



Veronica E. Potter

ATTORNEY AT LAW / OF COUNSEL

Contact Information

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Practice Areas

Appellate Practice
Commercial Litigation
Higher Education Law
Labor & Employment
Missouri Education Law

Bar Admissions

Missouri, 2013

Illinois, 2020

DIFFERENT
BY DESIGN™

Veronica E. Potter practices primarily in the areas of higher education, litigation, and labor and employment law. Veronica represents colleges, universities, and private employers in education and employment litigation matters. In her work with institutions of higher education, Veronica advises on a wide range of legal issues, including employment matters, student rights, harassment and discrimination disputes, and numerous other legal issues impacting the higher education community. She regularly works with clients on a variety of day-to-day legal issues.

Veronica also has extensive experience working with colleges and universities on matters related to Title IX compliance and litigation, including drafting policies and procedures, providing trainings, conducting investigations, and representing institutions in litigation. Veronica also conducts investigations at educational institutions and other workplaces on both student and personnel issues. As a former sex crimes and domestic violence prosecutor, Veronica has been trained in trauma-informed interview techniques and has experience interviewing victims of trauma.

Veronica has experience in all stages of litigation, including case investigation, discovery, arguing pretrial motions, and presenting cases to both judges and juries. She started her legal career as an Assistant Circuit Attorney in the St. Louis City Circuit Attorney's Office, where she gained first chair trial experience. Veronica also has experience working on E-Discovery and leveraging technology to help clients manage data in litigation. Prior to joining Tueth Keeney, Veronica also practiced civil litigation at a large defense firm in St. Louis. Veronica also has experience handling appellate matters and has argued before the Missouri Supreme Court and the Missouri Eastern District Court of Appeals.

Education

J.D., Washington University School of Law, 2013

- Graduated cum laude
- Executive Notes and Projects Editor, Journal of Law & Policy
- Webster Society Scholar
- Recipient of Equal Justice Works Award and Dean's Service Award

B.A., Washington University in St. Louis, 2010

- Graduated with College Honors in Arts & Sciences
- Dean's List

Professional Affiliations

- The Missouri Bar Association
- The Bar Association of Metropolitan St. Louis
- National Association of College and University Attorneys

Selected Presentations

- Legal Issues in Higher Education, Missouri Community College Association, Trustee and Executive Leadership Conference (June 2024)
- Title IX Update, Tueth Keeney Higher Education Seminar (May 2024)
- Employment Law Update, Tueth Keeney Higher Education Seminar (May 2024)
- "Change is Coming: What's Next on ED's Regulatory Agenda?," Tueth Keeney Higher Education Seminar (June 2023)



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- “Higher Education HR Legal Update,” Missouri College & University Professional Association – HR Annual Conference (September 2022)
- “Open for Comment: The Impact of Proposed Changes to the Title IX Regulations for US Higher Education,” Employment Law Alliance webinar (September 2022)
- “Title IX Update: Regulations and Litigation,” Tueth Keeney Higher Education Seminar (June 2022)
- E-Discovery: Because it’s not like all this data is going away,” Tueth Keeney (March 2022)
- Legal Updates – Missouri Community College Association, Trustee and Executive Leadership Conference (July 2021)
- Title IX Updates – Tueth Keeney Higher Education Webinar (June 2021)
- Protecting Data Privacy and Other Cybersecurity Concerns - Tueth Keeney Higher Education Webinar (June 2021)
- Hot Legal Topics for College and University HR Professional – Missouri College & University Professional Administration-HR (February 2021)
- Legal Update for Student Affairs Professionals – Missouri Community College Association, Student Services Seminar (February 2021)
- Title IX: Rules of Procedure and Decorum – Tueth Keeney Higher Education Webinar (October 2020)
- The Logistics of E-Discovery: Responding to Requests – Tueth Keeney CLE (December 2019)
- “E-Discovery Essentials,” Presentation to Association of Corporate Counsel – St. Louis (November 2019)
- “Student Accommodations in Clinical Settings” MCCA Allied Health Conference (October 2019)
- “E-Discovery Essentials,” Tueth Keeney Higher Education Seminar (June 2019)
- “Legal Issues for Student Affairs Professionals,” MCCA Student Services Seminar (March 2019)
- “E-discovery Myth Busters Brown Bag Lunch CLE” (February 2019)
- “Title IX Proposed Regulations: Overview and Discussion,” St. Louis Area Title IX Coordinators Roundtable (January 2019)
- “Legal Update for Student Affairs Professionals: The Latest on Title IX” – MCCA Annual Convention, Chief Student Affairs Officers Meeting (November 2018)
- “Practical Considerations for E-Discovery or: How I Learned to Stop Worrying and Love Metadata,” Tueth Keeney CLE (August 2018)
- “The Latest News on Title IX,” Tueth Keeney Higher Education Seminar (May 2018)
- “Title IX Update on Respondents’ Rights,” St. Louis Area Title IX Coordinators Roundtable (April 2018)
- “Higher Education Law 101: Legal Issues for Student Services Professionals,” Missouri Community College Association (MCCA) Student Services Seminar (March 2018)

Selected Publications

- Missouri Supreme Court Releases Much-Needed Revisions to Missouri’s Civil Discovery Rules – March 2021 Association of Corporate Counsel Newsletter
- “Missouri Passes Law Bringing Discovery Rules More in Line with Federal Rules,” 2019 Association of Corporate Counsel Newsletter



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- A Tale of Two States: Challenges to Voter ID Ballot Measures in Missouri and Minnesota, 42 Wash. U. J. L. & Pol'y 203 (2013)

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