ancillary Material**

*February 26, 2025*

*Effective Nonprofit Management: What Every Supervisor and Manager Needs to Know*, Nonprofit Advisory Board, Washington, DC

*March 20, 2022*

*Student Affairs Legal Issues*, 2022 Student Affairs Professionals in Higher Education Annual Conference, Baltimore, MD

*February 11, 2022*

*Student Conduct Legal Issues*, 2022 Association of Student Conduct Administrators Annual Conference, Washington, DC

*March 24, 2021*

*Higher Education Legal Update*, 2021 Student Affairs Professionals in Higher Education Annual Conference (Virtual)

*February 10, 2021*

*Top Student Conduct Legal Issues of 2020: COVID Conduct and Cyber Cheating, Association of Student Conduct Administrators Annual Conference (Virtual)*

*October 7, 2020*

*The Intersection of Title IX and Title VII in Employment, 2020 College and University Professional Association for Human Resources Annual Conference (Virtual)*

*March 31, 2020*

*Bias Response Protocol, 2020 Student Affairs Professionals in Higher Education Annual Conference (Virtual)*

*February 7, 2020*

*Legal Issues in Student Conduct Administration, Association of Student Conduct Administrators, Washington, DC*

*January 13, 2020*

*Title IX Updates, 2020 Community College Legal Issues Conference, Orlando, FL*

*October 21, 2019*

*Legal Update on Sexual Misconduct in the Employment Setting: The Application of Title IX and Title VII for Employees, Denver, CO*

*March 12, 2019*

*The Intersection of Disability Law and Student Conduct, 2019 Student Affairs Professionals in Higher Education Annual Conference, Los Angeles, CA*

*February 9, 2019*

*The Top Legal Issues in Student Conduct Administration, 2019 Association of Student Conduct Administrators Annual Conference, Jacksonville, FL*

## **Recordings**

No recordings for Holly E. Peterson

## **In The Media**

**Click on Title to View or Listen to the Story**

[For the Third Year in a Row, TLG Has Been “Ranked” by the Prestigious U.S. Legal 500 in the 2024 National Not-for-Profit Category – One of Only 19 Law](#)

Firms Nationwide and the Only Boutique Firm

*June 12, 2024*

Tenenbaum Law Group Welcomes Addition of Counsel Holly Peterson

*July 17, 2023*