

# THINK



BEYOND THE COMPETITION

# 2009 RACIAL AND GENDER REPORT CARD

**by Richard E. Lapchick**

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*A comprehensive analysis of the hiring practices of  
Major League Baseball, the National Basketball Association, the Women's National Basketball Association,*

**Presented by  
The Institute for Diversity and Ethics in Sport  
with the  
DeVos Sport Business Management Program  
in the  
College of Business Administration  
of the**



# The Racial and Gender Report Card

This is the 17<sup>th</sup> issue of the Racial and Gender Report Card (RGRC), which is the definitive assessment of hiring practices of women and people of color in most of the leading professional and amateur sports and sporting organizations in the United States. The report considers the composition – assessed by racial and gender makeup – of players, coaches and front office/athletic department employees in our country's leading sports organizations, including the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), Major League Soccer (MLS) and Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.

The Racial and Gender Report Card is published by The Institute for Diversity and Ethics in Sport (TIDES), which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard E. Lapchick has authored all reports, first at Northeastern and now at UCF. (Until 1998 the report was known as the Racial Report Card.) Funding has been provided by the John Thompson Foundation.



The Institute for Diversity and Ethics in Sport serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sports.

The Institute researches and publishes annual studies on hiring practices in coaching and sport management, student-athlete graduation rates and racial attitudes in sports. Additionally, The Institute conducts diversity management training. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for the exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport.

The Institute's founder and director, Dr. Richard E. Lapchick, is a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as "the racial conscience of sport," Lapchick also serves as director of the DeVos Sport Business Management Program in the College of Business Administration at the University of Central Florida (UCF) and is president and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 220 colleges and universities that helps student-athletes complete their college degrees while serving their communities on issues such as diversity, conflict resolution and men's violence against women. The Institute for Diversity and Ethics in Sport is part of the DeVos Sport Business Management Graduate Program.

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The program, located in the College of Business Administration at the University of Central Florida, was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida.

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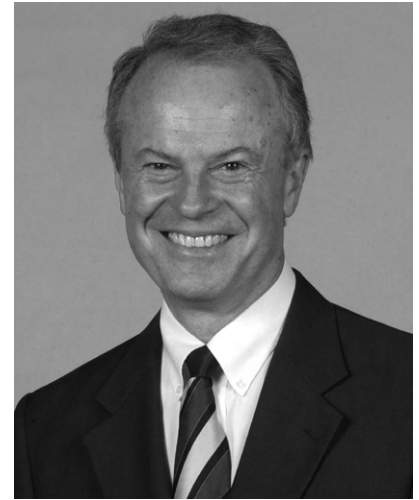
## Executive Summary

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How do race and gender affect sports? Are we playing fair on and off the field when it comes to race and gender?

The 2009 Racial and Gender Report Card marked the first time that the five leagues received **A's** for race. That is indeed noteworthy.

It is imperative that sports teams play the best athletes they have available to win games. The Institute strives to emphasize the business value of diversity to sports organizations when they choose their team on the field and in the office. Diversity initiatives like diversity management training can help change attitudes and increase the applicant pool for open positions. It is obviously the choice of the organization regarding which applicant is the best fit for their ball club, but The Institute wants to illustrate how important it is to have a diverse organization involving individuals who happen to be of a different race or gender because it can provide a different perspective, and possibly a competitive advantage for a win in the board room as well as on the field.



**Dr. Richard E. Lapchick**

Major League Baseball continued improving its record on the issue of racial and gender hiring practices. This is especially true in the League's Central Offices and in the positions of manager and general manager where Commissioner Bud Selig has the most direct influence. Baseball received its first ever full **A** for race and a **B** for gender. MLB received an **A-** for race and a **C+** for gender in the 2008 Report Card.

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**“How do race and gender affect sports? Are we playing fair on and off the field when it comes to race and gender?”**

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The MLB report was again released on April 15<sup>th</sup>, Jackie Robinson Day. Robinson broke Major League Baseball's color barrier in 1947 and America changed forever as a result.

MLB started the 2009 season with 10 managers of color, equaling their historic best of 10 in 2002. The five general managers of color was an all-time high for MLB. These were among the key factors that helped MLB raise its overall grade for race from 89.5 to 91.5 for its first ever full **A** grade for racial hiring practices.

While baseball did not fare as well for gender, it did raise that grade from 76 to 81 points for a **B**. This gave MLB its best ever combined grade of 86 points for a solid **B+**, also its best grade in the history of the Report Card.

Bud Selig has led the way on these issues in MLB which achieved this through strong records for race in the Commissioner's office as well as at the levels of manager, coach, general manager and the professional administrators of teams. MLB continues to have an outstanding record for Diversity Initiatives which include the third annual Civil Rights Game, Jackie Robinson Day and Roberto Clemente Day.

Jackie Robinson's dream was to see more African-Americans playing, coaching and in the front office. It has been ironic that as the role of people of color dramatically increases regarding who runs the game, African-American players decreased for almost 15 years. Now this year as racial hiring practices continued to get better, the percent of African-American players also increased to 10.2 percent, up from last year's all-time

low of 8.2 percent in the 2007 season. That has been a concern of Major League Baseball and leaders in the African-American community. While we need to wait to see if this a one year adjustment or a trend, this is more good news for MLB that its grass roots programs might be taking effect.

Baseball received an **A** for gender in the league office and an **A-** for professional administration at the team level.

However, the National Basketball Association (NBA) remains the industry leader on issues related to race and gender hiring practices according to the Racial and Gender Report Card for the National Basketball Association for the 2008-09 season. The NBA has had the best grade among the men's leagues for race for two decades. The NBA had an **A+** for race, and a **B+/A-** for gender for a combined **A**.

Based on the total points used in the weighted scales, the NBA earned its highest grade ever for gender at 89. It slipped slightly from its highest grade ever for race. The NBA again received men's pro sports only **A** for a combined grade for race and gender with a record combined point total of 92. In last year's report, the NBA had an **A+** for race, a **B+** for gender and a combined **A**.

NBA Commissioner David Stern has taken the lead on diversity issues in sport and has done so for decades. He sets the standard in the League Office where 35 percent of the professional positions are held by people of color. This is the highest percentage in the NBA's history and the highest in the history of any professional sport. In addition, women held 43 percent of the professional positions in the NBA League Office, higher than any other men's professional league in any previous Report Card.

The 2009 WNBA Racial and Gender Report Card proved the Women's National Basketball Association (WNBA) remained as the best employer overall for women and people of color in sport. In 2008, the WNBA gained ground for people of color as assistant coaches, team vice presidents, team senior administrators, general managers and head coaches. However, people of color lost ground as League Office staff and professional team administration.

The WNBA received a combined grade for race and gender of an **A+** by earning both an **A+** for gender and an **A+** for race for the second consecutive Report Card. Thus, for the second time, the WNBA earned the highest combined grade for any sport in the history of the Racial and Gender Report Card.

In the 2001, 2004, 2005 and 2006 Racial and Gender Report Cards, the WNBA had received **A**'s for their race, gender and combined grades. To this day, no other professional sports league has achieved that even once.

When the Report was updated for 2009, there was a 10 percentage point increase for African-American general managers to 33 percent and a two percentage point increase as head coaches to 38 percent. Also in the 2009 season update, women gained further ground with a 10 percentage point increase as head coaches 46 percent, a four percentage

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**“The 2009 WNBA Racial and Gender Report Card proved the Women's National Basketball Association (WNBA) remained as the best employer overall for women and people of color in sport. ”**

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point increase as general managers to 58 percent and a 10 percentage point increase as CEO/President to 43 percent.

The National Football League achieved an **A-** grade on racial hiring practices and a **C** on gender hiring practices in the 2009 NFL Racial and Gender Report Card. This gave the NFL a combined **B**. In the history of the NFL Racial and Gender Report Card, those are the best grades ever received in each category for the NFL.

The NFL improved significantly from the previous report from a score for race of 87.1 to 89.2 points out of 100. This was the first grade issued for gender since the 2004 NFL RGRC when it received a **D+**.

For the third consecutive year, African-Americans played a significant role in the Super Bowl when Pittsburgh's Coach Mike Tomlin helped lead his team to the Super Bowl championship. In 2007, two African-American head coaches faced each other in the Super Bowl for the first time and an African-American general manager helped lead his team to a win in the 2008 Super Bowl. The Report shows sustained progress in the key positions of head coach (seven in 2006, six in 2007, 2008 and 2009) and general manager (four in 2006, five in 2007, 2008 and 2009).

We are pleased to announce that the National Football League has resumed full participation in our Report. In the years since the League last participated in the Report Card, significant progress has been made in hiring practices regarding race, especially in the ranks of NFL coaching staff, officials, and front office executives. The team data had been chronicled in previous reports. At the League Office, a number of significant programs aimed at diversity, inclusion, and talent development have been implemented. Detailed examples appear in Chapter 9 and include diversity recruiting and a new rotational program for entry-level hires, several new talent management processes and a number of training and development programs. The NFL continues to have strong community outreach initiatives. A representative sample is included in this report.

The 2009 Major League Soccer Racial and Gender Report Card resulted in continued outstanding results for MLS regarding racial hiring practices and another significant improvement in gender hiring practices.

MLS earned a third consecutive solid **A** for racial hiring after getting **A's** in the categories of MLS League Office, players, head coaches, team president/CEO and team professional administration. This was, again, the second best grade in men's professional sport following the NBA for racial hiring practices.

For gender hiring practices, the MLS grade increased substantially from a **C+** in 2008 to a **B** (81 points, up from 78) in 2009. MLS received an **A+** for gender in the MLS League Office in 2009. That offset a **D+** in team professional positions and a **C-** in team senior administration. MLS received an **A+** for diversity initiatives with some of the best in professional sports. MLS earned a combined grade of **B+** with 86.5 points, up from 85.7 points in 2008.

Major League Soccer has maintained an outstanding record on racial hiring practices and has continued to improve in gender hiring. MLS had an additional six percent increase in women holding professional positions in the League Office after a 16 percent increase in 2008. MLS went from barely a **D+** in 2007 for gender to nearly a **B-** in the 2008 Report Card to a **B** this year. Commissioner Garber's headquarters team continues to lead by example. MLS consistently has among the best diversity initiatives in sport.

As for College Sport, the 2008 Racial and Gender Report Card for College Sport showed that NCAA member institutions and their conferences lost ground for both their record for gender hiring practices and hiring practices by race. In fact, college sport had the lowest grade for racial hiring practices in 2008.



Every other year, the NCAA releases a new *NCAA Race and Gender Demographics of NCAA Member Conferences Personnel Report* and *NCAA Race and Gender Demographics of NCAA Member Institutions Athletic Personnel*. In previous years, these reports were used to examine the racial and gender demographics of NCAA head and assistant coaches, athletics directors across all divisions, associate and assistant athletics directors, senior woman administrators, academic advisors, compliance coordinators and managers for business development, fund-raising, facilities, marketing, ticket sales and media relations and an array of assistants and support staff. This year represented the in-between year in terms of the NCAA releasing racial and gender demographic data via these reports. Lacking these NCAA-issued reports, The Institute For Diversity and Ethics in Sports (TIDES) was unable to issue College Sport a new overall grade for 2009.

As was the case two years ago in 2007, this report card featured updates only to the sections regarding racial and gender demographics of officials at the NCAA Headquarters, the university presidents, athletic directors, head football coaches, football coordinators and faculty athletic representatives at the 120 institutions in the Division I Football Bowl Subdivision (FBS), conference commissioners, and NCAA student-athletes. The data utilized to update these sections was culled from several sources, including the NCAA-issued *2007-2008 NCAA Student-athlete Ethnicity Report*, the *2009-2010 Division I Campus Leadership Study* published by TIDES in November 2009, self-reported demographic data on NCAA Headquarters personnel for the fiscal year 2008-2009, and information contained in previous studies by TIDES. The text of the 2008 report card is also included at the end of this report for the categories that did not have the necessary data to receive an update on racial and gender demographics. In all cases regarding employment in college athletics, the data reported throughout the 2009 Racial and Gender Report Card excludes Historically Black Colleges and Universities (HBCU's).

The commitment to fostering opportunities for women and people of color at the collegiate level was evidenced the last several years under the leadership of the late NCAA president Myles Brand. Brand hired Charlotte Westerhaus in 2005 to be the NCAA Vice-President for Diversity and Inclusion. The creation of the Office of Diversity and Inclusion and the diversity programs it created reflect this dedication. In terms of expanding opportunities in sport for women and people of color, the greatest prospects exist in college sport rather than at the professional sport level because of the sheer number of jobs available. However, the record shows there is still significant room for improvement.

The Institute for Diversity and Ethics in Sport at the University of Central Florida publishes the Racial and Gender Report Card to indicate areas of improvement, stagnation and regression in the racial and gender composition of professional and college sports personnel and to contribute to the improvement of integration in front office and college athletics department positions.

Again, I ask, are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to make and run the team? Clearly, there is room for improvement in all sports, but I remain optimistic. With continued emphasis on diversity, not only by changing numbers but also by changing attitudes through diversity management training and other diversity initiatives, I believe sports organizations can be as dedicated in their hiring practices as they are on the playing field, committed to playing the best people they have available.



Richard E. Lapchick is the Chair of the DeVos Sport Business Management Graduate Program in the College of Business Administration at the University of Central Florida (<http://www.bus.ucf.edu/sport/>). He is President of the National Consortium for Academics and Sports. The author of 13 books, Lapchick also directs UCF's Institute for Diversity and Ethics in Sport. He is a regular columnist on diversity and ethics for ESPN.com and the Sports Business Journal.

### MAJOR LEAGUE BASEBALL HIGHLIGHTS

- The 2008 season was the first season in which there was an increase of African-American players in MLB over the previous season since 1995. Amidst the debates of why African-Americans are abandoning the field of baseball, the 2008 season had a two percentage point increase of African-American players over the 2007 season.
- The total population of Major League players of color (39.6 percent) was comprised of Latino (27 percent), African-American (10.2 percent) or Asian (2.4 percent). MLB has been remarkably consistent in terms of the percentage of white players. Between the 1998 and the 2008 seasons, 59-61 percent of the players have been white in each season with the exception of 2004 which saw 63 percent of the players being white.
- The percentage of Latino and Asian players declined by 2.1 and 0.4 percentage points.
- The percentage of international players in MLB in 2008 was 28.7 percent, a drop of 2.3 percent from 2007. On Opening Day for 2009, 28 percent of Major League players were foreign-born, spanning 15 countries and territories. In addition, of Minor League players under contract, 47.8 percent were born outside of the US. Minor League players span 31 countries and territories.
- 34 percent of the staff in MLB's Central Office were people of color while women made up 40 percent of the positions. This marked a six percentage point increase of people of color in the front-office population.
- According to MLB, at the director and managerial level, 26 percent of the 91 employees were people of color, while women occupied 34 percent of the front-office positions at the MLB Central Office.
- Arturo Moreno, who owns the Los Angeles Angels, remains the only person of color to own a Major League Baseball team.
- MLB has 10 managers of color for the start of 2009; five African-American, four Latino, one Asian-American. Thus 33.3 percent of MLB Managers are people of color as of the start of the 2009 season, an increase of 6.6 percentage points from 2008. This tied the all-time record set in 2002.
- Don Wakamatsu, hired by the Mariners in November 2008, is the first person of Asian descent to become a manager in MLB history.
- In the 2008 MLB season, people of color held 33.4 percent of coaching positions in MLB (up 2.4 percentage points from 2007). African-Americans held 12 percent (down one percentage point), Latinos held 21 percent (up four percentage points).
- According to the MLB, people of color constitute 37 percent of the manager positions within the combined Major and Minor Leagues.
- Jamie McCourt (LA Dodgers) was named CEO of the Los Angeles Dodgers on March 17, 2009 thus making her the highest ranking woman in MLB. Pam Gardner is the President of Business Operations for the Houston Astros. There is no person of color as either CEO or team president of an MLB team.
- At the start of the 2009 season, there were two Latino and three African-American General Managers. Ruben Amaro Jr. is the second Latino General Manager in MLB history. The 2009 season started with a historical best 17 percent of the General Managers in MLB being people of color.
- The 2008 MLB season had already been a landmark year with four General Managers of color. The combination of three African-Americans and one Latino comprised 13 percent of the General Managers in MLB.
- The Boston Red Sox and the San Francisco Giants led MLB with seven and six women in vice president positions, respectively. The Toronto Blue Jays have three while 12 other teams had one or two women in vice president positions. Fifty percent of MLB teams have a woman in a vice president position.
- In the 2008 MLB season, 11 percent of team vice presidents were people of color and 17 percent were women, indicating an increase of one percent for people of color and female representation in the vice president positions.
- In the 2008 MLB season, 17 percent of senior team administrators were people of color. Women held 18 percent of senior administration positions.
- In 2008, the percentage of people of color holding professional positions with teams was 14 percent. The percentage of women in those positions was 29 percent.
- The strategic implementation of MLB's Diverse Business Partners Program has resulted in well over \$600 million being spent with thousands of minority- and women-owned businesses.
- The 2009 Civil Rights Game will move from Memphis, TN to Cincinnati, OH on June 20th as a regular season game between the Cincinnati Reds and the Chicago White Sox.

## NATIONAL BASKETBALL ASSOCIATION HIGHLIGHTS

- In the NBA, almost 82 percent of the players were people of color, increasing on last year's 80 percent. This is the highest percentage of players of color since the 1994-1995 season. The percentage of African-American players increased to 77 percent from last year's 76 percent mark. The percentage of Latinos remained constant at three percent, while the percentage of Asians increased to one percent. The percentage of international players remained constant at 18 percent.
- Professional opportunities for people of color in the NBA League Offices – at 35 percent – increased from 34 percent for the 2007-08 season. This is the highest percentage in the NBA's history and the highest in the history of any professional sport.
- Women held 43 percent of the professional positions in the NBA League Office. This increased by two percentage points from the previous Report Card and was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.
- There were 31 women in vice president positions in the NBA League Office during the 2008-09 NBA season, which is an increase of eight.
- Robert Johnson, who owns the NBA Charlotte Bobcats, remains men's pro sports only African-American team majority owner.
- There were one Asian head coach and 11 African-American head coaches at the beginning of the 2008-09 NBA season. The NBA still continues to have the highest percentage of head coaches of color in all pro sports at 40 percent of the total.
- The 59 coaches of color in the history of the NBA are more than twice as many head coaches of color than any other men's pro sport. Major League Baseball is second with 28 managers of color.
- At 42 percent the NBA matched its highest percentage of assistant coaches of color ever.
- At the beginning of the 2008-09 regular season, there were five (15 percent) African-American presidents in the NBA. While it was a decrease from last year's all-time high of seven, it was still the best for any sport by far.
- The percentage of people of color holding NBA team senior administrative positions remained at over 22 percent, tying the all-time record for the NBA.
- The percentage of people of color holding team professional administrative positions with over 28 percent remained the same, tying the all-time record for the NBA for race. The percentage of women holding these posts remained at 40 percent.
- As of the end of the 2008-09 season, 56 percent of the NBA's referees were white, 39 percent were African-American and five percent were Latino. Of the 61 referees, one was a woman.

## WOMEN'S NATIONAL BASKETBALL ASSOCIATION HIGHLIGHTS

- The 2009 WNBA Racial and Gender Report Card received a combined grade for race and gender of an A+ by earning both an A+ for gender and an A+ for race for the second consecutive Report Card. Thus, for the second time, the WNBA earned the highest combined grade for any sport in the history of the Racial and Gender Report Card with 95.5 points.
- For the second consecutive Report Card, the WNBA had the highest number of A's as well as the lowest number of grades below an A in all categories in the history of the Racial and Gender Report Card.
- The number of white players decreased by 14 percentage points.
- Sheila Johnson was the only person of color considered an owner during the 2008 season. In 2006, Johnson became the first African-American woman to hold any ownership in a WNBA team when she was named managing partner of the Washington Mystics when Lincoln Holdings, LLC acquired the team from Abe and Irene Pollin. Ms. Johnson owns approximately 6-7 percent of Lincoln Holdings.
- There were no people of color considered as majority owners during the 2008 season.
- Donna Orender remains the only woman president of a professional sports league.
- There were five African-American head coaches at the start of both the 2008 and 2009 WNBA seasons, an increase of two coaches from the 2007 season. There were five women head coaches at the start of the 2008 season and six women head coaches during the 2009 season, increasing from 31 percent in 2007 to 36 percent in 2008 and

46 percent in 2009.

- In 2008, there was a three percentage point increase for African-American assistant coaches from 39 percent to 42 percent and a three percentage point decrease of white assistant coaches from 61 to 58 percent. The percentage of female assistant coaches increased from 52 percent to 55 percent, up three percentage points since last year's RGRC.
- The number of women in the CEO/ Presidents role increased from four to five at the start of the 2008 season, and from five to six in 2009.
- In the 2009 season, there were seven women and four African-Americans as general managers.
- There were 20 women as team vice presidents, increasing from 26 percent in 2007 to 30 percent in 2008. The 2008 grades for Team Vice Presidents increased in both race and gender to a **C-** and a **B-**.
- During the 2008 season, 22 percent of team senior administrators were people of color (up four percentage points), including 13 percent African-American (up two percentage points). Forty-nine percent of senior team administrators in the WNBA were women, up from 43 percent in 2007. The grades for Senior Administration increased in both race and gender to an **A-** and an **A+**.
- In the Professional Administration category, in the 2008 season, both whites and African-Americans increased by one percentage point to 72 percent and 14 percent, respectively. Latinos decreased from 15 percent to 10 percent in 2008, while the percentage of women increased from 48 to 52 percent.

### NATIONAL FOOTBALL LEAGUE HIGHLIGHTS

- The NFL received its highest overall grades ever in the history of the NFL Racial and Gender Report Card.
- During the 2008 NFL season, the percentage of white players remained constant at 31 percent while the percentage of African-American players increased slightly from 66 to 67 percent.
- In the League Office, 25 percent of the professionals were African-American, Latino, Asian, Native American and "other." Over 27 percent of the professionals were women.
- No person of color has ever held majority ownership of an NFL team.
- There were 11 new head coaches for the 2009 NFL season, three of whom were African-American: Jim Caldwell in Indianapolis, Raheem Morris in Tampa Bay, and Mike Singletary in San Francisco. Thus, 27 percent of the new head coaches hired were African-American.
- Despite the hiring of three African-American head coaches for the 2009 NFL season, there was no overall change to the total number of head coaches who were African-American. There were six African-American head coaches in 2008. Two were fired after the 2008 season and one retired. Thus, there were still six African-American head coaches at the start of the 2009 season.
- The NFL started the 2009 season with five African-American general managers, just as it had started the 2007 and 2008 seasons. One of the five, Jerry Reese, became the first African-American general manager to win a Super Bowl when the New York Giants won in 2008.
- Amy Trask of the Oakland Raiders remained the only female President/CEO of a team in the NFL, a position she has held since 2005. There has never been a person of color serving as president or CEO in the history of the NFL.
- When Pittsburg won the 2009 Super Bowl, Mike Tomlin became the second African-American head coach to lead his team to a Super Bowl championship in three years.
- Five out of six of the last Super Bowl teams have had either an African-American head coach or general manager: Tony Dungy (Colts), Lovie Smith (Bears), Mike Tomlin (Steelers) and GMs Jerry Reese (Giants), Rod Graves (Cardinals).
- The number of female vice presidents in the NFL increased by three to a total of 20. However, none are women of color.
- People of color hold more than 18 percent of senior administrator positions on NFL teams. Nineteen percent of the total senior administrator positions are held by women.
- The percentage of women in professional administrative positions dropped to 29 percent, marking the first time it was recorded below 30 percent since 1999.
- There was an increase in the African-American and Latino radio and television broadcasters by three and six percentage points to 14 percent and 18 percent, respectively.



## MAJOR LEAGUE SOCCER HIGHLIGHTS

- The percentage of minorities in the MLS League Office remained the same as the last RGRC at 43 percent.
- 48 percent of MLS League Office professional staff were women, a six percentage point increase for women since the last RGRC.
- There were four minority head coaches in the 2008 season. They were Denis Hamlett, Cobi Jones, Juan Carlos Osorio and Fernando Clavijo. Only Hamlett and Osorio were head coaches during the 2009 season. Cobi Jones remains part of the Galaxy coaching staff as one of the club's assistant coaches.
- 9.5 percent of the MLS assistant coaches were minorities, down from 17 percent.
- There were three CEO/team presidents who were Latino or Asian in the 2009 season. The same has been true since 2005. MLS has had the highest percentage of minorities as CEOs or presidents of any professional sport.
- MLS currently has no Latino or African-American general managers.
- Among the 42 total team vice presidents in the MLS, there was an increase in the number of women from two to three, as well as an increase in the number of Latinos from one to two. There were no African-American or Asian vice presidents.
- The percentage of MLS women as team senior administrators increased from 20.4 percent to 24.8 percent in 2008 while the percentage of minorities decreased by 1.6 percentage points to 18.9 percent.
- Minorities held 26.3 percent of the team professional positions in 2008, down by 6.1 percentage points.

- MLS has among the best diversity initiatives in the sports industry.

## COLLEGE SPORT HIGHLIGHTS

### *University Leadership Positions at Football Bowl Subdivision Institutions*

- Positive gains were made by women and African-Americans in the role of university president at the 120 FBS Institutions. There are 22 female presidents, an increase of 0.8 percentage points, and four African-Americans, also representing a 0.8 percentage point increase.
- There was a noticeable decline in the number of Latino presidents, as representation fell 1.7 percentage points. 93.3 percent of FBS university presidents were white, an increase of 0.8 percentage points from last year's study. There was one Asian president (0.8 percent) but there were no Native American university presidents.
- The level of diversity within the athletic director position at FBS schools has stayed constant from last year's study, as 16 (13.3 percent) people of color hold this position. However, this total does not include any women of color.
- With the addition of four new African-American head coaches at FBS schools (Ron English, Eastern Michigan University; Mike Haywood, Miami University (Ohio); Mike Locksley, University of New Mexico; DeWayne Walker, New Mexico State University), the overall number of African-American head coaches from 2008 increased from six to seven.
- The nine coaches of color in the 2009 season represented the highest number and percentage of coaches of color ever at FBS schools.
- There were six African-American coaches hired after the completion of the 2009 season, which brings the total number of coaches of color at FBS institutions to a record 15 in 2010. This included coaches in the ACC, SEC and Big East.



## Detailed Highlights

- Of the 268 offensive and defensive coordinators in the FBS, there was one less African-American coordinator from last year's total of 31 while there was an increase of one coordinator in both the Latino and Asian demographics, respectively.
- According to the *Chronicle of Higher Education*, 9.4 percent of full-time faculty members at FBS schools are Asian, which is more than the combined percentage of African-American, Latino, and Native Americans (7.7 percent).

### NCAA Headquarters

- At the high levels of NCAA headquarters in the EVP/SVP/VP positions, the number of people of color and women remained at three and four, respectively. African-Americans are the only people of color to be represented at this level, accounting for 16.7 percent of the positions. Women held 22.2 percent of the positions.
- The percentages increased for people of color who hold posts at the managing director/director level. People of color increased by 0.8 percentage points to 24.3 percent, which represents the largest total percentage of racial minorities to occupy these posts since data was first recorded in 1998. The highest percentage gain from last year to this year was seen in the Latino demographic, as Latinos held 4.3 percent of positions at this level, up 1.4 percentage points. Women held 41.4 percent of these positions, an increase of 0.3 percentage points.
- At the NCAA administrator level, the percentage of people of color dropped 1.1 percentage points from last year even though there was no net loss in total number of minorities holding these positions. The number of white administrators increased by 10, thus causing the shift in percentages. Women

held 53.2 percent at the NCAA administrator level, down by 1.7 percentage points.

- 95 percent of support staff positions are occupied by women, an increase of 0.4 percentage points from last year and leading to the highest percentage ever of women in this role. Nineteen percent were held by people of color.

### Conference Commissioners

- Once again, 100 percent of the 11 Football Bowl Subdivision (FBS), formerly known as Division IA, conference commissioners were white men.
- In all of Division I, excluding the Historically Black conferences, all 30 (100 percent) of Division I conference commissioners were white. Five were led by white women, accounting for 16.7 percent of the commissioners, and representing the highest total number and percentage of women in this role since recorded in 2003.
- Six women led sport-specific conferences and there were 17 women occupying associate commissioner roles at the FBS level.

### Student-athletes

- In Division I football, African-Americans account for 46.4 percent of the athletes and whites hold 46.6 percent, indicating the levels of participation between these two races are as close to equal as they have ever been for a given year since this data was first recorded.
- In Division I basketball, African-Americans account for 60.4 percent of the athletes and whites hold 32.6 percent, representing the highest percentage of whites since 1999-2000.
- African-American female student-athletes accounted for 50.1

percent of the Division I basketball participants, representing a 2.7 percentage point increase from last year and the highest percentage of African-Americans in the sport ever.

- In Division I softball, Latinas saw a 0.4 percentage point increase to 7.2 percent, continuing the trend of increased participation by this demographic in every year since 2001-02.
- People of color had 21.5 percent of the softball positions while having only 15.6 percent of the men's baseball positions.
- The percentage of white male athletes in all Division I stands at 64.3 percent, which is an increase of 0.1 percentage points. 25.0 percent of all Division I male athletes are African-American, representing an increase of 0.3 percentage points from last year's total.
- The percentage of white male student-athletes at the Division I, II and III combined were 72.2 percent, 18.5 percent for African-American males, 4.2 percent for Latinos, 1.5 percent for Asian men and 0.4 percent for American Indian/Alaskan Natives males.
- The percentage of white female student-athletes at the Division I, II and III combined were 78.9 percent, 11.3 percent for African-American females, 3.8 percent for Latinas, 2.0 percent for Asian females and 0.4 percent for American Indian/Alaskan Native females.
- African-American, Latina and Asian representation in all Division I women's sports all achieved or maintained record levels of participation.
- The new category designations of Two or More Races and Native Hawaiian/Pacific Islander slightly shifted the participation statistics across all divisions for student-athletes.

## College Sport Highlights from 2008

### Coaching

- Whites dominate the head coaching ranks on men's teams holding 89.2 percent, 88.7 percent and 92.5 percent of all head coaching positions in Divisions I, II and III, respectively.
- African-Americans held 7.2 percent, 5.3 percent and 4.0 percent of the men's head coaching positions in the three NCAA divisions, respectively.
- Likewise on the women's teams, whites held 87.7 percent, 88.9 percent and 91.9 percent of all head coaching positions in Divisions I, II and III, respectively.
- African-Americans held 7.0 percent, 5.1 percent, and 4.4 percent of the women's head coaching positions in the three NCAA divisions, respectively.
- In men's Division I basketball, 22.9 percent of all head coaches were African-American, which was down 2.3 percent from the all-time high percentage of 25.2 in 2005-06.
- Only 4.1 percent of Division I head baseball coaches were people of color, with 2.2 percent Latino and only 0.4 percent African-American.
- In fact, African-Americans were so underrepresented as head coaches, that once again, the percent of women coaching men's teams actually exceeded that of African-Americans in Division III (4.8 percent versus 4.0 percent.) In Division II, the percentage of women coaching men's teams was similarly low to the percentage of African-Americans (3.7 percent versus 5.3 percent). In Division I, women coaching men's teams outnumbered Latinos, Asians and Native Americans combined (2.8 percent vs. 2.6 percent).
- More than three-and-a-half

decades after the passage of Title IX, women coaching women's teams still do not represent the majority of coaches in the women's game. In addition, this year's numbers show no progress in women coaching women's sports in most sports. Women head coaches in Division I basketball stayed virtually the same (64.7 percent in 2007-08 and 64.3 percent in 2005-06). Head coaches of Division I Track/Cross Country, which combines the head coaches of Cross Country, Indoor Track and Outdoor Track, saw a slight decrease in female head coaches from 20.8 percent in 2005-06 to 20.2 percent in 2007-08. In all other sports, men led 57.4 percent of the women's teams while women were head coaches in only 42.1 percent of the programs.

- African-American women held 10.7 percent and African-American men held 2.9 percent of women's head coaching positions in Division I basketball for a combined percentage of 13.6 percent (up from 12.1 percent). Nonetheless, the 13.6 percent stood in stark contrast to the 47.4 percent of the student-athletes playing women's basketball who were African-American. The disparity is what compelled the BCA to initiate a women's basketball hiring report card for 2007-08.
- In 2007-08, there was some improvement for male people of color as assistants on men's teams. However, the percentage of women assistants on women's teams declined in all three Divisions.
- On the men's teams in 2007-08, whites held 76.9, 79.0, and 88.1 percent of the assistant coaching positions in the three divisions, respectively, which was slightly improved from 79.2, 82.7, and 88.5 percent respectively in 2006. In 2007-08, African-Americans held 17.7, 14.2, and 8.3 percent, respectively. The only African-American improvement was in Division II, which was at 11.6 percent in 2006.

- Among the women's teams in 2007-08, whites held 79.1, 81.2, and 88.8 percent of the assistant coaching positions in Divisions I, II and III, respectively, which was a decline from 81.6, 82.4 and 90.5 percent respectively in 2005-06. In 2007-08 African-Americans had 13.5, 10.3, and 6.4 percent respectively. In 2005-06 African-American held 13.2, 9.4 and 6.5 percent of the assistant coaching jobs on women's teams in the respective Divisions.
- The percentage of women assistants on women's teams declined in all three Divisions as they tumbled from slightly more than 50 percent in each to less than 50 percent in each Division. As assistants, women in 2007-08 held 49.4 of the positions in Division I, 48.9 in Division II and 49.5 percent in Division III. This was down from 2005-06 when women held 51.5, 51.4, and 54.0 percent of the jobs, respectively.

### Athletics Directors

- Whites held the overwhelming percentage of positions of athletics directors in all three divisions at 90.0, 92.0, and 97.0 percent in Divisions I, II and III, respectively. This compared to 93.1, 92.3 and 96.1 percent in 2005-06 respectively.
- African-Americans held 7.2, 3.8 and 1.8 percent respectively in Divisions I, II and III. This compared to 5.5 percent, 3.8 percent and 1.9 percent in 2006 respectively.
- Latinos accounted for 1.9, 3.0, and 0.0 percent of the ADs at Division I, II and III. This compared to 0.9, 2.7 and 0.3 percent in 2006 respectively.
- Asians accounted for 0.0, 0.8, and 0.7 percent of the ADs at Division I, II and III and Native Americans accounted for 0.6, 0.4, and 0.4 percent of the ADs at each level.

## Detailed Highlights

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- Women lost ground as athletics directors in Divisions II and III and remained static in Division I since the last Report Card in 2006. In Division I, 7.8 percent of women were AD's, which matched that in 2006. In Division II, there was a decrease from 18.7 to 15.6 percent and in Division III there was a slight decrease from 27.3 to 27.1 percent.
- position holding 84.9, 85.3, and 96.6 percent in Division I, II and III, respectively. African-American women represented 10.2, 7.8 and 1.9 percent at each respective level.
- Whites continue to fill the majority of the FAR positions with 91.7, 92.4, and 94.5 percent in Divisions I, II and III, respectively.

### *College Associate and Assistant Athletic Directors*

- At the associate athletic director position, whites comprised 89.2, 88.8, and 96.4 percent of the total population at Division I, II and III respectively. These numbers were all lower than that of 2005-06 (89.5, 94.0 and 95.3 percent respectively). African-Americans held 7.2, 7.5, and 3.2 percent of the positions at each level. These numbers decreased in Division I and III but increased in Division II from 2005-06 when they were 8.2, 4.0, and 3.6 percent, respectively. Latinos held 2.2 percent, 1.6 percent and 0.4 percent of the positions at each level. Asians held 0.6 percent and 1.0 percent in Divisions I and II. There were no Asians in Division III in this position and no Native Americans in Divisions II and III. In Division I, Native Americans had 0.1 percent of the associate athletic director positions.
- The percentage of women filling associate athletic director positions was 27.9 percent in Division I, 40.3 percent in Division II and 50.8 percent in Division III. These percentages were down in Division I and II but increased in Division III from 2005-06 when they were 28.4, 48.7 and 49.7 percent respectively.
- Women held 98.3, 96.6, and 100 percent of the Senior Woman Administrator jobs in Division I, II and III, respectively. These numbers are similar to that of 2005-06 (97.7, 99.4 and 98.9 percent respectively). White women continued to dominate the SWA

# Chapter 1: 2009 Grades

## GRADE KEY (RACE)

Grades for race are determined in relation to overall American demographics. Federal affirmative action policies state that a workplace should reflect the percentages of people in different racial groups, as found in the general population. Approximately 24 percent of the U.S. population are people of color; therefore, if 24 percent of an organization's employees are people of color, the group received an employment grade of "A" for race, and so on, as noted in the table.

### GRADE KEY (RACE)

A	=	24%
B	=	12
C	=	9
D	=	6
F	=	5

## GRADE KEY (GENDER)

Grades for gender also are related to the general population. An organization earned an employment grade of "A" for gender if 40 percent of its employees were women. Please see the table for additional breakdowns.

### GRADE KEY (GENDER)

A	=	40%
B	=	35
C	=	30
D	=	25
F	=	<25

## KEY FOR WEIGHTED GRADES

Each category was assigned a category weight according to its relative importance regarding opportunities for women and people of color. The subsequent point allocation was determined, as follows:

The employment percentage (percentage of women or people of color) determines an organization's employment grade, which earns it a specified amount of graded points (see table). The weighted score is calculated by multiplying the category weight by the graded points. When the weighted scores are added together, the final tally determines an organization's final grade.

For example, if 12 percent of an organization's employees were people of color, it would earn a B for its employment grade, which is 8.0 graded points.

When necessary, a minimum score was given in order to ensure fair final grade tabulation.

### KEY FOR WEIGHTED GRADES

A+	=	9.5 - 10.0 PTS
A	=	9.0
A-	=	8.9
B+	=	8.5
B	=	8.0
B-	=	7.9
C+	=	7.5
C	=	7.0
C-	=	6.9
D	=	6.0
F	=	5.0

## 2009 OVERALL GRADES BY REPORT

	COMBINED		RACE		GENDER	
	GRADE	PTS	GRADE	PTS	GRADE	PTS
NBA	A	92	A+	94.9	B+/A-	89
NFL	B	80.4	A-	89.2	C	71.6
MLB	B+	86.3	A	91.5	B	81.0
MLS	B+	86.5	A	92	B	81.0
WNBA	A+	95.5	A+	94	A+	97
College Sport	N/A	x	N/A	x	N/A	x

Note: N/A = Not Applicable

TABLE I

## Chapter 1: 2009 Grades

Issues of race and gender continue to be a concern for sport in America. When all categories were combined for the men's leagues, the NBA continued to be the best. The NBA again earned its highest grade ever for gender, slipped slightly from its highest grade ever for race (94.9, down from its record 96.2 out of a possible 100 in the 2008 Report Card) and again received men's pro sports only **A** for a combined grade for race and gender. The NBA had an **A+** for race, a **B+/A-** for gender with 89 points (up from its previous high of

84.5 points) for a combined **A**.

The WNBA received an **A+** for race with 94 points, down slightly from 94.5, and an **A+** for gender with a 97, also down slightly from a 97.5. In the combined grade for race and gender, the WNBA earned an **A+** with 95.5 points, down from 96 points. This was the second highest combined grade for any sport in the history of the Racial and Gender Report Card, only topped by the 2008 WNBA Report Card.

It was the first time that five leagues had **A**'s for race. (NBA and WNBA with **A+**'s, Major League Soccer and Major League Baseball with **A**'s and the NFL with an **A-**). 2009 represented the in-between year in terms of the NCAA releasing racial and gender demographic data. Without their two key studies which The Institute depends, The Institute cannot issue a race, gender or overall grade for 2009 for the College Racial and Gender Report Card.

For gender, the WNBA had the only

**PROFESSIONAL LEAGUES WEIGHTED GRADES 2009 (MLB, NBA & NFL)**

Overall Grades	Weight	MLB			Weight	NBA			Weight	NFL		
		Points	%	Grade		Points	%	Grade		Points	%	Grade
Race	x	91.5	x	A	x	94.9	x	A+	x	89.2	x	A-
Gender	x	81.0	x	B	x	89	x	B+/A-	x	71.6	x	C
<b>Hiring Practices</b>												
Commissioner/League Office												
Race	20%	18.5	34%	A+	20%	20	37%	A+	20%	18	25%	A
Gender	40%	36	40%	A+	40%	39	44%	A+	20%	14	27%	C
<b>Coaches</b>												
Head Coach/Manager												
Race	20%	18.3	26%	A	20%	20	40%	A+	15%	12.8	19%	B+
Gender	N/A	x	x	x	N/A	x	x	x	N/A	x	x	x
Assistant Coach												
Race	5%	4.9	33.4%	A+	5%	5	42%	A+	5%	5	37%	A+
Gender	N/A	x	x	x	N/A	x	x	x	N/A	x	x	x
<b>Front Office</b>												
Principal-In-Charge												
Race	10%	8.5	13%	B	5%	3.5	10%	C	10%	8.4	16%	B/B+
Gender	N/A	x	x	x	N/A	x	x	x	N/A	x	x	x
Team Vice Presidents												
Race	5%	3.8	11%	B-	5%	4	14%	B	5%	3	7%	D+
Gender	5%	2.5	17%	F	5%	2.5	18%	F	5%	3	14%	F
Senior Administration												
Race	10%	8.2	19%	B+	10%	8.9	22%	B+/A-	10%	8.5	18%	B+
Gender	20%	12	29%	D+	10%	6.5	24%	D+	20%	12	19%	F
Professional Administration												
Race	10%	9.3	32%	A-	10%	9.5	29%	A+	10%	8.5	17%	B+
Gender	35%	31	47%	A-	40%	36	40%	A	50%	37.5	29%	C+
Player Opportunities												
Race	20%	20	39.6%	A+	15%	15	82%	A+	20%	20	69%	A+
Diversity Initiatives												
	N/A	5.0	N/A	A	5.0%	5.0	N/A	A+	5.0%	5.0	N/A	A

Note: The percentage under each league is the actual percentage of people of color for race and women for gender for the league in that category. % for Race=People of Color; % for Gender=Women. N/A=Not Applicable.

**TABLE II**



solid **A** grade with their **A+**. The grades for gender were a bit weaker than the grades for race. The NBA was not far behind the WNBA with a **B+/A-**, followed by MLB and MLS with a **B**'s, and the NFL with a **C**. College Sport was not issued a grade for gender.

Overall, for the 2008-09 season, the NBA earned an **A+** for race in the categories of players, league office professionals, head and assistant coaches, and professional team administration. It earned a **B** for race for team CEO/presidents and team vice presidents, and an **A-/B+** for team senior administration. The **C** for team general managers was the NBA's lowest grade for race. For gender, the NBA earned an **A+** in the league office and an **A** for professional administrators.

Meanwhile, MLB earned an **A** for race and a **B** for gender for a combined B+. This marked continued improvement over the last three Report Cards. This year, MLB earned **A**'s for race in the Central Office, for managers and coaches, for players and for professional team administrators. It earned **A**'s for gender in the Central Office and for professional team administrators. MLB received an **F** for gender for team vice-presidents and senior team administrators. MLB received an **A** for Diversity Initiatives.

For the second

consecutive report, the WNBA received **A**'s for race in the WNBA League Office, head and assistant coaches, general managers, team senior administration, team professional administration and player opportunities. It received **A**'s for gender in the WNBA League Office, head and assistant coaches, general managers, team senior administration and team professional administration. As in the 2008 Report, the WNBA

only had one category below an **A** for gender and race (team vice-presidents).

The WNBA continues to have the highest number of **A**'s as well as the lowest number of grades below an **A** in all categories in the history of the Racial and Gender Report Card.

The National Football League achieved an **A-** grade on racial hiring practices

PROFESSIONAL LEAGUES WEIGHTED GRADES 2009 (MLS & WNBA)								
Overall Grades	Weight	MLS			Weight	WNBA		
		Points	%	Grade		Points	%	Grade
Race	x	92.0	x	A	x	94.0	x	A+
Gender	x	81.0	x	B	x	97.0	x	A+
<b>Hiring Practices</b>								
<b>Commissioner/League Office</b>								
Race	20%	20.0	43%	A+	20%	20.0	33%	A+
Gender	40%	39.0	48%	A+	20%	20.0	100%	A+
<b>Coaches</b>								
<b>Head Coach/Manager</b>								
Race	20%	18.5	27.0%	A	20%	19.0	36%	A+
Gender	N/A	x	x	x	20%	19.0	36%	A-
<b>Assistant Coach</b>								
Race	5%	4.0	10%	B-	5%	5.0	42%	A+
Gender	N/A	x	x	x	5%	5.0	55%	A+
<b>Front Office</b>								
<b>Principal-In-Charge</b>								
Race	5%	4.5	25%	A	10%	9.0	23%	A-
Gender	N/A	x	x	x	10%	10.0	54%	A+
<b>General Manager</b>								
Race	5%	2.5	0%	F	N/A	x	x	x
Gender	N/A	x	x	x	N/A	x	x	x
<b>Team Vice Presidents</b>								
Race	N/A	x	x	x	5%	3.5	8%	C-
Gender	N/A	x	x	x	5%	4.0	30%	B-
<b>Senior Administration</b>								
Race	10%	8.5	19%	B+/A-	10%	8.7	22%	A-
Gender	15%	9.5	25.0%	C-	20%	19.0	49%	A+
<b>Professional Administration</b>								
Race	10%	9.0	26%	A	10%	9.5	28%	A+
Gender	40%	27.5	22%	D+	20%	20.0	52%	A+
<b>Player Opportunities</b>								
Race	20%	20.0	38%	A+	20%	20.0	65%	A+
<b>Diversity Initiatives</b>								
	5.0%	5.0	N/A	A+	N/A	x	x	x

*Note: The percentage under each league is the actual percentage of people of color for race and women for gender for the league in that category. % for Race=People of Color; % for Gender=Women. N/A=Not Applicable. NI=None Issued*  
*\*WNBA grades for Gender have the same weight as for race.*

TABLE III

and a **C** on gender hiring practices in the 2009 NFL Racial and Gender Report Card, the first grade issued for gender since the 2004 NFL RGRC when it received a **D+**.

This gave the NFL a combined **B** with 80.4 points out of 100.

In the history of the NFL Racial and Gender Report Card, the **A-** for race, **C** for gender and **B** for the combined grade are the best grades ever received in each category for the NFL.

For race, the NFL received an **A+** for players and assistant coaches, an **A** for the League Office and NFL Diversity Initiatives and a **B+** for head coaches, general managers, and team senior and professional administrators. The only grade below a **B+** was a **D+** for team vice-presidents.

For gender, the NFL received a **C+** for the heavily weighted (50 percent) category of team professional administrators and a **C** for the League Office. It received an **F** for team vice-presidents and team senior administrators although the percentages for women increased slightly in both categories.

MLS earned a third consecutive solid **A** (92) for racial hiring after getting **A**'s in the categories of MLS League Office, players, head coaches, team president/CEO and team professional administration. MLS had 93.4 points for racial hiring practices in 2008 and 93.3 in 2007.

For gender hiring practices, the MLS grade increased substantially from a **C+** in 2008 to a **B** (81 points, up from 78) in 2009. MLS received an **A+** for gender in the MLS League Office in 2009. That offset a **D+** in team professional positions and a **C-** in team senior administration. All of this is an especially impressive improvement from 2007 when MLS received a **D+**

with 64.6 points.

MLS received an **A+** for diversity initiatives with some of the best in professional sports.

Overall, MLS earned a combined grade of **B+** with 86.5 points, up from 85.7 points in 2008.

As for College Sport, as previously stated, this year represented the in-between year in terms of the NCAA releasing racial and gender demographic data. Therefore, The Institute could not issue an overall grade for 2009 for the College Racial and Gender Report Card.

The most recently issued College Sport grades are from the 2008 Racial and Gender Report Card where College Sport received a **C+** for race and a **B** for gender giving it a combined **C+** overall. That compared to the 2006-07 Racial and Gender Report Card when college sport earned a **B-** for race and **B+** for gender. The **C+** for race was last when compared to the grades for the professional sports leagues in 2008. College sport's **B** for gender put it behind the NBA's **B+** and the WNBA's **A+** for gender but ahead of the other men's leagues. The college sport combined grade of **C+** was lowest among all the other sports examined in 2008 and was behind the WNBA (**A+**), NBA (**A**), MLS (**B+**) and MLB (**B**). A new grade will be issued for college sport when the 2010 report card is released next year.

While Commissioners Stern, Goodell and Selig, and President Orender and former President Brand regularly worked to improve hiring practices for people of color and women in the front office and minorities in the coaching and managerial ranks, the results at the team levels and at individual universities still clearly showed the limits of their powers. The leagues and NCAA leaders set

an important tone but do not have the authority to mandate change at the team or college level. The NBA's historic record has led to progress year-by-year. In Major League Baseball and the NFL, it took dramatic actions by Commissioners Selig and then Tagliabue (the Rooney Rule) to mandate diverse pools of candidates for the top jobs. MLS mandated a league-wide version of that after it received an **F** for gender in the 2003 season. The NCAA and college sport have had no such mechanism in place although there have been discussions about adopting something like a Rooney Rule for colleges. The Black Coaches and Administrators (formerly the Black Coaches Association) is also contemplating legal actions against colleges using Title VII regulations. The BCA issues Hiring Report Cards for Division I Football Head Coaches, Women's Division IA College Basketball and will issue one for Division IA Athletics Directors.

Chapter 9 includes a listing of the diversity initiatives of the MLB, NBA, WNBA, NFL and MLS. The initiatives have been added to the Report Card in recognition of the importance of these efforts and in acknowledgement that changing hiring practices and creating a truly diverse workplace are goals that cannot be quickly achieved.

## NCAA WEIGHTED GRADES (2009)

Overall Grades	Weight	Points	%	Grade		Weight	Points	%	Grade
Race	x	N/A	x	N/A					
Gender	x	N/A	x	N/A					
<b>Hiring Practices</b>					<b>Athletic Department</b>				
NCAA Headquarters					Athletic Director (Div. I)				
Race	10%	x	x	x	Race	10%	x	x	x
Gender	10%	x	x	x	Gender	10%	x	x	x
<b>Coaches</b>					Assistant/Associate Athletic Director (Div. I)				
Head Coach - All Men's Teams (Div. I)					Race	5%	x	x	x
Race	5%	x	x	x	Gender	10%	x	x	x
Gender	N/A	x	x	x	Senior Women's Administrator (Div. I)				
Head Coach - All Women's Teams (Div. I)					Race	5%	x	x	x
Race	5%	x	x	x	Gender	5%	x	x	x
Gender	10%	x	x	x	Faculty Athletic Representative (Div. I)				
Head Coach - Men's Basketball (Div. I)					Race	5%	x	x	x
Race	5%	x	x	x	Gender	5%	x	x	x
Gender	N/A	x	x	x	Professional Administration (Div. I)				
Head Coach - Women's Basketball (Div. I)					Race	10%	x	x	x
Race	5%	x	x	x	Gender	10%	x	x	x
Gender	10%	x	x	x	Student-Athlete Opportunities				
Head Coach - Football (Div. I)					Race (Men)	10%	x	x	x
Race	5%	x	x	x	Gender	10%	x	x	x
Gender	N/A	x	x	x	<b>Conference Offices</b>				
Assistant Coach - All Men's Teams (Div. I)					Division I Commissioners				
Race	5%	x	x	x	Race	10%	x	x	x
Gender	N/A	x	x	x	Gender	10%	x	x	x
Assistant Coach - All Women's Teams (Div. I)									
Race	5%	x	x	x					
Gender	10%	x	x	x					

Note: The percentage under each league is the actual percentage of people of color for race and women for gender for the league in that category. % for Race=People of Color; % for Gender=Women. N/A=Not Applicable.

TABLE IV

# Chapter 2: Major League Baseball

## OVERALL GRADES

Overall, MLB earned an **A** for race and a **B** for gender for a combined **B+**. This marked continued improvement over the last three Report Cards. In the 2008 Major League Baseball Racial and Gender Report Card, MLB earned an **A-** for race and a **C+** for gender. This gave MLB a combined **B**.

In the 2006-07 Major League Baseball Racial and Gender Report Card, MLB earned a high **B+** for race, a **C+** for gender and a combined **B**. In 2005, MLB earned a low-range **B+** for race, a **D+** for gender and a combined **C+**.

This year MLB earned **A's** for race in the Central Office, for managers and coaches, for players and for professional team administrators. It earned **A's** for gender in the Central Office and for professional team administrators. MLB received an **F** for gender for team vice-presidents and senior team administrators. MLB received an **A** for Diversity Initiatives.

## GRADES BY CATEGORY

### Players

The 2008 season was the first season in which there was an increase of African-American players in MLB over the previous season since 1995. Amidst the debates of why African-Americans are abandoning the field of baseball, the 2008 season had a two percentage point increase of African-American players over the 2007 season.

In the 2008 MLB season, 60.4 percent of the players were white, 10.2 percent were African-American, 27 percent were Latino and 2.4 percent were of Asian descent. This was a 0.6 percentage point increase for white players, a 2.0 percentage point increase for African-American players and a 2.1 percentage point decrease for Latinos. There were 29 Asian baseball players in the entire league, a decrease of five from the previous season.

The percentage of international players in MLB in 2008 was 28.7 percent, a drop of 2.3 percent from 2007. On Opening Day for 2009, 28 percent of Major League players are foreign-born, spanning 15 countries and territories. In addition, of Minor League players under contract, 47.8 percent were born outside of the US. Minor League players span 31 countries and territories.

MLB has been remarkably consistent in terms of the percentage of white players. Between the 1998 and the 2008 seasons, 59-61 percent of the players have been white in each season with the exception of 2004 which saw 63 percent of the players being white.

The last decade has seen significant changes in the composition of the remaining players. Latinos and Asians

Players							
		%	#			%	#
2008				1999			
	White	60.4%	719		White	60%	x
	African-American	10.2%	121		African-American	13%	x
	Latino	27.0%	322		Latino	26%	x
	Asian	2.4%	29		Other	<1%	x
	Other	0.0%	0	1998			
	International	28.7%	342		White	59%	x
2007					African-American	15%	x
	White	59.8%	714		Latino	25%	x
	African-American	8.2%	98		Other	1%	x
	Latino	29.1%	348	1997			
	Asian	2.8%	34		White	58%	x
	Other	0.0%	0		African-American	17%	x
	International	31.0%	370		Latino	24%	x
2006					Other	1%	x
	White	59.5%	707	1996			
	African-American	8.4%	100		White	62%	x
	Latino	29.4%	350		African-American	17%	x
	Asian	2.4%	29		Latino	20%	x
	Other	0.3%	3		Other	1%	x
	International	31.0%	368	1995			
2005					White	62%	x
	White	60%	709		African-American	19%	x
	African-American	9%	101		Latino	19%	x
	Latino	29%	339		Other	0%	x
	Asian	3%	30	1994			
	Other	0%	4		White	64%	x
	International	30%	358		African-American	18%	x
2004					Latino	18%	x
	White	63%	789	1993			
	African-American	9%	111		White	67%	x
	Latino	26%	326		African-American	16%	x
	Asian	2%	26		Latino	16%	x
	Other	0%	1		Other	<1%	x
	International	27%	338	1992			
2002					White	68%	x
	White	60%	x		African-American	17%	x
	African-American	10%	x		Latino	14%	x
	Latino	28%	x	1991			
	Asian	2%	x		White	68%	x
	Other	0%	x		African-American	18%	x
	International	25%	x		Latino	14%	x
2001				1990			
	White	59%	x		White	70%	x
	African-American	13%	x		African-American	17%	x
	Latino	26%	x		Latino	13%	x
	Other	1%	x				
2000							
	White	60%	x				
	African-American	13%	x				
	Latino	26%	x				
	Other	1%	x				
x= Data not recorded, totals may not equal 100% due to rounding.							
Table 1							

x= Data not recorded, totals may not equal 100% due to rounding.

Table 1

have steadily increased in percentage over the past 10 years. However, the 2008 season saw a significant drop in the percentage of both groups of players.

## MLB Grade for Players: A+

See Table 1.

## Major League Central Office

According to Major League Baseball, of the 385 front-office employees, 12 percent are African-American, 16 percent are Latino, three percent are Asian, and less than one percent are Native American. Women make up 40 percent of the total workforce, which is a two percentage point decrease from 2008, while people of color increased six percentage points to a total of 34 percent. The corresponding on-field employee population is comprised of umpires and scouts (98 total, 14 percent people of color).

At the senior executive level, 15 percent of the 47 employees were people of color, while women occupied 23 percent of the positions. At the director and managerial level, 26 percent of the 91 employees were people of color, while women occupied 34 percent of the posts.

The following people of color are executive vice presidents in the MLB Central Office:

- Jonathan Mariner, executive Vice-President and Chief Financial Officer
- Jimmie Lee Solomon, executive Vice-President of Baseball Operations

The following women were senior vice presidents in the MLB League Office:

- Katy Feeney, senior vice president, Scheduling and Club Relations
- Phyllis Merhige, senior vice president, Club Relations
- Marla Miller, senior vice president, Special Events
- Jacqueline Parkes, senior vice president, Chief Marketing Officer-Marketing and Advertising

- Kathleen Torres, senior vice president, Finance
- Wendy Lewis, senior vice president, Diversity and Strategic Alliances

The following people of color are vice presidents in the MLB Central Office:

- Tom Brasuell, vice president, Community Affairs
- Lou Melendez, vice president, Baseball Operations, International
- Christopher Park, vice president, Labor Economics & Labor Relations

- John Quinones, vice president, Recruitment
- Ray Scott, vice president, Human Resources
- Bob Watson, vice president, Standards & On-Field Operations

The following women were vice presidents in the MLB Central Office:

- Domna Candido, vice president, Deputy General Counsel
- Bernadette McDonald, vice president, Broadcast Operations

MLB Central Office Staff					
	%	#		%	#
<b>2008</b>			<b>2002</b>		
White	66%	x	White	68%	250
African-American	12%	x	African-American	13%	48
Asian	3%	x	Asian	4%	15
Latino	16%	x	Latino	15%	54
Native American	<1	x	Native American	1%	1
Women	40%	x	Women	46%	169
Total		385	Total		368
People of color total	34%	x	People of color total	32%	118
<b>2007</b>			<b>2000</b>		
White	72%	342	White	74%	x
African-American	11%	53	African-American	14%	x
Asian	3%	15	Asian	2%	x
Latino	13%	62	Latino	14%	x
Native American	<1%	2	Native American	1%	x
Women	42%	199	Women	47%	x
Total		474	Total		314
People of color total	28%	127	People of color total	26%	x
<b>2006</b>			<b>1997</b>		
White	72.4%	340	White	78%	x
African-American	10.4%	50	African-American	13%	x
Asian	3.0%	14	Asian	1%	x
Latino	13.2%	62	Latino	8%	x
Native American	<1%	2	Women	53%	x
Women	43.0%	201	Total	215	x
Total		468	People of color total	22%	x
People of color total	27.6%	127	<b>1995</b>		
<b>2005</b>			White	72%	x
White	73%	336	African-American	18%	x
African-American	10%	48	Asian	1%	x
Asian	3%	14	Latino	9%	x
Latino	13%	61	Women	54%	x
Native American	<1%	2	Total	141	x
Women	34%	157	People of color total	28%	x
Total		462	<b>1994</b>		
People of color total	27%	125	White	78%	x
<b>2004</b>			African-American	16%	x
White	71%	252	Asian	0%	x
African-American	11%	40	Latino	6%	x
Asian	4%	14	Women	56%	x
Latino	13%	48	Total	188	x
Native American	<1%	2	People of color total	22%	x
Women	40%	144	<b>1990</b>		
Total		356	White	79%	x
People of color total	29%	104	African-American	14%	x
			Women	55%	x
			Total	116	x
			People of color total	21%	x

Note: Data provided by MLB league office.

x= Data not recorded

Table 2



## Chapter 2: Major League Baseball

- Ellen Miller-Wachtel, vice president, Deputy General Counsel
- Anne Occi, vice president, Design Services
- Elizabeth Scott, vice president, Programming and Business Affairs
- Jennifer Sims, vice president, Deputy General Counsel

### MLB Grade for League Central Offices:

**Race:** A+  
**Gender:** A

See Table 2.

### Ownership

Arturo Moreno continues to be the only Latino majority owner in MLB, as well as the only person of color to own a Major League Baseball team. There are no women who hold a majority ownership.

See Table 3.

Majority Owners			
	%	#	
<b>2008</b>			
White	97.0%	29	
African-American	0%	0	
Latino	3.0%	1	
Asian	0%	0	
Other	0%	0	
Women	0%	0	
<b>2007</b>			
White	97.0%	30	
African-American	0%	0	
Latino	3.4%	1	
Asian	0%	0	
Other	0%	0	
Women	0%	0	
<b>2006</b>			
White	96.6%	27	
African-American	0%	0	
Latino	3.4%	1	
Asian	0%	0	
Other	0%	0	
Women	0%	0	
<b>2005</b>			
White	96.9%	31	
African-American	0%	0	
Latino	3%	1	
Asian	0%	0	
Other	0%	0	
Women	0%	0	

Table 3

### Managers

Major League Baseball started the 2009 season with 10 managers of color which equaled its all-time record set in 2002. There has been a steady increase since the 2007 season.

MLB went from six to eight managers of color in the 2008 season. During the 2008 MLB season, the eight (26 percent) managers of color were:

- Manny Acta, Washington Nationals (Latino)
- Dusty Baker, Cincinnati Reds (African-American)
- Cecil Cooper, Houston Astros

(African-American)

- Fredi Gonzalez, Florida Marlins (Latino)
- Ozzie Guillen, Chicago White Sox (Latino)
- Lou Piniella, Chicago Cubs (Latino)
- Willie Randolph, New York Mets (African-American)
- Ron Washington, Texas Rangers (African-American)

There had been six managers of color (20 percent) in the 2007 season:

- Manny Acta, Washington Nationals (Latino)
- Fredi Gonzalez, Florida Marlins (Latino)

Managers					
	%	#		%	#
<b>2008</b>					
White	73.0%	22			
African-American	13.0%	4			
Asian	0.0%	0			
Latino	13.0%	4			
Women	0.0%	0			
<b>2007</b>					
White	80.0%	24			
African-American	6.7%	2			
Asian	0.0%	0			
Latino	13.3%	4			
Women	0.0%	0			
<b>2006</b>					
White	83.3%	25			
African-American	10.0%	3			
Asian	0.0%	0			
Latino	6.7%	2			
Women	0.0%	0			
<b>2005</b>					
White	77%	23			
African-American	13%	4			
Asian	0%	0			
Latino	10%	3			
Women	0%	0			
<b>2004</b>					
White	77%	23			
African-American	10%	3			
Asian	0%	0			
Latino	13%	4			
Women	0%	0			
<b>2002</b>					
White	68%	21			
African-American	26%	8			
Asian	0%	0			
Latino	6%	2			
Women	0%	0			
<b>2001</b>					
White	77%	25			
African-American	20%	6			
Asian	0%	0			
Latino	3%	1			
Women	0%	0			
<b>2000</b>					
White	83%	25			
African-American	13%	4			
Asian	0%	0			
Latino	3%	1			
Women	0%	0			
<b>1999</b>					
White	90%	27			
African-American	7%	2			
Asian	0%	0			
Latino	3%	1			
Women	0%	0			
<b>1998</b>					
White	87%	26			
African-American	10%	3			
Asian	0%	0			
Latino	3%	1			
Women	0%	0			
<b>1997</b>					
White	86%	24			
African-American	11%	3			
Latino	3%	1			
<b>1996</b>					
White	86%	24			
African-American	11%	3			
Latino	3%	1			
<b>1995</b>					
White	86%	24			
African-American	11%	3			
Latino	3%	1			
<b>1994</b>					
White	82%	23			
African-American	14%	4			
Latino	3%	1			
<b>1993</b>					
White	79%	22			
African-American	14%	4			
Latino	7%	2			
<b>1992</b>					
White	89%	23			
African-American	7%	2			
Latino	<4%	1			
<b>1991</b>					
White	89%	23			
African-American	7%	2			
Latino	<4%	1			

Table 4

- Ozzie Guillen, Chicago White Sox (Latino)
- Lou Piniella, Chicago Cubs (Latino)
- Willie Randolph, New York Mets (African-American)
- Ron Washington, Texas Rangers (African-American)

In the 2007 season, seven percent were African-American and 13 percent were Latino at the Major League level. In 2008, the 26 percent of managers of color were equally split between African-American and Latino.

By the end of the 2008 season, Willie Randolph had been replaced as manager by Jerry Manuel who is also an African-American.

At the start of the 2009 MLB season, the 10 managers of color were:

- Dusty Baker, Cincinnati Reds
- Manny Acta, Washington Nationals
- Cecil Cooper, Houston Astros
- Cito Gaston, Toronto Blue Jays
- Fredi Gonzalez, Florida Marlins
- Ozzie Guillen, Chicago White Sox
- Jerry Manuel, New York Mets
- Lou Piniella, Chicago Cubs
- Don Wakamatsu, Seattle Mariners
- Ron Washington, Texas Rangers

Don Wakamatsu is the first Asian-American manager in MLB history and the first Asian-American to be a head coach in any of the professional sports covered in the Racial and Gender Report Card. Al Lopez was the first Latino manager in MLB history when he was hired by the Cleveland Indians in 1951. He managed the Indians until 1956 and then served the Chicago White Sox as manager from 1957 to 1965 and from 1968 to 1969.

The grade is based on the 2008 season.

According to the MLB, people of color constitute 37 percent of the manager positions within the combined Major and Minor Leagues.

**MLB Grade for Managers:** **A**

See Tables 4 and 5.

Historical Listing of Managers of Color Major League Baseball (28 managers)			
	Team	Year(s)	Record
Manny Acta Felipe Alou	Washington	2007-present	132-191
	Montreal	1992-01	691-717
Dusty Baker	San Francisco	2003-2006	342-304
	San Francisco	1992-02	840-715
	Chicago Cubs	2003-2006	322-326
	Cincinnati	2008-present	74-88
Don Baylor	Colorado	1993-98	439-469
	Chicago Cubs	2000-02	187-220
Cecil Cooper	Houston	2007-present	101-91
Larry Doby	Chicago White Sox	1978	37-50
Cito Gaston	Toronto	1989-97	683-616
Preston Gomez	San Diego	1969-72	180-316
	Houston	1974-75	128-161
	Chicago Cubs	1980	38-52
Fredi Gonzalez	Florida	2007-present	155-168
Mike Gonzalez	St. Louis	1938, 1940	9-13
Ozzie Guillen	Chicago White Sox	2004-present	433-378
Davey Lopes	Milwaukee	2000-02	141-189
Al Lopez	Cleveland	1951-56	570-354
	Chicago White Sox	1957-65	811-615
	Chicago White Sox	1968-69	41-57
Jerry Manuel	Chicago White Sox	1997-2003	500-471
Lloyd McClendon	Pittsburgh	2001-2005	336-446
Hal McRae	Kansas City	1991-94	286-277
	Tampa Bay	2001-02	113-196
Tony Pena	Kansas City	2002-2005	259-389
Tony Perez	Cincinnati	1993	20-24
	Florida	2001	54-60
Lou Piniella	New York Yankees	1986-88	224-193
	Cincinnati	1990-92	255-231
	Seattle	1993-02	840-711
	Tampa Bay	2003-05	200-285
	Chicago Cubs	2007-present	182-141
Luis Pujols	Detroit	2002	55-100
Willie Randolph	NY Mets	2005-present	302-253
Frank Robinson	Cleveland	1975-77	186-189
	San Francisco	1981-84	264-277
	Baltimore	1988-91	230-285
	Montreal	2002-2004	233-253
	Washington	2005-2006	152-172
Cookie Rojas	California	1988	76-79
Jerry Royster	Milwaukee	2002	53-94
Carlos Tosca	Toronto	2002-04	144-127
Don Wakamatsu	Seattle	2009	1st season
Ron Washington	Texas	2007-present	154-170
Maury Wills	Seattle	1980	26-56

**Table 5**

## Coaches

In the 2008 MLB season, people of color held 33.4 percent (up 2.4 percentage points from 2007) of the MLB coaching positions for the 30 major league teams. African-Americans held 12 percent (down one percentage point), Latinos held 21 percent (up four percentage points) and Asians have dropped to 0.4 percent (down 0.6 of a percentage point) of the coaching positions.

## MLB Grade for Coaches:

**A+**

See Table 6.

## Top Management

This category includes team CEOs/presidents, general managers and vice presidents.

Coaches					
	%	#		%	#
2008			1999		
White	67%	152	White	71%	129
African-American	12%	27	African-American	18%	33
Latino	21%	47	Latino	10%	19
Asian	<1%	1	Asian	1%	1
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
2007			1998		
White	69%	150	White	75%	151
African-American	13%	30	African-American	17%	34
Latino	17%	39	Latino	8%	16
Asian	1%	1	Asian	<1%	1
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
2006			1997		
White	70%	150	White	75%	120
African-American	16%	34	African-American	14%	23
Latino	13%	29	Latino	11%	18
Asian	1%	2	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	1996		
2005			White	74%	119
White	71%	154	African-American	18%	29
African-American	15%	33	Latino	7%	12
Latino	14%	30	Asian	<1%	1
Asian	1%	1	Other	0%	0
Other	0%	0	1995		
Women	0%	0	White	72%	114
2004			African-American	18%	29
White	73%	165	Latino	9%	14
African-American	12%	28	Asian	0%	0
Latino	13%	31	Other	<1%	1
Asian	1%	2	1994		
Other	0%	0	White	78%	126
Women	0%	0	African-American	14%	22
2002			Latino	8%	13
White	72%	150	Other	<1%	1
African-American	16%	34	1993		
Latino	11%	23	White	80%	133
Asian	1%	2	African-American	13%	22
Other	0%	0	Latino	6%	10
Women	0%	0	Other	1%	2
2000					
White	70%	139			
African-American	19%	38			
Latino	11%	21			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

\*2005 numbers rounded, 1% rounding error

Table 6

## General Manager/Principal-in-Charge

At the start of the 2009 season, there were two Latino and three African-American general managers. Ruben Amaro Jr. is the second Latino General Manager in MLB history. The 2009 season started with a historical best 17 percent of the general managers in MLB being people of color.

The 2008 MLB season had already been a landmark year with four general managers of color. The combination of three African-Americans and one Latino comprised 13 percent of the General Managers in MLB.

- Michael Hill, Florida Marlins
- Omar Minaya, New York Mets
- Tony Reagins, Los Angeles Angels
- Ken Williams, Chicago White Sox

Omar Minaya was appointed by MLB in 2001 to run the day-to-day operations of the Montreal Expos, thus becoming the first Latino general manager in MLB history. He was hired in the same position for the New York Mets at the end of the 2004 season. In 2006, Omar Minaya's Mets played in Game 7 of the NL Championship Series. Ken Williams' White Sox won the 2005 World Series. In their first year as GMs, Michael Hill's Marlins had a .522 win percentage and Tony Reagins' Angels had a .617 win percentage winning 100 games during the season.

## MLB Grade for General Manager/Principal-in-Charge: B

See Table 8.

## Team Vice Presidents\*

The percentage of people of color holding team vice president positions increased to 11 percent in the 2008 season, as did the percentage of women in these positions. Of the vice presidents of color, 11 were African-American, 13 were Latino, and five were Asian.

The 11 African-American vice

## Chief Executive Officers/Presidents

There were two women and no people of color serving as CEOs/Presidents on MLB teams in 2008. Jamie McCourt is Vice Chairman and President of the Los Angeles Dodgers. She is the wife of Frank McCourt, the owner of the Dodgers. Pam Gardner is President of Business Operations for the Houston Astros.

Jamie McCourt (LA Dodgers) was named CEO of the Los Angeles Dodgers on March 17, 2009 thus

making her the highest ranking woman in MLB. Pam Gardner remains as the President of Business Operations for the Houston Astros. There is no person of color as either CEO or team president of an MLB team.

No person of color since Ulice Payne Jr. (Milwaukee Brewers, 2003 season) has been a CEO or team president of an MLB team.

See Table 7.

CEO/President			
		%	#
2008			
White		100%	29
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		7%	2
2007			
White		100%	26
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		8%	2
2006			
White		100%	32
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		7.1%	2
2005			
White		100%	33
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		6%	2
2004			
White		97%	31
African-American		3%	1
Latino		0%	0
Asian		0%	0
Women		3%	1
2002			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
2001			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
2000			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
1999			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
x= Data not recorded			
Table 7			

x= Data not recorded

**Table 7**

presidents in MLB were:

- Henry Aaron, senior vice president, Atlanta Braves
- Chartese Burnett, vice president, Communications, Washington Nationals
- Marian Harper, vice president, Community Development, Houston

General Manager/Director of Player Personnel						
		%	#			
2008				2001		
White	87%	26		White	97%	29
African-American	10%	3		African-American	3%	1
Latino	3%	1		Latino	0%	0
Asian	0%	0		Asian	0%	0
Women	0%	0		Women	0%	0
2007				2000		
White	93%	28		White	100%	30
African-American	3%	1		African-American	0%	0
Latino	3%	1		Latino	0%	0
Asian	0%	0		Asian	0%	0
Women	0%	0		Women	0%	0
2006				1999		
White	93%	28		White	100%	30
African-American	3%	1		African-American	0%	0
Latino	3%	1		Latino	0%	0
Asian	0%	0		Asian	0%	0
Women	0%	0		Women	0%	0
2005				1998		
White	93%	28		White	100%	30
African-American	3%	1		African-American	0%	0
Latino	3%	1		Latino	0%	0
Asian	0%	0		Asian	0%	0
Women	0%	0		Women	0%	0
2004				1997		
White	94%	28		White	97%	29
African-American	3%	1		African-American	3%	1
Latino	3%	1		Latino	0%	0
Asian	0%	0		1996		
Women	0%	0		White	96%	27
2002				African-American	3%	1
White	94%	28		Latino	0%	0
African-American	3%	1		1995		
Latino	3%	1		White	96%	27
Asian	0%	0		African-American	4%	1
Women	0%	0		Latino	0%	0
				1994		
				White	96%	27
				African-American	4%	1
				Latino	0%	0

Table 8

**Table 8**

- Astros
- Nona Lee, vice president and general counsel, Arizona Diamondbacks
- Elaine Lewis, vice president, Community & Public Affairs, Detroit Tigers
- Norm Lyons, vice president, External Affairs, Texas Rangers
- Alphonso Maldon, Jr., senior vice president, External Affairs and President of Nationals Dream Foundation, Washington Nationals
- Marian Rhodes, vice president, Human Resources, Arizona Diamondbacks
- Elaine Steward, vice president and club counsel, Boston Red Sox
- Larry Stokes, vice president, Human Resources, Houston Astros

- Dave Winfield, vice president and senior advisor, San Diego Padres

The 13 Latino vice presidents in MLB were:

- Dianne Aguilar, senior vice president, Community Affairs and Ticket Operations, Arizona Diamondbacks
- Russ Amaral, vice president, Facilities and Event Services, Arizona Diamondbacks
- Al Avila, vice president and assistant general manager, Detroit Tigers
- Tony Bernazard, vice president, Player Development, New York Mets
- Jorge Costa, senior vice president, Ballpark Operations, San Francisco Giants
- Mario Coutinho, vice president,

Vice Presidents							
		%	#			%	#
2008				2002			
	White	89%	243		White	89%	178
	African American	4%	11		African-American	5%	9
	Latino	5%	13		Latino	4%	7
	Asian	2%	5		Asian	2%	4
	Women	17%	47		Women	12%	23
2007				2000			
	White	90.0%	225		White	90%	170
	African American	3.6%	9		African-American	6%	10
	Latino	4.4%	11		Latino	3%	6
	Asian	2.0%	5		Asian	1%	2
	Women	16.0%	39		Women	6%	12
2006				1999			
	White	87.0%	223		White	92%	176
	African American	4.3%	11		African-American	5%	9
	Latino	5.1%	13		Latino	2%	4
	Asian	3.1%	8		Asian	1.6%	3
	Women	15.0%	37		Women	8%	16
2005				1998			
	White	88%	218		White	92%	123
	African-American	4%	10		African-American	5%	7
	Latino	5%	12		Latino	<2%	2
	Asian	3%	8		Asian	<2%	2
	Women	13%	31		Women	5%	6
2004							
	White	89%	199				
	African-American	4%	11				
	Latino	4%	10				
	Asian	3%	5				
	Women	14%	32				

Table 9

Table 9

Toronto Blue Jays

- Vicki Bryant, vice president, Event Services Merchandising, San Diego Padres
- Laura Day, senior vice president, Business Development, Minnesota Twins
- Nancy Donati, vice president, Publications/Creative Services, San Francisco Giants
- Raenell Dorn, vice president, Human Resources and Diversity, Minnesota Twins
- Paige Farragut, vice president, Luxury Suite Sales, Texas Rangers
- Jennifer Flynn, vice president, Club Counsel, Boston Red Sox
- Karen Forgas, vice president, Public Affairs, Cincinnati Reds
- Susan Goodenow, vice president, Public Affairs, Boston Red Sox
- Annemarie Hastings, vice president, Client Relations, San Francisco Giants
- Kelly Keyes, vice president, Building Services, Toronto Blue Jays
- Laurel Lindsay, vice president, Consumer Marketing, Toronto Blue Jays
- Sue Ann McClaren, vice president, Ticket Sales, Operations/Services, Colorado Rockies
- Sarah McKenna, vice president, Services and Entertainment, Boston Red Sox
- Elizabeth R. Murphy, vice president and deputy general counsel, San Francisco Giants
- Lisa Pantages, vice president, Finance, San Francisco Giants
- Patty Paytas, vice president, Communications, Pittsburgh Pirates
- Katie Pothier, executive vice president and general counsel, San Diego Padres
- Marianne Short, vice president, Human Resources, Seattle Mariners
- Staci A. Slaughter, senior vice president, Communications, San Francisco Giants
- Janet Marie Smith, senior vice president, Planning and Development, Boston Red Sox
- Kala Sorenson, vice president, Conference Center/Special Events, Houston Astros
- Mary Sprong, vice president, Human Resources and Administration,

Stadium Operations/Security, Toronto Blue Jays

- Sergio Del Prado, vice president, Sales, Los Angeles Dodgers
- Bettina Deynes, vice president, Human Resources, Washington Nationals
- Sam Fernandez, senior vice president and general counsel, Los Angeles Dodgers
- Rosi Hernandez, vice president, Market Development, Houston Astros
- Felix M. Lopez, Jr., senior vice president, New York Yankees
- Kevin Martinez, vice president, Marketing, Seattle Mariners
- Elizabeth Stecklein, vice president, Human Resources, Colorado Rockies

The five Asian vice presidents in MLB were:

- Bill Geivett, vice president, Baseball Operations, and assistant general manager, Colorado Rockies
- Susan Jaison, senior vice president, Finance, Florida Marlins

- Kim Ng, vice president and assistant general manager, Los Angeles Dodgers
- Paul Wong, vice president, Finance, Oakland Athletics
- Richard Wong, senior vice president, Stadium Operations, Toronto Blue Jays

The percentage of women vice presidents grew to 17 percent. Including Aguilar, Burnett, Deynes, Harper, Hernandez, Jaison, Lee, Lewis, Ng, Rhodes, Stecklein and Steward, there were a total of 47 women holding team vice president positions in MLB:

- Jean Afterman, vice president and assistant general manager, New York Yankees
- Michele Anderson, vice president, Community Relations, San Diego Padres
- Sally Andrist, vice president, Human Resources and Office Management, Milwaukee Brewers
- Wilna Behr, vice president, Sports and Entertainment at Rogers Centre,



- Boston Red Sox
- Elizabeth Stecklein, vice president, Human Resources, Colorado Rockies
- Jennifer Steinbrenner-Swindal, senior vice president, NY Stadium Public Affairs, New York Yankees
- Christine Stoffel, vice president, Information Technology, Arizona Diamondbacks
- Molly Taylor, vice president, Finance/Administration, Los Angeles Angels
- Joyce Thomas, vice president, Human Resources, San Francisco Giants
- Frances Traisman, vice president, Sales, Seattle Mariners
- Jackie Traywick, senior vice president, Finance/Administration, Houston Astros
- Meg Vaillancourt, senior vice president, Corporate Relations, Boston Red Sox
- Marti Wronski, vice president, General Counsel, Milwaukee Brewers

The Boston Red Sox and the San Francisco Giants led MLB with seven and six women in vice president positions, respectively. The Toronto Blue Jays, and Colorado Rockies have three, 12 other teams had one or two women in vice president positions. Fifty percent of MLB teams have a woman in a vice president position.

**MLB Grade for Team Vice Presidents**  
*\*based on a combination of RGRC and MLB calculations:*

**Race:** B  
**Gender:** F

See Table 9.

## Senior Administration\*

This category includes the following titles, but is not restricted to: directors, assistant general managers, senior managers, general counsel, legal counsel, senior advisors, assistant vice presidents, public relations directors, and directors of community relations. In the 2008 MLB season, 17 percent

of senior team administrators were people of color. Seven percent were African-American, eight percent were Latino, and two percent were Asian. The percentage of people of color and women in senior administrative positions declined one percentage point from 2007 to 17 and 18 percent, respectively

According to MLB's internal records, in the 2008 MLB season, almost 19 percent of senior team administrators were people of color, marking a three percentage point increase from 2007. Women held 29 percent of senior administration positions, marking a decrease from 34 percentage points from the previous year.

**MLB Grade for Senior Administration**  
*\*based on a combination of RGRC and MLB calculations:*

**Race:** B+  
**Gender:** D+

See Table 10.

## Professional Administration\*

Positions categorized as professional administration include, but are not restricted to: managers, coordinators, supervisors, and administrators in business operations such as marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, receptionists, administrative assistants, and staff assistants.

In 2008, 14 percent of professional positions were held by people of color, an increase of four percent from 2007. African-Americans grew from five percent to eight percent, Latinos from four percent to five percent, and Asians remained at one percent. Women held 29 percent of these positions.

According to internal calculations at MLB, the percentage of people of color holding professional administrative positions increased to

Senior Administrators		
	%	#
2008		
White	83%	323
African-American	7%	26
Latino	8%	31
Asian	2%	8
Other	<1%	1
Women	18%	70
2007		
White	82%	290
African-American	8%	28
Latino	9%	32
Asian	1%	4
Other	0%	1
Women	19%	67
2006		
White	84%	248
African-American	7%	20
Latino	7%	22
Asian	1%	3
Other	0%	1
Women	20%	59
2005		
White	84%	246
African-American	8%	22
Latino	6%	18
Asian	2%	6
Other	0%	0
Women	18%	52
2004		
White	83%	217
African-American	10%	25
Latino	5%	12
Asian	2%	6
Other	0%	0
Women	14%	36
2001		
White	86%	x
African-American	10%	x
Latino	4%	x
Asian	<1%	x
Women	24%	x
2000		
White	84%	x
African-American	8%	x
Latino	6%	x
Asian	3%	x
Women	24%	x
x= Data not recorded		

Table 10

32 percent. This was a two percentage point increase from the 2007 season. MLB also listed the percentage of women holding team professional administration positions at 47 percent in both seasons.

**MLB Grade for Professional Administration**  
*\*based on a combination of RGRC and MLB calculations:*

**Race:** A-  
**Gender:** A-

See Table 11.

## Chapter 2: Major League Baseball

\*In the last two categories, TIDES continued the policy of combining our data with that of MLB and averaging the two.

### Diversity Initiatives

As can be seen in Appendix II, MLB has outstanding diversity initiatives.

### MLB Grade for Diversity Initiatives: A

See Chapter 9.

Team Professional Administration			
		%	#
2008			
	White	86%	407
	African-American	8%	37
	Latino	5%	22
	Asian	1%	6
	Other	1%	3
	Women	29%	136
2007			
	White	89%	357
	African-American	5%	22
	Latino	4%	17
	Asian	1%	6
	Other	0%	1
	Women	29%	115
2006			
	White	85%	273
	African-American	5%	16
	Latino	8%	25
	Asian	2%	6
	Other	0%	1
	Women	24%	78
2005			
	White	90%	243
	African-American	4%	10
	Latino	5%	14
	Asian	1%	3
	Other	0%	0
	Women	30%	80
2004			
	White	85%	537
	African-American	7%	42
	Latino	7%	41
	Asian	1%	9
	Other	0%	0
	Women	28%	174
2002			
	White	87%	x
	African-American	7%	x
	Latino	4%	x
	Asian	1%	x
	Other	1%	x
	Women	22%	x
2000			
	Minorities	23%	x
	Women	32%	x
x= Data not recorded, totals may not equal 100%			
due to rounding.			
Table 11			

x= Data not recorded, totals may not equal 100%

due to rounding.

Table 11

### Physicians and Head Trainers

In 2008, physicians of color with MLB teams grew from 11 to 13 percent. African-Americans increased from four to five percent and Asians grew from five to seven percent. There were no Latino team physicians in 2008. The percent of women physicians in MLB remained constant at four percent.

In 2008, people of color held 16

Physicians			
		%	#
2008			
	White	87%	79
	African American	5%	5
	Latino	0%	0
	Asian	7%	6
	Other	1%	1
	Women	4%	4
2007			
	White	89%	76
	African American	4%	3
	Latino	1%	1
	Asian	5%	4
	Other	1%	1
	Women	4%	3
2006			
	White	95%	71
	African American	3%	2
	Latino	0%	0
	Asian	3%	2
	Other	0%	0
	Women	1%	1
2005			
	White	93%	77
	African-American	4%	3
	Latino	0%	0
	Asian	2%	2
	Other	1%	1
	Women	2%	2
2004			
	White	98%	55
	African-American	2%	1
	Latino	0%	0
	Asian	0%	0
	Other	0%	0
	Women	0%	0
2003			
	White	x	x
	African-American	x	x
	Latino	x	x
	Asian	x	x
	Other	x	x
	Women	x	x
2002			
	White	96%	66
	African-American	1%	1
	Latino	0%	0
	Asian	3%	2
	Other	0%	0
	Women	6%	4
x = Data not recorded			
Table 12			

x= Data not recorded

Table 12

percent of head trainer positions. African-Americans remained constant at five percent, Latinos dropped to seven percent, and Asians grew to three percent. This category included both head athletic trainers and head strength and conditioning coaches/trainers. There were still no women.

See Tables 12 and 13.

### Radio/TV Broadcasters

During the 2008 MLB season, African-Americans held five percent of broadcast positions, an increase of two percentage points over 2007,

Head Trainers			
		%	#
2008			
	White	84%	49
	African-American	5%	3
	Latino	7%	4
	Asian	3%	2
	Other	0%	0
	Women	0%	0
2007			
	White	85%	52
	African-American	5%	3
	Latino	8%	5
	Asian	2%	1
	Other	0%	0
	Women	0%	0
2006			
	White	87%	53
	African-American	3%	2
	Latino	8%	5
	Asian	2%	1
	Other	0%	0
	Women	0%	0
2005			
	White	86%	49
	African-American	4%	2
	Latino	9%	5
	Asian	2%	1
	Other	0%	0
	Women	0%	0
2004			
	White	100%	30
	African-American	0%	0
	Latino	0%	0
	Asian	0%	0
	Other	0%	0
	Women	0%	0
2003			
	White	x	x
	African-American	x	x
	Latino	x	x
	Asian	x	x
	Other	x	x
	Women	x	x
x=Data not recorded			
Table 13			

x=Data not recorded

Table 13

## Radio and TV Announcers

		%
2008	White	78%
	African-American	5%
	Latino	17%
	Asian	1%
	Other	0%
	Women	2%
2007	White	80%
	African-American	3%
	Latino	16%
	Asian	1%
	Other	0%
	Women	3%
2006	White	79%
	African-American	3%
	Latino	17%
	Asian	1%
	Other	0%
	Women	1%
2005	White	79%
	African-American	4%
	Latino	17%
	Asian	1%
	Other	0%
	Women	2%
2004	White	81%
	African-American	3%
	Latino	15%
	Asian	1%
	Other	0%
	Women	2%
2003	White	x
	African-American	x
	Latino	x
	Asian	x
	Other	x
	Women	x
2002	White	83%
	African-American	4%
	Latino	12%
	Asian	1%
	Other	0%
	Women	1%

x=Data not recorded

Table 14

while the percentage of Latinos increased by one percentage point to 17 percent. There are still only two Asian broadcasters in MLB accounting for one percent. The percentage of women broadcasters decreased from three to two percent.

See Table 14.

## Stacking

The Racial and Gender Report Card examines the issue of stacking for the positions of pitcher, catcher, and infielder filled by African-Americans. These are baseball's primary "thinking positions." Five percent of pitchers, and nine percent of infielders (both up by two percentage points) were African-American. Thirty-two percent of outfielders, who rely on speed and reactive ability, were African-American during the 2008 MLB season. This percentage was more than three times the total percentage of African-Americans in MLB. Historically, there have been almost no African-American catchers and that remains the same.

See Table 15.

## MLB by Position

		P	C	IF	OF			
2008	White	66%	62%	53%	50%			
	African-American	5%	0%	9%	32%			
	Latino	26%	35%	35%	16%			
	Asian	2%	2%	2%	3%			
2007	White	66%	58%	51%	52%			
	African-American	3%	0%	7%	28%			
	Latino	28%	41%	41%	17%			
	Asian	3%	1%	2%	3%			
2006	White	67%	61%	50%	51%			
	African-American	3%	0%	9%	28%			
	Latino	28%	37%	39%	18%			
	Asian	3%	2%	2%	3%			
2005	White	69%	62%	48%	48%			
	African-American	3%	1%	11%	26%			
	Latino	26%	36%	39%	22%			
	Asian	3%	1%	2%	3%			
		P	C	1B	2B	3B	SS	OF
2004	White	72%	65%	64%	53%	75%	28%	46%
	African-American	3%	2%	15%	15%	5%	7%	26%
	Latino	22%	33%	20%	32%	19%	64%	25%
	Asian	3%	0%	2%	0%	0%	1%	3%
2002	White	72%	61%	61%	65%	71%	29%	41%
	African-American	3%	1%	14%	21%	0%	11%	31%
	Latino	22%	37%	23%	14%	29%	60%	25%
	Asian	3%	1%	1%	0%	0%	0%	2%

Note: Some totals do not equal 100% due to the 1.4% Asian players.

\*2005 combines categories due to a change in terminology by MLB.

Table 15

# Chapter 3: National Basketball Association

## OVERALL GRADES

The NBA again earned its highest grade ever for gender, slipped slightly from its highest grade ever for race (94.9, down from its record 96.2 out of a possible 100 in the 2008 Report Card) and again received men's pro sports only **A** for a combined grade for race and gender. The NBA had an **A+** for race, a **B+/A-** for gender with 89 points (up from its previous high of 84.5 points) for a combined **A**. In the 2006 Racial and Gender Report Card, the NBA had an **A+** for race and **B** for gender, which combined to give the league an overall grade of **B+**. In last year's report, the NBA had an **A+** for race, a **B+** for gender and a combined **A**.

For the 2008-09 season, the NBA earned an **A+** for race in the categories of players, league office professionals, head and assistant coaches, and professional team administration. It earned a **B** for race for team CEO/presidents and team vice presidents, and an **A-/B+** for team senior administration. The **C** for team general managers was the NBA's lowest grade for race. For gender, the NBA earned an **A+** in the league office and an **A** for professional administrators.

## GRADES BY CATEGORY

### Players

In the NBA, 82 percent of the players were people of color, increasing from last year's 80 percent and becoming the highest percentage of players of color since the 1994-95 season. The percentage of African-American players increased by one percentage point to 77 percent since last year's Racial and Gender Report Card. It was the highest percentage of African-American players since the 2001-02 season. In the NBA's 2008-09 season, 18 percent were white and three percent were Latino. It was the lowest percentage of white players since the 1994-95 season. Asians comprised one percent of NBA rosters, up from

less than one previously, and an additional one percent of players are people of color categorized as "other." The percentage of Latino players remained the same as the last three seasons (three percent) while the percentage of white players decreased from 20 percent in the 2007-08 season. Eighteen percent of

the players were international, which was the same as last year.

### NBA Grade for Players: **A+**

See Table 16.

Players					
	%	#		%	#
<b>2008-09</b>					
White	18%	82			
African-American	77%	348			
Latino	3%	14			
Asian	1%	3			
Other	1%	3			
International	18%	79			
<b>2007-08</b>					
White	20%	89			
African-American	76%	343			
Latino	3%	15			
Asian	<1%	2			
Other	1%	5			
International	18%	81			
<b>2006-07</b>					
White	21%	91			
African-American	75%	330			
Latino	3%	13			
Asian	<1%	2			
Other	1%	4			
International	19%	82			
<b>2005-06</b>					
White	22%	97			
African-American	73%	315			
Latino	3%	13			
Asian	<1%	2			
Other	1%	5			
International	19%	82			
<b>2004-05</b>					
White	23%	98			
African-American	73%	313			
Latino	2%	9			
Asian	<1%	3			
Other	1%	6			
International	19%	81			
<b>2003-04</b>					
White	22%	91			
African-American	76%	311			
Latino	1%	5			
Asian	<1%	3			
Other	0%	0			
International	17%	68			
<b>2001-02</b>					
White	20%	x			
African-American	78%	x			
Latino	1%	x			
Asian	<1%	x			
Other	0%	x			
<b>2000-01</b>					
White	21%	x			
African-American	78%	x			
Latino	1%	x			
Other	0%	x			
<b>1999-2000</b>					
White	22%	x			
African-American	78%	x			
Latino	<1%	x			
Other	0%	x			
<b>1998-99</b>					
White	21%	x			
African-American	78%	x			
Latino	1%	x			
Other	0%	x			
<b>1997-98</b>					
White	23%	x			
African-American	77%	x			
Latino	<1	x			
Other	0%	x			
<b>1996-97</b>					
White	20%	x			
African-American	79%	x			
Latino	<1%	x			
Other	<1%	x			
<b>1995-96</b>					
White	20%	x			
African-American	80%	x			
Latino	0%	x			
Other	<1%	x			
<b>1994-95</b>					
White	18%	x			
African-American	82%	x			
Latino	0%	x			
Other	0%	x			
<b>1993-94</b>					
White	21%	x			
African-American	79%	x			
Latino	0%	x			
<b>1992-93</b>					
White	23%	x			
African-American	77%	x			
Latino	0%	x			
Other	0%	x			
<b>1991-92</b>					
White	25%	x			
African-American	75%	x			
Latino	0%	x			
<b>1990-91</b>					
White	28%	x			
African-American	72%	x			
Latino	0%	x			
<b>1989-90</b>					
White	25%	x			
African-American	75%	x			
Latino	0%	x			

TABLE 16

## NBA League Office

In the NBA's League Office, as of February 23, 2009, 35 percent of all professional positions were held by people of color, up one percent from the last Report Card that covered the 2007-08 season. This is the highest percentage in NBA history and was higher than any other men's professional league in any previous Report Card. Of all professional employees, 65 percent were white, 20 percent were African-American, seven percent were Latino and seven percent were Asian. The percentages of whites decreased by one percentage point while the percentages of African-Americans, Latinos and Asians remained unchanged from last season.

Women made up 43 percent of professional employees, an increase of two percentage points from the 2007-08 Report Card. This was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.

There were 26 people of color in vice president positions at the NBA during the 2008-09 season:

- Stuart Jackson, executive vice president, Basketball Operations
- Mark Tatum, executive vice president, Marketing Partnerships
- Michael Bantom, senior vice president, Player Development
- Kerry Chandler, senior vice president, Human Resources
- Linda L. Choong, senior vice president, Retail Group
- Emilio Collins, senior vice president, International Development & Partnerships
- Gail Hunter, senior vice president, Events & Attractions
- Ronald Johnson, senior vice president, Referee Operations
- Kenneth J. Payne, senior vice president, Events and Attractions
- Stephen O. Richard, senior vice president, Finance
- Bernard Tolbert, senior vice president, Security

- Garth Case, vice president, Information Technology
- Chrysa Chin, vice president, Player Development
- Luis M. Garcia-Vazquez, vice president, International Finance
- George Land, Jr., vice president, Production Operations
- Michelle Leftwich, vice president, Assistant General Counsel
- Shirin Malkani, vice president, Legal & Business Affairs
- Stephanie A. Murphy, vice president, Retail Sales
- Frank David Nakano, vice president, Marketing Partnerships
- Myles Pistorius, vice president, Legal and Business Affairs
- Rory Sparrow, vice president, Player Development
- Andrew Thompson, vice president, Development
- Edward Whang, vice president, Legal & Business Affairs
- Leah M. Wilcox, vice president, Player and Talent Relations
- Tatia Williams, vice president, Business Affairs

League Office: Professional Employees							
		%	#			%	#
2008-09				2001-02			
	White	65%	478		White	72%	459
	African-American	20%	150		African-American	17%	11
	Latino	7%	53		Latino	6%	39
	Asian	7%	55		Asian	5%	30
	Other	<1%	1		Other	0%	1
	Women	43%	315		Women	40%	259
	Total	x	737		Total	x	640
2007-08				1999-2000			
	White	66%	541		White	75%	434
	African-American	20%	163		African-American	18%	105
	Latino	7%	59		Latino	4%	25
	Asian	7%	58		Asian	3%	15
	Other	<1%	1		Other	<1.0%	1
	Women	41%	337		Women	42%	246
	Total	x	822		Total	x	580
2006-07				1997-98			
	White	66%	529		White	78%	415
	African-American	20%	160		African-American	16%	86
	Latino	7%	53		Latino	4%	19
	Asian	7%	53		Asian	2%	13
	Other	<1%	1		Other	0%	0
	Women	39%	313		Women	45%	239
	Total	x	796		Total	x	533
2005-06				1996-97			
	White	67%	492		White	77%	377
	African-American	19%	143		African-American	17%	83
	Latino	7%	52		Latino	3%	14
	Asian	6%	46		Asian	3%	12
	Other	<1%	1		Other	0%	0
	Women	41%	298		Women	44%	214
	Total	x	734		Total	x	486
2004-05				1995-96			
	White	68%	474		White	79%	306
	African-American	18%	127		African-American	16%	61
	Latino	7%	48		Latino	<2.0%	7
	Asian	6%	44		Asian	3%	10
	Other	<1%	1		Other	<1.0%	3
	Women	42%	291		Women	49%	188
	Total	x	694		Total	x	387
2003-04				1994-95			
	White	71%	484		White	77%	251
	African-American	18%	129		African-American	19%	52
	Latino	6%	39		Latino	<2%	6
	Asian	5%	33		Asian	<2.0%	5
	Other	0%	0		Other	<1.0%	1
	Women	43%	303		Women	46%	151
	Total	x	685		Total	x	325

Note: The NBA League data includes the league office, NBA Properties, and NBA Entertainment.

Data provided by the NBA league offices. x= Data not recorded

TABLE 17



## Chapter 3: National Basketball Association

- Bob Lanier, special assistant to the Commissioner

Including Chandler, Choong, Chin, Hunter, Leftwich, Malkani, Murphy, Wilcox, and Williams there were 31 women at this level:

- Heidi Ueberroth, president, Global Marketing Partnerships and Int'l. Business Operations
- Kathleen Behrens, executive vice president, Social Responsibility and Player Programs
- Kim Berger, senior vice president, Chief Compliance Officer
- Ayala Deutsch, senior vice president and Chief Intellectual Property Counsel
- Victoria Picca, senior vice president, Licensing and Business Affairs
- Nancy E. Baldwin, vice president, Corporate Services
- Kimberly Bohuny, vice president, Basketball Operations-International
- Melissa Anne Brenner, vice president, Marketing
- Amy M. Brooks, vice president, Team Business Development
- Jean M. Casner, vice president, Compensation & HRIS
- Maureen Coyle, vice president, Basketball Communications
- Donna Daniels, vice president, Team Marketing and Business Operations
- Julie DeJesus-Evans, vice president, Creative Services
- Joy Dellapina, vice president, Footage Licensing
- Kelly Flatow, vice president, Business Development
- Mary Pat Gillin, vice president, Licensing
- Leslie Julich, vice president, Employee Relations
- Carolanne E. McAuliffe, vice president, Marketing
- Stacy McWilliams, vice president, Marketing and Strategic Planning
- Michelle Pujals, vice president, Assistant General Counsel
- Kerry A. Tatlock, vice president, Global Marketing Partnerships
- Nancy Zellner, vice president, Benefits

### NBA Grade for League Central Offices:

Race: A+  
Gender: A+

See Table 17.

### Ownership

There were three women who had majority ownership of NBA franchises, remaining constant from the 2007-08 season. Colleen J. Maloof and Adrienne Maloof-Nassif were part of the Maloof family ownership of the NBA's Sacramento Kings. Irene Pollin was co-owner of the NBA's Washington Wizards with her husband Abe.

Robert L. Johnson, the owner of the

Charlotte Bobcats, is the NBA's only African-American owner. He is also the only African-American majority owner in men's professional sport.

See Table 18.

### Head Coaches

Eleven African-Americans and one Asian held head coaching jobs at the start of the 2008-09 NBA season, which equals 40 percent, the same total of people of color as from the 2007-08 season. The 2001-02 season recorded the highest percentage of

Majority Owners					
		%	#		
2008-09					
	White	98%	43		
	African-American	2%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	7%	3		
2007-08					
	White	97%	35		
	African-American	3%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	8%	3		
2006-07					
	White	98%	44		
	African-American	2%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	6%	3		
2005-06					
	White	98%	44		
	African-American	2%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	6%	3		
2004-05					
	White	91%	50		
	African-American	9%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	5%	3		
2003-04					
	White	96%	25		
	African-American	4%	1		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	12%	3		
2002-03					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		
2001-02					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		
2000-01					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		
1999-2000					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		
1998-99					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		
1997-98					
	White	100%	x		
	African-American	0%	x		
	Latino	0%	x		
	Asian	0%	x		
	Women	0%	x		

x= Data not recorded

TABLE 18

African-American head coaches (48 percent) in the history of any sport – collegiate or professional. The 2008-09 season matched the 37 percent of African-American coaches in the 2005-06 season, but is a decrease from the 40 percent achieved in the 2006-07 and 2007-08 seasons. There were 18 white head coaches (60 percent) and no Latino NBA head coaches during the 2008-09 season. The number of white and Latino head coaches were held constant, while there was an increase from no Asian coaches last year.

The 11 African-American head coaches at the start of the 2008-09 NBA season were:

- Mike Woodson, Atlanta Hawks
- Glenn “Doc” Rivers, Boston Celtics
- Mike Brown, Cleveland Cavaliers
- Michael Curry, Detroit Pistons
- Byron Scott, New Orleans Hornets
- Maurice Cheeks, Philadelphia 76ers
- Terry Porter, Phoenix Suns
- Nate McMillan, Portland Trail Blazers
- Reggie Theus, Sacramento Kings
- Sam Mitchell, Toronto Raptors
- Eddie Jordan, Washington Wizards

Additionally, there were three African-American head coaches whom were hired during the 2008-09 NBA regular season:

- Lionel Hollins, Memphis Grizzlies
- Alvin Gentry, Phoenix Suns
- Kenny Natt, Sacramento Kings

The Asian head coach in the 2008-09 NBA season was Erik Spoelstra of the Miami Heat.

The 59 head coaches of color in the history of the NBA are more than twice as many head coaches of color than there has been in any other men’s pro sport. Major League Baseball is second with 28 managers of color.

**NBA Grade for Head Coaches:** **A+**

See Tables 19 and 20.

Head Coaches					
	%	#		%	#
<b>2008-09</b>			<b>1999-2000</b>		
White	60%	18	White	79%	23
African-American	37%	11	African-American	21%	6
Asian	3%	1	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
<b>2007-08</b>			<b>1998-99</b>		
White	60%	18	White	86%	25
African-American	40%	12	African-American	14%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
<b>2006-07</b>			<b>1997-98</b>		
White	60%	18	White	83%	24
African-American	40%	12	African-American	17%	5
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Women	0%	0	Women	0%	0
<b>2005-06</b>			<b>1996-97</b>		
White	63%	19	White	76%	22
African-American	37%	11	African-American	24%	7
Asian	0%	0	Latino	0%	0
Latino	0%	0	<b>1995-96</b>		
Women	0%	0	White	81%	23
<b>2004-05</b>			African-American	19%	6
White	60%	18	Latino	0%	0
African-American	40%	12	<b>1994-95</b>		
Asian	0%	0	White	81%	22
Latino	0%	0	African-American	19%	5
Women	0%	0	Latino	0%	0
<b>2003-04</b>			<b>1993-94</b>		
White	63%	19	White	81%	22
African-American	37%	11	African-American	19%	5
Asian	0%	0	Latino	0%	0
Latino	0%	0	<b>1992-93</b>		
Women	0%	0	White	74%	20
<b>2001-02</b>			African-American	26%	7
White	52%	15	Latino	0%	0
African-American	48%	14	<b>1991-92</b>		
Asian	0%	0	White	93%	25
Latino	0%	0	African-American	7%	2
Women	0%	0	Latino	0%	0
<b>2000-01</b>					
White	66%	19			
African-American	34%	10			
Asian	0%	0			
Latino	0%	0			
Women	0%	0			

**TABLE 19**

## Historical Listing of Head Coaches of Color in the NBA

NBA (60 coaches as of end of 2008-09 regular season)

	Team	Years	Record		Team	Years	Record
Bill Russell	Boston	1966-69	162-123	Quinn Buckner	Dallas	1993-94	13-69
	Seattle	1973-77	162-166	Magic Johnson	L.A. Lakers	1993-94	5-11
	Sacramento	1987-88	17-41	Butch Beard	New Jersey	1994-96	60-104
Al Attles	San Fran/Golden State	1969-83	557-518	Alvin Gentry	Miami	1994-95	15-21
Lenny Wilkens	Seattle	1969-72	121-125		Detroit	1997-2000	75-75
	Portland	1974-76	75-89		L.A. Clippers	2000-03	89-133
	Seattle	1977-85	357-277		Phoenix	2008-09	18-13
	Cleveland	1986-93	316-258	Bob Lanier	Golden State	1994-95	12-25
	Atlanta	1993-00	310-232	M.L. Carr	Boston	1995-97	48-116
	Toronto	2000-02	121-142	Jim Clemons	Dallas	1996-98	28-70
	New York	2003-05	40-45	Johnny Davis	Philadelphia	1996-97	22-60
Earl Loyd	Detroit	1971-72	22-53		Orlando	2004-05	51-84
Ray Scott	Detroit	1972-76	147-134		Memphis	2009	0-2
K.C. Jones	Capital/Washington	1973-76	155-91	Eddie Jordan	Sacramento	1996-98	33-64
	Boston	1983-88	308-102		Washington	2003-08	197-224
	Seattle	1990-92	59-59	Darrell Walker	Toronto	1996-98	41-90
Draff Young	Kansas City/Omaha	1973-74	0-3		Washington	1999-00	15-23
Elgin Baylor	New Orleans	1974-75	0-1	Butch Carter	Toronto	1998-00	68-64
	New Orleans	1976-79	64-98	Lionel Hollins	Vancouver	1999-00	18-42
Bob Hopkins	Seattle	1977-78	5-17		Memphis	2004-05	0-4
Willis Reed	New York	1977-79	49-47		Memphis	2008-09	13-26
	New Jersey	1987-89	33-77	Doc Rivers	Orlando	1999-03	176-178
Tom Sanders	Boston	1977-79	23-39		Boston	2004-present	249-194
Paul Silas	San Diego	1980-83	78-168	Leonard Hamilton	Washington	2000-01	19-63
	Charlotte/New Orleans	1998-2002	221-171	Nate McMillan	Seattle	2000-2004	220-191
	Cleveland	2003-05	69-77		Portland	2005-present	148-180
	L.A. Clippers	1984-87	53-132	Byron Scott	New Jersey	2000-04	174-154
Don Chaney	Houston	1988-92	164-134		New Orleans	2004-present	207-215
	Detroit	1993-95	48-116	Isiah Thomas	Indiana	2000-03	136-125
	New York	2001-2003	72-112		New York	2006-07	56-108
Bernie Bickerstaff	Seattle	1985-90	202-208	Bill Cartwright	Chicago	2001-04	51-100
	Denver	1994-96	59-68	Maurice Cheeks	Portland	2001-04	165-146
	Washington	1997-99	77-72		Philadelphia	2005-08	122-147
	Charlotte Bobcats	2004-2006	67-161	Mike Evans	Denver	2001-02	18-38
Gene Littles	Cleveland	1985-86	4-11	Frank Johnson	Phoenix	2001-04	65-75
	Charlotte	1989-91	37-87	Dennis Johnson	L.A. Clippers	2002-03	16-Aug
	Denver	1994-95	3-13	Keith Smart	Cleveland	2003	9-31
	Washington	1987-94	202-345	Terry Porter	Milwaukee	2003-04	71-93
Wes Unseld	Indiana	1988-89	0-2	Randy Ayers	Philadelphia	2003-04	21-31
Mel Daniels	New York	1989-91	52-45	Herb Williams	New York	2003-04	17-27
	Vancouver	1996-97	6-33	Mike Woodson	Atlanta	2004-present	156-261
Mack Calvin	L.A. Clippers	1991-92	1-1	Sam Mitchell	Toronto	2004-present	156-189
Fred Carter	Philadelphia	1992-94	32-76	Dwane Casey	Minnesota	2005-07	53-69
Gar Heard	Dallas	1992-93	23-74	Avery Johnson	Dallas	2005-08	210-85
	Washington	1999-00	14-30	Mike Brown	Cleveland	2005-present	237-137
	Minnesota	1993-94	33-102	Reggie Theus	Sacramento	2007-08	44-62
Sidney Lowe	Vancouver/Memphis	2001-03	46-126	Sam Vincent	Charlotte	2007-08	32-50
	San Antonio	1992-94	94-49	Michael Curry	Detroit	2008-present	39-43
John Lucas	Philadelphia	1994-96	42-122	Kenny Natt	Sacramento	2008-present	11-47
	Cleveland	2001-03	37-87	Ed Tapscott	Washington	2008-present	18-53
				Erik Spoelstra	Miami	2008-present	43-39

TABLE 20

## Assistant Coaches

The percentage of Latinos remained at one percent. There were no Asian assistants during the 2008-09 season.

See Table 21.

**Chief Executive Officer**

- Fred Whitfield, Charlotte Bobcats
- Terdema Ussery, Dallas Mavericks
- Larry Miller, Portland Trail Blazers

- Joe Dumars, Detroit Pistons

- Steve Mills, New York Knicks

Susan O'Malley, who was the first and only female president in the history of the NBA, left her position as the Washington Sports & Entertainment president before the beginning of the 2007-08 season. As a result, there were no women in this role in 2008-09.

See Table 22.

**NBA Grade for CEO/President: B**

In what the NBA considers a general manager or a position equivalent to a general manager, at the beginning of the 2008-09 season, there were three African-American (10 percent) principals in charge of day-to-day operations/general managers in the NBA. There had been seven African-

CEO/President		
	%	#
<b>2008-09</b>		
White	85%	29
African-American	15%	5
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2007-08</b>		
White	77%	23
African-American	23%	7
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2006-07</b>		
White	87%	29
African-American	13%	4
Latino	0%	0
Asian	0%	0
Women	3%	1
<b>2005-06</b>		
White	87.50%	28
African-American	12.50%	4
Latino	0%	0
Asian	0%	0
Women	3%	1
<b>2004-05</b>		
White	90%	28
African-American	10%	3
Latino	0%	0
Asian	0%	0
Women	3%	1
<b>2003-04</b>		
White	90%	27
African-American	10%	3
Latino	0%	0
Asian	0%	0
Women	3%	1
<b>2001-02</b>		
White	96%	x
African-American	4%	x
Latino	0%	x
Asian	0%	x
Women	4%	x
<b>2000-01</b>		
White	90%	x
African-American	10%	x
Latino	0%	x
Asian	0%	x
Women	3%	x
<b>1999-2000</b>		
White	90%	x
African-American	10%	x
Latino	0%	x
Asian	0%	x
Women	3%	x
<b>1998-99</b>		
White	90%	x
African-American	10%	x
Latino	0%	x
Asian	0%	x
Women	3%	x
<b>1997-98</b>		
White	90%	x
African-American	10%	x
Latino	0%	x
Other	0%	x
Women	7%	x

x= Data not recorded

TABLE 22

American GMs in the 2007-08 season. At the beginning of the 2008-09 season, the following held this position:

- Rod Higgins, General Manager, Charlotte Bobcats
- Joe Dumars, President of Basketball Operations, Detroit Pistons
- Otis Smith, General Manager, Orlando Magic

This was the lowest percentage in more than 15 years. The percentage of African-Americans was at its highest percentage in the 1994-95 season when 31 percent of general manager positions were held by African-Americans. There has never

been a Latino or Asian general manager in the NBA.

**NBA Grade for General Manager:** C

See Table 23.

## Team Vice Presidents

In the NBA, 11 percent of the team vice president positions were held by African-Americans (the same as the past two season's Report Cards) while Latinos dropped to two percent. Whites held 87 percent of the vice president positions, an increase of

General Manager/Director of Player Personnel					
	%	#		%	#
<b>2008-09</b>			<b>2000-01</b>		
White	90%	28	White	79%	23
African-American	10%	3	African-American	21%	6
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
<b>2007-08</b>			<b>1999-2000</b>		
White	77%	23	White	84%	25
African-American	23%	7	African-American	16%	4
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
<b>2006-07</b>			<b>1998-99</b>		
White	73%	22	White	79%	23
African-American	27%	8	African-American	21%	6
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
<b>2005-06</b>			<b>1997-98</b>		
White	77%	24	White	72%	21
African-American	23%	7	African-American	28%	8
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Women	0%	0	Women	0%	0
<b>2004-05</b>			<b>1996-97</b>		
White	77%	24	White	72%	21
African-American	23%	7	African-American	28%	8
Latino	0%	0	Latino	0%	0
Asian	0%	0			
Women	0%	0	<b>1995-96</b>		
<b>2003-04</b>			White	72%	20
White	83%	25	African-American	28%	9
African-American	17%	5	Latino	0%	0
Latino	0%	0	<b>1994-95</b>		
Asian	0%	0	White	69%	20
Women	0%	0	African-American	31%	9
<b>2001-02</b>			Latino	0%	0
White	83%	25			
African-American	17%	5			
Latino	0%	0			
Asian	0%	0			
Women	0%	0			

TABLE 23



two percentage points from last season. There were two Asian vice presidents. People of color held nearly 14 percent of team vice president positions in 2008-09, one percentage point less than the previous season.

Women occupied 18 percent of these posts. Women have made steady increases every year since the Racial and Gender Report Card first kept data in the 1993-94 season until 2004-05, with the exception of 2006-07 when there was a one percent decrease.

There were 31 African-American NBA team vice presidents, 10 of whom were women.

Male African-American vice presidents on NBA teams included:

- Arthur Triche, vice president, Public Relations, Atlanta Hawks
- Dominique Wilkins, vice president, Basketball Operations, Atlanta Hawks
- Ed Lewis, vice president, Government Relations, Charlotte Bobcats
- Seth J. Bennett, vice president, Event Operations, Charlotte Bobcats
- Michael Jordan, managing member, Basketball Operations, Charlotte Bobcats
- Amadou Gallo Fall, vice president, International Affairs, Director of Player Personnel, Dallas Mavericks
- Perry Scott, vice president, Basketball Operations, Detroit Pistons
- Dwayne Redmon, vice president, Finance, Golden State Warriors
- Travis Stanley, executive vice president, Team Marketing, Golden State Warriors
- Keith Jones, vice president, Basketball Operations, Houston Rockets
- Quinn Buckner, vice president, Communications, Indiana Pacers
- Sam Perkins, vice president, Player Relations, Indiana Pacers
- Earvin "Magic" Johnson, vice president, Los Angeles Lakers
- Dana Davis, vice president, Basketball Operations and Team Programs, Memphis Grizzlies

- Mike Garrison, vice president, Information Technology, Memphis Grizzlies
- Steve Martin, senior vice president, Community External Affairs, New Orleans Hornets
- Jamaal Lesane, vice president, Legal and Business Affairs, New York Knicks
- Mark West, vice president, Player Programs, Phoenix Suns
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Walt Perrin, vice president, Player Personnel, Utah Jazz
- Milt Newton, vice president, Player Personnel, Washington Wizards

Female African-American vice presidents on NBA teams included:

- Marlene Hendricks, vice president, Guest Services and Event Staffing, Charlotte Bobcats
- Donna Julian, senior vice president, Arena and Event Operations, Charlotte Bobcats
- Sonia Harty, vice president, Human Resources, Miami Heat
- Eve Wright, vice president, Associate General Counsel, Miami Heat
- Angela Taylor, vice president, Lynx Business Operations, Minnesota Timberwolves
- Petra Pope, vice president, Entertainment and Event Marketing, New Jersey Nets

Vice Presidents					
	%	#		%	#
<b>2008-09</b>			<b>1999-2000</b>		
White	87%	251	White	89%	164
African-American	11%	31	African-American	10%	18
Latino	2%	6	Latino	1%	1
Asian	1%	2	Asian	0%	0
Women	18%	51	Women	13%	24
<b>2007-08</b>			<b>1998-99</b>		
White	85%	258	White	90%	170
African-American	11%	32	African-American	9%	17
Latino	3%	9	Latino	1%	2
Asian	1%	4	Asian	0%	0
Women	18%	55	Women	12%	22
<b>2006-07</b>			<b>1997-98</b>		
White	85%	248	White	87%	138
African-American	11%	32	African-American	12%	19
Latino	3%	8	Latino	1%	2
Asian	1%	4	Asian	0%	0
Women	17%	49	Women	12%	16
<b>2005-06</b>			<b>1996-97</b>		
White	87%	252	White	90%	140
African-American	8%	24	African-American	10%	15
Latino	3%	8	Latino	<1%	1
Asian	1%	4	Other	0%	0
Women	18%	52	Women	8%	13
<b>2004-05</b>			<b>1995-96</b>		
White	86%	232	White	92%	132
African-American	10%	28	African-American	8%	12
Latino	2%	6	Latino	0%	0
Asian	1%	3	Other	0%	0
Women	18%	48	Women	7%	10
<b>2003-04</b>			<b>1994-95</b>		
White	88%	192	White	87%	109
African-American	9%	19	African-American	12%	15
Latino	3%	7	Latino	0%	0
Asian	0%	0	Asian	<1%	1
Women	17%	39	Women	6%	8
<b>2001-02</b>			<b>1993-94</b>		
White	90%	175	White	87%	97
African-American	7%	13	African-American	12%	14
Latino	3%	5	Latino	0%	0
Asian	0%	0	Asian	<1%	1
Women	15%	29	Women	3%	4

TABLE 24

## Chapter 3: National Basketball Association

- Kerryann Tomlinson, vice president, Community Relations, New York Knicks
- Karin Buchholz, vice president, Community Relations and Fan Development, New York Knicks
- Sarah Mensah, senior vice president, Marketing and Sales, Portland Trail Blazers
- Judy Holland, senior vice president, Community Relations, Washington Wizards

There were four Latino vice-presidents on NBA teams, including:

- Mario Etemad, executive vice president, Detroit Pistons
- Alex Diaz, senior vice president and general manager of arena operations, New Jersey Nets
- Leo Gomez, vice president, Public Affairs and Corporate Administration, San Antonio Spurs
- Maurizio Gherardini, senior vice president, Basketball Operations, Toronto Raptors

The two Latina vice presidents were:

- Neda Barrie, executive vice president, Business Development, Golden State Warriors
- Linda Landman-Gonzalez, vice president, Community Relations and Government Affairs, Orlando Magic

There were two Asian men serving as vice-presidents on NBA teams, including\*:

- Peter Wong, vice president, Human Resources, Phoenix Suns
- Kevin Nonomura, vice president, Finance, Toronto Raptors

\*In the 2007-08 report, Richard Cho was incorrectly categorized as a VP when he should have been categorized as a Senior Administrator. He has been moved to the correct category.

There are no Asian female vice presidents.

There were eight teams with more than one African-American vice president: the Atlanta Hawks, Charlotte Bobcats, Golden State Warriors, Indiana Pacers, Memphis Grizzlies, Miami Heat, New York Knicks

and Washington Wizards.

Including Taylor, Hendricks, Julian, Tomlinson, Landman-Gonzalez, Harty, Mensah, Holland, Wright, Pope, Barrie, and Buchholz, there were 51 (18 percent) women vice presidents during the 2008-09 NBA season:

- Kay Lowery, vice president, Human Resources, Charlotte Bobcats
- Deb Dowling-Canino, vice president, Community Relations, Fan Development, Denver Nuggets
- Diane Ferranti, vice president, Multimedia, Detroit Pistons
- Ellen Gahagan, vice president, Marketing, Detroit Pistons
- Susan Greenfield, vice president,

Legal, Detroit Pistons

- Marilyn Hauser, executive vice president, Detroit Pistons
- Holly Olstein-Bernabe, vice president, Corporate Sales/Services, Golden State Warriors
- Seliece Caldwell-Fulweber, vice president, Ticket Sales and Business Communications, Houston Rockets
- Jane Wardle, vice president, Budgeting, Indiana Pacers
- Donna Wilkinson, vice president, Human Resources, Indiana Pacers
- Jeanie Buss, executive vice president, Business Operations, Los Angeles Lakers
- Kim Stone, executive vice president and general manager of American

Senior Administrators					
		%	#		
<b>2008-09</b>					
	White	77%	439		
	African-American	16%	89		
	Latino	5%	31		
	Asian	1%	7		
	Other	<1%	1		
	Women	24%	137		
<b>2007-08</b>					
	White	78%	401		
	African-American	14%	71		
	Latino	6%	30		
	Asian	2%	9		
	Other	<1%	1		
	Women	27%	136		
<b>2006-07</b>					
	White	80%	377		
	African-American	13.40%	63		
	Latino	5.10%	24		
	Asian	1.30%	6		
	Other	0%	0		
	Women	25%	117		
<b>2005-06</b>					
	White	80%	367		
	African-American	13%	58		
	Latino	5%	25		
	Asian	2%	7		
	Other	0%	0		
	Women	23%	107		
<b>2004-05</b>					
	White	84%	370		
	African-American	12%	52		
	Latino	3%	15		
	Asian	1%	6		
	Other	0%	0		
	Women	24%	108		
<b>2003-04</b>					
	White	84%	283		
	African-American	12%	42		
	Latino	2%	4		
	Asian	<1%	4		
	Other	0%	0		
	Women	26%	84		
<b>2001-02</b>					
	White	83%	x		
	African-American	14%	x		
	Latino	3%	x		
	Asian	2%	x		
	Women	29%	x		
<b>2000-01</b>					
	White	83%	x		
	African-American	12%	x		
	Latino	3%	x		
	Asian	2%	x		
	Women	36%	x		
<b>1999-2000</b>					
	White	85%	x		
	African-American	10%	x		
	Latino	3%	x		
	Asian	2%	x		
	Women	40%	x		
<b>1998-99</b>					
	White	86%	x		
	African-American	11%	x		
	Latino	<2%	x		
	Asian	<2%	x		
	Women	41%	x		
<b>1997-98</b>					
	White	87%	x		
	African-American	11%	x		
	Other	2%	x		
	Women	31%	x		
<b>1996-97</b>					
	White	88%	x		
	African-American	11%	x		
	Other	1%	x		
	Women	23%	x		
x=Data not recorded					

TABLE 25

- Airlines Arena, Miami Heat
- Raquel Libman, executive vice president and general counsel, Miami Heat
- Jennifer Mallery, vice president, Ticket Operations and Services, Miami Heat
- Audra Hollifield, vice president, Human Resources of Administrative Services, Orlando Magic
- Mary Ann Saleski, senior vice president, Comcast Spectator Foundation, Philadelphia 76ers
- Lara Price, senior vice president, Business Operations, Philadelphia 76ers
- Lane Miller, vice president, Human Resources, Philadelphia 76ers
- Gail Clark, vice president, Project Development, Philadelphia 76ers
- Peggy Moroz, vice president, 3601 Creative Group, Philadelphia 76ers
- Ann Meyers Drysdale, vice president, Phoenix Suns
- Lynn Agnello, senior vice president, Marketing Partnerships, Phoenix Suns
- Julie Fie, vice president, Basketball Communications, Phoenix Suns
- Michele Daterman, vice president, Marketing, Portland Trail Blazers
- Traci Reandeau, vice president, Human Resources, Portland Trail Blazers
- Cheri Hanson, vice president, Communications, Portland Trail Blazers
- Traci Rose, vice president, Community Relations, Portland Trail Blazers
- Dannette Leighton, vice president, Marketing, Brand Development, and Monarchs Business Operations, Sacramento Kings
- Ruth Hill, vice president, Finance, Sacramento Kings
- Donna Ruiz, vice president, Human Resources, Sacramento Kings
- Alison Fox, vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Spurs
- Lori Warren, senior vice president, Finance and Corporate Administration, San Antonio Spurs
- Beth Robertson, vice president, Ticket Sales and Services, Toronto Raptors

- Robin Brudner, senior vice president, general counsel, and corporate secretary, Toronto Raptors
- Mardi Walker, senior vice president, People, Toronto Raptors
- Patti-Ann Tarlton, vice president, Live Entertainment, Toronto Raptors
- Linda Luchetti, vice president, Communications, Utah Jazz
- Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Wizards
- Jane Taylor, senior vice president,

Chief of Marketing, Washington Wizards

The Miami Heat, Philadelphia 76ers and Portland Trail Blazers led the league with five female vice presidents. The Detroit Pistons, New York Knicks and Toronto Raptors had four female vice presidents. The Charlotte Bobcats, Phoenix Suns, Sacramento Kings and Washington Wizards were close behind with three female vice presidents on staff.

Professional Administration					
	%	#		%	#
2008-09			1999-2000		
White	71%	761	White	77%	x
African-American	16%	173	African-American	15%	x
Latino	9%	99	Latino	6%	x
Asian	3%	29	Asian	2%	x
Other	<1%	5	Women	52%	x
Women	40%	427	1998-99		
2007-08			White	83%	x
White	72%	777	African-American	12%	x
African-American	16%	172	Latino	4%	x
Latino	9%	95	Asian	1%	x
Asian	3%	27	Women	39%	x
Other	<1%	4	1997-98		
Women	40%	429	White	83%	x
2006-07			African-American	13%	x
White	74%	818	Latino	3%	x
African-American	15%	165	Asian	1%	x
Latino	8%	84	Women	39%	x
Asian	3%	37	1996-97		
Other	<1%	7	White	83%	x
Women	41%	460	African-American	14%	x
2005-06			Other	3%	x
White	74%	672	Women	38%	x
African-American	14%	130	1995-96		
Latino	8%	76	White	84%	x
Asian	3%	28	African-American	13%	x
Other	1%	5	Other	<3%	x
Women	42%	380	Women	45%	x
2004-05			1994-95		
White	77%	684	White	87%	x
African-American	13%	112	African-American	10%	x
Latino	7%	60	Latino	<1%	x
Asian	3%	25	Asian	<1%	x
Other	0%	3	Other	1%	x
Women	43%	381	Women	32%	x
2003-04			1993-94		
White	76%	1192	White	84%	x
African-American	14%	222	African-American	13%	x
Latino	7%	108	Latino	2%	x
Asian	2%	30	Asian	<1%	x
Other	1%	9	Other	<1%	x
Women	39%	602	1992-93		
2001-02			White	86%	x
White	79%	x	African-American	11%	x
African-American	13%	x	Latino	2%	x
Latino	6%	x	Asian	1%	x
Asian	<2%	x	Other	<1%	x
Other	<1%	x			
Women	48%	x			
x=Data not recorded					
TABLE 20					

TABLE 26

## Chapter 3: National Basketball Association

### NBA Grade for Team Vice Presidents:

Race: B

Gender: F

See Table 24.

### Senior Administrators

This category includes the following titles but is not restricted to: director, assistant general manager, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

The percentage of people of color holding senior administrative positions on NBA teams remained at just over 22 percent, equaling the NBA's all-time best percentage in this category first achieved in the 2007-08 season. In 2008-09, 77 percent of senior administrators were white, 16 percent were African-American, five percent were Latino and one percent were Asian. The percentages of African-Americans grew two percentage points, while Latinos and Asians decreased by one percentage point each. The percentage of women in senior administrative positions decreased three percentage points to 24 percent, despite reaching an all-time high in numbers with 137 women holding such positions.

### NBA Grade for Senior Administration

Race: B+/A-

Gender: D+

See Table 25.

### Professional Administration

Positions categorized as professional administration include, but are not restricted to, professionals who hold titles similar to manager, coordinator, supervisor, or administrator in business operations, marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, administrative assistants, staff

assistants and receptionists.

The percentage of people of color holding professional positions on NBA teams remained constant from last year's Report Card at nearly 29 percent. During the 2008-09 NBA season whites holding professional administration positions decreased from 72 percent to 71 percent while African-Americans continued to hold 16 percent of these positions. Latinos

and Asians remained constant at nine and three percent, respectively. The percentage of "other" people of color remained the same at less than one percent.

Women occupied 40 percent of these positions in the 2008-09 season, which was the same percentage achieved last year.

Physicians							
		%	#			%	#
2008-09				1999-2000			
White	88%	64	White	96%	48		
African-American	3%	2	African-American	2%	1		
Latino	3%	2	Latino	0%	0		
Asian	3%	2	Asian	2%	1		
Other	4%	3	Women	2%	1		
Women	1%	1	1998-99				
2007-08				White	92%	65	
White	89%	59	African-American	3%	2		
African-American	3%	2	Latino	1%	1		
Latino	2%	1	Asian	3%	2		
Asian	3%	2	Women	1%	1		
Other	3%	2	1997-98				
Women	2%	1	White	95%	96		
2006-07				African-American	2%	2	
White	89%	57	Latino	1%	1		
African-American	3%	2	Asian	2%	2		
Latino	0%	0	Women	2%	2		
Asian	6%	4	1996-97				
Other	2%	1	White	92%	45		
Women	2%	1	African-American	2%	1		
2005-06				Latino	2%	1	
White	89%	50	Other	4%	2		
African-American	4%	2	Women	0%	0		
Latino	2%	1	1995-96				
Asian	4%	2	White	94%	45		
Other	2%	1	African-American	0%	0		
Women	2%	1	Latino	0%	0		
2004-05				Other	6%	3	
White	89%	56	Women	0%	0		
African-American	3%	2	1994-95				
Latino	2%	1	White	97%	109		
Asian	3%	2	African-American	0%	0		
Other	3%	2	Latino	<2%	1		
Women	3%	2	Other	<2%	1		
2003-04				Women	<2%	1	
White	97%	60	1993-94				
African-American	0%	0	White	95%	59		
Latino	0%	0	African-American	<2%	1		
Asian	<2%	1	Latino	<2%	1		
Other	<2%	1	Other	<2%	1		
Women	0%	0	1992-93				
2001-02				White	99%	66	
White	98%	65	African-American	<2%	1		
African-American	0%	0	Latino	0%	0		
Latino	0%	0					
Asian	2%	1					
Other	0%	0					
Women	0%	0					

TABLE 27

TABLE 27

## NBA Grade for Professional Administration:

Race: A+  
Gender: A

See Table 26.

## Physicians

In the NBA, people of color held more than 12 percent of the team physician positions, which is a one percentage point increase from the 2007-08 season. White team physicians decreased one percentage point to 88

percent. There was still one woman serving in this position in the 2008-09 season.

See Table 27.

## Head Athletic Trainers

In the 2008-09 season, whites held 82 percent of the head athletic trainers positions, a four percentage point increase from the previous season. African-Americans now hold 14 percent of these positions, which represents a four percentage point

decrease from the 2007-08 season. Among the trainers in 2008-09, there was one Latino, one Asian and no women.

See Table 28.

## Radio/TV Broadcasters

In the 2008-09 NBA season, the percentages of whites and African-Americans holding these positions remained constant at 73 and 18 percent, respectively. Latinos and women each increased by one percentage point to nine and eight percent, respectively. Asian broadcasters remained constant at one percent of the total radio/TV posts.

See Table 29.

## Referees

As of the end of the 2008-09 season, 56 percent of the NBA's referees were white, 39 percent were African-American and five percent were Latino. Of the 61 referees, one was a woman.

See Table 30.

## NBA Diversity Initiatives

The NBA had an extensive program of diversity initiatives as outlined in Chapter 9.

## NBA Grade for Diversity Initiatives: A

Head Athletic Trainers					
	%	#		%	#
2008-09			2001-02		
White	82%	40	White	85%	24
African-American	14%	7	African-American	11%	3
Latino	2%	1	Latino	0%	0
Asian	2%	1	Asian	4%	1
Other	0%	0	Other	0%	0
Women	0%	0	Women	0%	0
2007-08			1999-2000		
White	78%	40	White	86%	25
African-American	18%	9	African-American	14%	4
Latino	2%	1	Latino	0%	0
Asian	2%	1	Other	0%	0
Other	0%	0	Women	0%	0
Women	0%	0	1998-99		
2006-07			White	90%	26
White	76%	37	African-American	10%	3
African-American	20%	10	Latino	0%	0
Latino	2%	1	Other	0%	0
Asian	2%	1	Women	0%	0
Other	0%	0	1997-98		
Women	0%	0	White	87%	25
2005-06			African-American	13%	4
White	76%	39	Latino	0%	0
African-American	20%	10	Other	0%	0
Latino	2%	1	Women	0%	0
Asian	2%	1	1996-97		
Other	0%	0	White	86%	25
Women	2%	1	African-American	14%	4
2004-05			Other	0%	0
White	77%	40	1995-96		
African-American	21%	11	White	89%	25
Latino	0%	0	African-American	11%	3
Asian	2%	1	Other	0%	0
Other	0%	0	1994-95		
Women	0%	0	White	93%	25
2003-04			African-American	7%	2
White	83%	25	Other	0%	0
African-American	17%	5	1993-94		
Latino	0%	0	White	89%	25
Asian	0%	0	African-American	7%	1
Other	0%	0	Other	4%	1
Women	0%	0	1992-93		
			White	92%	25
			African-American	4%	2
			Other	4%	0

TABLE 28



Radio and TV Announcers				
2008-09		1999-2000		
White	73%	White	76%	
African-American	18%	African-American	16%	
Latino	9%	Latino	8%	
Asian	1%	Asian	0%	
Other	0%	Other	0%	
Women	8%	Women	2%	
2007-08		1998-99		
White	73%	White	78%	
African-American	18%	African-American	18%	
Latino	8%	Latino	4%	
Asian	1%	Asian	0%	
Other	0%	Other	0%	
Women	7%	Women	2%	
2006-07		1997-98		
White	75%	White	77%	
African-American	19%	African-American	18%	
Latino	6%	Latino	5%	
Asian	0%	Asian	0%	
Other	0%	Other	0%	
Women	6%	Women	0%	
2005-06		1996-97		
White	74%	White	80%	
African-American	18%	African-American	16%	
Latino	8%	Latino	3%	
Asian	0%	Asian	0%	
Other	0%	Other	0%	
Women	6%	Women	0%	
2004-05		1995-96		
White	74%	White	78%	
African-American	16%	African-American	18%	
Latino	10%	Latino	3%	
Asian	0%	Asian	0%	
Other	0%	Other	0%	
Women	5%	Women	3%	
2003-04		1993-94		
White	75%	White	81%	
African-American	17%	African-American	12%	
Latino	8%	Latino	7%	
Asian	0%			
Other	<1%			
Women	3%			
2001-02		1992-93		
White	77%	White	81%	
African-American	16%	African-American	12%	
Latino	7%	Latino	7%	
Asian	0%			
Other	0%			
Women	3%			

TABLE 29

NBA Referees			
		%	#
2008-09			
White	56%	34	
African-American	39%	24	
Latino	5%	3	
Asian	0%	0	
Other	0%	0	
Women	2%	1	
2007-08			
White	58%	34	
African-American	37%	22	
Latino	5%	3	
Asian	0%	0	
Other	0%	0	
Women	2%	1	
2006-07			
White	64%	38	
African-American	32%	19	
Latino	3%	2	
Asian	0%	0	
Other	0%	0	
Women	2%	1	
2005-06			
White	62%	38	
African-American	34%	21	
Latino	3%	2	
Asian	0%	0	
Other	0%	0	
Women	2%	1	

TABLE 30

# Chapter 4: Women's National Basketball Association

## OVERALL GRADES

The WNBA received an **A+** for race with 94 points, down slightly from 94.5, and an **A+** for gender with a 97, also down slightly from a 97.5. In the combined grade for race and gender, the WNBA earned an **A+** with 95.5 points, down from 96 points. This was the second highest combined grade for any sport in the history of the Racial and Gender Report Card, only topped by the 2008 WNBA Report Card.

For the second consecutive report, the WNBA received **A's** for race in the WNBA League Office, head and assistant coaches, general managers, team senior administration, team professional administration and player opportunities. It received **A's** for gender in the WNBA League Office, head and assistant coaches, general managers, team senior administration and team professional administration. As in the 2008 Report, the WNBA only had one category below an **A** for gender and race (team vice-presidents).

The WNBA continues to have the highest number of **A's** as well as the lowest number of grades below an **A** in all categories in the history of the Racial and Gender Report Card.

## GRADES BY CATEGORY

### Players

In the 2008 WNBA season, 21 percent of the players were white, 65 percent were African-American, and zero percent were Asian, Latina or other people of color. Fourteen percent of the players were international, which was the same as the 2007 season, and a decrease of three percentage points from the 2006 Report Card. The percentage of African-American players increased by two percentage points, while white players decreased by 14 percentage points. Other people of color decreased by two percentage points, while Asian players decreased by one percentage. There were no

Latina players during the 2008 season.

### WNBA League Office

The WNBA is operated as a separate and independent league from the NBA. According to information provided by the league, the WNBA League Office has a dedicated full-time staff that includes personnel in basketball and business operations, player personnel, marketing partnership, sales and services, and public relations. However, with respect to other staff services, the league decided there would be significant cost saving opportunities arising from common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing needs with respect to administration, advertising, product licensing, legal services, broadcasting, international development, event management, team operations, internet/technology services and general services are performed on a "shared" basis by personnel who perform the same or similar functions for the National Basketball Association.

At the professional staff level in the WNBA League Office, African-Americans occupied 27 percent of the positions, Asians held three percent, while whites held 67 percent and Latinos held three percent. People of color decreased by three percentage points to 33 percent in 2009 for the League Office. Asians decreased by about nine percentage points, while the percentage of whites increased by three percentage points. The percentage of Latinos occupied in a professional position in the League Office increased one percentage point.

Women filled 100 percent of WNBA professional staff positions in 2009, which was a 26 percentage point increase from 2008. Renee Brown, an African-American woman, is Chief of Basketball Operations and Player Relations. She was the only person of color in a vice president position. In addition to Brown, Rachael Jacobson, vice president, Business Development, and Hilary Shaev, vice president,

### WNBA Grade for Players: Race: **A+**

See Table 31.

Players		
	%	#
<b>2008</b>		
White	21%	44
African-American	65%	139
Latina	0%	0
Asian	0%	0
Other	0%	0
International	14%	31
<b>2007</b>		
White	35%	66
African-American	63%	117
Latina	0%	0
Asian	1%	1
Other	2%	3
International	14%	27
<b>2006</b>		
White	36%	75
African-American	63%	133
Latina	0%	0
Asian	0%	1
Other	1%	2
International	17%	36
<b>2005</b>		
White	34%	60
African-American	63%	91
Latina	1%	0
Asian	0%	2
Other	1%	3
International	19%	39
<b>2004</b>		
White	33%	66
African-American	66%	134
Latina	1%	2
Asian	0%	0
Other	0%	0
International	16%	33
<b>2003</b>		
Data Not Recorded		
<b>2002</b>		
White	35%	x
African-American	61%	x
Latina	<3%	x
Asian	<1%	x
Other	<1%	x
<b>2001</b>		
White	34%	x
African-American	63%	x
Latina	3%	x
Other	x	x
<b>2000</b>		
White	33%	x
African-American	65%	x
Latina	2%	x
Other	0%	x
<b>1999</b>		
White	32%	x
African-American	64%	x
Latina	2%	x
Other	0%	x
x=Data not recorded		

Table 31

League Office: Professional Employees									
		%	#			%	#		
2009						2004			
	White	66.7%	22		White	60%	6		
	African-American	27.3%	9		African-American	40%	4		
	Latino	3.0%	1		Latino	0%	0		
	Asian	3.0%	1		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	x	x		Women	90%	9		
	Total	x	33		Total	x	10		
2008						2003			
	White	64.0%	27		Data Not Recorded				
	African-American	21.0%	9	2002					
	Latino	2.0%	1		White	55%	12		
	Asian	12.0%	5		African-American	36%	8		
	Other	0.0%	0		Latino	9%	2		
	Women	74.0%	31		Asian	0%	0		
	Total	x	42		Other	0%	0		
2007							Women	95%	21
	White	66.0%	29		Women	95%	21		
	African-American	20.5%	9		Total	x	22		
	Latino	2.2%	1	2000					
	Asian	11.3%	5		White	55%	11		
	Other	0.0%	0		African-American	35%	7		
	Women	75.0%	33		Latino	5%	1		
	Total	x	44		Asian	0%	0		
2005							Other	5%	1
	White	65%	15		Women	85%	17		
	African-American	26%	6		Total	x	20		
	Latino	0%	0	1998					
	Asian	9%	2		White	69%	9		
	Other	0%	0		African-American	23%	3		
	Women	70%	16		Latino	0%	0		
	Total	x	23		Asian	8%	1		
							Other	0%	0
							Women	69%	9
							Total	x	13
Note: Data provided by the WNBA league offices.									
x= Data not recorded									
Table 32									

Note: Data provided by the WNBA league offices.

x= Data not recorded

Table 32

Marketing were the other female executives at the vice president level in the WNBA League Office.

## Grade for WNBA League Office:

Race: A+  
Gender: A+

See Table 32.

## WNBA Team Operations and Management

With the exception of the Connecticut Sun, Houston Comets, Washington Mystics, Los Angeles Sparks, Atlanta Dream, Seattle Storm and Chicago Sky, all other WNBA teams are operated by the NBA teams in their respective cities. NBA team front offices in those cities are responsible for many of the day-to-day operations of the WNBA teams. Each WNBA team employs dedicated coaches, trainers and public

relations representatives and, like the League Office, "shares" most of its common non-player personnel with the NBA team operator.

## Owners

There were no people of color considered as majority owners during the 2008 season. There were four women who held majority ownership in a WNBA franchise:

- Carla Christofferson, Los Angeles Sparks
- Katherine Goodman, Los Angeles Sparks
- Colleen J. Maloof, Sacramento Monarchs
- Adrienne Maloof-Nassif, Sacramento Monarchs

The female majority owners did not change from the 2007 season to the 2008 season. Christofferson and

Goodman replaced Jerry Buss as the owners of the Los Angeles Sparks, increasing the number to four women as majority owners at the start of the 2007 season.

In 2006, Sheila Johnson became the first African-American woman to hold any ownership in a WNBA team. Ms. Johnson was named managing partner of the Washington Mystics when Lincoln Holdings, LLC acquired the team from Abe and Irene Pollin. Ms. Johnson owns approximately 6-7 percent of Lincoln Holdings.

See Table 33.

Majority Owners			
	%	#	
<b>2008</b>			
White	100%	20	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	20%	4	
<b>2007</b>			
White	100%	20	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	20%	4	
<b>2006</b>			
White	95%	18	
African-American	5%	1	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	11%	2	
<b>2005</b>			
White	92%	21	
African-American	8%	2	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	16%	4	
<b>2004</b>			
White	94%	16	
African-American	6%	1	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	18%	3	
<b>2001 - 2003</b>			
Data Not Recorded			

Table 33

## Head Coaches

There were five African-American head coaches at the start of the 2008 WNBA season, an increase of two coaches from the 2007 season. The two new African-American head coaches for the 2008 season were Corey Gaines of the Phoenix Mercury and Steven Key of the Chicago Sky. The three additional African-American head coaches include:

- Karleen Thompson, Houston Comets
- Michael Cooper, Los Angeles Sparks
- Tree Rollins, Washington Mystics

For the 2009 season, the Houston Comets are no longer in the league, which resulted in the loss of African-American head coach, Karleen Thompson. Also, during the 2009

season Julie Plank, a white female from the Washington Mystics, replaced Tree Rollins. The Detroit Shock and Minnesota Lynx both hired African-American head coaches Rick Mahorn and Jennifer Gillom, respectively. Thus, the five African-American head coaches in the 2009 season were:

- Michael Cooper, Los Angeles Sparks
- Steven Key, Chicago Sky
- Corey Gaines, Phoenix Mercury
- Rick Mahorn, Detroit Shock
- Jennifer Gillom, Minnesota Lynx

Including Thompson, there were five women head coaches at the helm at the start of the 2008 season:

- Pat Coyle, New York Liberty
- Jenny Boucek, Sacramento Monarchs

- Lin Dunn, Indiana Fever
- Marynell Meadors, Atlanta Dream

In addition to Karleen Thompson no longer coaching and Julie Plank replacing Tree Rollins, Jennifer Gillom also took over for Don Zierden of the Minnesota Lynx during the 2009 season, increasing the number of female head coaches to six. Thus, the women head coaches in 2009 were:

- Linn Dunn, Indiana Fever
- Pat Coyle, New York Liberty
- Jenny Boucek, Sacramento Monarchs
- Marynell Meadors, Atlanta Dream
- Julie Plank, Washington Mystics
- Jennifer Gillom, Minnesota Lynx

They made up 46 percent of the total.

## WNBA Grade for Head Coaches:

Race: A+  
Gender: A-

See Table 34.

## Assistant Coaches

There was a three percentage point increase for African-American assistant coaches from 39 percent to 42 percent. There were no Latinos or Asian assistant coaches. The percentage of white assistant coaches decreased from 61 to 58 percent.

The percentage of female assistant coaches increased from 52 to 55 percent, up three percentage points since last year's Report Card. The 65 percent in the 2005 season was the highest percent of women as assistant coaches in WNBA history.

## WNBA Grade for Assistant Coaches:

Race: A+  
Gender: A+

See Table 35.

## Top Management

## CEOs/Presidents

The number of women in a top

Head Coaches							
		%	#			%	#
2009				2004			
White	62%	8		White	69%	9	
African-American	38%	5		African-American	31%	4	
Asian	0%	0		Asian	0%	0	
Latino	0%	0		Latino	0%	0	
Other	0%	0		Women	38%	5	
Women	46%	6		2003			
2008				Data Not Recorded			
White	64%	9		2002			
African-American	36%	5		White	82%	14	
Asian	0%	0		African-American	18%	3	
Latino	0%	0		Asian	0%	0	
Other	0%	0		Latino	0%	0	
Women	36%	5		Women	41%	7	
2007				2001			
White	77%	10		White	75%	12	
African-American	23%	3		African-American	25%	4	
Asian	0%	0		Asian	0%	0	
Latino	0%	0		Latino	0%	0	
Other	0%	0		Women	44%	7	
Women	31%	4		2000			
2006				White	69%	11	
White	86%	12		African-American	31%	5	
African-American	14%	2		Asian	0%	0	
Asian	0%	0		Latino	0%	0	
Latino	0%	0		Women	44%	7	
Other	0%	0		1999			
Women	21%	3		White	75%	9	
2005				African-American	25%	3	
White	85%	11		Asian	0%	0	
African-American	15%	2		Latino	0%	0	
Asian	0%	0		Women	50%	6	
Latino	0%	0		1998			
Other	0%	0		White	60%	3	
Women	38%	5		African-American	40%	4	
				Asian	0%	0	
				Latino	0%	0	
				Women	70%	7	

Table 34

Table 34

Assistant Coaches					
	%	#		%	#
2008			2003		
White	58%	18	Data Not Recorded		
African-American	42%	13	2002		
Latino	0%	0	White	68%	27
Asian	0%	0	African-American	33%	13
Other	0%	0	Latino	0%	0
Women	55%	17	Asian	0%	0
2007			Other	0%	0
White	61%	19	Women	55%	22
African-American	39%	12	2000		
Latino	0%	0	White	75%	27
Asian	0%	0	African-American	22%	8
Other	0%	0	Latino	3%	1
Women	52%	16	Asian	0%	0
2006			Other	0%	0
White	59%	16	Women	61%	22
African-American	41%	11	1999		
Latino	0%	0	White	74%	17
Asian	0%	0	African-American	22%	5
Other	0%	0	Latino	0%	0
Women	56%	15	Asian	4%	1
2005			Other	0%	0
White	65%	17	Women	52%	12
African-American	35%	9	1998		
Latino	0%	0	White	63%	2
Asian	0%	0	African-American	31%	5
Other	0%	0	Latino	0%	0
Women	65%	17	Asian	6%	1
2004			Other	0%	0
White	55%	18	Women	50%	8
African-American	45%	15			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	58%	19			

Table 35

management role increased from four to five at the start of the 2008 season. Margaret Stender was President of the Chicago Sky, Jay L. Parry was President of the Phoenix Mercury, Sheila Johnson was President of the Washington Mystics, Karen Bryant was CEO of the Seattle Storm, and Carol Blazejowski was President of the New York Liberty. In 2009, Kristin Bernert was named president for the Los Angeles Sparks, bringing the total number of women in top management to six.

Steve Mills, president of the New York Knicks and New York Liberty, was the only African-American who was president of both NBA and WNBA teams in 2008. Mills and Johnson were the only two African-American CEOs/Presidents in the WNBA in 2008.

See Table 36.

## General Manager/Principal-in-Charge

The WNBA had two African-American female general managers in 2008, the same as reported in 2007, representing 15 percent of the total in this role. There was also one African-American male general manager in 2008. The African-American general managers were:

- Karleen Thompson, general manager and head coach, Houston Comets
- Penny Toler, general manager, Los Angeles Sparks
- Steven Key, general manager and head coach, Chicago Sky

Including Thompson and Toler, there were seven women in this post in the WNBA in 2008, the same as reported in 2007. These seven women accounted for 54 percent of the

CEO/President		
	%	#
2009		
White	87%	13
African-American	13%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	43%	6
2008		
White	87%	13
African-American	13%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	33%	5
2007		
White	87%	13
African-American	13%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	27%	4
2006		
White	89%	16
African-American	11%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	22%	4
2005		
White	90%	14
African-American	10%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	10%	2
2004		
White	85%	11
African-American	15%	2
Latino	0%	0
Asian	0%	0
Women	8%	1

Table 36

individuals in this position. The other five women were:

- Carol Blazejowski, senior vice president and general manager, New York Liberty
- Kelly Krauskopf, general manager, Indiana Fever
- Linda Hargrove, general manager, Washington Mystics
- Ann Meyers Drysdale, general manager, Phoenix Mercury
- Marynell Meadors, general manager and head coach, Atlanta Dream

For the 2009 season, Karleen Thompson lost her general manager and head coach position because the Houston Comets are no longer



with the WNBA. In addition, Angela Taylor replaced Linda Hargrove of the Washington Mystics, Cheryl Reeve replaced Bill Laimbeer of the Detroit Shock keeping the number of women general managers at seven, with a total number of four African-Americans in the general manager position.

## WNBA Grade for Top Management:

**Race:** A-  
**Gender:** A+

See Table 37.

## Team Vice Presidents

There were four African-American team vice presidents in the 2008 season, the same as reported in 2007. The four were:

- Quinn Buckner, vice president, Communications, Indiana Fever
- Kathryn Jordan, vice president, Team Development, Indiana Fever
- Angela Taylor, vice president, Business Development, Minnesota Lynx
- Tonya Alleyne, vice president, Media Relations, Atlanta Dream

There were 20 women as team vice presidents, increasing from 26 percent in 2007 to 30 percent in 2008. Along with Jordan, Taylor, and Alleyne the other female vice presidents were:

- Jo Gilley, vice president, Marketing, Chicago Sky
- Marilyn Hauser, executive vice president, Detroit Shock
- Ellen Gahagan, vice president, Marketing, Detroit Shock
- Susan Greenfield, vice president, Legal, Detroit Shock
- Donna Wilkinson, vice president, Human Resources, Indiana Fever
- Jane Wardle, vice president, Budgeting, Indiana Fever
- Donna Ruiz, vice president, Human Resources, Sacramento Monarchs
- Danette Leighton, vice president, Marketing and Monarchs Business Operations, Sacramento Monarchs
- Alison Fox, vice president, Community Relations, San Antonio Silver Stars

- Lori Warren, vice president, Finance, San Antonio Silver Stars
- Paula Winslow, vice president, Human Resources, San Antonio Silver Stars
- Danielle Donehew, executive vice president, Atlanta Dream
- Paige Blakenship, vice president, Marketing and Business Development, Atlanta Dream
- Allison Fillmoore, vice president, Ticket Sales and Service, Atlanta Dream
- Diane Ferranti, vice president, Multi Media, Detroit Shock
- Julie Graue, vice president, Business Operations, Indiana Fever
- Ruth Hill, vice president, Finance, Sacramento Monarchs

General Manager/ Director of Player Personnel			
		%	#
2009			
White	67%	8	
African-American	33%	4	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	58%	7	
2008			
White	77%	10	
African-American	23%	3	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	54%	7	
2007			
White	85%	11	
African-American	15%	2	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	54%	7	
2006			
White	82%	9	
African-American	18%	2	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	55%	6	
2005			
White	73%	9	
African-American	27%	3	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	67%	8	
2004			
White	77%	10	
African-American	23%	3	
Latino	0%	0	
Asian	0%	0	
Women	77%	10	

Table 37

## WNBA Grade for Team Vice

### Presidents:

**Race:** C-  
**Gender:** B-

See Table 38.

## Senior Administration

This category includes the following titles, but is not restricted to: directors, assistant general managers, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

During the 2008 WNBA season, 22 percent of team senior administrators were people of color including 13 percent African-American (up two percentage points), four percent Latino (down one percentage point) and four percent Asian (up

Vice Presidents			
		%	#
2008			
White		92%	61
African-American		6%	4
Latino		2%	1
Asian		0%	0
Other		0%	0
Women		30%	20
2007			
White		94%	61
African-American		6%	4
Latino		0%	0
Asian		0%	0
Other		0%	0
Women		26%	17
2006			
White		90%	80
African-American		10%	9
Latino		0%	0
Asian		0%	0
Other		0%	0
Women		20%	18
2005			
White		91%	77
African-American		8%	7
Latino		0%	0
Asian		1%	1
Other		0%	0
Women		27%	23
2004			
White		89%	42
African-American		11%	5
Latino		0%	0
Asian		0%	0
Women		28%	13

Table 38

## Chapter 4: Women's National Basketball Association

two percentage points). Whites held 78 percent of the senior team administrative positions (down four percentage points).

Forty-nine percent of senior team administrators in the WNBA were women, up from 43 percent in 2007.

### WNBA Grade for Senior Administration:

**Race:** A-  
**Gender:** A+

See Table 39.

### Professional Administration

Positions categorized as professional team administration include, but are not restricted to, professionals who hold titles similar to manager,

coordinator, supervisor, or administrator in business operations, marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, administrative assistants, staff assistants and receptionists.

In team professional administrative positions in the 2008 season, both whites and African-Americans increased by one percentage point to 72 percent and 14 percent, respectively. Latinos decreased from 15 percent in 2007 to 10 percent in 2008, while Asians remained at one percent.

The percentage of women holding team professional administrative positions increased from 48 to 52 percent.

### WNBA Grade for Professional Administration:

**Race:** A+  
**Gender:** A+

See Table 40.

### Physicians

In 2008, there was a two percentage point decrease in African-American team physicians and a four percentage point increase of Latino physicians. There were no Asian physicians.

Senior Administrators			
		%	#
2008			
White		78%	56
African-American		13%	9
Latino		4%	3
Asian		4%	3
Other		1%	1
Women		49%	35
2007			
White		82%	50
African-American		11%	7
Latino		5%	3
Asian		2%	1
Other		0%	0
Women		43%	26
2006			
White		81%	94
African-American		9%	11
Latino		7%	8
Asian		2%	2
Other		1%	1
Women		28%	33
2005			
White		80%	99
African-American		11%	14
Latino		6%	7
Asian		2%	3
Other		0%	0
Women		37%	45
2004			
White		81%	74
African-American		12%	11
Latino		3%	3
Asian		2%	2
Other		1%	1
Women		42%	38

Table 39

Table 39

Professional Administration			
		%	#
2008			
White		72%	115
African-American		14%	23
Latino		10%	16
Asian		1%	2
Other		2%	3
Women		52%	83
2007			
White		71%	132
African-American		13%	25
Latino		15%	28
Asian		1%	1
Other		1%	1
Women		48%	90
2006			
White		68%	159
African-American		16%	38
Latino		11%	26
Asian		3%	7
Other		2%	5
Women		44%	103
2005			
White		70%	165
African-American		17%	41
Latino		8%	19
Asian		4%	10
Other		0%	1
Women		50%	118
2004			
White		69%	268
African-American		22%	86
Latino		5%	18
Asian		3%	14
Other		<1%	3
Women		44%	170
Table 40			

Table 40

Physicians			
		%	#
2008			
	White	80%	12
African-American		7%	1
	Latino	13%	2
	Asian	0%	0
	Other	0%	0
	Women	27%	4
2007			
	White	82%	18
African-American		9%	2
	Latino	9%	2
	Asian	0%	0
	Other	0%	0
	Women	23%	5
2006			
	White	82%	18
African-American		5%	1
	Latino	14%	3
	Asian	0%	0
	Other	0%	0
	Women	27%	6
2005			
	White	82%	14
African-American		6%	1
	Latino	12%	2
	Asian	0%	0
	Other	0%	0
	Women	18%	3
2004			
	White	100%	13
African-American		0%	0
	Latino	0%	0
	Asian	0%	0
	Other	0%	0
	Women	8%	1
2003			
Data Not Recorded			
2002			
	White	88%	x
African-American		6%	x
	Latino	0%	x
	Asian	6%	x
	Other	0%	x
	Women	22%	x
x= Data not recorded			
Table 41			

x= Data not recorded

Table 41

Females in these positions increased from 23 percent to 27 percent in 2008.

See Table 41.

## Head Trainers

In the WNBA, African-American head trainers increased nine percentage points from 20 to 29 percent during the 2008 season. Latino head trainers decreased by 10 percentages points to zero head trainers. There were no Asian head trainers in 2008. Whites increased two percentage points from 65 to 67 percent.

The percentage of women increased seven percentage points from 45 percent in 2007 to 52 percent in 2008.

See Table 42.

Head Trainers		
	%	#
<b>2008</b>		
White	67%	14
African-American	29%	6
Latino	0%	0
Asian	0%	0
Other	5%	1
Women	52%	11
<b>2007</b>		
White	65%	13
African-American	20%	4
Latino	10%	2
Asian	0%	0
Other	5%	1
Women	45%	9
<b>2006</b>		
White	68%	15
African-American	18%	4
Latino	9%	2
Asian	0%	0
Other	5%	1
Women	59%	13
<b>2005</b>		
White	70%	16
African-American	22%	5
Latino	9%	2
Asian	0%	0
Other	0%	0
Women	70%	16
<b>2004</b>		
White	77%	10
African-American	15%	2
Latino	0%	0
Asian	8%	1
Other	0%	0
Women	92%	12
<b>2003</b>		
Data Not Recorded		
<b>2002</b>		
White	86%	12
African-American	7%	1
Latino	0%	0
Asian	7%	1
Other	0%	0
Women	88%	14
<b>2000</b>		
White	88%	1
African-American	6%	1
Latino	0%	0
Other	6%	1
Women	88%	10
<b>1999</b>		
White	92%	11
African-American	0%	0
Latino	1%	0
Other	1%	0
Women	83%	11
<b>1998</b>		
White	100%	10
African-American	0%	0
Latino	0%	0
Other	0%	0
Women	100%	10

Table 42

## Chapter 5: National Football League

### OVERALL GRADES

The National Football League achieved an **A-** grade on racial hiring practices. The NFL improved from the previous report from a score for race of 87.1 to 89.2 points out of 100.

The NFL received a **C** on gender hiring practices in the 2009 NFL Racial and Gender Report Card, the first grade issued for gender since the 2004 NFL RGRC when it received a **D+**.

This gave the NFL a combined **B** with 80.4 points out of 100.

In the history of the NFL Racial and Gender Report Card, the **A-** for race, **C** for gender and **B** for the combined grade are the best grades ever received in each category for the NFL.

For race, the NFL received an **A+** for players and assistant coaches, an **A** for the League Office and NFL Diversity Initiatives and a **B+** for head coaches, general managers, and team senior and professional administrators. The only grade below a **B+** was a **D+** for team vice-presidents.

For gender, the NFL received a **C+** for the heavily weighted (50 percent) category of team professional administrators and a **C** for the League Office. It received an **F** for team vice-presidents and team senior administrators although the percentages for women increased slightly in both categories.

### GRADES BY CATEGORY

#### Players

During the NFL's 2008 season, the percentage of African-American players was 67 percent, an increase of one percentage point from 2007. The all-time high for African-American players was in 2003 at 69 percent. The percentage of whites has remained constant at 31 percent since 2006. The percentage of Latinos and Asian/Pacific Islanders remained at one and two percent, respectively.

Of all the professional leagues in the United States, the NFL continues to have the smallest percentage of international players at two percent in 2008 (no change from 2007).

#### NFL Grade for Players: **A+**

See Table 43.

#### NFL League Office

For the first time since 2002, the NFL has agreed to supply data concerning their league office demographics. There was a substantial increase in the

number of League Office employees during this period with 836 people being reported as managerial, up from 203 in 2002 and 106 people being reported as support staff, up from 83.

With the exception of African-Americans, all minorities saw an increase in their percentage of management positions. Overall, there was a slight decline in management positions for minorities from 26 percent to 24.8 percent between 2002 and 2008. African-Americans declined from 14 percent to 8.6 percent while Latinos increased from 4 percent to 4.7 percent, and Asians increased

Players							
		%	#			%	#
2008				1998	White	32%	x
	White	31%	805		African-American	66%	x
	African-American	67%	1762		Latino	<1%	x
	Latino	1%	25		Other	1%	x
	Asian/Pacific Islanders	2%	45				
	Other	<1%	1	1997	White	33%	x
International	2%	63	African-American		65%	x	
			Latino		<1%	x	
2007					Other	1%	x
	White	31%	730	1996	White	31%	x
	African-American	66%	1566		African-American	66%	x
	Latino	1%	30		Latino	<1%	x
	Asian/Pacific Islanders	2%	44		Other	2%	x
	Other	<1%	1				
International	2%	43	1995	White	31%	x	
				African-American	67%	x	
White	31%	532		Latino	0%	x	
African-American	67%	1131		Other	<2%	x	
Latino	0.5%	8					
Asian/Pacific Islanders	1.5%	25	1994	White	31%	x	
Other	0%	0		African-American	68%	x	
International	1%	24		Latino	0%	x	
				Other	1%	x	
2005				1993	White	35%	x
	White	31.5%	537		African-American	65%	x
	African-American	65.5%	1116		Latino	0%	x
	Latino	<1%	10				
	Asian/Pacific Islanders	2%	34				
	Other	<1%	1	1992	White	30%	x
International	1%	18	African-American		68%	x	
			Latino		<1%	x	
			Other		1%	x	
2003				1991	White	36%	x
	White	29%	516		African-American	62%	x
	African-American	69%	1228		Latino	2%	x
	Latino	1%	9				
	Asian/Pacific Islanders	1%	22	1990	White	39%	x
	Other	0%	0		African-American	61%	x
			Latino		0%	x	
2000				1989	White	40%	x
	White	x	x		African-American	60%	x
	African-American	x	x		Latino	0%	x
	Latino	x	x				
	Other	x	x				
1999							
	White	32%	x				
	African-American	67%	x				
	Latino	<1%	x				
	Other	<1%	x				

x=Data not recorded

Table 43

x=Data not recorded

Table 43

from 8 percent to 9.4 percent. There were two of Native American managers (0.2 percent) reported this year. Categorized as "others," was 1.8 percent of the management.

The percentage of women in management positions increased from 26 percent to 27.6 percent. The percentage of women in support staff has declined from 54 percent to 46.2 percent since 2002.

There were five minorities who served as vice-presidents in the League Office. All five were African-American males and included:

- Raymond E. Anderson, executive vice president, Football Operations
- Adolpho A. Birch, vice president, Law & Labor Policy, Player Development
- Harold R. Henderson, Special Advisor to the Commissioner

- Stephen Pamon, vice president, Corporate Development
- Kenneth W. Pimpton, vice president, Internal Audit

There were 12 women who served as vice-presidents in the League Office. All were white. They were:

- Mary Pat Augenthaler, vice president, Event Production
- Tracey Bleczynski, vice president, Consumer Products
- Anastasia Danias, vice president, Legal
- Nancy Galiotti, vice president, Information Technology
- Nancy F. Gill, senior vice president, Human Resources
- Laura Goldberg, general manager, NFL.com\*
- Dena V. Kaplan, NFL Network Marketing Executive\*
- Jennifer Langton, vice president, Business Ventures Finance

- Tracy Perlman, vice president, Entertainment Marketing & Promotions
  - Rosemary Roser, vice president, Controller
  - Kennie C. Smith, Executive in Charge of Project Management\*
  - Kimberly A. Williams, senior vice president & COO, NFL Network
- \*These titles at NFL Network, NFL.com and NFL Films are equivalent to corporate vice president.

## NFL Grade for League Office:

Race: A  
Gender: C

See Table 44.

League Office: NFL									
		Office Management		Support Staff Personnel				Office Management	
		%	#	%	#			%	#
2009						1998			
	White	75.2%	629	77.4%	82		White	79%	131
	African-American	8.6%	72	12.3%	13		African-American	15%	25
	Latino	4.7%	39	4.7%	5		Latino	2%	3
	Asian	9.4%	79	2.8%	3		Asian	4%	6
	Native American	0.2%	2	0.0%	0		Other	0%	0
	Other	1.8%	15	2.8%	3		Women	26%	43
	Women	27.6%	231	46.2%	49		Total	165	57
	Total		836		106	1997			
2003-2008							White	80%	119
	White	NFL did not supply data					African-American	15%	22
	African-American						Latino	2%	3
	Latino						Asian	3%	4
	Asian						Other	0%	0
	Other						Women	26%	39
	Women						Total	148	50
	Total					1996			
2002							White	82%	93
	White	74%	150	51%	42		African-American	14%	16
	African-American	14%	28	25%	21		Latino	<1.0%	1
	Latino	4%	9	19%	16		Asian	2%	2
	Asian	8%	16	5%	4		Other	<1.0%	1
	Other	0%	0	0%	0		Women	22%	25
	Women	26%	53	54%	45		Total	113	69
	Total		203		83	1995			
2000							White	79%	62
	White	77%	140	57%	31		African-American	15%	12
	African-American	14%	25	22%	12		Latino	<2%	1
	Latino	<3%	5	19%	10		Asian	3%	2
	Asian	7%	12	2%	1		Other	<2.0%	1
	Other	0%	0	0%	0		Women	21%	16
	Women	29%	53	56%	30		Total	78	80
	Total		182		54				

Note: Data provided by the NFL league office.  
x= Data not recorded

Table 44



Diversity Initiatives

The NFL received an A for its programs involving diversity initiatives.

See Chapter 9.

Ownership

There has never been a majority owner of color in the NFL.

Denise DeBartolo York, of the San Francisco 49ers, was the one woman who held ownership of an NFL team during the 2008 season.

In August 2009, Serena and Venus Williams purchased a small minority ownership of the Miami Dolphins becoming the first female African-Americans to be part owners of an NFL team. Gloria and Emilio Estefan

also bought a small share in the Dolphins in June 2009 becoming the first Cuban American minority owners of an NFL team while Mark Anthony, who is of Puerto Rican descent, purchased a small share of the Dolphins in July 2009.

See Table 45.

Head Coaches

In 2009, Mike Tomlin helped lead the Pittsburg Steelers to the Super Bowl championship becoming the second

African-American head coach to do so in three years. The Indianapolis Colts and Chicago Bears faced off in the 2007 Super Bowl with Tony Dungy and Lovie Smith, two African-Americans, leading their respective teams. It was the first time this happened in the NFL. It has only happened once in the NBA and it has never happened in Major League Baseball.

To start the 2009 NFL season, there are six African-American head coaches. After the 2008 season, Romeo Crennel of the Cleveland Browns and Herman Edwards of

“No former NFL head coach who is African-American has ever been hired as a major college head coach.”

Majority Owners			
		%	
2009	White	100%	2003
	African-American	0%	
	Latino	0%	
	Asian	0%	
	Other	0%	
	Women	3%	
2008	White	100%	2001
	African-American	0%	
	Latino	0%	
	Asian	0%	
	Other	0%	
	Women	6%	
2007	White	100%	1999
	African-American	0%	
	Latino	0%	
	Asian	0%	
	Other	0%	
	Women	8%	
2006	White	100%	1998
	African-American	0%	
	Latino	0%	
	Asian	0%	
	Other	0%	
	Women	9%	
2005	White	100%	1997
	African-American	0%	
	Latino	0%	
	Asian	0%	
	Other	0%	
	Women	11%	

Table 45

Historical Listing of African-American Professional Head Coaches in the NFL*			
	Team	Year(s)	Record
Art Shell	L.A. Raiders	1989-94	54-38
	Oakland Raiders	2006	2-14
Dennis Green	Minnesota	1992-01	97-62
	Arizona	2004-2006	16-32
Ray Rhodes	Philadelphia	1995-98	29-34-1
	Green Bay	1999	8-8
Tony Dungy	Tampa Bay	1996-2001	54-42
	Indianapolis	2002-2008	85-27
Terry Robiskie	Washington	2000	1-2 (interim head coach)
	Cleveland	2004	1-4 (interim head coach)
Herman Edwards	N.Y. Jets	2001-2005	39-41
	Kansas City Chiefs	2006-2008	15-33
Marvin Lewis	Cincinnati	2003-present	46-49-1
Lovie Smith	Chicago	2004-present	45-35
Romeo Crennel	Cleveland	2005-2008	24-40
Mike Tomlin	Pittsburgh	2007-present	22-10
Mike Singletary	San Francisco	2008-present	5-4
Jim Caldwell	Indianapolis	2009	first year
Raheem Morris	Tampa Bay	2009	first year

\* This represents the modern era. Fritz Pollard coached Akron in 1921.

Table 46

the Kansas City Chiefs were let go and Tony Dungy of the Indianapolis Colts retired. Mike Singletary was introduced as interim head coach of the San Francisco 49ers in 2008 and promoted to full-time head coach for the 2009 season. Jim Caldwell replaced Tony Dungy as head coach of the Indianapolis Colts and Raheem Morris is the head coach for the Tampa Bay Buccaneers.

There were six African-American head coaches at the start of the 2009 season:

- Jim Caldwell, Indianapolis Colts
- Marvin Lewis, Cincinnati Bengals
- Raheem Morris, Tampa Bay Buccaneers
- Mike Singletary, San Francisco 49ers
- Lovie Smith, Chicago Bears
- Mike Tomlin, Pittsburgh Steelers

The efforts of the Commissioner's Office, as well as the diversity groups appointed by the NFL in the past several years, have brought about a dramatic change in head coaches. Former players formed the Fritz Pollard Alliance to add pressure and create more momentum for change.

The Rooney Rule, which requires that people of color be interviewed as part of the search process for head coaches, helped to more than double the number of African-American head coaches in the NFL from two in 2001 to six in 2005. There were seven African-American head coaches in 2006 and there have been six each year since 2007. The Rooney Rule was named after Steelers' owner Dan Rooney, who is the head of the League's diversity committee. The NFL's policy is similar to the approach adopted earlier by Major League Baseball in 1999 under Bud Selig, which helped triple the number of managers of color in MLB in the first few years after implementation.

In the 2008 NFL season, the following were the African-American head coaches:

- Romeo Crennel, Cleveland Browns
- Tony Dungy, Indianapolis Colts
- Herman Edwards, Kansas City Chiefs

- Marvin Lewis, Cincinnati Bengals
- Lovie Smith, Chicago Bears
- Mike Tomlin, Pittsburgh Steelers

The progress that the NFL has made since the adoption of the Rooney Rule in 2002 is particularly significant considering there is virtually no college pipeline for African-American coaches.

No former NFL head coach who is African-American has ever been hired as a major college head coach.

Notable African-American former NFL

coaches who routinely took their NFL teams to the playoffs or championship games include:

- Dennis Green (took the Vikings to the playoffs eight out of 10 years)
- Ray Rhodes (took the Eagles to the playoffs and was NFL Coach of the Year)
- Art Shell (took the Raiders to the playoffs including a Championship game)
- Herman Edwards (took both the Jets and the Chiefs to the playoffs)

None of these successful former NFL

Head Coaches					
		%	#		
2009					
	White	81%	26		
	African-American	19%	6		
	Asian	0%	0		
	Latino	0%	0		
	Other	0%	0		
	Women	0%	0		
2008					
	White	81%	26		
	African-American	19%	6		
	Asian	0%	0		
	Latino	0%	0		
	Other	0%	0		
	Women	0%	0		
2007					
	White	81%	26		
	African-American	19%	6		
	Asian	0%	0		
	Latino	0%	0		
	Other	0%	0		
	Women	0%	0		
2006					
	White	78%	25		
	African-American	22%	7		
	Asian	0%	0		
	Latino	0%	0		
	Other	0%	0		
	Women	0%	0		
2005					
	White	81%	26		
	African-American	19%	6		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
2003					
	White	91%	29		
	African-American	9%	3		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
2001					
	White	94%	30		
	African-American	6%	2		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
2000					
	White	90%	28		
	African-American	10%	3		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
1999					
	White	94%	29		
	African-American	6%	2		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
1997					
	White	90%	27		
	African-American	10%	3		
	Asian	0%	0		
	Latino	0%	0		
	Women	0%	0		
	African-American	10%	3		
	Latino	0%	0		
1995					
	White	90%	27		
	African-American	10%	3		
	Latino	3%	1		
1994					
	White	93%	28		
	African-American	7%	2		
	Latino	0%	0		
1993					
	White	89%	25		
	African-American	7%	2		
	Latino	<4%	1		
1992					
	White	89%	25		
	African-American	7%	2		
	Latino	<4%	1		
1991					
	White	93%	26		
	African-American	7%	2		
	Latino	0%	0		
1990					
	White	96%	27		
	African-American	4%	1		
	Latino	0%	0		

Table 47

## Chapter 5: National Football League

head coaches have been selected to lead a college team while coaches with far less success in the NFL have such as Dennis Erickson, Lane Kiffin, and Al Groh have all been selected to lead college teams.

### NFL Grade for Head Coaches: B+

See Tables 46 and 47.

### Assistant Coaches

The percentage of assistant coaches of color declined in 2008 by one percent to 37 percent. There were 160 assistant coaches of color in 2008 compared to 172 in 2007.

During the 2008 NFL season, the percentage of white assistant coaches increased to 64 percent from 62 percent in 2007; 34 percent were African-American, down from 36 percent.

In 2008, there were eight African-American coordinators in the NFL. They were:

- Ted Cottrell, San Diego Chargers, Defensive Coordinator
- Perry Fewell, Buffalo Bills, Defensive Coordinator
- Leslie Frazier, Minnesota Vikings, Defensive Coordinator
- Ron Meeks, Indianapolis Colts, Defensive Coordinator
- Clarence Shelmon, San Diego Chargers, Offensive Coordinator
- Sherman Smith, Washington Redskins, Offensive Coordinator
- Brian Stewart, Dallas Cowboys, Defensive Coordinator
- Mel Tucker, Cleveland Browns, Defensive Coordinator

Starting the 2009 NFL season, there were nine African-Americans holding coordinator positions:

- Greg Blache, Washington Redskins, Defensive Coordinator
- Frank Bush Sr., Houston Texans, Defensive Coordinator
- Perry Fewell, Buffalo Bills, Defensive Coordinator
- Leslie Frazier, Minnesota Vikings,

### Defensive Coordinator

- Ron Meeks, Carolina Panthers, Defensive Coordinator
- Jimmy Raye, San Francisco 49ers, Offensive Coordinator
- Clarence Shelmon, San Diego Chargers, Offensive Coordinator
- Sherman Smith, Washington Redskins, Offensive Coordinator
- Mel Tucker, Jacksonville Jaguars, Defensive Coordinator

Ron Rivera is the only Latino. He is the defensive coordinator for the San Diego Chargers.

Starting the 2009 NFL season, there were nine African-Americans holding

### Assistant Head Coach positions:

- Todd Bowles, Miami Dolphins
- Maurice Carthon, Kansas City Chiefs
- Leslie Frazier, Minnesota Vikings
- Richard Mann, Tampa Bay Buccaneers
- John Mitchell, Pittsburgh Steelers
- Stump Mitchell, Washington Redskins
- Winston Moss, Green Bay Packers
- Jim Skipper, Carolina Panthers
- Emmitt Thomas, Atlanta Falcons

Jim Caldwell and Mike Singletary were Assistant Head Coaches in 2008 before being elevated to Head Coaches.

Assistant Coaches					
		%	#		
<b>2008</b>					
	White	64%	279		
	African-American	34%	148		
	Latino	2%	7		
	Asian	1%	5		
	Other	0%	0		
	Women	0%	0		
<b>2007</b>					
	White	62%	284		
	African-American	36%	162		
	Latino	1%	5		
	Asian	1%	5		
	Other	0%	0		
	Women	0%	0		
<b>2006</b>					
	White	62%	269		
	African-American	35%	151		
	Latino	2%	10		
	Asian	1%	4		
	Other	0%	0		
	Women	0%	0		
<b>2005</b>					
	White	66%	316		
	African-American	32%	154		
	Latino	1%	5		
	Asian	1%	3		
	Other	0%	0		
	Women	0%	0		
<b>2003</b>					
	White	67%	341		
	African-American	30%	153		
	Latino	2%	8		
	Asian	0%	1		
	Other	1%	7		
	Women	0%	0		
<b>2001</b>					
	White	71%	333		
	African-American	28%	132		
	Latino	<1%	6		
	Asian	<1%	1		
	Other	0%	0		
	Women	0%	0		
<b>1999</b>					
	White	72%	330		
	African-American	28%	127		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	0%	0		
<b>1997</b>					
	White	73%	311		
	African-American	26%	113		
	Latino	1%	3		
	Asian	<1%	1		
	Other	0%	0		
	Women	0%	0		
<b>1996</b>					
	White	74%	307		
	African-American	25%	102		
	Latino	<1%	3		
	Asian	<1%	1		
	Other	0%	0		
<b>1995</b>					
	White	76%	289		
	African-American	23%	88		
	Latino	0%	0		
	Asian	0%	0		
	Other	<1%	4		
<b>1994</b>					
	White	77%	249		
	African-American	23%	73		
	Latino	<1%	1		
	Asian	<1%	1		
	Other	0%	0		
<b>1993</b>					
	White	76%	217		
	African-American	23%	73		
	Latino	<1%	1		
	Other	0%	0		
<b>1992</b>					
	White	80%	264		
	African-American	20%	65		
	Latino	0%	0		
	Other	0%	0		
<b>1991</b>					
	White	84%	289		
	African-American	16%	54		
x= Data not recorded					

Table 48

## NFL Grade for Assistant Coaches: A+

See Table 48.

## Top Management

### CEOs/Presidents

Amy Trask, of the Oakland Raiders, is the only woman president/CEO in the NFL.

There has never been a president/CEO of color in the NFL.

See Table 49.

### General Manager/Principal-in-Charge

Whites hold 84 percent of general

manager positions in the NFL, while African-Americans hold 16 percent. In 2008 there were five minorities serving in the role of General Manager. During January of 2009, the Jacksonville Jaguars hired Gene Smith as their General Manager, replacing James Harris who had been counted in this position in last year's report under his position of VP of Player Personnel. Before the start of the 2009 season the Detroit Lions hired Martin Mayhew as General Manager.

The African-American general managers starting the 2009 season were:

- Rod Graves, Arizona Cardinals
- Martin Mayhew, Detroit Lions
- Ozzie Newsome, Baltimore Ravens
- Jerry Reese, New York Giants
- Rick Smith, Houston Texans

The African-American general

managers at the start of the 2008 season were:

- Rod Graves, Arizona Cardinals
- James Harris, Jacksonville Jaguars
- Ozzie Newsome, Baltimore Ravens
- Jerry Reese, New York Giants
- Rick Smith, Houston Texans

### NFL Grade for General Manager/Principal-in-Charge: B/B+

See Table 50.

**“During the 2008 NFL season, 92 percent of all vice presidents were white while eight percent were African-American.”**

### Team Vice Presidents

During the 2008 NFL season, 92 percent of all vice presidents were white while eight percent were African-American. There were 12 African-American vice presidents in 2008 same as in 2007. There were no Latinos or Asians represented. The following are the African-Americans who held vice president positions at the teams in 2008:

- Ronnie Barnes, vice president of

CEO/President					
	%	#		%	#
2009			2003		
White	100%	27	White	100%	32
African-American	0%	0	African-American	0%	0
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Women	9%	3
Women	4%	1	2000		
2008			White	100%	x
White	100%	29	African-American	0%	x
African-American	0%	0	Latino	0%	x
Latino	0%	0	Asian	0%	x
Asian	0%	0	Women	3%	x
Other	0%	0	1999		
Women	3%	1	White	100%	x
2007			African-American	0%	x
White	100%	30	Latino	0%	x
African-American	0%	0	Asian	0%	x
Latino	0%	0	Women	3%	x
Asian	0%	0	1998		
Other	0%	0	White	100%	x
Women	3%	1	African-American	0%	x
2006			Latino	0%	x
White	100%	35	Asian	0%	x
African-American	0%	0	Women	3%	x
Latino	0%	0	1997		
Asian	0%	0	White	100%	x
Other	0%	0	African-American	0%	x
Women	3%	1	Latino	0%	x
2005			Other	0%	x
White	100%	41	Women	0%	x
African-American	0%	0			
Latino	0%	0			
Asian	0%	0			
Women	3%	1			
x= Data not recorded					
Table 49					

x= Data not recorded

Table 49

## Chapter 5: National Football League

- medical services, New York Giants
- Greg Carney, vice president of marketing, Denver Broncos
- Joey Clinkscales, vice president of college scouting, New York Jets
- John Guy, vice president of pro-personnel, Buffalo Bills
- Reggie McKenzie, director of football operations, Green Bay Packers\*
- Ozzie Newsome, general manager and executive vice president, Baltimore Ravens
- Reggie Roberts, vice president of football communications, Atlanta Falcons
- Tony Softli, vice president of player personnel, St. Louis Rams
- Keena Turner, vice president of football affairs, San Francisco 49ers

- Kevin Warren, vice president of operations and legal counsel, Minnesota Vikings
- Bob Wallace, executive vice president and general counsel, St. Louis Rams
- Tony Wyllie, vice president of communications, Houston Texans

\* In the Packers organization McKenzie's position carries the same responsibilities as a Vice President of Football Operations in other clubs. The St. Louis Rams were the only team with more than one vice president of color.

Women held 20 of the vice president positions at the teams during the 2008 season, up from 17 in 2007.

None of the 20 female vice presidents were women of color. The 20 women in these posts were:

- Rita Benson LeBlanc, executive vice president, New Orleans Saints
- Linda Bogdan, vice president and assistant director of college scouting, Buffalo Bills
- Susan Darrington, vice president, facility operations and services, Seattle Seahawks
- Gabrielle Dow, vice president of marketing, Baltimore Ravens
- Tammy Fruits, vice president of sales and marketing, Kansas City Chiefs
- Cindy Galloway Kellogg, vice president, community relations, Denver Broncos
- Gretchen Geitter, vice president of community relations, Buffalo Bills
- Casey Coyle Irsay, vice president, Indianapolis Colts
- Jenneen Kaufman, vice president/controller, Tennessee Titans
- Elisabeth Lang, vice president, communications, San Francisco 49ers
- Marilan Logan, vice president and controller, Houston Texans
- Allison Maki, vice president of finance and administration, Detroit Lions
- Lisa Manning, vice president, marketing, Arizona Cardinals
- Vicky Neumeyer, vice president and general counsel, New Orleans Saints
- Mary Owen, vice president, strategic planning, Buffalo Bills
- Laura Sankey, senior vice president of marketing and sales, Green Bay Packers
- Kim Shreckengost, executive vice president, chief of staff, Atlanta Falcons
- Jill Strafacci, senior vice president, finance and administration, Miami Dolphins
- Kelly Urquhart, vice president of events, Detroit Lions
- Vicki Vannieuwenhoven, vice president, finance, Green Bay Packers

Buffalo, Detroit, Green Bay and New Orleans were the only teams in the NFL with more than one woman as a vice president.

General Manager/Director of Player Personnel					
		%	#		
2009					
	White	84%	27		
	African-American	16%	5		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	0%	0		
2008					
	White	83%	25		
	African-American	17%	5		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	0%	0		
2007					
	White	84%	26		
	African-American	16%	5		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	0%	0		
2006					
	White	87%	28		
	African-American	13%	4		
	Latino	0%	0		
	Asian	0%	0		
	Other	0%	0		
	Women	0%	0		
2005					
	White	87%	27		
	African-American	13%	4		
	Latino	0%	0		
	Asian	0%	0		
	Women	0%	0		
2003					
	White	94%	30		
	African-American	6%	2		
	Latino	0%	0		
	Asian	0%	0		
	Women	0%	0		
2001					
	White	94	30		
	African-American	6	2		
	Latino	0	0		
	Asian	0	0		
	Women	0	0		
1999					
	White	87%	27		
	African-American	13%	4		
	Latino	0%	0		
	Asian	0%	0		
	Women	0%	0		
1998					
	White	87%	27		
	African-American	13%	4		
	Latino	0%	0		
	Asian	0%	0		
	Women	0%	0		
1997					
	White	87%	26		
	African-American	13%	4		
	Latino	0%	0		
	Asian	0%	0		
	Women	0%	0		
1996					
	White	83%	25		
	African-American	17%	5		
	Latino	0%	0		
1995					
	White	87%	26		
	African-American	13%	4		
	Latino	0%	0		
1994					
	White	86%	25		
	African-American	14%	4		
	Latino	0%	0		
1993					
	White	86%	25		
	African-American	10%	3		
	Latino	4%	1		

x= Data not recorded

Table 50



Vice Presidents					
	%	#		%	#
2008			1999		
White	92%	137	White	92%	130
African-American	8%	12	African-American	8%	11
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Women	7%	10
Women	14%	20	1997		
2007			White	90%	97
White	92%	141	African-American	10%	11
African-American	8%	12	Latino	0%	0
Latino	0%	0	Asian	0%	0
Asian	0%	0	Women	7%	8
Other	0%	0	1996		
Women	11%	17	White	88%	76
2006			African-American	12%	10
White	92%	152	Latino	0%	0
African-American	8%	13	Other	0%	0
Latino	0%	0	Women	12%	10
Asian	0%	0	1995		
Other	0%	0	White	95%	70
Women	12%	18	African-American	5%	4
2005			Latino	0%	0
White	90%	143	Other	0%	0
African-American	10%	16	Women	6%	5
Latino	0%	0	1994		
Asian	0%	0	White	96%	64
Women	8%	13	African-American	4%	3
2003			Latino	0%	0
White	89%	131	Asian	0%	0
African-American	10%	14	Women	4%	3
Latino	1%	2	1993		
Asian	0%	0	White	93%	56
Women	7%	10	African-American	7%	4
2001			Latino	0%	0
White	92%	118	Asian	0%	0
African-American	7%	9	Women	6%	4
Latino	1%	1			
Asian	0%	0			
Women	9%	11			

Table 51

#### NFL Grade for Team Vice Presidents:

Race: D  
Gender: F

See Table 51.

#### Senior Administration

This category includes the following titles but is not restricted to: directors, assistant general managers, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

People of color held more than 18 percent of all NFL senior

administration positions. African-Americans occupied 14 percent, Asians increased one percentage point to two percent, and Latinos remained the same at two percent. Whites continued to hold 82 percent of these positions.

Nineteen percent of the senior administrators during the 2008 NFL season were women, which is a one percentage point increase from 2007.

#### NFL Grade for Senior Administration:

Race: B+  
Gender: F

See Table 52.

Senior Administrators			
	%	#	
2008			
White	82%	424	
African-American	14%	70	
Latino	2%	10	
Asian	2%	8	
Other	<1%	3	
Women	19%	96	
2007			
White	82%	421	
African-American	14%	73	
Latino	2%	9	
Asian	1%	7	
Other	<1%	2	
Women	18%	94	
2006			
White	84%	421	
African-American	12%	61	
Latino	2%	8	
Asian	2%	8	
Other	0%	1	
Women	17%	86	
2005			
White	86%	424	
African-American	12%	60	
Latino	1%	6	
Asian	<1%	2	
Other	<1%	2	
Women	16%	80	
2003			
White	84%	351	
African-American	13%	52	
Latino	<1%	3	
Asian	<1%	4	
Women	17%	70	
2000			
White	90%	x	
African-American	9%	x	
Latino	1%	x	
Asian	<1%	x	
Women	28%	x	
1999			
White	86%	x	
African-American	14%	x	
Latino	0%	x	
Asian	0%	x	
Women	14%	x	
1998			
White	88%	x	
African-American	9%	x	
Latino	2%	x	
Asian	1%	x	
Women	27%	x	
1997			
White	91%	x	
African-American	9%	x	
Other	0%	x	
Women	16%	x	
1996			
White	89%	x	
African-American	9%	x	
Other	<2%	x	
Women	9%	x	

x= Data not recorded

Table 52

## Chapter 5: National Football League

### Professional Administration

In the NFL, white professional administrators decreased in 2008 by two percentage points to 83 percent of the total. African-Americans increased one percentage point to 11 percent, Latinos increased one point to four percent, and Asians remained the same at one percent.

Women decreased five percentage points to 29 percent. It was the first time women were recorded to have dropped below 30 percent since 1999.

### NFL Grade for Professional Administration:

**Race:** B+  
**Gender:** C+

See Table 53.

### Physicians

Ninety percent of NFL team physicians in 2008 were white, a drop from 92 percent in 2007. Five percent were African-American, two percent were Latino, and three percent were Asian.

This represented a one percentage point increase for each minority category.

The percentage of female team physicians in the NFL decreased by two percentage points to just three percent in 2008.

See Table 54.

### Head Trainers

In 2008, white head trainers in the NFL decreased from 85 to 83 percent, while African-Americans increased by two percentage points to 17 percent of the total. There were no Latino, Asian or women head trainers in 2008.

See Table 55.

### Radio/TV Broadcasters

With the spread of popularity of the NFL within the Latino community, more teams have been featuring game broadcasts on Spanish speaking radio stations. This has significantly increased the number of Latino radio/TV broadcasters with NFL teams. For the 2008 season, 67 percent of broadcasters were white, 14 percent were African-American, and 18 percent were Latino. That represented a decrease of 10 percentage points for whites and increases of three and six percentage points for African-Americans and Latinos, respectively.

Women held three percent of the total broadcaster positions in the NFL, an increase of two percentage points.

See Table 56.

### Stacking

Most observers agree that the issue of stacking in the NFL is no longer a major concern. In the 2008 NFL season, African-Americans held 17 percent of the quarterback positions.

Professional Teams: Administration							
		%	#			%	#
2008				1998			
	White	83%	789		White	87%	x
	African-American	11%	108		African-American	10%	x
	Latino	4%	36		Latino	2%	x
	Asian	1%	13		Asian	1%	x
	Other	<1%	3		Women	24%	x
	Women	29%	272	1997			
2007					White	87%	x
	White	85%	753		African-American	10%	x
	African-American	10%	86		Latino	2%	x
	Latino	3%	30		Asian	1%	x
	Asian	1%	13		Women	34%	x
	Other	<1%	3	1996			
	Women	34%	297		White	90%	x
2006					African-American	8%	x
	White	86%	805		Other	2%	x
	African-American	9%	83		Women	18%	x
	Latino	3%	27		1995		
	Asian	1%	13	White		88%	x
	Other	1%	5	African-American		11%	x
	Women	33%	310	Other		1%	x
2005				Women		15%	x
	White	89%	873	1994			
	African-American	8%	79		White	89%	x
	Latino	2%	21		African-American	11%	x
	Asian	1%	10		Latino	<1%	x
	Other	<1%	3		Asian	0%	x
	Women	32%	311		Other	<1%	x
2003				Women	12%	x	
	White	87%	1024	1993			
	African-American	9%	101		White	88%	x
	Latino	2%	20		African-American	9%	x
	Asian	<1%	6		Latino	1%	x
	Other	2%	20		Asian	<1%	x
	Women	31%	362		Other	<1%	x
1999				1992			
	White	84%	x		White	90%	x
	African-American	15%	x		African-American	6%	x
	Latino	<1%	x		Latino	3%	x
	Asian	<1%	x		Asian	<1%	x
		Women	19%		x	Other	0%
x= Data not recorded							
Table 53							

x= Data not recorded

Table 53

Physicians							
		%	#			%	#
2008				1998			
	White	90%	115		White	95%	52
	African-American	5%	6		African-American	0%	0
	Latino	2%	2		Latino	4%	2
	Asian	3%	4		Asian	1%	1
	Other	<1%	1		Women	0%	0
	Women	3%	4	1997			
2007					White	91%	38
	White	92%	112		African-American	2%	1
	African-American	4%	5		Latino	7%	3
	Latino	1%	1		Asian	0%	0
	Asian	2%	3		Women	0%	0
	Other	1%	1	1996			
	Women	5%	6		White	96%	45
2006					African-American	2%	1
	White	95%	109		Latino	2%	2
	African-American	1%	1		Other	0%	0
	Latino	1%	1		Women	0%	0
	Asian	3%	3	1995			
	Other	1%	1		White	100%	44
	Women	5%	6		African-American	0%	0
2005					Latino	0%	0
	White	94%	117		Other	0%	0
	African-American	1%	1		Women	0%	0
	Latino	2%	2	1994			
	Asian	2%	3		White	100%	72
	Other	1%	1		African-American	0%	0
	Women	7%	9		Latino	0%	0
2003					Other	0%	0
	White	94%	118		Women	0%	0
	African-American	2%	2	1993			
	Latino	0%	0		White	97%	71
	Asian	2%	3		African-American	<2%	1
	Other	2%	3		Latino	<2%	1
	Women	2%	2		Other	0%	0
2001				1992			
	White	96%	94		White	98%	66
	African-American	1%	1		African-American	<2%	1
	Latino	1%	1		Latino	0%	0
	Asian	1%	1				
	Women	2%	2				

Table 54

Table 54

**“With the spread of popularity of the NFL within the Latino community, more teams have been featuring game broadcasts on Spanish speaking radio stations. This has significantly increased the number of Latino radio/TV broadcasters with NFL teams.”**

## Chapter 5: National Football League

Quarterback is football's central "thinking" position. Historically, the positions of running back, wide receiver, cornerback and safety have had disproportionately high percentages of African-Americans. The latter positions rely a great deal on speed and reactive ability. The quarterback position was the primary concern since it was so central to the game and now that African-Americans have broken down that barrier, concern about stacking has been greatly diminished.

The breakdown of all positions for African-Americans and whites is listed in Tables 57 and 58.

### Officials

In recent years, the NFL has increased diversity in the ranks of game day officials. The number of African-American officials has jumped from 21 in 2006 to 30 for the 2009 season. The number of African-American referees who lead the officiating crews has increased from one to three during that same time frame. Prior to the 2007 season, there was a five year hiatus of African-American officials serving on the Super Bowl officiating crew. The 2008 Super Bowl (Giants vs. Patriots) had three African-American officials, referee Mike Carey and officials Carl Johnson and Boris Cheek. The 2009 Super Bowl (Cardinals vs. Steelers) had two African-American

officials, Roy Ellison and Mike Banks.

See Table 59.

Head Trainers					
	%	#		%	#
2008			2001		
White	83%	48	White	88%	28
African-American	17%	10	African-American	13%	4
Latino	0%	0	Latino	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0	Women	0%	0
Women	0%	0			
2007			1998		
White	85%	50	White	87%	27
African-American	15%	9	African-American	13%	4
Latino	0%	0	Latino	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0	Women	0%	0
Women	0%	0			
2006			1997		
White	86%	48	White	87%	26
African-American	13%	7	African-American	10%	3
Latino	0%	0	Latino	0%	0
Asian	2%	1	Other	3%	1
Other	0%	0	Women	0%	0
Women	0%	0			
2005			1996		
White	88%	52	White	90%	27
African-American	12%	7	African-American	10%	3
Latino	0%	0	Other	0%	0
Asian	0%	0			
Other	0%	0	2005		
Women	0%	0	White	74%	25
			African-American	7%	2
2003			Other	4%	1
White	18%	26			
African-American	16%	5	2004		
Latino	3%	1	White	89%	25
Asian	0%	0	African-American	7%	2
Other	0%	0	Other	4%	1
Women	0%	0			
			1994		
			White	89%	25
			African-American	7%	2
			Other	4%	1
			1993		
			White	92%	26
			African-American	4%	1
			Other	4%	1
			1992		
			White	92%	26
			African-American	4%	1
			Other	4%	1

Table 55

Radio and TV Announcers					
	%		%		%
2008		1998			
White	67%	White	89%		
African-American	14%	African-American	5%		
Latino	18%	Latino	5%		
Asian	0%	Asian	0%		
Other	0%	Other	0%		
Women	3%	Women	3%		
2007		1997			
White	77%	White	82%		
African-American	11%	African-American	15%		
Latino	12%	Latino	3%		
Asian	0%	Asian	0%		
Other	0%	Other	0%		
Women	1%	Women	3%		
2006		1996			
White	74%	White	80%		
African-American	13%	African-American	15%		
Latino	13%	Latino	5%		
Asian	0%	Asian	0%		
Other	0%	Other	0%		
Women	2%	Women	3%		
2005		1995			
White	74%	White	79%		
African-American	12%	African-American	7%		
Latino	14%	Latino	9%		
Asian	0%	Asian	0%		
Other	0%	Other	5%		
Women	0%	Women	2%		
2003		1993			
White	94%	White	85%		
African-American	3%	African-American	2%		
Latino	0%	Latino	13%		
Asian	0%				
Other	0%	2002			
Women	3%	White	86%		
		African-American	2%		
2001		Latino	12%		
White	87%				
African-American	10%				
Latino	3%				
Asian	0%				
Other	0%				
Women	2%				

Table 56

NFL Offense								
		QB	RB	WR	TE	OT	OG	C
2008	White	82%	14%	10%	58%	47%	53%	74%
	African-American	17%	85%	89%	39%	51%	42%	20%
2007	White	76%	9%	10%	56%	49%	59%	77%
	African-American	19%	89%	89%	42%	49%	35%	18%
2006	White	82%	10%	8%	54%	43%	53%	70%
	African-American	16%	88%	91%	43%	57%	42%	26%
2005	White	82%	9%	9%	57%	44%	54%	69%
	African-American	16%	89%	91%	40%	55%	39%	24%
2003	White	77%	13%	14%	55%	44%	56%	85%
	African-American	22%	86%	86%	42%	55%	41%	12%
2002	White	76%	16%	12%	56%	45%	56%	83%
	African-American	24%	82%	88%	41%	53%	41%	14%
2000	White	78%	13%	10%	56%	48%	48%	70%
	African-American	21%	86%	90%	41%	30%	50%	25%
1999	White	81%	13%	9%	55%	42%	55%	75%
	African-American	18%	86%	91%	42%	55%	42%	20%
1998	White	91%	13%	8%	55%	39%	67%	83%
	African-American	8%	87%	92%	42%	55%	29%	17%
Note: 67 % of all players in the NFL are Black. 31% of all players are White. 3% of all players in the NFL are either Pacific Islander, Latino, or Asian American. Any totals of less than 100% are due to the third category of other.								
Table 57								

Table 57

NFL Defense						
		CB	S	LB	DE	DT
2008	White	2%	14%	24%	20%	18%
	African-American	97%	84%	73%	77%	77%
2007	White	2%	13%	26%	21%	18%
	African-American	97%	84%	71%	73%	76%
2006	White	4%	14%	24%	24%	18%
	African-American	96%	85%	73%	75%	75%
2005	White	5%	14%	26%	24%	20%
	African-American	95%	83%	71%	75%	75%
2003	White	2%	19%	17%	22%	20%
	African-American	98%	81%	80%	77%	76%
2002	White	1%	13%	19%	20%	23%
	African-American	98%	87%	78%	78%	78%
2000	White	7%	13%	22%	25%	26%
	African-American	93%	87%	76%	73%	73%
1999	White	4%	10%	23%	21%	20%
	African-American	96%	90%	74%	77%	68%
1998	White	1%	9%	24%	19%	31%
	African-American	99%	91%	75%	79%	63%
Note: 67 % of all players in the NFL are Black. 31% of all players are White. 3% of all players in the NFL are either Pacific Islander, Latino, or Asian American. Any totals of less than 100% are due to the third category of other.						
Table 58						

Table 58



# Chapter 6: Major League Soccer

## OVERALL GRADES

MLS earned a third consecutive solid **A** (92) for racial hiring after getting A's in the categories of MLS League Office, players, head coaches, team president/CEO and team professional administration. MLS had 93.4 points for racial hiring practices in 2008 and 93.3 in 2007.

For gender hiring practices, the MLS grade increased substantially from a **C+** in 2008 to a **B** (81 points, up from 78) in 2009. MLS received an **A+** for gender in the MLS League Office in 2009. That offset a **D+** in team professional positions and a **C-** in team senior administration. All of this is an especially impressive improvement from 2007 when MLS received a **D+** with 64.6 points.

MLS received an **A+** for diversity initiatives with some of the best in professional sports.

MLS earned a combined grade of **B+** with 86.5 points, up from 85.7 points in 2008. In 2007, the combined grade was **C+/B-** with 79 points.

## GRADES BY CATEGORY

### Players

The percentage of white players in MLS slightly increased from 59 to 62 percent since the last Report Card resulting in an overall decrease in the percentage of players who were minorities to 38 percent in the 2008 season. Latino players jumped from 14 percent in 2007 to 16 percent in 2008 while African-American players decreased to 20 percent from 22 percent in 2007. Asian players remained the same at one percent, while "other" players of color decreased from three percent to one percent. There were 100 international players in MLS, a slight decrease of six players from the 2007 season.

**MLS Grade for players: A+**

See Table 60.

### MLS League Office

In 2009, the percentage of minorities in professional level positions in the MLS League Office remained at 43 percent. Fifty-seven percent of MLS professionals were white, nine percent were African-American, 27 percent were Latino, four percent were Asian, and three percent were classified as "other" people of color. In all cases, they were the same as last year. In 2009, 48 percent of MLS League Office professional staff were women, a six percentage point increase since 2008.

Nelson Rodriguez, senior vice president, Strategic Planning, was the only Latino vice president. Geoff

Hayes was promoted to vice president of Special Events in 2005 and is the only African-American vice president. JoAnn Neale, Executive Vice President of MLS, and Kathryn Carter, executive vice president of Soccer United Marketing, were the only two female vice presidents in MLS. The MLS League Office has a total of 11 vice presidents including two senior vice presidents and four executive vice presidents.

One of the strategies MLS utilizes to increase opportunities for women and minorities is its internship program. During the spring of 2009, MLS recruited women or people of color into 23 of their 35 available positions. There were 15 women, two Asians,

Players					
		%	#		
2008			2003		
White	62%	204	Data Not Recorded		
African-American	20%	64	2002		
Latino	16%	54	White	60%	x
Asian	1%	4	African-American	16%	x
Other	1%	3	Latino	22%	x
International	32%	100	Asian	1%	x
2007			Other	1%	x
White	59%	201	2001		
African-American	22%	74	White	59%	x
Latino	14%	49	African-American	19%	x
Asian	1%	4	Latino	20%	x
Other	3%	11	Other	2%	x
International	31%	106	2000		
2006			White	63%	x
White	61%	200	African-American	15%	x
African-American	17%	57	Latino	21%	x
Latino	15%	49	Other	1%	x
Asian	3%	9	1999		
Other	3%	11	White	65%	x
International	21%	68	African-American	16%	x
2005			Latino	18%	x
White	58%	182	Other	1%	x
African-American	18%	56	1998		
Latino	20%	63	White	62%	x
Asian	1%	4	African-American	16%	x
Other	3%	8	Latino	21%	x
International	28%	87	Other	1%	x
2004*					
White	64%	147			
African-American	17%	40			
Latino	14%	32			
Asian	1%	3			
Other	4%	9			

x= Data not recorded

\*=Received from EEO MLS self report Apr. 2005

Table 60

x= Data not recorded

\*=Received from EEO MLS self report Apr. 2005

Table 60

eight Latinos and five Latinas.

## MLS Grade for League Central Offices:

Race: A+

Gender: A+

See Table 61.

## Ownership

It is worth noting that MLS is quite different than other professional leagues in its corporate structure. The “owners” are all investors in a single entity league. There is a great deal

of autonomy given to each investor and the teams they manage, but ultimately they are investors in the League.

The MLS Board of Governors is comparable to a corporation’s board of directors. There were no women board members, but the number of minorities increased from four to six in 2006, to nine in 2008 and to 10 in 2009.

These board members include African-Americans Jim Nevels and Victor MacFarlane; Asian-Americans

Haruyuki Takahashi, Sunil Gulati and Will Chang and Latinos Gabriel Brener, Jorge Vergara Madrigal, Antonio Cue, Javier Leon, and Oscar de la Hoya. There were 49 members of the board in all, making the board 79.6 percent white and 20.4 percent minorities.

**“When Cobi Jones was hired by the Los Angeles Galaxy in 2008 as interim head coach, he became the first African-American head coach in the 10-year history that MLS had been covered by the Racial and Gender Report Card. ”**

League Office: Professional Employees					
	%	#		%	#
2009			2004		
White	57%	53	White	76%	41
African-American	9%	8	African-American	6%	3
Latino	27%	26	Latino	15%	8
Asian	4%	4	Asian	3%	1
Other	3%	3	Other	0%	0
Women	48%	45	Women	21%	11
2008			2003		
White	57%	53	Data Not Recorded		
African-American	9%	8	2002		
Latino	27%	25	White	79%	19
Asian	4%	4	African-American	8%	2
Other	3%	3	Latino	13%	3
Women	42%	39	Asian	0%	0
2007			Other	0%	0
White	68.60%	35	Women	17%	4
African-American	5.80%	3	2001		
Latino	19.60%	10	Data Not Recorded		
Asian	3.90%	2	2000		
Other	1.90%	1	White	74%	42
Women	26%	13	African-American	5%	3
2006			Latino	19%	11
White	65.30%	32	Asian	2%	1
African-American	6.10%	3	Other	0%	0
Latino	22.40%	11	Women	30%	17
Asian	2.00%	1	1999		
Other	4.00%	2	White	84%	36
Women	24%	12	African-American	0%	0
2005			Latino	14%	6
White	76%	25	Asian	2%	1
African-American	6%	2	Women	40%	17
Latino	15%	5	1998		
Asian	3%	1	White	81%	43
Other	0%	0	African-American	0%	0
Women	21%	7	Latino	17%	9
			Asian	2%	1
			Women	47%	25

Note: Data provided by the MLS league office.

\*=Received from EEO MLS self report Apr. 2005

Table 61

## Chapter 6: Major League Soccer

### Head Coaches

There were four minority head coaches in the 2008 season. When Cobi Jones was hired by the Los Angeles Galaxy in 2008 as interim head coach, he became the first African-American head coach in the 10-year history that MLS had been covered by the Racial and Gender Report Card. The four coaches in 2008 equaled 30.8 percent of the total of head coaches.

The minority head coaches of color in the 2008 season were:

- Denis Hamlett, Latino, Chicago Fire
- Cobi Jones, African-American, Los

Angeles Galaxy

- Juan Carlos Osorio, Latino, Red Bull New York
- Fernando Clavijo, Latino, Colorado Rapids

Only Hamlett and Osorio were head coaches during the 2009 season. Cobi Jones remains part of the Galaxy coaching staff as one of the club's assistant coaches.

**MLS Grade for Head Coaches:** A

See Table 62.

### Assistant Coaches

The percentage of Latino assistant coaches in MLS decreased from 12.2 percent to 7.1 percent. The percentages of white coaches increased from 82.9 percent to 90.5 percent, while the percentage of African-American assistant coaches remained constant at 2.4 percent. Minorities held 9.5 percent of the positions representing a decrease of 7.5 percentage points.

**MLS Grade for Assistant Coaches:** B-

See Table 63.

Head Coaches							
		%	#		%	#	
2009				2003			
	White	86.7%	13		Data Not Recorded		
	African-American	0.0%	0	2002			
	Asian	0.0%	0		White	80%	8
	Latino	13.3%	2		African-American	0%	0
	Women	0.0%	0		Asian	0%	0
2008					Latino	20%	2
	White	69.2%	9		Women	0%	0
	African-American	7.7%	1	2001			
	Asian	0.0%	0		White	75%	9
	Latino	23.1%	3		African-American	0%	0
	Women	0.0%	0		Asian	0%	0
2007					Latino	25%	3
	White	92.3%	12		Women	0%	0
	African-American	0.0%	0	2000			
	Asian	0.0%	0		White	83%	10
	Latino	7.7%	1		African-American	0%	0
	Women	0.0%	0		Asian	0%	0
2006					Latino	17%	2
	White	91%	10		Women	0%	0
	African-American	0%	0	1999			
	Asian	0%	0		White	83%	10
	Latino	9%	1		African-American	0%	0
	Women	0%	0		Asian	0%	0
2005					Latino	17%	2
	White	92%	11		Women	0%	0
	African-American	0%	0	1998			
	Asian	0%	0		White	67%	8
	Latino	8%	1		African-American	0%	0
	Women	0%	0		Asian	0%	0
2004					Latino	33%	4
	White	100%	9		Women	0%	0
	African-American	0%	0				
	Asian	0%	0				
	Latino	0%	0				
	Women	0%	0				

\*=Received from EEO MLS self report Apr. 2005

Table 62

\*=Received from EEO MLS self report Apr. 2005

Table 62

### Top Management

This category includes team CEOs/ presidents, general managers and vice presidents.

#### CEO/President

There have been three (25 percent) minority CEOs or presidents of MLS since 2005. MLS has had the highest percentage of minorities as CEOs or presidents of any professional sport. Antonio Cue Sanchez-Navarro remains president for the Chivas USA. However, Javier Leon left Chivas USA and is now the president for the Chicago Fire. Both are Latino. Sunil Gulati, president for Kraft Soccer and the New England Revolution, is from India.

In the 2009 MLS season, the three minorities who are either CEO or president of MLS teams remain the same:

- Antonio Cue Sanchez-Navarro, Latino, Chivas USA
- Javier Leon, Latino, Chicago Fire
- Sunil Gulati, Asian, New England Revolution

**MLS Grade for CEO/President:** A

See Table 64.

Assistant Coaches					
	%	#		%	#
2008			2003		
White	90.5%	38	Data Not Recorded		
African-American	2.4%	1	2002		
Latino	7.1%	3	White	76%	22
Asian	0.0%	0	African-American	10%	3
Other	0.0%	0	Latino	10%	3
Women	0.0%	0	Asian	0%	0
2007			Other	4%	1
White	82.9%	34	Women	0%	0
African-American	2.4%	1	2001		
Latino	12.2%	5	Data Not Recorded		
Asian	0.0%	0	2000		
Other	2.4%	1	White	69%	22
Women	0.0%	0	African-American	0%	0
2006			Latino	28%	9
White	76%	26	Asian	0%	0
African-American	3%	1	Other	3%	1
Latino	18%	6	Women	0%	0
Asian	0%	0	1999		
Other	3%	1	White	69%	20
Women	0%	0	African-American	0%	0
2005			Latino	28%	8
White	73%	24	Asian	3%	1
African-American	6%	2	Other	0%	0
Latino	18%	6	Women	0%	0
Asian	0%	0	1998		
Other	3%	1	White	58%	14
Women	0%	0	African-American	13%	3
2004*			Latino	29%	7
White	84%	15	Asian	0%	0
African-American	11%	2	Other	0%	0
Latino	5%	1	Women	0%	0
Asian	0%	0			
Other	0%	0			
Women	0%	0			

\*=Received from EEO MLS self report Apr. 2005

Table 63

### General Manager/ Principal-in-Charge

Previously, Javier León was the chief operating officer and general manager of Chivas USA, but is now a key executive for the Chicago Fire and their ownership group. He was the first Latino in the general manager/principal in charge of day-to-day operations position in MLS since 2002. There has never been an African-American GM in the history of the coverage of MLS in the Racial and Gender Report Card.

**MLS Grade for General Managers:** F

See Table 65.

### Team Vice Presidents

There was an increase of women who are team vice presidents from two to three in the 2008 season. They were Deb Dowling-Canino, vice president, Community Relations for the Colorado Rapids, Jennifer Ferron, vice president, Marketing Operations for the New England Revolution, and Ann Rodriguez, vice president, Sales and Marketing for the San Jose Earthquake. Zeke Chaidez, vice president, Business Operations for Chivas USA and Ann Rodriguez were the only Latinos in this position during

the 2008 season.

See Table 66.

### Senior Administration

This category includes the following titles but is not restricted to: directors, assistant general managers, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

During the 2008 season, there was a 1.6 percentage point decrease for minorities in the team senior administration ranks from 20.5 to 18.9 percent while 81.2 percent of the senior team administrators in Major League Soccer were white, an increase of 1.6 percentage points. Latinos held 13.9 percent of senior team administrative positions, a decrease of 2.2 percentage points. Ashmi Shah, Director of Finance for San Jose Earthquake, was the only Asian in this position and the percentage of African-Americans decreased from 2.2 percent to 2.0 percent of senior team administrative positions in 2008.

In 2008, the percentage of women increased from 20.4 to 24.8 percent.

### MLS Grade for Senior Administration

**Race:** B+/A-  
**Gender:** C-

See Table 67.

### Professional Administration

Positions categorized as professional administration include, but are not restricted to: professionals who hold titles similar to manager, coordinator, supervisor, or administrator in business operations, marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, administrative assistants, staff assistants and receptionists.

CEO/President					
	%	#		%	#
2009			2003		
White	75%	9	Data Not Recorded		
African-American	0%	0	2002		
Latino	17%	2	White	100%	x
Asian	8%	1	African-American	0%	x
Women	0%	0	Latino	0%	x
2008			Asian	0%	x
White	75%	9	Women	0%	x
African-American	0%	0	2001		
Latino	17%	2	White	100%	x
Asian	8%	1	African-American	0%	x
Women	0%	0	Latino	0%	x
2007			Asian	0%	x
White	75%	9	Women	0%	x
African-American	0%	0	2000		
Latino	17%	2	White	100%	x
Asian	8%	1	African-American	0%	x
Women	0%	0	Latino	0%	x
2006			Asian	0%	x
White	70%	7	Women	0%	x
African-American	0%	0	1999		
Latino	20%	2	White	100%	x
Asian	10%	1	African-American	0%	x
Women	0%	0	Latino	0%	x
2005			Asian	0%	x
White	77%	10	Women	0%	x
African-American	0%	0	1998		
Latino	15%	2	White	93%	x
Asian	8%	1	African-American	0%	x
Women	0%	0	Latino	7%	x
2004*			Other	0%	x
White	100%	7	Women	0%	x
African-American	0%	0			
Latino	0%	0			
Asian	0%	0			
Women	0%	0			

\*=Received from EEO MLS self report Apr. 2005

Table 64

Minorities held 26.3 percent of the team professional positions in 2008. Latinos decreased by 4.2 percentage points from 26.3 percent in 2007 to 22.1 percent in 2008. African-Americans decreased slightly from 3.6 percent in 2007 to 3.4 percent in 2008 while the percentage of whites filling team professional administration posts increased from 67.5 to 73.6 percent. The percentage of Asians decreased by 1.1 percent to 0.4 percent while "other" people of color decreased to 0.4 percent as well.

The percentage of women in team professional positions decreased from 27.3 to 22.1 percent in 2008.

## MLS Grade for Professional Administration:

Race: A+  
Gender: D+

See Table 68.

## Diversity Initiatives

As can be seen in Appendix II, MLS has outstanding diversity initiatives.

## MLS Grade for Diversity Initiatives: A+

See Chapter 9.

## Physicians

White physicians decreased from 89 percent to 83 percent since the 2007 MLS season. Latinos held 11 percent of these positions in 2007 and increased to 17 percent in 2008. There were no female, African-American or Asian team physicians in either year.

See Table 69.

## Head Trainers

In 2008, Latino head trainers remained the same at eight percent, while white head trainers decreased from 92 percent to 83 percent. African-Americans also had eight percent of the posts. This is the first time since coverage started that there was an African-American trainer. There were no Asian or women trainers in 2007 or 2008.

See Table 70.

## Radio/TV Broadcasters

Radio and television announcers have the enormous ability to influence the way the public perceives athletes and sports, thus it is important that the people in the media be as diverse as the players on the fields.

There was a decrease in Latino broadcasters for MLS teams in the 2008 season. Latinos held 46.4 percent of these posts in 2007 before decreasing to 42.9 percent in 2008. African-Americans decreased from 7.1 percent to 2.4 percent while whites increased from 46.4 to 54.8 percent. Women held 2.4 percent of these positions, down from 3.6 in 2007. There have been no Asian broadcasters since 2004.

See Table 71.



General Manager/ Director of Player Personnel					
	%	#		%	#
2009			2003		
White	100%	10	Data Not Recorded		
African-American	0%	0	2002		
Latino	0%	0	White	92%	11
Asian	0%	0	African-American	0%	0
Women	0%	0	Latino	8%	1
2008			Asian	0%	0
White	92%	11	Women	0%	0
African-American	0%	0	2001		
Latino	8%	1	White	92%	11
Asian	0%	0	African-American	0%	0
Women	0%	0	Latino	8%	1
2007			Asian	0%	0
White	90%	9	Women	0%	0
African-American	0%	0	2000		
Latino	10%	1	White	100%	12
Asian	0%	0	African-American	0%	0
Women	0%	0	Latino	0%	0
2006			Asian	0%	0
White	100%	10	Women	0%	0
African-American	0%	0	1999		
Latino	0%	0	White	92%	11
Asian	0%	0	African-American	0%	0
Women	0%	0	Latino	8%	1
2005			Asian	0%	0
White	100%	11	Women	8%	1
African-American	0%	0	1998		
Latino	0%	0	White	92%	11
Asian	0%	0	African-American	0%	0
Women	0%	0	Latino	8%	1
2004*			Asian	0%	0
White	100%	12	Women	0%	0
African-American	0%	0			
Latino	0%	0			
Asian	0%	0			
Women	0%	0			

\*=Received from EEO MLS self report Apr. 2005

Table 65

Vice Presidents		
	%	#
2008		
White	95%	40
African-American	0%	0
Latino	5%	2
Asian	0%	0
Women	7%	3
2007		
White	97%	29
African-American	0%	0
Latino	3%	1
Asian	0%	0
Women	7%	2
2006		
White	100%	28
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	7%	2
2005		
White	100%	24
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	8%	2
2004		
White	100%	14
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	0%	0
2003		
Data Not Recorded		
2002		
White	91%	21
African-American	9%	2
Latino	0%	0
Asian	0%	0
Women	0%	0
2001		
Data Not Recorded		
2000		
White	76%	14
African-American	12%	2
Latino	12%	2
Asian	0%	0
Women	0%	0
1999		
White	90%	19
African-American	5%	1
Latino	0%	0
Asian	5%	1
Women	5%	1
1998		
White	89%	16
African-American	5%	1
Latino	5%	1
Asian	0%	0
Women	17%	3

\*=Received from EEO MLS self report Apr. 2005

Table 66

Senior Administrators			
		%	#
2008			
White		81.2%	82
African-American		2.0%	2
Latino		13.9%	14
Asian		1.0%	1
Other		2.0%	2
Women		24.8%	25
2007			
White		79.6%	74
African-American		2.2%	2
Latino		16.1%	15
Asian		0.0%	0
Other		2.2%	2
Women		20.4%	19
2006			
White		82%	77
African-American		1%	1
Latino		15%	14
Asian		1%	1
Other		1%	1
Women		18%	17
2005			
White		85%	54
African-American		0%	0
Latino		13%	8
Asian		2%	1
Other		0%	0
Women		21%	13
2004*			
White		86%	x
African-American		1%	x
Latino		12%	x
Asian		1%	x
Women		23%	x
2003		Data Not Recorded	
2001			
White		86%	x
African-American		3%	x
Latino		9%	x
Asian		1%	x
Women		24%	x
2000			
White		80%	x
African-American		4%	x
Latino		14%	x
Asian		2%	x
Women		21%	x
1999			
White		80%	x
African-American		5%	x
Latino		14%	x
Asian		1%	x
Women		22%	x
x= Data not recorded			
*=Received from EEO MLS self report Apr. 2005			
Table 67			

**Table 67**

Professional Administration				
		%	#	
2008				2003
	White	73.6%	173	
	African-American	3.4%	8	
	Latino	22.1%	52	
	Asian	0.4%	1	
	Other	0.4%	1	
	Women	22.1%	52	
2007				2002
	White	67.5%	131	
	African-American	3.6%	7	
	Latino	26.3%	51	
	Asian	1.5%	3	
	Other	1.0%	2	
	Women	27.3%	53	
2006				2001
	White	71%	178	
	African-American	4%	10	
	Latino	22%	56	
	Asian	1%	3	
	Other	1%	3	
	Women	27%	67	
2005				2000
	White	66%	76	
	African-American	4%	5	
	Latino	30%	34	
	Asian	0%	0	
	Other	0%	0	
	Women	28%	32	
2004				1999
	White	90%	75	
	African-American	1%	1	
	Latino	5%	4	
	Asian	2%	2	
	Other	1%	1	
	Women	42%	35	
				1998

**Table 68**

Physicians							
		%	#			%	#
2008				2003			
White		83%	5			Data Not Recorded	
African-American		0%	0	2002			
Latino		17%	1	White		67%	6
Asian		0%	0	African-American		0%	0
Other		0%	0	Latino		22%	2
Women		0	0	Asian		0%	0
2007				Other		11%	1
White		89%	8	Women		11%	1
African-American		0%	0	2001			
Latino		11%	1			Data Not Recorded	
Asian		0%	0	2000			
Other		0%	0	White		100%	10
Women		0%	0	African-American		0%	0
2006				Latino		0%	0
White		67%	6	Asian		0%	0
African-American		0%	0	Women		0%	0
Latino		22%	2	1999			
Asian		0%	0	White		100%	11
Other		11%	1	African-American		0%	0
Women		0%	0	Latino		0%	0
2005				Asian		0%	0
White		82%	9	Women		0%	0
African-American		0%	0	1998			
Latino		9%	1	White		92%	13
Asian		9%	1	African-American		0%	0
Other		0%	0	Latino		8%	1
Women		0%	0	Asian		0%	0
2004*				Women		0%	0
White		75%	12				
African-American		0%	0				
Latino		6%	1				
Asian		6%	1				
Other		13%	2				
Women		0%	0				
*Received from EEO MLS self report Apr. 2005							
Table 69							

Table 69

Head Trainers					
	%	#		%	#
2008			2003		
White	83%	10	Data Not Recorded		
African-American	8%	1	2002		
Latino	8%	1	White	100%	10
Asian	0%	0	African-American	0%	0
Other	0%	0	Latino	0%	0
Women	0%	0	Asian	0%	0
2007			Other	0%	0
White	92%	12	Women	0%	0
African-American	0%	0	2001		
Latino	8%	1	Data Not Recorded		
Asian	0%	0	2000		
Other	0%	0	White	92%	11
Women	0%	0	African-American	0%	0
2006			Latino	8%	1
White	92%	11	Other	0%	0
African-American	0%	0	Women	17%	2
Latino	8%	1	1999		
Asian	0%	0	White	92%	11
Other	0%	0	African-American	0%	0
Women	0%	0	Latino	8%	1
2005			Other	0%	0
White	75%	12	Women	17%	2
African-American	0%	0	1998		
Latino	19%	3	White	76%	8
Asian	6%	1	African-American	0%	0
Other	0%	0	Latino	33%	4
Women	0%	0	Other	0%	0
2004*			Women	17%	2
White	100%	7			
African-American	0%	0			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

\*=Received from EEO MLS self report Apr. 2005

**Table 70**

Radio and TV Announcers		
		%
2008		
White		54.8%
African-American		2.4%
Latino		42.9%
Asian		0.0%
Other		0.0%
Women		2.4%
2007		
White		46.4%
African-American		7.1%
Latino		46.4%
Asian		0.0%
Other		0.0%
Women		3.6%
2006		
White		45%
African-American		9%
Latino		45%
Asian		0%
Other		0%
Women		0%
2005		
White		64%
African-American		9%
Latino		27%
Asian		0%
Other		0%
Women		0%
2004*		
White		47%
African-American		2%
Latino		44%
Asian		4%
Other		2%
Women		4%

\*=Received from EEO MLS self report Apr. 2005

Table 74

\*=Received from EEO MLS self report Apr. 2005

**Table 71**

# Chapter 7: College Sport and NCAA

## OVERALL GRADES

As stated in the executive summary, this year represented the in-between year in terms of the NCAA releasing racial and gender demographic data. Without those two key studies which The Institute depends, The Institute cannot issue an overall grade for 2009 for the College Racial and Gender Report Card.

The 2008 Racial and Gender Report Card for College Sport showed that college sport received a **C+** for race and a **B** for gender giving it a combined **C+** overall. That compared to the 2006-07 Racial and Gender Report Card when college sport earned a **B-** for race and **B+** for gender. The **C+** for race was last when compared to the grades for the professional sports leagues in 2008. College sport's **B** for gender put it behind the NBA's **B+** and the WNBA's **A+** for gender but ahead of the other men's leagues. The college sport combined grade of **C+** was lowest among all the other sports examined in 2008 and was behind the WNBA (**A+**), NBA (**A**), MLS (**B+**) and MLB (**B**). A new grade will be issued for college sport when the 2010 report card is released next year.

## GRADES BY CATEGORY

### University Leadership Positions at Football Bowl Subdivision (FBS) Institutions

The key leadership positions at Football Bowl Subdivision (FBS) schools and conferences remained overwhelmingly white and male even though there was a record number of nine head coaches of color in the 2009 college football season at the FBS schools (formerly Division IA) according to a study released in November 2009 by The Institute. This study, titled *The Buck Stops Here: Assessing Diversity among Campus and Conference Leaders for Football Bowl Subdivision (FBS) Schools in the 2009-10 Academic Year*, reported on the racial and gender demographics and trends at the 120 FBS institutions. Highlights of this study concerning the leadership of university presidents, athletic directors, football

coaching staff and faculty athletic representatives are included and analyzed within this section.

### University Presidents at FBS Institutions

Analyzing the leadership at the top of the colleges and universities leading FBS institutions, one can clearly see there is a lack of diversity.

Among the 120 FBS Institutions, 112 (93.3 percent) presidents were white. There were eight presidents of color and 22 women serving as president as of October 2009. This number of female presidents is an increase of one (0.8 percentage points) from 2008, however the number of presidents of color decreased by one over this same time period.

- There were four (3.3 percent)

African-American presidents

- o Sidney McPhee, Middle Tennessee State University
- o Roderick McDavis, Ohio University
- o Elson S. Floyd, Washington State University
- o Bernadette Gray-Little, University of Kansas
- There were three (2.5 percent) Latino presidents
  - o Luis Proenza, University of Akron
  - o Manuel Pacheco (Interim), New Mexico State University
  - o France A. Cordova, Purdue University
- There was one (0.8 percent) Asian president
  - o Renu Khator, University of Houston
- There were no Native Americans presidents

NCAA Executive/Senior/Vice Presidents					
		%	#		
2009			2004		
White	83.33%	15	White	87.5%	14
African-American	16.67%	3	African-American	12.5%	2
Latino	0.00%	0	Latino	0.0%	0
Asian	0.00%	0	Asian	0.0%	0
Other	0.00%	0	Other	0.0%	0
Women	22.22%	4	Women	18.8%	3
Total	x	18	Total	x	16
2008			2003		
White	83.33%	15	Data Not Recorded		
African-American	16.67%	3	2002		
Latino	0.00%	0	White	81.0%	13
Asian	0.00%	0	African-American	19.0%	3
Other	0.00%	0	Latino	0.0%	0
Women	22.22%	4	Asian	0.0%	0
Total	x	18	Other	0.0%	0
2007			Women	25.0%	4
White	82.4%	14	Total	x	16
African-American	17.6%	3	2001		
Latino	0.0%	0	Data Not Recorded		
Asian	0.0%	0	2000		
Other	0.0%	0	White	83.3%	10
Women	23.5%	4	African-American	16.7%	3
Total	x	17	Latino	0.0%	0
2006			Other	0.0%	0
White	81.3%	13	Women	26.7%	4
African-American	18.8%	3	Total	x	15
Latino	0.0%	0	1999		
Asian	0.0%	0	Data Not Recorded		
Other	0.0%	0	1998		
Women	25.0%	4	White	81.2%	13
Total	x	16	African-American	18.8%	3
2005			Latino	0.0%	0
Data Not Recorded			Other	0.0%	0
			Women	25.0%	4
			Total	x	16
Note: Data provided by the NCAA. Historically Black Institutions excluded.					
x= Data not recorded					
TABLE 72					

TABLE 72



NCAA Managing Directors/Directors							
		%	#			%	#
2009				2004			
	White	75.71%	53		White	81.3%	33
	African-American	17.14%	12		African-American	12.5%	5
	Latino	4.29%	3		Latino	2.0%	1
	Asian	1.43%	1		Asian	4.0%	2
	Other	1.43%	1		Other	0.0%	0
	Women	41.43%	29		Women	48.0%	20
	Total	x	70		Total	x	41
2008				2003			
	White	76.47%	52		Data Not Recorded		
	African-American	16.18%	11	2002			
	Latino	2.94%	2		White	79.0%	x
	Asian	4.41%	3		African-American	14.0%	x
	Other	0.00%	0		Latino	5.0%	x
	Women	41.10%	28		Asian	2.0%	x
	Total	x	68		Other	0.0%	x
2007					Women	42.0%	x
	White	77.4%	48		Total	x	x
	African-American	14.5%	9	2001			
	Latino	1.6%	1		Data Not Recorded		
	Asian	4.8%	3	2000			
	Other	1.6%	1		White	82.9%	34
	Women	41.9%	26		African-American	9.7%	4
	Total	x	62		Latino	2.4%	1
2006					Other	4.8%	2
	White	75.9%	44		Women	39.0%	16
	African-American	19.0%	11		Total	x	41
	Latino	1.7%	1	1999			
	Asian	3.4%	2		Data Not Recorded		
	Other	0.0%	0	1998			
	Women	41.4%	24		White	85.7%	36
	Total	x	58		African-American	7.1%	3
2005					Latino	2.4%	1
	Data Not Recorded				Other	4.8%	2
Note: Data provided by the NCAA. Historically Black Institutions excluded.							
x= Data not recorded							
TABLE 73							

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x= Data not recorded

TABLE 73

- There were 22 (18.3 percent) women presidents
  - o Carol Garrison, University of Alabama at Birmingham
  - o Jo Ann M. Gora, Ball State University
  - o Carol A. Cartwright, Bowling Green State University
  - o Kathleen Wilber, Central Michigan University
  - o Monica Rimai, University of Cincinnati
  - o Susan W. Martin, Eastern Michigan University
  - o M.R.C. Greenwood, University of Hawaii
  - o Renu Khator, University of Houston
  - o Sally Mason, University of Iowa
  - o Bernadette Gray-Little, University of Kansas
  - o Shirley Raines, University of Memphis
  - o Donna E. Shalala, University of Miami (Florida)

- o Mary Sue Coleman, University of Michigan
- o Lou Anna Kimsey Simon, Michigan State University
- o Gretchen M. Bataille, University of North Texas
- o France A. Cordova, Purdue University
- o Judy Genshaft, University of South Florida
- o Martha Dunagin Saunders, University of Southern Mississippi
- o Nancy Cantor, Syracuse University
- o Ann Weaver Hart, Temple University
- o Diana S. Natalicio, University of Texas at El Paso
- o Biddy Martin, University of Wisconsin, Madison

NCAA Administrators					
	%	#		%	#
2009			2004		
White	78.05%	160	White	76.7%	124
African-American	18.05%	37	African-American	22.2%	37
Latino	1.95%	4	Latino	0.0%	0
Asian	1.95%	4	Asian	1.2%	2
Other	0.00%	0	Other	0.0%	0
Women	53.17%	109	Women	54.3%	88
Total	x	205	Total	x	163
2008			2003		
White	76.92%	150	Data Not Recorded		
African-American	18.97%	37	2002		
Latino	2.05%	4	White	77.3%	x
Asian	2.05%	4	African-American	22.2%	x
Other	0.00%	0	Latino	0.0%	x
Women	54.87%	107	Asian	<1%	x
Total	x	195	Other	0.0%	x
2007			Women	54.5%	x
White	78.4%	145	Total	x	x
African-American	18.4%	34	2001		
Latino	2.2%	4	Data Not Recorded		
Asian	1.1%	2	2000		
Other	0.0%	0	White	76.6%	105
Women	55.1%	102	African-American	21.9%	30
Total	x	185	Latino	0.7%	1
2006			Other	0.7%	1
White	76.5%	x	Women	49.6%	68
African-American	19.7%	x	Total	x	137
Latino	1.1%	x	1999		
Asian	1.6%	x	Data Not Recorded		
Other	1.1%	x	1998		
Women	55.2%	x	White	78.3%	90
Total	x	x	African-American	19.1%	22
2005			Latino	2.6%	3
Data Not Recorded			Other	0.0%	0
			Women	49.2%	53
			Total	x	115
Historically Black Institutions excluded.					
x= Data not recorded					
TABLE 74					

Historically Black Institutions excluded.

x= Data not recorded

TABLE 74

## Athletics Directors at FBS Institutions

As of October 2009, there were 11 African-American, four Latino and one Native American athletics directors at FBS institutions. Of the 120 ADs who oversee FBS football programs, there were 104 (86.7 percent) whites. The people of color included the following.

- Eleven (9.2 percent) African-Americans
  - o Warde Manuel, The State University of New York at Buffalo
  - o Keith Tribble, University of Central Florida
  - o Derrick Gragg, Eastern Michigan University
  - o Damon Evans, University of Georgia
  - o McKinley Boston Jr., New Mexico State University

- o Eugene Smith, The Ohio State University
- o Michael Garrett, University of Southern California
- o Daryl J. Gross, Syracuse University
- o Kevin Anderson, U.S. Military Academy
- o David Williams II (Vice Chancellor of Student Life and University Affairs and General Counsel), Vanderbilt University
- o Craig K. Littlepage, University of Virginia
- Four (3.3 percent) Latinos
  - o Daniel G. Guerrero, University of California, Los Angeles
  - o Pete Garcia, Florida International University
  - o Rick Villarreal, University of North Texas
  - o Barry Alvarez, University of Wisconsin, Madison
- One (0.8 percent) Native American
  - o Rick Dickson (Tulane University)
- No Asians

There were five white women (4.2 percent) in charge of an FBS school:

- o Lisa Love, Arizona State University
- o Anne “Sandy” Barbour, University of California, Berkeley
- o Deborah A. Yow, University of Maryland, College Park
- o Cary Sue Groth, University of Nevada
- o Kathy Beauregard, Western Michigan University

Two women head a separate women’s department and do not oversee football: Joan C. Cronan (Women’s AD), University of Tennessee, Knoxville and Christine A. Plonsky (Women’s AD), University of Texas at Austin.

The level of diversity within the athletic director position at FBS schools has stayed constant from last year’s study, as 16 (13.3 percent) people of color hold this position.

### **Head Football Coaches and Coordinators at FBS Institutions**

Seven of the 120 FBS head coaches were African-American during the 2009 collegiate football season, an

increase of one from last year’s study. Prior to the start of the 2009 season, four new African-American coaches were hired, including Mike Locksley by New Mexico, Ron English by Eastern Michigan, Mike Haywood by Miami of Ohio and DeWayne Walker by New Mexico State.

There were two other head coaches of color for a total of nine in the 2009 season. This was the highest number in the history of FBS schools.

In the 2009 season, there were 120 head football coaches at FBS schools. Of the 120, 111 (92.5 percent) were white. In addition, there were:

- Seven (5.8 percent) African-Americans
  - o Turner Gill, State University of New York at Buffalo
  - o Ron English, Eastern Michigan University
  - o Kevin Sumlin, University of Houston
  - o Randy Shannon, University of Miami (Florida)
  - o Mike Haywood, Miami University, Ohio
  - o Mike Locksley, University of New Mexico
  - o DeWayne Walker, Mexico State
- One (0.8 percent) Latino
  - o Mario Cristobal, Florida International University
- One (0.8 percent) Polynesian
  - o Ken Niumatalolo, U.S. Naval Academy
- No Asians
- No Native Americans

At the end of the 2009 season, not only did none of the above coaches lose their jobs, but six additional African-American coaches were hired, which increased the number of coaches of color in FBS to a record 15 at the start of the 2010 football season. Turner Gill left Buffalo to take a job as head coach at the University of Kansas, and the six new coaches included Charlie Strong at the University of Louisville, Willie Taggart at Western Kentucky University, Larry Porter at the University of Memphis, Mike London at the University of Virginia, Joker Phillips at the University

of Kentucky, and Ruffin McNeill at East Carolina University.

The offensive and defensive coordinators are often viewed as the pipeline for the head coaching position. Among the FBS schools, there were 268 coaches who were considered either offensive or defensive coordinators. This number excludes five offensive or defensive coordinators (Clemson University, Georgia Institute of Technology, University of South Carolina, Texas Tech University, Western Michigan University) who also serve as the head coach.

Of the 268 coordinators, 229 were (85.4 percent) white, 30 were (11.2 percent) African-American, four were (1.5 percent) Latino and five (1.9 percent) were Asian. There was one less African-American coordinator from last year while there was an increase of one coordinator in both the Latino and Asian demographics, respectively.

### **Faculty Athletics Representatives at FBS Institutions**

The faculty athletics representative (FAR) is a university’s representative of the president and faculty on issues regarding athletics. The FAR is usually appointed by the president and is involved with the assurance of the academic integrity of the athletics programs, as well as the maintenance of the welfare of the student-athlete. The FAR is a very important position within a university.

As of October 2009, there were five African-American, one Latina, one Asian and one Native American faculty athletics representatives at FBS institutions. Of the 120 FBS schools, there are 122 faculty athletics representatives. The people of color included:

- Five (4.1 percent) African-Americans
  - o Myles Lynk, Arizona State University
  - o Percy Bates, University of Michigan

NCAA Support Staff					
	%	#		%	#
2009			2004		
White	80.99%	98	White	85.1%	97
African-American	16.53%	20	African-American	12.3%	13
Latino	0.83%	1	Latino	0.9%	1
Asian	1.65%	2	Asian	1.7%	2
Other	0.00%	0	Other	0.0%	0
Women	95.04%	115	Women	90.4%	103
Total	x	121	Total	x	113
2008			2003		
White	80.36%	90	Data Not Recorded		
African-American	16.07%	18	2002		
Latino	0.00%	0	White	84.5%	x
Asian	1.79%	2	African-American	13.0%	x
Other	1.79%	2	Latino	x	x
Women	94.64%	106	Asian	x	x
Total	x	112	Other	2.5%	x
2007			Women	84.0%	x
White	80.0%	92	Total	x	x
African-American	16.5%	19	2001		
Latino	0.9%	1	Data Not Recorded		
Asian	1.7%	2	2000		
Other	0.9%	1	White	84.0%	100
Women	93.0%	107	African-American	13.4%	16
Total	x	115	Latino	0.8%	1
2006			Other	1.6%	2
White	81.6%	x	Women	90.7%	108
African-American	15.8%	x	Total	x	119
Latino	0.9%	x	1999		
Asian	1.8%	x	Data Not Recorded		
Other	0.0%	x	1998		
Women	91.2%	x	White	90.5%	105
Total	x	x	African-American	6.9%	8
2005			Latino	0.0%	0
Data Not Recorded			Other	2.5%	3
			Women	94.8%	110
			Total	x	122

Note: Data provided by the NCAA. Historically Black Institutions excluded.  
x= Data not recorded

**TABLE 75**

- o Alex Byrd, Rice University
- o William Smith, University of Utah
- o Lucius Outlaw, Vanderbilt University
- One (0.8 percent) Latina
  - o Consuelo Stebbins, University of Central Florida
- One (0.8) Asian
  - o L.J. "Kelvin" Coong, Oregon State University
- One (0.8 percent) Native American
  - o Larry Echo Hawk, Brigham Young University

There are 33 white women (27.0 percent) in total serving as faculty athletics representatives.

## NCAA Headquarters

The data in this section on the NCAA headquarters was supplied by the

NCAA for 2009 and is compared to their data from 2008.

Throughout his tenure as NCAA President, the late Myles Brand strongly expressed his support of creating opportunities for women and people of color within the NCAA headquarters and at the member institutions that comprise the NCAA. In his State of the NCAA address in January 2008, Brand stated, "Women continue to be under-represented in terms of grants-in-aid for student-athletes, coaching opportunities for women's sports, and leadership positions in terms of athletics director positions. Athletics scholarships, coaching positions and athletics directorships must, of course, be allocated on the bases of talent and hard work. But it is simply incredulous that the talent pool is so weighted toward men to produce

Total Full-Time NCAA Staff		
	%	#
2009		
White	78.7%	326
African-American	17.4%	72
Latino	1.9%	8
Asian	1.7%	7
Other	0.2%	1
Women	62.1%	257
Total	x	414
2008		
White	78.1%	307
African-American	17.6%	69
Latino	0.0%	6
Asian	2.3%	9
Other	0.5%	2
Women	62.3%	245
Total	x	393
2007		
White	78.9%	299
African-American	17.2%	65
Latino	1.6%	6
Asian	1.8%	7
Other	0.5%	2
Women	63.1%	239
Total	x	379

Note: Data provided by the NCAA.  
Data Calculated From Tables 1-4

**TABLE 76**

this imbalance. The facts, as well as the history of past lack of female representation, point to a continuing problem of injustice." He also said that the lack of African-American head football coaches is an embarrassment to all of intercollegiate athletics and that "the talent pool exists and it contains men who are ready and able to successfully lead these teams, but we are yet to see more than eight head coaches among the 119 teams in the Football Bowl Subdivision. And as bad as that is, it is worse in the Football Championship Subdivision and in Divisions II and III." Dr. Brand helped set the stage for the large positive changes in FBS head coaches after the 2009 season.

At the EVP/SVP/VP position, the number of people of color and women remained the same at three and four, respectively. African-Americans continue to be the only people of color represented at the EVP/SVP/VP positions, occupying 16.7 percent of the positions. Whites held the remaining 83.3 percent of the positions.

The percentages increased for

people of color who hold posts at the managing director/director level, which includes the managing director position as well. While women increased in numbers from 28 to 29, the percentage increase was minimal since the additional net number

of females was offset by one more male hire from 2008. People of color increased by 0.8 percentage points to 24.3 percent, constituting the highest percentage ever of people of color in this category. Whites occupied 75.7 percent of the positions while African-

Americans held 17.1 percent (up 0.9 percentage points) of the managing director/director positions. The most significant percentage gain was seen in the Latino demographic, as Latinos held 4.3 percent (up 1.4 percentage points). Asians occupied just 1.4 percent (down 3.0 percentage points) of the positions, but the percentage of people of color increased due to the boost in Latino percentage and the addition of one person in the "other" demographic category, representing 1.4 percent (up from 0.0 percent last year). Women held 41.4 percent of these positions, an increase of 0.3 percentage points.

At the NCAA administrator level, the percentage of people of color decreased even though the total number of minorities (45) did not change from last year. The number of

Conference Commissioners					
Division IA			Division I		
	%	#		%	#
<b>2008-09</b>					
White	100.0%	11	White	100.0%	30
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	16.7%	5
Total	x	11	Total	x	30
<b>2007-08</b>					
White	100.0%	11	White	100.0%	30
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	10.0%	3
Total	x	11	Total	x	30
<b>2006-07</b>					
White	100.0%	11	White	100.0%	36
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	5.6%	2
Total	x	11	Total	x	36
<b>2005-06</b>					
White	100.0%	11	White	100.0%	36
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	5.6%	2
Total	x	11	Total	x	36
<b>2004-05</b>					
White	100.0%	11	White	100.0%	36
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	5.6%	2
Total	x	11	Total	x	36
<b>2003-04</b>					
White	100.0%	11	White	100.0%	28
African-American	x	x	African-American	x	x
Asian	x	x	Asian	x	x
Latino	x	x	Latino	x	x
Native American	x	x	Native American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	9.1%	3
Total	x	11	Total	x	28

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x= Data not recorded

TABLE 77

Associate Conference Commissioners		
Division IA		
	%	#
<b>2008-09</b>		
White	86.4%	51
African-American	10.2%	6
Asian	1.7%	1
Latino	0.0%	0
Native American	0.0%	0
Other	1.7%	1
Women	28.8%	17
Total	100.0%	59
<b>2007-08</b>		
Data Not Recorded		
<b>2006-07</b>		
Data Not Recorded		
<b>2005-06</b>		
Data Not Recorded		
<b>2004-05</b>		
White	92.3%	48
African-American	5.8%	3
Asian	1.9%	1
Latino	0.0%	0
Native American	0.0%	0
Other	0.0%	0
Women	25.0%	13
Total	x	52
<b>2003-04</b>		
White	82.5%	22
African-American	12.5%	5
Asian	2.5%	1
Latino	2.5%	1
Native American	x	x
Other	x	x
Women	27.5%	11
Total	x	40

Note: Data provided by the NCAA.

Historically Black Institutions excluded.

x= Data not recorded

TABLE 78

## Chapter 7: College Sport and NCAA

white NCAA administrators increased by 10, thus increasing the percentage of whites in these positions by 1.1 percentage points to 78.0 percent. All the percentages for people of

color decreased, as African-American representation is now 18.1 percent (down 0.9 percentage points) and Asians and Latinos each represent 2.0 percent (down 0.1 percentage

points in each category). Although the percentage of women in administrator posts decreased by 1.7 points to 53.2 percent of the available positions, the total number of women increased by

Male Student-Athletes: Division I									
		Basketball	Football	Baseball			Basketball	Football	Baseball
2007-08					2001-02				
White		32.6%	46.6%	84.4%	White		32.3%	50.1%	83.4%
African-American		60.4%	46.4%	6.0%	African-American		57.7%	42.6%	6.9%
Latino		1.8%	2.4%	5.5%	Latino		1.5%	2.1%	5.2%
American Indian/Alaskan Native		0.1%	0.4%	0.4%	American Indian/Alaskan Native		0.3%	0.4%	0.4%
Asian		0.4%	0.9%	1.1%	Asian		0.2%	1.4%	1.1%
Native Hawaiian/Pacific Islander		0.0%	0.9%	0.2%	Non-Resident Aliens		4.8%	0.5%	1.1%
Two or More Races		0.5%	0.3%	0.1%	Other		3.2%	2.8%	1.9%
Other		4.2%	2.3%	2.3%	2000-01				
2006-07					White		32.5%	49.4%	81.3%
White		32.5%	47.0%	84.5%	African-American		57.1%	42.1%	6.7%
African-American		60.4%	45.9%	6.0%	Latino		1.4%	2.1%	5.6%
Latino		1.8%	2.2%	5.4%	American Indian/Alaskan Native		0.4%	0.4%	0.4%
American Indian/Alaskan Native		0.4%	0.4%	0.4%	Asian		0.2%	1.3%	0.9%
Asian		0.4%	1.6%	1.2%	Non-Resident Aliens		5.1%	1.7%	2.1%
Other		4.7%	2.9%	2.5%	Other		3.3%	2.9%	3.0%
2005-06					1999-00				
White		29.9%	47.1%	84.6%	White		34.6%	51.3%	83.0%
African-American		58.9%	45.4%	5.7%	African-American		55.0%	39.5%	6.6%
Latino		1.8%	2.1%	5.0%	Latino		1.6%	1.8%	4.3%
American Indian/Alaskan Native		0.3%	0.9%	0.4%	American Indian/Alaskan Native		0.2%	0.3%	0.4%
Asian		0.5%	1.6%	1.1%	Asian		0.3%	1.3%	1.1%
Non-Resident Aliens		6.2%	2.4%	1.0%	Non-Resident Aliens		3.0%	0.2%	0.6%
Other		2.3%	0.4%	2.5%	Other		5.3%	5.7%	3.9%
2004-05					1998-99				
White		31.9%	47.7%	83.7%	White		34.0%	46.9%	88.1%
African-American		57.8%	45.4%	6.5%	African-American		55.9%	46.4%	2.8%
Latino		1.5%	2.3%	5.4%	Latino		1.4%	1.9%	4.7%
American Indian/Alaskan Native		0.6%	0.3%	0.3%	American Indian/Alaskan Native		0.3%	0.4%	0.5%
Asian		0.4%	1.6%	1.2%	Asian		0.3%	2.0%	0.8%
Non-Resident Aliens		5.4%	0.4%	1.0%	Non-Resident Aliens		5.5%	1.0%	1.4%
Other		2.5%	2.3%	1.9%	Other		2.6%	1.9%	1.7%
2003-04					1997 - 98				
White		31.6%	48.3%	83.8%			Data Not Recorded		
African-American		58.2%	44.3%	6.1%	1996-97				
Latino		1.5%	2.4%	4.9%	White		33.8%	46.9%	89.5%
American Indian/Alaskan Native		0.3%	0.4%	0.3%	African-American		57.3%	47.6%	3.0%
Asian		0.2%	1.6%	1.2%	Latino		1.5%	1.9%	4.3%
Non-Resident Aliens		5.7%	0.6%	1.3%	American Indian/Alaskan Native		0.2%	0.3%	0.5%
Other		2.5%	2.4%	2.1%	Asian		0.3%	1.2%	0.6%
2002-03					Non-Resident Aliens		4.4%	0.6%	0.9%
White		32.3%	49.3%	84.1%	Other		2.5%	1.5%	1.2%
African-American		57.9%	43.8%	6.1%	1992 - 96				
Latino		1.3%	2.2%	5.1%			Data Not Recorded		
American Indian/Alaskan Native		0.4%	0.4%	0.3%	1991-92				
Asian		0.2%	1.6%	1.2%	White		34.5%	53.2%	90.0%
Non-Resident Aliens		5.3%	0.5%	1.2%	African-American		61.8%	42.7%	4.3%
Other		2.6%	2.3%	2.0%	Latino		0.8%	1.4%	3.9%
					American Indian/Alaskan Native		0.2%	0.3%	0.3%
					Asian		0.2%	1.0%	0.7%
					Non-Resident Aliens		x	x	x
					Other		2.5%	1.4%	0.8%

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 79



two from 107 female administrators in 2008 to 109 female administrators in 2009.

Within the support staff position level at the headquarters, which includes all levels of assistants, the percentage of people of color decreased 0.6 percentage points to 19.0 percent while women increased 0.4 percentage points to 95.0 percent. This percentage of women at the support level represents the highest percentage of women in these positions since the NCAA began reporting demographic data in 1998. When examining the composite outlook of these numbers, the total number of full-time NCAA employees

equals 414, an increase of 21 from 403 in 2008. The percentages of female and minority representation are down, as the percentage of females is 62.1 percent, down 0.2 percentage points, and the percentage of people of color is 21.3 percent, down 0.6 percentage points. These numbers are accurate as of September 1, 2009. It should be noted that these numbers represent a snapshot in time for the NCAA. As a result there is some fluctuation that occurs based upon the time of when staff are starting or departing. For consistency in the grading of our reports year to year, all data regarding the NCAA offices is taken from September each year.

Charlotte Westerhaus continued in her role as the vice president for the Office of Diversity and Inclusion, having worked closely with the late NCAA president Myles Brand on “identifying ways in which the NCAA can better assist universities in the hiring of women and people of color into leadership positions.”

The African-American vice-presidents are:

- Bernard Franklin, sr. vice president for Governance and Membership
- Robert Vowels, vice president for Education Services
- Charlotte Westerhaus, vice president for Diversity and Inclusion

Female Student-Athletes: Division I									
		Basketball	Outdoor Track	Softball			Basketball	Outdoor Track	Softball
2007-08					2002-03				
	White	42.6%	60.2%	78.5%		White	48.7%	61.0%	79.9%
	African-American	50.1%	29.5%	7.7%		African-American	40.9%	27.6%	9.1%
	Latino	1.3%	3.4%	7.2%		Latino	1.7%	3.0%	4.8%
	American Indian/Alaskan Native	0.3%	0.4%	0.8%		American Indian/Alaskan Native	0.6%	0.4%	0.5%
	Asian	1.1%	1.4%	2.0%		Asian	1.2%	1.4%	1.9%
	Native Hawaiian/Pacific Islander	0.2%	0.1%	0.6%		Non-Resident Aliens	4.5%	3.7%	1.0%
	Two or More Races	0.5%	0.3%	0.5%		Other	2.4%	3.0%	2.8%
	Other	3.9%	4.7%	2.7%	2001-02				
2006-07						White	50.2%	60.5%	80.7%
	White	44.4%	60.8%	78.6%		African-American	39.7%	28.0%	9.0%
	African-American	47.4%	28.7%	8.5%		Latino	1.7%	3.0%	4.1%
	Latino	2.0%	3.6%	6.8%		American Indian/Alaskan Native	0.5%	0.5%	0.6%
	American Indian/Alaskan Native	0.4%	0.5%	0.6%		Asian	0.8%	1.0%	1.7%
	Asian	1.1%	1.4%	2.3%		Non-Resident Aliens	4.3%	3.6%	1.0%
	Other	4.7%	4.9%	3.2%		Other	2.8%	3.3%	2.8%
2005-06					2000-01				
	White	44.3%	60.0%	79.2%		White	50.6%	58.1%	68.9%
	African-American	44.6%	27.7%	7.8%		African-American	38.6%	28.1%	8.4%
	Latino	1.6%	3.4%	6.7%		Latino	1.7%	2.5%	3.1%
	American Indian/Alaskan Native	0.3%	0.4%	0.5%		American Indian/Alaskan Native	0.5%	0.4%	0.3%
	Asian	1.6%	1.3%	1.9%		Asian	0.8%	1.0%	3.6%
	Non-Resident Aliens	5.2%	4.5%	1.7%		Non-Resident Aliens	5.0%	5.7%	6.8%
	Other	2.4%	2.7%	2.4%		Other	2.8%	4.2%	8.9%
2004-05					1999-00				
	White	44.6%	59.7%	80.6%		White	53.6%	61.9%	80.3%
	African-American	43.7%	28.5%	7.9%		African-American	35.7%	26.8%	8.6%
	Latino	1.6%	3.2%	5.9%		Latino	1.5%	2.4%	3.5%
	American Indian/Alaskan Native	0.5%	0.4%	0.5%		American Indian/Alaskan Native	0.4%	0.3%	0.6%
	Asian	1.3%	1.2%	1.9%		Asian	0.7%	0.8%	1.3%
	Non-Resident Aliens	5.8%	3.9%	1.2%		Non-Resident Aliens	2.4%	2.1%	0.6%
	Other	2.5%	3.1%	2.0%		Other	5.6%	5.7%	5.2%
2003-04									
	White	46.8%	59.6%	79.4%					
	African-American	41.6%	28.1%	9.1%					
	Latino	1.8%	3.2%	5.1%					
	American Indian/Alaskan Native	0.5%	0.4%	0.6%					
	Asian	1.3%	1.2%	2.1%					
	Non-Resident Aliens	5.3%	4.3%	1.3%					
	Other	2.8%	3.2%	2.3%					

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 80

## Chapter 7: College Sport and NCAA

The four women vice presidents are:

- Charlotte Westerhaus, vice President for Diversity and Inclusion
- Elsa Cole, chief legal counsel
- Sue Donohoe, vice president of Women's Division I Basketball
- Joni Comstock, vice president for NCAA Championships

See Tables 72, 73, 74, 75 and 76.

### Conference Commissioners

Once again, 100 percent of the 11 Football Bowl Subdivision (FBS), formerly known as Division IA, conference commissioners were white men. Being a conference commissioner is a powerful position and those that head BCS Conferences are considered to be among the most powerful and influential people in college sport. There were a few opportunities for minorities and women at the associate commissioner position. At the time of this publication, there were 59 Associate Commissioners at FBS schools, with women occupying 17 positions, or 29 percent. People of color made up just under 14 percent of available positions at the associate commissioner level. The information in this section was collected by TIDES from the conferences and not from NCAA reports.

In all of Division I, excluding the Historically Black conferences, all 30 (100 percent) of Division I conference commissioners were white. Five conferences were led by women as commissioners, accounting for 16.7 percent. The NCAA lists six other women who led sport-specific conferences. There were three new female commissioners hired since last year's study, Robin Harris of the Ivy League, Beth DeBauche of the Ohio Valley Conference, and Noreen Morris of the Northeast Conference.

The RGRC breaks down the female conference commissioners as follows: There were five women that headed Division I conferences:

- Bernadette V. McGlade, Atlantic 10

Student-Athletes: Division I							
		Male	Female		Male	Female	
2007-08				2001-02			
	White	64.3%	71.9%		White	63.1%	72.1%
	African-American	25.0%	15.9%		African-American	24.3%	14.7%
	Latino	3.9%	3.7%		Latino	3.4%	2.8%
	American Indian/Alaskan Native	0.4%	0.4%		American Indian/Alaskan Native	0.4%	0.4%
	Asian/Pacific Islander	1.5%	2.5%		Asian	1.5%	1.8%
	Two or More Races	0.2%	0.3%		Non-Resident Aliens	3.8%	4.2%
	Other	4.3%	5.2%		Other	3.7%	3.9%
2006-07				2000-01			
	White	64.2%	72.1%		White	61.6%	70.4%
	African-American	24.7%	15.7%		African-American	24.3%	14.8%
	Latino	3.8%	3.7%		Latino	3.3%	2.6%
	American Indian/Alaskan Native	0.4%	0.4%		American Indian/Alaskan Native	0.4%	0.4%
	Asian/Pacific Islander	1.6%	2.3%		Asian	1.4%	1.7%
	Other	5.3%	5.8%		Non-Resident Aliens	4.7%	5.4%
2005-06				1999-00			
	White	61.7%	70.1%		White	64.4%	72.6%
	African-American	24.6%	15.1%		African-American	22.9%	13.8%
	Latino	3.6%	3.5%		Latino	2.8%	2.4%
	American Indian/Alaskan Native	0.6%	0.4%		American Indian/Alaskan Native	0.3%	0.3%
	Asian	1.7%	2.2%		Asian	1.4%	1.6%
	Non-Resident Aliens	4.6%	5.6%		Non-Resident Aliens	2.4%	2.4%
	Other	3.1%	3.1%		Other	5.8%	6.7%
2004-05				1998-99			
	White	62.2%	70.5%		White	61.6%	75.8%
	African-American	24.8%	15.4%		African-American	25.5%	10.7%
	Latino	3.7%	3.3%		Latino	3.1%	2.9%
	American Indian/Alaskan Native	0.4%	0.4%		American Indian/Alaskan Native	0.4%	0.6%
	Asian	1.7%	2.2%		Asian	1.3%	1.6%
	Non-Resident Aliens	4.1%	4.9%		Non-Resident Aliens	6.0%	6.3%
	Other	3.1%	3.3%		Other	2.0%	2.5%
2003-04				1997-98			
	White	62.3%	70.6%				
	African-American	24.6%	14.9%				
	Latino	3.6%	3.3%				
	American Indian/Alaskan Native	0.4%	0.4%				
	Asian	1.6%	2.1%				
	Non-Resident Aliens	4.4%	5.0%				
	Other	3.2%	3.7%				
2002-03				1996-97			
	White	62.6%	71.9%		White	62.3%	78.2%
	African-American	24.6%	14.8%		African-American	26.2%	11.1%
	Latino	3.3%	2.9%		Latino	3.1%	2.8%
	American Indian/Alaskan Native	0.4%	0.3%		American Indian/Alaskan Native	0.5%	0.5%
	Asian	1.6%	2.0%		Asian	1.6%	1.9%
	Non-Resident Aliens	4.1%	4.5%		Non-Resident Aliens	4.5%	3.8%
	Other	3.4%	3.7%		Other	1.8%	1.8%
				1992-96			
				1991-92			
					White	66.2%	79.8%
					African-American	26.5%	12.8%
					Latino	2.5%	2.2%
					American Indian/Alaskan Native	0.3%	0.3%
					Asian	0.2%	1.5%
					Non-Resident Aliens	x	x
			Other	4.3%	3.4%		
Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.							
x=Data not recorded							
TABLE 81							

TABLE 81

#### Conference

- Carolyn Schlie Femovich, Patriot League
- Robin Harris, Ivy League
- Beth DeBauche, Ohio Valley Conference
- Noreen Morris, Northeast

#### Conference

There were seventeen women who held associate commissioner positions at the FBS level:

- Nora Lynn Finch, Atlantic Coast Conference

- Amy Yakola, Atlantic Coast Conference
- Dru Hancock, Big XII Conference
- Donna DeMarco, Big East Conference
- Danielle Donehew, Big East Conference
- Carola Iwaoka, Big Ten Conference
- Andrea Williams, Big Ten Conference
- Judy MacLeod, Conference USA
- Kelly Carney, Conference USA
- Donyale Canada, Mid-American Conference
- Carrie Coll, Mountain West Conference
- Carolayne Henry, Mountain West Conference
- Chrstine Hoyles, Pacific 10 Conference
- Chris Dawson, Pacific 10 Conference
- Debbie Corum, Southeastern Conference
- Kathy Keene, Sunbelt Conference
- Connie Hulburt, Western Athletic Conference

There were six women who were in charge of sport-specific conferences:

- Wendy J. Guthrie, Pacific Coast Softball Conference
- Carla M. Konet, Northern Pacific Field Hockey Conference
- Ellen Moore, Pacific Coast Softball Conference
- Peggy J. Pruitt, American Lacrosse Conference
- Alexis Schug, Atlantic Soccer Conference
- Patty Viverito, Gateway Football Conference and Pioneer Football League

See Tables 77 and 78.

### Student-athletes

There were several changes in data categorizations made by both the NCAA and The Institute for Diversity and Ethics in Sport that are essential to be aware of before highlighting statistical observations for the past year:

- Beginning in 2006-07 and continuing in 2007-08, tables were added to the NCAA Student-athlete Ethnicity

### Historical Listing of African-American and Latino Division IA Head Football Coaches

	Team	Year(s)	Record
Willie Jeffries	Wichita State	5	21-32-0
Dennis Green	Northwestern	5	10-45-0
	Stanford	3	16-18-0
Cleve Bryant	Ohio University	5	9-44-2
Wayne Nunnely	Las Vegas	4	19-25-0
Francis Peay	Northwestern	6	13-51-1
Willie Brown	Long Beach State	1	2-8-2
James Caldwell	Wake Forest	8	14-41-5
Ron Cooper	Eastern Michigan	2	9-13-0
	Louisville	3	13-20-0
Matt Simon	University of North Texas	4	18-26-1
Bob Simmons	Oklahoma State	6	29-37-1
John Blake	Oklahoma	3	11-21-0
Tony Samuel	New Mexico State	8	39-57
	Southeast Missouri State	3	7-20
Jerry Baldwin	Louisiana Lafayette	3	6-27-0
Bobby Williams	Michigan State	2	12-11-0
Ron Dickerson	Temple	5	8-47
Fitzgerald Hill	San Jose State	4	14-32-0
Tyrone Willingham	Stanford	7	44-36-1
	Notre Dame	2	21-15-0
	Washington	4	11-37
Karl Dorrell	UCLA	5	35-27
Sylvester Croom	Mississippi State	5	21-38
Barry Alvarez	Wisconsin	16	118-73-4
Ron Prince	Kansas State	3	17-20
Turner Gill	Buffalo	4	20-30
	Kansas	0	0-0
Randy Shannon	Miami	3	21-17
Mario Cristobal	Florida International	3	9-27
Ken Niumatalolo	Naval Academy	2	18-9
Kevin Sumlin	Houston	2	18-9
DeWayne Walker	New Mexico State	1	3-10
Ron English	Eastern Michigan	1	0-12
Mike Haywood	Miami (Ohio)	1	1-11
Mike Locksley	New Mexico	1	1-11
Charlie Strong	Louisville	0	0-0
Willie Taggart	Western Kentucky	0	0-0
Larry Porter	Memphis	0	0-0
Mike London	Virginia	0	0-0
Joker Phillips	Kentucky	0	0-0
Ruffin McNeill	East Carolina	0	0-0

TABLE 82

Report detailing the resident alien status of the student-athletes separately from their race/ethnicity. Previously, these categories were combined, but now have been separated for greater accuracy in reporting. Therefore, because of

the removal of “resident alien” as a choice among ethnic categories, the other ethnicities will increase accordingly. Student-athletes whose ethnicities were previously identified as “nonresident alien” are now identified with an ethnic

College Head Coaches: Men's Teams															
		Basketball		Football		Baseball				Basketball		Football		Baseball	
		%	#	%	#	%	#			%	#	%	#	%	#
		Division I								Division I, II, III					
2008-09		Data Not Recorded						2008-09		Data Not Recorded					
2007-08								2007-08							
White	75.8%	x	94.0%	x	95.9%	x	White	85.1%	x	95.2%	x	94.7%	x		
African-American	22.9%	x	5.1%	x	0.4%	x	African-American	12.8%	x	3.2%	x	1.0%	x		
Asian	0.0%	x	0.0%	x	1.5%	x	Asian	0.2%	x	0.0%	x	0.8%	x		
Latino	0.7%	x	0.5%	x	2.2%	x	Latino	0.9%	x	0.5%	x	2.9%	x		
Native American	0.3%	x	0.0%	x	0.0%	x	Native American	0.2%	x	0.2%	x	0.1%	x		
Other	0.3%	x	0.5%	x	0.0%	x	Other	0.2%	x	0.5%	x	0.2%	x		
2006-07		Data Not Recorded						2006-07		Data Not Recorded					
2005-06								2005-06							
White	73.9%	x	92.7%	x	95.9%	x	White	84.2%	x	95.4%	x	95.3%	x		
African-American	25.2%	x	6.1%	x	0.5%	x	African-American	14.0%	x	3.2%	x	0.7%	x		
Asian	0.0%	x	0.0%	x	0.0%	x	Asian	0.3%	x	0.0%	x	0.5%	x		
Latino	0.5%	x	1.2%	x	2.6%	x	Latino	1.0%	x	0.7%	x	2.7%	x		
Native American	0.5%	x	0.0%	x	0.0%	x	Native American	0.3%	x	0.0%	x	0.2%	x		
Other	0.0%	x	0.0%	x	1.0%	x	Other	0.0%	x	0.5%	x	0.7%	x		
2004-05		Data Not Recorded						2004-05		Data Not Recorded					
2003-04								2003-04							
White	76.4%	201	96.0%	179	96.4%	217	White	86.0%	713	97.7%	502	96.2%	702		
African-American	23.2%	61	2.9%	4	0.9%	2	African-American	12.3%	102	1.6%	8	0.7%	5		
Other	0.4%	1	1.1%	2	2.7%	6	Other	1.7%	14	0.8%	4	3.1%	23		
2001 -03		Data Not Recorded						2001-03		Data Not Recorded					
2000-01								2000-01							
White	76.7%	x	96.9%	x	97.5%	x	White	86.6%	x	97.1%	x	96.8%	x		
African-American	22.9%	x	2.1%	x	0.0%	x	African-American	12.7%	x	2.0%	x	0.4%	x		
Other	0.4%	x	1.0%	x	2.5%	x	Other	0.7%	x	0.9%	x	2.8%	x		
1999-2000								1999-2000							
White	78.0%	x	95.3%	x	95.2%	x	White	85.9%	x	97.3%	x	96.0%	x		
African-American	21.6%	x	4.7%	x	0.4%	x	African-American	12.7%	x	1.8%	x	0.4%	x		
Other	0.3%	x	0.0%	x	4.4%	x	Other	1.4%	x	0.9%	x	3.6%	x		
1998-99		Data Not Recorded						1998-99		Data Not Recorded					
1997-98								1997-98							
White	79.9%	x	92.2%	x	96.7%	x	White	87.2%	x	97.0%	x	96.7%	x		
African-American	19.4%	x	7.8%	x	0.4%	x	African-American	12.2%	x	2.6%	x	0.7%	x		
Other	0.7%	x	0.0%	x	2.9%	x	Other	0.6%	x	0.4%	x	2.6%	x		
1996-97		Data Not Recorded						1996-97		Data Not Recorded					
1995-96								1995-96							
White	81.5%	x	94.4%	x	97.6%	x	White	87.3%	x	96.5%	x	97.6%	x		
African-American	17.4%	x	5.6%	x	0.0%	x	African-American	11.3%	x	2.7%	x	0.8%	x		
Other	1.0%	x	0.0%	x	2.4%	x	Other	1.5%	x	0.7%	x	1.6%	x		
Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.															
x=Data not recorded															
TABLE 33															

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 83

category and then identified separately as nonresident aliens. This is particularly relevant in certain sports such as tennis and ice hockey which each have over 20 percent of total participants identified as having nonresident alien status. So some increases in ethnic percentages from earlier years can be attributed to this change in methodology.

- Beginning with the 2007-2008 NCAA Student-athlete Ethnicity

Report, two new categories were added to create a more accurate snapshot of ethnic identification. The category of "Native Hawaiian/Pacific Islander" was made separate from the Asian demographic where it had previously been included. Additionally, the category of "Two or More Races" was added. Although the percentage of athletes who identify themselves by one of these categories is generally smaller than one percent across all

sports and divisions, the cumulative inclusion of these categories does help to explain some minor fluctuation in percentages for other ethnic categories from 2006-07 to 2007-08.

- Each year, the Racial and Gender Report Card takes a look at three Division I sports and highlights trends for both male and female athletes. For the male athletes, these sports are basketball, football and baseball. For the female

## Women Head Coaches

	Men's Sports		Women's Sports	
	%	#	%	#
2008-09				
2007-08	Data Not Recorded			
Division I	2.8%	x	40.3%	x
Division II	3.7%	x	33.1%	x
Division III	4.8%	x	43.0%	x

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 84

athletes, a change was made this year to make this snapshot picture more comparable to the sports chosen for the men. In the past, the three sports chosen for female athletes were basketball, cross country and track combined, and a category known as all other sports. With female athlete participation numbers continuing to increase across the board, there was less need to combine sports for a large observation sample. Beginning with this year, the three female sports for the Division I observations will be basketball, outdoor track and softball, sports with both strong participation levels and comparatively high media attention in relation to other female sports.

In the snapshot of three men's Division I sports, there was no percentage change in any demographic larger 0.7 percentage points from last year to this year.

In basketball, the percentage of African-Americans (60.4 percent), Latinos (1.8 percent) and Asians (0.4 percent) remained unchanged, while white participation increased 0.1 percentage points to 32.6 percent. The inclusion of the "Two or More Races" category resulted in a debut number of 0.5 percent, which may help explain the 0.5 percentage point drop in the "other" category, which now represents 4.2 percent of Division I basketball players.

In football, the biggest shift was a 0.7 percentage point decrease for Asians, which now comprise 0.9 percent of the population. This shift can probably

be explained by the inclusion of the Native Hawaiian/Pacific Islander demographic, which previously was included in the Asian category but now accounts for 0.9 percent of this separate category. African-Americans increased 0.5 percentage points to 46.4 percent and whites decreased 0.4 percentage points to 46.6 percent, indicating the levels of participation between these two races are as close to equal as they have ever been for a given year since this data was first recorded.

In baseball, there was no percentage shift greater than 0.2 percentage points ("other" decreased from 2.5 percent to 2.3 percent), but Latino participation did increase 0.1 percentage point to bring its total to 5.5 percent, only 0.1 percent off of its all-time high for participation percentage recorded in 2000-01.

Of the three women's sports used for this study, basketball saw the most notable shifts over the last year. African-American student-athletes account for 50.1 percent of the Division I basketball participants, representing a 2.7 percentage point increase from last year and the highest percentage of African-Americans in the sport ever. White participation decreased 1.8 points to 42.6 percent, Latinas fell 0.7 percentage points to 1.3 percent,

## College Head Coaches

	Division I		Division II		Division III	
	Men's Sports	Women's Sports	Men's Sports	Women's Sports	Men's Sports	Women's Sports
2008-09						
2007-08	Data Not Recorded					
White	89.2%	87.7%	88.7%	88.9%	92.5%	91.9%
African-American	7.2%	7.0%	5.3%	5.1%	4.0%	4.4%
Asian	0.9%	1.4%	1.1%	1.3%	0.6%	1.2%
Latino	1.6%	2.1%	3.9%	2.8%	1.5%	1.2%
Native American	0.1%	0.1%	0.2%	0.6%	0.2%	0.1%
2006-07	Data Not Recorded					
2005-06						
White	90.6%	89.6%	89.5%	89.9%	93.4%	92.9%
African-American	7.3%	6.6%	4.4%	4.3%	4.1%	4.2%
Asian	0.4%	1.1%	0.7%	1.2%	0.6%	1.2%
Latino	1.1%	1.6%	3.6%	2.9%	1.5%	1.3%
Native American	0.2%	0.2%	0.6%	0.3%	0.1%	0.0%

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

TABLE 85

Asians held constant at 1.1 percent, and American Indian/Alaskan Natives fell 0.1 percentage points to 0.3 percent. The introduction of the Native Hawaiian/Pacific Islander and Two or More Races categories yielded participation totals of 0.2 and 0.5 percents, respectively, which may help to explain the 0.8 percentage point decrease in the "other" category from last year.

In outdoor track, 60.2 percent of the athletes were white, which is a 0.6 percentage point drop from last year; 29.5 percent of the athletes were African-American, which is a 0.8 percentage point increase and again represents the highest percentage of African-American representation since these numbers have been recorded by the NCAA over the last decade.

In softball, Latinas saw a 0.4 percentage point increase to 7.2 percent, continuing the trend of increased participation by this demographic in every year since 2001-02. In most of the remaining demographics there was a noticeable downward trend, as whites accounted for 78.5 percent (down 0.1 percentage points), African-Americans for 7.7 percent (down 0.8 percentage points), "other" for 2.7 percent (down 0.5 percentage points) and Asians 2.0 percent (down 0.3). American Indian/Alaskan Natives increased



College Head Coaches: Division I								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded							
2007-08	Data Not Recorded							
White	87.1%	x	2.1%	x	52.4%	x	35.3%	x
African-American	6.5%	x	0.7%	x	3.7%	x	3.3%	x
Asian	0.9%	x	0.0%	x	0.9%	x	0.5%	x
Latino	1.6%	x	0.0%	x	1.3%	x	0.8%	x
Native American	0.1%	x	0.0%	x	0.1%	x	0.0%	x
Other	0.9%	x	0.0%	x	1.1%	x	0.4%	x
Total	97.1%	x	2.8%	x	59.5%	x	40.3%	x
2006-07	Data Not Recorded							
2005-06	Data Not Recorded							
White	87.8%	x	2.8%	x	54.3%	x	35.3%	x
African-American	6.7%	x	0.6%	x	3.6%	x	3.0%	x
Asian	0.4%	x	0.0%	x	0.8%	x	0.3%	x
Latino	1.1%	x	0.0%	x	1.2%	x	0.4%	x
Native American	0.1%	x	0.1%	x	0.1%	x	0.1%	x
Other	0.5%	x	0.1%	x	0.4%	x	0.5%	x
Total	96.6%	x	3.6%	x	60.4%	x	39.6%	x
2004-05	Data Not Recorded							
2003-04	Data Not Recorded							
White	87.6%	2030	1.9%	45	52.5%	1349	38.8%	995
African-American	7.2%	167	0.5%	11	3.4%	106	1.6%	79
Asian	0.5%	12	0.0%	1	0.9%	23	0.3%	10
Latino	1.4%	33	0.1%	2	1.3%	26	0.4%	8
Native American	0.1%	2	0.0%	1	0.0%	1	0.1%	2
Other	0.6%	14	0.0%	0	0.6%	17	0.1%	6
Total	97.4%	2258	2.5%	60	58.7%	1522	41.3%	1100
2001-03	Data Not Recorded							
2000-01	Data Not Recorded							
White	87.4%	x	2.5%	x	51.2%	x	38.1%	x
African-American	6.9%	x	0.4%	x	4.0%	x	3.2%	x
Asian	0.1%	x	0.0%	x	0.9%	x	0.4%	x
Latino	1.4%	x	0.1%	x	0.9%	x	0.5%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.1%	x
Other	0.1%	x	0.0%	x	0.6%	x	0.0%	x
Total Women	x	x	3.0%	x	x	x	42.3%	x
1999-00	Data Not Recorded							
1998-99	Data Not Recorded							
White	89.8%	x	2.0%	x	52.5%	x	39.1%	x
African-American	5.9%	x	0.1%	x	3.1%	x	2.6%	x
Other	2.2%	x	0.0%	x	2.2%	x	0.4%	x
Total Women	x	x	0.2%	x	x	x	42.1%	x

Note: Data provided by the NCAA. Historically Black institutions excluded.  
Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 86

0.2 percentage points to 0.8 percent and the inclusion of the two new categories yielded totals of 0.6 percent for Native Hawaiian/Pacific Islanders and 0.5 percent for Two or More Races.

Over the years, there has not been much variance in the racial make-up of the male student-athlete

population across all Division I sports. This year's data supports this observation, as white participation increased by 0.1 percentage points to bring the total to 64.3. African-American male participation also increased slightly to 25.0 percent, which represents the highest percentage for this demographic since 1998-1999. Latino representation

reached an all-time high at 3.9 percent, an increase of 0.1 percentage points from last year's previous record.

For female athletes across all Division I sports, there was not nearly the level of change as in the men's demographics. African-American female participation reached its all-time high at 15.9 percentage (up 0.2 percentage points) and Latina participation stayed constant with its record high set last year at 3.7 percent. Asian/Pacific Islanders, both male and female, enjoyed their highest participation levels ever at 1.9 and 2.5 percents, respectively, and the inclusion of the Two or More Races category yielded 0.2 percent of the total population for the men and 0.3 percent for the women.

According to the NCAA 2007-2008 Student-Athlete Ethnicity Report, the percentage of white male student-athletes at the Division I, II and III combined were 72.2 percent, 18.5 percent for African-American males, 4.2 percent for Latinos, 1.5 percent for Asian men, 0.4 percent for American Indian/Alaskan Natives and 0.3 percent for males of Two or More Races.

The percentage of white female student-athletes at the Division I, II and III combined were 78.9 percent, 11.3 percent for African-American females, 3.8 percent for Latinas, 2.0 percent for Asian females, 0.4 percent for American Indian/Alaskan Native females and 0.4 percent for females of Two or More Races.

In Divisions I, II and III, white male student-athletes comprised 64.3, 65.2 and 82.7 percent of the total male student-athletes, respectively. In Division I, white female student-athletes comprised 71.9 percent of the total female student-athlete population. In Division II, they make up 75.8 percent and in Division III, 87.0 percent.

In Division I, II and III, African-American male student-athletes make

up 25.0, 24.0 and 9.2 percent of total male student-athletes, respectively while Latinos made up 3.9, 6.2 and 3.3 percent, respectively and Asians comprised 1.5, 1.0 and 1.8 percent, respectively. Native Americans made up 0.4, 0.5 and 0.2 percent, respectively and males of Two or More Races made up 0.2, 0.2 and 0.4 percent, respectively.

In Division I, II and III, African-American female student-athletes comprised 15.9, 13.1 and 5.2 percent of the total female student-athlete population, respectively while Latinas made up 3.7, 5.9 and 2.7 percent, respectively and Asians comprised 2.3, 1.3 and 2.0 percent, respectively. Native Americans made up 0.4, 0.5 and 0.2 percent, respectively and females of Two or More Races made up 0.3, 0.5 and 0.5 percent, respectively.

According to the NCAA, 45.4 percent of all NCAA Division I, II and III student-athletes combined are female and 54.6 percent are male.

All student-athlete data came from the NCAA 2007-2008 Student-Athlete Ethnicity Report.

See Tables 79, 80 and 81.

\* The data and analysis in the following sections were presented in the 2008 College Sport Racial and Gender Report Card for College Sport. That data is based on NCAA generated surveys. No new data was released in time for this report card. Some wording may have been edited, added or deleted for clarification, but all the data and statistics remain unchanged.

## Head Coaches\*

Institutions continued to be criticized for their hiring practices since the vast majority of head coaching positions in college sports, both for men's and women's teams, continued to be filled with white males. Action has been taken to improve this situation. The

Black Coaches and Administrators (BCA) issued a Football Hiring Report Card in October every year from 2004 to 2009 to assess how universities handle the process for hiring head football coaches. It evaluates whether the school contacted the BCA for assistance, who served on the search committee, which candidates were interviewed, who was hired, and whether the athletic department followed their school's affirmative

action guidelines. This football hiring report card has been a very positive tool in evaluating the hiring process of college coaches regarding increasing candidates of color and diverse search committees. The positive gains for coaches at FBS institutions were reflected in the positive hiring trends for coaches of color in football that were discussed in the section on University Leadership Positions at FBS Institutions section near the beginning

College Head Coaches: Division II									
		Men's Sports				Women's Sports			
		Men		Women		Men		Women	
		%	#	%	#	%	#	%	#
2008-09		Data Not Recorded							
2007-08		Data Not Recorded							
	White	85.2%	x	3.5%	x	58.6%	x	30.3%	x
	African-American	5.3%	x	0.0%	x	3.7%	x	1.4%	x
	Asian	1.0%	x	0.1%	x	1.1%	x	0.2%	x
	Latino	3.8%	x	0.1%	x	2.2%	x	0.6%	x
	Native American	0.2%	x	0.0%	x	0.3%	x	0.3%	x
	Other	0.4%	x	0.0%	x	0.5%	x	0.3%	x
	Total	95.9%	x	3.7%	x	66.4%	x	33.1%	x
2006-07		Data Not Recorded							
2005-06		Data Not Recorded							
	White	86.6%	x	2.9%	x	58.8%	x	31.1%	x
	African-American	4.2%	x	0.2%	x	3.0%	x	1.3%	x
	Asian	0.6%	x	0.1%	x	0.9%	x	0.3%	x
	Latino	3.5%	x	0.1%	x	2.2%	x	0.7%	x
	Native American	0.6%	x	0.0%	x	0.3%	x	0.0%	x
	Other	1.1%	x	0.1%	x	1.3%	x	0.1%	x
	Total	96.6%	x	3.4%	x	66.5%	x	33.5%	x
2004-05		Data Not Recorded							
2003-04		Data Not Recorded							
	White	87.6%	1369	2.9%	46	57.2%	972	33.6%	571
	African-American	3.4%	53	0.0%	0	3.0%	51	0.7%	12
	Asian	0.9%	14	0.0%	0	0.8%	13	0.2%	3
	Latino	3.8%	59	0.1%	1	2.2%	37	0.9%	15
	Native American	0.3%	5	0.0%	0	0.2%	3	0.0%	0
	Other	1.0%	15	0.1%	1	1.1%	18	0.2%	3
	Total	97.0%	1515	3.0%	48	64.5%	1094	35.5%	604
2001-03		Data Not Recorded							
2000-01		Data Not Recorded							
	White	88.6%	x	4.6%	x	58.4%	x	34.4%	x
	African-American	3.5%	x	0.3%	x	2.5%	x	1.2%	x
	Asian	0.8%	x	0.1%	x	1.0%	x	0.2%	x
	Latino	1.2%	x	0.0%	x	0.7%	x	0.3%	x
	Native American	0.1%	x	0.0%	x	0.1%	x	0.0%	x
	Other	0.8%	x	0.1%	x	0.9%	x	0.4%	x
	Total Women	x	x	5.1%	x	x	x	36.5%	x
1999-2000		Data Not Recorded							
1998-99		Data Not Recorded							
	White	88.0%	x	3.2%	x	58.7%	x	33.3%	x
	African-American	3.4%	x	0.2%	x	2.4%	x	1.0%	x
	Other	4.6%	x	0.4%	x	3.7%	x	0.7%	x
	Total Women	x	x	3.8%	x	x	x	35.0%	x

Note: Data provided by the NCAA. Historically Black institutions excluded.  
Only student-athletes receiving financial aid are included in this report.  
x=Data not recorded

TABLE 87

of this report.

In the 2007-08 year, the percentage of African-Americans coaching men's teams decreased in Division I but increased in Division II and III while whites coaching men's teams decreased at every level.

Nevertheless, whites still dominated as coaches of men's teams of each division. Whites held 89.2 percent (down from 90.6 percent in 2005-06), 88.7 percent (down from 89.5 percent in 2005-06) and 92.5 percent (down from 93.4 percent in 2006) of all head coaching positions in Divisions I, II and III, respectively.

African-Americans held 7.2 percent (down from 7.3 percent in 2005-06), 5.3 percent (up from 4.4 percent in 2005-06) and 4.0 percent (down from 4.1 percent in 2005-06) of the men's head coaching positions in the three NCAA divisions, respectively. Latinos held 1.6 percent, 3.9 percent, and 1.5 percent of head coaching positions for men's teams in the respective divisions (1.1, 3.6, and 1.5 percent in 2005-06 respectively). Asians held 0.9, 1.1, and 0.6 percent of head coaching positions for men's teams in the respective divisions, which showed slight increases in Division I and II, but remained identical for Division III compared to that of 2005-06. Native American representation was minimal. These figures accounted for male and female head coaches of men's teams.

Although there was a decline last year, Division I men's basketball continues to be the best representation of diversity at all levels and across all sports. In 2007-08, African-American men accounted for 22.9 percent of the men's basketball head coaching positions at the Division I level, which was a 2.3 percent decrease from the last report card. This was the lowest point since the 2000-01 year and is reason for concern. Latinos and Native Americans held 0.7 and 0.3 percent, respectively, of the coaching positions.

There are no other men's or women's sports that even came close to

being as diverse as Division I men's basketball.

In 2007-08 in all of Division I, African-Americans held 5.1 percent and Latinos held 0.5 percent of the football head coaching positions.

In Division I baseball, the percentage of people of color occupying the head coach position was only 4.1 percent, with 2.2 percent Latino, 1.5

percent Asian and 0.4 percent African-American.

Division I tends to have the most diverse group of coaches, with less diversity at the Division II and Division III levels. For men's basketball in all divisions combined, African-Americans held 12.8 percent (a decrease of 1.2 percent) of the head coaching positions. In all divisions combined for football, African-Americans held

**College Head Coaches: Division III**

	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded							
2007-08	Data Not Recorded							
White	88.0%	x	4.5%	x	51.4%	x	40.5%	x
African-American	3.8%	x	0.2%	x	3.2%	x	1.2%	x
Asian	0.6%	x	0.0%	x	0.7%	x	0.5%	x
Latino	1.5%	x	0.0%	x	0.9%	x	0.3%	x
Native American	0.2%	x	0.0%	x	0.1%	x	0.0%	x
Other	0.9%	x	0.1%	x	0.5%	x	0.5%	x
Total	95.0%	x	4.8%	x	56.8%	x	43.0%	x
2006-07	Data Not Recorded							
2005-06	Data Not Recorded							
White	89.5%	x	3.9%	x	51.6%	x	41.3%	x
African-American	3.7%	x	0.4%	x	2.9%	x	1.3%	x
Asian	0.6%	x	0.0%	x	0.8%	x	0.4%	x
Latino	1.5%	x	0.0%	x	1.1%	x	0.2%	x
Native American	0.1%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.3%	x	0.0%	x	0.2%	x	0.2%	x
Total	95.7%	x	4.3%	x	56.6%	x	43.4%	x
2004-05	Data Not Recorded							
2003-04	Data Not Recorded							
White	88.9%	2667	4.1%	123	50.9%	1668	42.1%	1379
African-American	3.8%	113	0.3%	9	3.0%	99	1.0%	33
Asian	0.4%	12	0.0%	1	0.6%	21	0.4%	12
Latino	1.5%	45	0.0%	0	1.0%	33	0.2%	7
Native American	0.2%	6	0.0%	0	0.2%	6	0.0%	0
Other	0.7%	21	0.0%	0	0.5%	16	0.2%	5
Total	95.5%	2864	4.4%	133	56.2%	1843	43.9%	1436
2001-03	Data Not Recorded							
2000-01	Data Not Recorded							
White	87.4%	x	5.9%	x	50.7%	x	42.7%	x
African-American	3.5%	x	0.3%	x	2.7%	x	1.3%	x
Asian	0.4%	x	0.1%	x	0.6%	x	0.2%	x
Latino	1.5%	x	0.0%	x	1.2%	x	0.4%	x
Native American	0.2%	x	0.0%	x	0.1%	x	0.0%	x
Other	0.4%	x	0.1%	x	0.1%	x	0.1%	x
Total Women	x	x	6.4%	x	x	x	44.7%	x
1999-00	Data Not Recorded							
1998-99	Data Not Recorded							
White	89.8%	x	4.1%	x	49.2%	x	44.2%	x
African-American	3.5%	x	0.1%	x	2.6%	x	1.2%	x
Other	2.4%	x	0.1%	x	2.0%	x	0.8%	x
Total Women	x	x	4.3%	x	x	x	46.2%	x

Note: Data provided by the NCAA. Historically Black institutions excluded.  
Only student-athletes receiving financial aid are included in this report.  
x=Data not recorded

**TABLE 88**

## College Head Coaches: Division I Women's Teams

	Basketball				Cross Country/Track				All Other Sports			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
White	31.9%	x	53.7%	x	66.8%	x	13.1%	x	52.3%	x	39.6%	x
African-American	2.9%	x	10.7%	x	10.1%	x	6.2%	x	1.4%	x	0.9%	x
Asian	0.0%	x	0.0%	x	0.6%	x	0.0%	x	0.6%	x	0.6%	x
Latino	0.3%	x	0.3%	x	1.5%	x	0.9%	x	1.4%	x	0.5%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x	0.0%	x
Other	0.0%	x	0.0%	x	0.2%	x	0.0%	x	1.3%	x	0.5%	x
Total	35.1%	x	64.7%	x	79.2%	x	20.2%	x	57.4%	x	42.1%	x
2007-06	Data Not Recorded											
2005-06	Data Not Recorded											
White	32.6%	x	54.0%	x	69.5%	x	14.2%	x	x	x	x	x
African-American	2.8%	x	9.3%	x	8.7%	x	6.0%	x	x	x	x	x
Asian	0.0%	x	0.5%	x	0.0%	x	0.0%	x	x	x	x	x
Latino	0.5%	x	0.0%	x	1.0%	x	0.2%	x	x	x	x	x
Native American	0.0%	x	0.5%	x	0.0%	x	0.2%	x	x	x	x	x
Other	0.0%	x	0.0%	x	0.0%	x	0.2%	x	x	x	x	x
Total	35.9%	x	64.3%	x	79.2%	x	20.8%	x	x	x	x	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	29.9%	78	59.4%	155	65.3%	458	15.0%	105	47.1%	813	46.5%	735
African-American	1.9%	5	7.7%	20	11.0%	77	6.3%	44	1.4%	25	1.1%	15
Asian	0.4%	1	0.4%	1	0.4%	3	0.0%	0	0.8%	16	0.4%	9
Latino	0.4%	1	0.0%	0	1.4%	10	0.3%	2	1.2%	19	0.2%	6
Native American	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.8%	16	0.4%	6
Total	32.6%	85	67.5%	176	78.3%	549	21.7%	152	51.3%	889	48.8%	772
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	29.2%	x	57.7%	x	65.4%	x	14.6%	x	50.6%	x	43.4%	x
African-American	1.5%	x	9.9%	x	10.5%	x	6.2%	x	1.7%	x	0.6%	x
Asian	0.4%	x	0.4%	x	0.5%	x	0.3%	x	0.4%	x	0.1%	x
Latino	0.7%	x	0.4%	x	0.4%	x	0.0%	x	1.5%	x	0.0%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.7%	x	0.2%	x	0.0%	x
Other	0.0%	x	0.0%	x	0.3%	x	0.3%	x	0.4%	x	0.1%	x
Total Women	x	x	68.4%	x	x	x	22.1%	x	x	x	44.2%	x
1999-00	Data Not Recorded											
1998-99	Data Not Recorded											
White	31.3%	x	59.7%	x	69.7%	x	15.1%	x	48.9%	x	44.5%	x
African-American	1.4%	x	5.9%	x	8.8%	x	4.8%	x	1.3%	x	1.3%	x
Other	0.7%	x	1.0%	x	1.6%	x	0.0%	x	3.4%	x	0.6%	x
Total Women	x	x	66.7%	x	x	x	19.9%	x	x	x	46.5%	x

Note: Data provided by the NCAA. Historically Black institutions excluded. Only student-athletes receiving financial aid are included in this report.

x=Data not recorded

TABLE 89

3.2 percent of the coaching positions, remaining the same since the last report card. In all divisions combined for baseball, African-Americans held 1.0 percent, up 0.3 percentage points. Whites, on the other hand, held 85.1 (increase of 0.9 percentage points), 95.2 percent (decrease of 0.2 percentage points) and 94.7 percent (decrease of 0.6 percentage points) of the head positions in basketball, football and baseball, respectively.

Latinos lost ground in basketball to 0.9 percent and football to 0.5 percent while increasing to 2.9 percent in baseball coaching positions.

African-Americans were so underrepresented as head coaches, that once again, the percent of women coaching men's teams actually exceeded that of African-Americans in Division III (4.8 percent versus 4.0 percent.) In Division II, the percentage

of women coaching men's teams was similarly low to the percentage of African-Americans (3.7 percent versus 5.3 percent).

In Division I, women coaching men's teams outnumbered Latinos, Asians and Native Americans combined (2.8 percent vs. 2.6 percent).

More than three-and-a-half decades after the passage of Title IX, women coaching women's teams still do not represent the majority of coaches in the women's game. In addition, this year's numbers show no progress in women coaching women's sports in most sports. Women head coaches in Division I basketball increased slightly (64.7 percent in 2007-08 and 64.3 percent in 2005-06). Head coaches of Division I Track/Cross Country, which combines the head coaches of Cross Country, Indoor Track and Outdoor Track, saw a slight decrease in female head coaches from 20.8 percent in 2005-06 to 20.2 percent in 2007-08. In all other sports, men led 57.4 percent of the women's teams while women were head coaches in only 42.1 percent of the programs.

The female coaching totals were 40.3 percent for women's teams and 2.8 percent of men's teams for Division I. They were 33.1 percent of women's teams and 3.7 percent of men's teams for Division II. They were 43.0

percent of women's teams and 4.8 percent of men's teams for Division III.

Just as there were sports singled out for the men's teams, it is important to look more closely at particular women's sports as well. This serves to obtain a balanced view of coaching positions on the women's teams. The Racial and Gender Report Card examines the head coaching



## Chapter 7: College Sport and NCAA

percentages in women's basketball and cross-country/indoor and outdoor track programs.

Whites held 85.6 percent (down from 86.6 percent in 2005-06) of Division I women's basketball head coaching positions. Women held 64.7 percent of these positions (up from 64.3 percent in 2005-06). The percentage of white women head coaches in Division I women's basketball decreased slightly from 54.0 percent in 2005-06 to 53.7 percent in 2007-08. Meanwhile, white men also decreased from 32.6 percent to 31.9 percent. African-American women held 10.7 percent and African-American men held 2.9 percent for a combined percentage of 13.6 percent (up from 12.1 percent). There were no Asian or Native American coaches. Only 0.6 percent of the positions were held by Latino head coaches.

All of this stands in stark contrast to the 50.1 percent of the student-athletes playing women's basketball who were African-American. The disparity is what compelled the BCA to initiate a women's basketball hiring report card for 2007-08 for the FBS schools.

According to the BCA Hiring Report Card for Women's College Basketball (2008-2009), there were eight African-American women hired. At the end of the 2008-09 season there were 25 coaches of color (20.8 percent), including 21 African-American women, three African-American men, and one Latino, coaching among the 120 women's basketball coaches schools that compete in FBS schools.

Head coaches in NCAA Division I track/cross-country teams have the highest – and still increasing percent of people of color in head coaching positions for women's college sports. Whites held 79.9 percent of these posts (down from 83.7 percent in 2005-06), African-Americans held 16.3 percent (up from 14.7 percent in 2005-06). Meanwhile, Latinos held 2.4 percent of these posts (up from 1.2 percent in 2005-06). Women

overall held 20.2 percent of these positions (down from 20.8 percent in 2005-06). African-American women increased slightly from 2006 to 6.2 percent and white women dropped to 13.1 percent of these positions (down from 14.2 percent in 2005-06). Men coached 79.2 percent of the men's and women's track/cross country teams, which matched that in 2005-06.

Although the percentage of African-Americans coaching women's teams increased in all three divisions and whites coaching women's teams decreased at every level, whites still dominated as coaches of women's teams of each division. Whites held 87.7 percent (down from 89.6 percent in 2005-06), 88.9 percent (down from 89.9 percent in 2005-06) and 91.9 percent (down from 92.9 percent in 2005-06) of all head coaching

College Assistant Coaches: Division I								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded							
2007-08	Data Not Recorded							
White	71.3%	x	5.6%	x	39.3%	x	39.8%	x
African-American	16.5%	x	1.2%	x	6.7%	x	6.8%	x
Asian	0.6%	x	0.1%	x	1.0%	x	0.8%	x
Latino	1.7%	x	0.2%	x	1.7%	x	1.0%	x
Native American	0.1%	x	0.0%	x	0.1%	x	0.1%	x
Other	1.4%	x	0.1%	x	1.5%	x	0.9%	x
Total	91.6%	x	7.2%	x	50.3%	x	49.4%	x
2006-07	Data Not Recorded							
2005-06	Data Not Recorded							
White	72.6%	x	6.6%	x	39.3%	x	42.3%	x
African-American	16.3%	x	1.3%	x	6.3%	x	6.9%	x
Asian	0.6%	x	0.2%	x	1.2%	x	0.9%	x
Latino	1.4%	x	0.1%	x	1.1%	x	0.6%	x
Native American	0.1%	x	0.1%	x	0.1%	x	0.1%	x
Other	0.7%	x	0.1%	x	0.5%	x	0.7%	x
Total	91.7%	x	8.4%	x	48.5%	x	51.5%	x
2004-05	Data Not Recorded							
2003-04	Data Not Recorded							
White	72.3%	3875	5.9%	319	39.5%	1772	41.4%	1861
African-American	16.9%	905	1.3%	69	5.9%	267	7.4%	331
Asian	0.7%	38	0.1%	6	1.1%	49	1.0%	45
Latino	1.7%	92	0.1%	4	1.2%	56	0.8%	34
Native American	0.1%	8	0.1%	3	0.2%	7	0.2%	4
Other	0.7%	36	0.1%	7	0.6%	28	0.8%	37
Total	92.4%	4954	7.6%	408	48.5%	2179	51.5%	2312
2001-03	Data Not Recorded							
2000-01	Data Not Recorded							
White	73.0%	x	5.5%	x	40.7%	x	40.0%	x
African-American	16.5%	x	1.3%	x	6.8%	x	7.4%	x
Asian	0.6%	x	0.1%	x	1.2%	x	0.6%	x
Latino	1.8%	x	0.1%	x	1.4%	x	0.7%	x
Native American	0.2%	x	0.1%	x	0.1%	x	0.1%	x
Other	0.6%	x	0.1%	x	0.5%	x	0.5%	x
Total Women	x	x	7.2%	x	x	x	49.3%	x
1999-2000	Data Not Recorded							
White	74.2%	x	6.0%	x	39.1%	x	43.8%	x
African-American	15.2%	x	1.4%	x	5.5%	x	7.5%	x
Other	3.0%	x	0.2%	x	2.6%	x	1.5%	x
Total Women	x	x	7.6%	x	x	x	52.4%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x=Data not recorded.

TABLE 90



## College Assistant Coaches: Division II

		Men's Sports				Women's Sports			
		Men		Women		Men		Women	
		%	#	%	#	%	#	%	#
2008-09		Data Not Recorded							
2007-08		Data Not Recorded							
	White	72.8%	x	6.2%	x	39.9%	x	41.3%	x
	African-American	13.5%	x	0.7%	x	6.2%	x	4.1%	x
	Asian	0.3%	x	0.1%	x	0.8%	x	0.7%	x
	Latino	3.6%	x	0.6%	x	2.8%	x	2.0%	x
	Native American	0.1%	x	0.2%	x	0.1%	x	0.2%	x
	Other	0.7%	x	0.1%	x	0.4%	x	0.6%	x
	Total	91.0%	x	7.9%	x	50.2%	x	48.9%	x
2006-07		Data Not Recorded							
2005-06		Data Not Recorded							
	White	75.2%	x	7.5%	x	39.2%	x	43.2%	x
	African-American	11.0%	x	0.6%	x	4.8%	x	4.6%	x
	Asian	0.6%	x	0.0%	x	0.5%	x	0.8%	x
	Latino	3.8%	x	0.2%	x	2.8%	x	1.9%	x
	Native American	0.3%	x	0.0%	x	0.3%	x	0.0%	x
	Other	0.7%	x	0.1%	x	1.0%	x	0.9%	x
	Total	91.6%	x	8.4%	x	48.6%	x	51.4%	x
2004-05		Data Not Recorded							
2003-04		Data Not Recorded							
	White	76.4%	1889	6.1%	152	39.9%	748	43.4%	814
	African-American	11.0%	273	0.5%	12	4.3%	81	3.8%	71
	Asian	0.8%	19	0.0%	0	1.2%	23	0.5%	9
	Latino	2.9%	72	0.7%	14	2.9%	55	1.8%	34
	Native American	0.3%	7	0.0%	1	0.1%	2	0.1%	2
	Other	1.3%	31	0.1%	3	1.4%	26	0.6%	12
	Total	92.7%	2291	7.4%	182	49.8%	935	50.2%	942
2001-03		Data Not Recorded							
2000-01		Data Not Recorded							
	White	79.6%	x	6.3%	x	41.5%	x	45.2%	x
	African-American	9.6%	x	0.3%	x	4.6%	x	3.1%	x
	Asian	1.0%	x	0.0%	x	1.1%	x	0.6%	x
	Latino	2.3%	x	0.0%	x	1.6%	x	0.7%	x
	Native American	0.1%	x	0.0%	x	0.1%	x	0.0%	x
	Other	0.8%	x	0.1%	x	0.7%	x	0.9%	x
	Total Women	x	x	6.6%	x	x	x	50.5%	x
1999-2000		Data Not Recorded							
	White	78.4%	x	5.4%	x	42.3%	x	44.2%	x
	African-American	9.8%	x	0.5%	x	3.6%	x	3.3%	x
	Other	5.5%	x	0.6%	x	4.3%	x	2.4%	x
	Total Women	x	x	6.7%	x	x	x	49.5%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x=Data not recorded.

TABLE 91

positions of women's sports in Divisions I, II and III, respectively. African-Americans held 7.0 percent (up from 6.6 percent in 2005-06), 5.1 percent (up from 4.3 percent in 2005-06) and 4.4 percent (up from 4.2 percent in 2005-06) of the women's head coaching positions in the three NCAA divisions, respectively. Latinos held 2.1 percent, 2.8 percent, and 1.2 percent of head coaching positions for women's teams in the respective divisions (1.6, 2.9, and 1.3 percent in 2005-06 respectively). Asians held

1.4, 1.3, and 1.2 percent of head coaching positions for women's teams in the respective divisions, which was nearly identical to that of 2005-06. Native American representation was minimal. These figures accounted for male and female head coaches of women's teams.

See Tables 82, 83, 84, 85, 86, 87, 88 and 89.

## Assistant Coaches\*

The assistant coach position is often seen as a stepping stone to the head coach position which attracts all the attention, recognition and income. In addition, the head coach holds all the power within a team dynamic.

In 2007-08, there was some improvement for male people of color as assistants on men's teams and for people of color in general as assistants on women's teams. However, the percentage of women assistants on women's teams declined in all three divisions.

In Division I men's basketball and football, 39.3 and 23.8 percent of the jobs were held by African-Americans, respectively. Only one percent of the assistant baseball coaches are African-American. The percentages drop to 28.1 for basketball and 17.6 percent for football in all divisions combined. Latinos hold 1.9 percent of the basketball jobs and 4.3 percent of the assistant posts in baseball.

On the men's teams in 2007-08, whites held 76.9, 79.0, and 88.1 percent of the assistant coaching positions in the three divisions, respectively, which was a decline from 79.2, 82.7, and 88.5 percent respectively in 2005-06. In 2007-08, African-Americans held 17.7, 14.2, and 8.3 percent, respectively. In 2005-06, African-Americans held 17.6, 11.6 and 8.3 percent of the assistant coaching jobs on men's teams in the respective divisions. In 2007-08, Latinos held 1.9, 4.2, and 1.5 percent respectively in Divisions I, II, and III. Asians held 0.7, 0.4, and 0.5 percent respectively in Divisions I, II, and III. Native Americans held 0.1, 0.3, and 0.0 percent in Divisions I, II, and III respectively.

Among the women's teams in 2007-08, whites held 79.1, 81.2, and 88.8 percent of the assistant coaching positions in Divisions I, II and III, respectively, which was a decline from 81.6, 82.4 and 90.5 percent respectively in 2005-06. In 2007-08,

College Assistant Coaches: Division III								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded							
2007-08	Data Not Recorded							
White	80.3%	x	7.8%	x	43.0%	x	45.8%	x
African-American	7.9%	x	0.4%	x	4.2%	x	2.2%	x
Asian	0.4%	x	0.1%	x	0.6%	x	0.4%	x
Latino	1.4%	x	0.1%	x	1.1%	x	0.5%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other	1.0%	x	0.0%	x	0.9%	x	0.6%	x
Total	91.0%	x	8.4%	x	49.8%	x	49.5%	x
2006-07	Data Not Recorded							
2005-06	Data Not Recorded							
White	79.9%	x	8.6%	x	40.6%	x	49.9%	x
African-American	7.3%	x	1.0%	x	3.8%	x	2.7%	x
Asian	0.5%	x	0.1%	x	0.6%	x	0.4%	x
Latino	1.8%	x	0.2%	x	0.8%	x	0.6%	x
Native American	0.1%	x	0.0%	x	0.0%	x	0.1%	x
Other	0.5%	x	0.1%	x	0.2%	x	0.3%	x
Total	90.0%	x	10.0%	x	46.0%	x	54.0%	x
2004-05	Data Not Recorded							
2003-04	Data Not Recorded							
White	81.1%	4124	7.8%	393	41.6%	1737	49.2%	2054
African-American	7.8%	398	0.7%	38	4.3%	178	2.3%	97
Asian	0.5%	27	0.0%	1	0.6%	24	0.4%	15
Latino	1.4%	73	0.1%	5	0.8%	32	0.4%	16
Native American	0.1%	3	0.0%	0	0.0%	0	0.1%	4
Other	0.5%	24	0.0%	1	0.3%	14	0.2%	8
Total	91.4%	4649	8.6%	438	47.6%	1985	52.5%	2194
2001-03	Data Not Recorded							
2000-01	Data Not Recorded							
White	82.4%	x	7.1%	x	43.5%	x	46.6%	x
African-American	7.2%	x	0.8%	x	4.7%	x	2.7%	x
Asian	0.5%	x	0.0%	x	0.5%	x	0.3%	x
Latino	1.6%	x	0.0%	x	0.7%	x	0.4%	x
Native American	0.1%	x	0.0%	x	0.1%	x	0.1%	x
Other	0.3%	x	0.0%	x	0.3%	x	0.1%	x
Total Women	x	x	7.9%	x	x	x	50.2%	x
1999-2000	Data Not Recorded							
White	81.6%	x	7.1%	x	42.8%	x	47.3%	x
African-American	8.0%	x	0.5%	x	4.9%	x	2.4%	x
Other	2.7%	x	0.1%	x	1.7%	x	1.0%	x
Total Women	x	x	7.7%	x	x	x	50.7%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x=Data not recorded.

TABLE 92

African-Americans had 13.5, 10.3, and 6.4 percent respectively. In 2005-06, African-Americans held 13.2, 9.4 and 6.5 percent of the assistant coaching jobs on women's teams in the respective Divisions.

Latinos held 2.7, 4.8, and 1.6 percent of the assistant coaching positions on women's teams in Divisions I, II, and III respectively. Asians held 1.8, 1.5, and 1.0 percent of the positions in Divisions I, II, and III respectively. Native Americans held 0.2, 0.3, and

0.0 percent of the positions in Division I, II, and III respectively.

The percentage of women assistants on women's teams declined in all three divisions as they tumbled from slightly more than 50 percent in each to less than 50 percent in each division. As assistants, women in 2007-08 held 49.4 of the positions in Division I, 48.9 in Division II and 49.5 percent in Division III. This was down from 2005-06 when women held 51.5, 51.4, and 54.0 percent of the jobs,

respectively.

Women have decreased their presence within coaching staffs of men's teams at all levels decreasing their percentages to 7.2, 7.9, and 8.4 percent, respectively in Division I, II, and III. This is down from 8.4, 8.4 and 10.0 percent, respectively in 2005-06.

In Division III, there is nearly an identical percentage of women (8.4 percent) as assistants on men's teams as there are African-American men and women assistants combined on men's teams (8.3 percent).

See Tables 90, 91, 92, 93, 94 and 95.

## College Athletic Directors\*

In all of Division I, whites held 90 percent (down 3.1 percentage points) of athletic director jobs. African-Americans held 7.2 percent, (up 1.7 percentage points). Latinos held 1.9 (up 1.0 percent). Native Americans held 0.6 percent and there were no Asian ADs in Division I.

Women continue to struggle to increase representation in the athletic director position. The percentage of female athletic directors at the Division I level stayed the same as in the previous report at 7.8 percent of all positions. Of these positions, white women held 6.2 percent and African-American women held 1.0 percent. Latina and Native American females each made up 0.3 percent of all ADs in Division I, while there were no Asian female ADs.

When considering all divisions combined, the athletic director position was one of the whitest positions in all of sport when HBCUs were excluded. The only position that had a greater percentage of whites filling the position was the Sports Information Director which is 95.0, 93.4 and 95.0 percent white in Division I, II and III respectively.

At the athletics director position, whites held 90.0 percent (down 3.1

College Assistant Coaches: Division I Men's Teams												
	Basketball				Football				Baseball			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
White	58.8%	x	0.0%	x	72.5%	x	0.3%	x	93.0%	x	1.0%	x
African-American	39.3%	x	0.0%	x	23.8%	x	0.0%	x	1.0%	x	0.0%	x
Asian	0.3%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x	0.0%	x
Latino	1.3%	x	0.0%	x	0.0%	x	0.0%	x	4.2%	x	0.0%	x
Native-American	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.3%	x	0.0%	x
Other	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x	0.0%	x
Total	99.7%	x	0.0%	x	96.3%	x	0.3%	x	99.3%	x	1.0%	x
2006-07	Data Not Recorded											
2005-06	Data Not Recorded											
White	62.4%	x	0.1%	x	73.4%	x	1.4%	x	92.7%	x	0.7%	x
African-American	35.7%	x	0.1%	x	22.9%	x	0.3%	x	1.6%	x	0.0%	x
Asian	0.0%	x	0.0%	x	0.5%	x	0.1%	x	0.7%	x	0.0%	x
Latino	1.2%	x	0.0%	x	0.8%	x	0.0%	x	3.3%	x	0.0%	x
Native-American	0.0%	x	0.0%	x	0.1%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.4%	x	0.0%	x	0.6%	x	0.0%	x	0.9%	x	0.0%	x
Total	99.7%	x	0.2%	x	98.3%	x	1.8%	x	99.2%	x	0.7%	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	62.4%	497	0.0%	0	73.5%	1155	0.0%	0	96.1%	481	0.0%	0
African-American	36.4%	290	0.0%	0	24.4%	383	0.0%	0	0.6%	3	0.0%	0
Asian	0.0%	0	0.0%	0	0.7%	11	0.0%	0	0.4%	2	0.0%	0
Latino	0.8%	6	0.0%	0	0.6%	10	0.0%	0	2.8%	14	0.0%	0
Native-American	0.0%	0	0.0%	0	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	3	0.0%	0	0.6%	9	0.0%	0	0.2%	1	0.0%	0
Total	100.0%	796	0.0%	0	100.0%	1572	0.0%	0	100.0%	501	0.0%	0
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	65.0%	x	0.2%	x	74.6%	x	0.5%	x	95.7%	x	0.2%	x
African-American	33.4%	x	0.0%	x	22.7%	x	0.0%	x	1.0%	x	0.0%	x
Asian	0.0%	x	0.0%	x	0.4%	x	0.0%	x	1.0%	x	0.0%	x
Latino	1.2%	x	0.0%	x	1.1%	x	0.0%	x	1.8%	x	0.2%	x
Native-American	0.0%	x	0.0%	x	0.4%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.1%	x	0.0%	x	0.4%	x	0.0%	x	0.2%	x	0.0%	x
Total Women	x	x	0.2%	x	x	x	0.5%	x	x	x	0.4%	x
1999-2000	Data Not Recorded											
White	63.8%	x	1.4%	x	77.3%	x	0.1%	x	94.8%	x	0.4%	x
African-American	32.9%	x	0.2%	x	20.4%	x	0.0%	x	1.0%	x	0.0%	x
Other	1.6%	x	0.0%	x	2.2%	x	0.0%	x	3.8%	x	0.6%	x
Total Women	x	x	1.6%	x	x	x	0.1%	x	x	x	1.0%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x= Data not recorded

TABLE 93

percentage points) of the athletics director jobs in Division I, 92.0 percent in Division II (down 0.3 percentage points) and 97.0 percent in Division III (up 0.9 of a percentage point). African-Americans held 7.2, 3.8 and 1.8 percent respectively in Divisions I, II and III. This compared to 5.5 percent, 3.8 percent and 1.9 percent in 2005-06 respectively. Latinos accounted for 1.9, 3.0, and 0.0 percent of the ADs at Division I, II and III, compared to 0.9, 2.7 and 0.3 percent in 2005-06, respectively.

Asians accounted for 0.0, 0.8, and 0.7 percent of the ADs at Division I, II and III and Native Americans accounted for 0.6, 0.4, and 0.4 percent of the ADs at each level in 2007-08.

Women lost ground as ADs in Divisions II and III and remained the same in Division I with 7.8 percent. The percentage of female athletic directors in Division II dropped a substantial 2.9 percentage points to 15.6 percent and dropped by 0.2 percentage points in Division III to

27.1 percent.

Further breakdown of the athletic director position at the Division II level, excluding the HBCUs, shows that whites held 92.0 percent (0.3 percentage point decrease) of the athletic director jobs, African-Americans remained the same at 3.8 percent, Latinos held 3.0 percent (0.3 percentage point increase), Asians 0.8 percent (0.3 percentage point increase) and Native Americans 0.4 percent (0.1 percentage point

College Assistant Coaches: Men's Teams Divisions I, II, and III												
	Basketball				Football				Baseball			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
White	68.2%	x	0.5%	x	80.1%	x	0.1%	x	92.7%	x	0.0%	x
African-American	28.1%	x	0.0%	x	17.6%	x	0.0%	x	1.4%	x	0.0%	x
Asian	0.6%	x	0.0%	x	0.0%	x	0.0%	x	0.3%	x	0.0%	x
Latino	1.9%	x	0.0%	x	0.0%	x	0.0%	x	4.3%	x	0.0%	x
Native-American	0.1%	x	0.0%	x	0.0%	x	0.0%	x	0.2%	x	0.0%	x
Other	0.7%	x	0.0%	x	0.0%	x	0.0%	x	0.6%	x	0.0%	x
Total	99.6%	x	0.5%	x	97.7%	x	0.1%	x	99.5%	x	0.0%	x
2006-07	Data Not Recorded											
2005-06	Data Not Recorded											
White	72.1%	x	0.6%	x	79.5%	x	1.3%	x	93.3%	x	0.4%	x
African-American	25.0%	x	0.2%	x	16.6%	x	0.3%	x	2.0%	x	0.0%	x
Asian	0.2%	x	0.0%	x	0.4%	x	0.0%	x	0.4%	x	0.0%	x
Latino	1.6%	x	0.0%	x	1.3%	x	0.0%	x	3.5%	x	0.0%	x
Native-American	0.1%	x	0.0%	x	0.2%	x	0.0%	x	0.1%	x	0.0%	x
Other	0.3%	x	0.0%	x	0.4%	x	0.0%	x	0.3%	x	0.0%	x
Total	98.3%	x	0.8%	x	98.4%	x	1.6%	x	99.6%	x	0.4%	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	72.1%	1356	0.2%	3	80.9%	2956	0.0%	0	94.7%	1285	0.0%	0
African-American	26.2%	493	0.0%	0	17.0%	621	0.0%	0	1.5%	20	0.0%	0
Asian	0.2%	3	0.0%	0	0.6%	21	0.0%	0	0.5%	7	0.0%	0
Latino	1.0%	19	0.0%	0	0.8%	31	0.0%	0	3.0%	41	0.0%	0
Native-American	0.1%	1	0.0%	0	0.2%	8	0.0%	0	0.1%	2	0.0%	0
Other	0.4%	7	0.0%	0	0.5%	18	0.0%	0	0.1%	2	0.0%	0
Total	99.8%	1879	0.2%	3	100.0%	3655	0.0%	0	100.0%	1357	0.0%	0
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	72.5%	x	0.6%	x	81.8%	x	0.4%	x	95.3%	x	0.1%	x
African-American	24.5%	x	0.1%	x	15.7%	x	0.0%	x	1.2%	x	0.0%	x
Asian	0.4%	x	0.0%	x	0.3%	x	0.0%	x	0.9%	x	0.0%	x
Latino	1.6%	x	0.0%	x	1.1%	x	0.0%	x	2.1%	x	0.1%	x
Native-American	0.0%	x	0.0%	x	0.3%	x	0.0%	x	0.2%	x	0.0%	x
Other	0.3%	x	0.0%	x	0.3%	x	0.0%	x	0.2%	x	0.0%	x
Total Women	x	x	0.7%	x	x	x	0.4%	x	x	x	0.2%	x
1999-2000	Data Not Recorded											
White	72.1%	x	1.0%	x	82.7%	x	0.1%	x	93.6%	x	0.4%	x
African-American	24.3%	x	0.2%	x	14.9%	x	0.1%	x	1.5%	x	0.0%	x
Other	2.4%	x	0.1%	x	2.3%	x	0.0%	x	4.5%	x	0.0%	x
Total Women	x	x	1.3%	x	x	x	0.2%	x	x	x	0.4%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded

x= Data not recorded

TABLE 94

decrease). The percentage of white men increased a little over three percent, from 74.7 percent to 78.0 percent. Women held 15.6 percent (3.1 percentage point decrease) of Division II athletic director posts. White women comprised 14.0 percent (3.6 percentage point decrease), 0.8 percent were African-American women, and 0.8 percent were Asian women. Both of these categories increased by 0.3 percentage points.

Although Division III has a poor record for racial diversity among athletic directors, this division does offer women the greatest opportunity to serve this position. Women held 27.1 percent of the athletic director jobs, a decrease of 0.2 percentage points. Among the female athletic directors, white women held 26.2 percent, Asian women held 0.5 percent while African-American women and Native American women each held 0.2 percent, respectively. There were no Latina athletic directors.

See Tables 96, 97, and 98.

## College Associate and Assistant Athletic Directors\*

As in all cases regarding employment in college athletics, the data reported on associate and assistant athletics directors, senior woman administrators and faculty athletics representatives excludes the HBCUs.

The senior administrative title

College Assistant Coaches: Division I Women's Teams												
	Basketball				Cross Country/ Track				All Other Sports			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
White	21.3%	x	42.7%	x	53.6%	x	19.5%	x	38.9%	x	49.3%	x
African-American	8.2%	x	24.8%	x	13.5%	x	6.8%	x	0.9%	x	0.8%	x
Asian	0.1%	x	0.7%	x	0.5%	x	0.5%	x	2.1%	x	0.8%	x
Latino	0.4%	x	0.8%	x	2.0%	x	0.7%	x	2.1%	x	1.1%	x
Native American	0.2%	x	0.0%	x	0.1%	x	0.2%	x	0.0%	x	0.1%	x
Other	0.2%	x	0.2%	x	1.8%	x	0.4%	x	2.1%	x	1.2%	x
Total	30.4%	x	69.2%	x	71.5%	x	28.1%	x	46.1%	x	53.3%	x
2006-07	Data Not Recorded											
2005-06	Data Not Recorded											
White	23.3%	x	42.9%	x	x	x	x	x	x	x	x	x
African-American	7.6%	x	24.2%	x	x	x	x	x	x	x	x	x
Asian	0.5%	x	0.5%	x	x	x	x	x	x	x	x	x
Latino	0.5%	x	0.3%	x	x	x	x	x	x	x	x	x
Native American	0.0%	x	0.0%	x	x	x	x	x	x	x	x	x
Other	0.2%	x	0.2%	x	x	x	x	x	x	x	x	x
Total	32.1%	x	68.1%	x	x	x	x	x	x	x	x	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	22.5%	170	46.0%	347	52.3%	761	20.9%	305	36.5%	841	53.0%	1209
African-American	6.4%	48	22.4%	169	12.8%	186	9.0%	131	1.4%	33	1.4%	31
Asian	0.3%	2	0.7%	5	0.5%	7	0.2%	3	1.7%	40	1.6%	37
Latino	0.3%	2	0.5%	4	1.9%	27	0.6%	9	1.2%	27	0.9%	21
Native American	0.1%	1	0.0%	0	0.4%	6	0.2%	3	0.0%	0	0.0%	1
Other	0.4%	3	0.4%	3	0.3%	5	0.8%	12	0.9%	20	1.0%	22
Total	30.0%	226	70.0%	528	68.2%	992	31.8%	463	47.1%	961	57.9%	1321
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	22.5%	x	45.7%	x	73.7%	x	20.6%	x	42.3%	x	47.9%	x
African-American	5.1%	x	24.3%	x	22.0%	x	7.4%	x	2.3%	x	1.5%	x
Asian	0.4%	x	0.3%	x	1.0%	x	0.2%	x	0.6%	x	0.2%	x
Latino	0.3%	x	0.4%	x	0.7%	x	0.3%	x	1.2%	x	0.4%	x
Native American	0.1%	x	0.3%	x	0.1%	x	0.0%	x	0.1%	x	0.0%	x
Other	0.0%	x	0.7%	x	0.9%	x	0.4%	x	0.1%	x	0.1%	x
Total Women	x	x	71.7%	x	x	x	28.9%	x	x	x	50.1%	x
1999-2000	Data Not Recorded											
White	20.3%	x	49.0%	x	52.6%	x	23.0%	x	37.7%	x	55.7%	x
African-American	4.4%	x	23.9%	x	12.3%	x	7.9%	x	1.5%	x	1.3%	x
Other	0.0%	x	2.4%	x	3.1%	x	1.1%	x	3.3%	x	0.6%	x
Total Women	x	x	75.3%	x	x	x	32.0%	x	x	x	57.6%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded

x= Data not recorded

TABLE 95

includes both the associate and assistant athletic director positions. These jobs are thought of as the pipeline to the athletics director position. People in both of these positions work very closely with the athletic director and they are often training grounds for future athletic directors. In the hierarchy of power, associate athletic directors do fall above assistant athletic directors. Although these are two separate

positions, the demographic make-up of each slot is strikingly similar at the Division I level.

At the associate athletic director position, whites comprised 89.2 percent, 88.8 percent, and 96.4 percent of the total population at Division I, II and III respectively.

African-Americans held 7.2 percent, 7.5 percent and 3.2 percent of the

positions at each level. Latinos held 2.2 percent, 1.6 percent and 0.4 percent of the positions at each level. Asians held 0.6 percent and 1.0 percent in Divisions I and II. There were no Asians in Division III in this position and no Native Americans in Divisions II or III. In Division I, Native Americans had 0.1 percent of the associate athletic director positions.

The percentage of women filling



College Athletics Directors: Division I				
	Men		Women	
	%	#	%	#
2008-09	Data Not Recorded			
2007-08	Data Not Recorded			
White	83.8%	x	6.2%	x
African-American	6.2%	x	1.0%	x
Asian	0.0%	x	0.0%	x
Latino	1.6%	x	0.3%	x
Native American	0.3%	x	0.3%	x
Other	0.3%	x	0.0%	x
Total	92.2%	x	7.8%	x
2006-07	Data Not Recorded			
2005-06	Data Not Recorded			
White	85.8%	x	7.3%	x
African-American	5.0%	x	0.5%	x
Asian	0.0%	x	0.0%	x
Latino	0.9%	x	0.0%	x
Native American	0.0%	x	0.0%	x
Other	0.5%	x	0.0%	x
Total	92.2%	x	7.8%	x
2004-05	Data Not Recorded			
2003-04	Data Not Recorded			
White	88.5%	232	6.5%	17
African-American	3.4%	9	0.0%	0
Asian	0.0%	0	0.4%	1
Latino	1.2%	3	0.0%	0
Native American	0.0%	0	0.4%	1
Other	0.0%	0	0.0%	0
Total	92.7%	243	7.3%	19
2001-03	Data Not Recorded			
2000-01	Data Not Recorded			
White	88.4%	x	6.9%	x
African-American	2.9%	x	0.0%	x
Asian	0.4%	x	0.0%	x
Latino	1.1%	x	0.0%	x
Native American	0.0%	x	0.4%	x
Other	0.0%	x	0.0%	x
Total	92.8%	x	7.2%	x
1999-2000	Data Not Recorded			
White	86.9%	x	9.0%	x
African-American	2.4%	x	0.0%	x
Other	1.7%	x	0.0%	x
Total	91.0%	x	9.0%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.  
x= Data not recorded

TABLE 96

associate athletic director positions was 27.9 percent in Division I, 40.3 percent in Division II and 50.8 percent in Division III.

At the assistant athletic director position, whites held 88.2, 91.5 and 91.5 percent of the positions in Divisions I, II and III, respectively.

African-Americans totaled 8.6, 4.8 and 5.2 percent of assistant athletic directors in the respective divisions.

Latinos held 2.2 percent, 1.2 percent and 2.1 percent of the positions at each level. Asians held 0.6 percent, 1.2 percent and 0.2 percent of the positions at each level. There were no Native Americans in Divisions I and III. In Division II, Native Americans had 0.3 percent of the assistant athletic director positions.

Women occupied 26.5 percent of the assistant athletic directors in Division

College Athletics Directors: Division II				
	Men		Women	
	%	#	%	#
2008-09	Data Not Recorded			
2007-08	Data Not Recorded			
White	78.0%	x	14.0%	x
African-American	3.0%	x	0.8%	x
Asian	0.0%	x	0.8%	x
Latino	3.0%	x	0.0%	x
Native American	0.4%	x	0.0%	x
Other	0.0%	x	0.0%	x
Total	84.4%	x	15.6%	x
2006-07	Data Not Recorded			
2005-06	Data Not Recorded			
White	74.7%	x	17.6%	x
African-American	3.3%	x	0.5%	x
Asian	0.0%	x	0.5%	x
Latino	2.7%	x	0.0%	x
Native American	0.5%	x	0.0%	x
Other	0.0%	x	0.0%	x
Total	81.3%	x	18.7%	x
2004-05	Data Not Recorded			
2003-04	Data Not Recorded			
White	79.6%	187	14.5%	34
African-American	1.3%	3	0.9%	2
Asian	0.0%	0	0.9%	2
Latino	2.6%	6	0.0%	0
Native American	0.4%	1	0.0%	0
Other	0.0%	0	0.0%	0
Total	83.8%	197	16.2%	38
2001-03	Data Not Recorded			
2000-01	Data Not Recorded			
White	82.4%	x	12.9%	x
African-American	1.9%	x	0.5%	x
Asian	0.0%	x	0.5%	x
Latino	1.0%	x	0.5%	x
Native American	0.5%	x	0.0%	x
Other	0.5%	x	0.0%	x
Total	86.3%	x	14.4%	x
1999-2000	Data Not Recorded			
White	79.6%	x	13.7%	x
African-American	1.6%	x	1.2%	x
Other	3.5%	x	0.4%	x
Total	x	x	15.3%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.  
x= Data not recorded

TABLE 97

I, 38.2 percent in Division II and 39.1 percent in Division III.

On average, the positions of associate athletic director and assistant athletic director for Division I were found to be 88.7 percent white, 7.9 percent African-American, 0.6 percent Asian, and 2.2 percent Latino. For Division II, 90.2 percent were white, 6.2 percent African-American, 1.1 percent Asian, and 1.4 percent Latino and in Division

College Athletics Directors: Division III				
	Men		Women	
	%	#	%	#
2008-09	Data Not Recorded			
2007-08	Data Not Recorded			
White	70.8%	x	26.2%	x
African-American	1.6%	x	0.2%	x
Asian	0.2%	x	0.5%	x
Latino	0.0%	x	0.0%	x
Native American	0.2%	x	0.2%	x
Other	0.0%	x	0.0%	x
Total	72.8%	x	27.1%	x
2006-07	Data Not Recorded			
2005-06	Data Not Recorded			
White	69.5%	x	26.6%	x
African-American	1.9%	x	0.0%	x
Asian	0.3%	x	0.3%	x
Latino	0.3%	x	0.0%	x
Native American	0.6%	x	0.3%	x
Other	0.0%	x	0.0%	x
Total	72.7%	x	27.3%	x
2004-05	Data Not Recorded			
2003-04	Data Not Recorded			
White	68.6%	258	26.9%	101
African-American	3.2%	12	0.0%	0
Asian	0.3%	1	0.3%	1
Latino	0.5%	2	0.0%	0
Native American	0.3%	1	0.0%	0
Other	0.0%	0	0.0%	0
Total	72.9%	274	27.1%	102
2001-03	Data Not Recorded			
2000-01	Data Not Recorded			
White	69.3%	x	23.9%	x
African-American	4.5%	x	0.6%	x
Asian	0.3%	x	0.6%	x
Latino	0.3%	x	0.3%	x
Native American	0.3%	x	0.0%	x
Other	0.0%	x	0.0%	x
Total	74.7%	x	25.4%	x
1999-2000	Data Not Recorded			
White	71.3%	x	24.3%	x
African-American	3.0%	x	0.5%	x
Other	0.7%	x	0.2%	x
Total	x	x	25.0%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded.

x= Data not recorded

TABLE 98

III, 94.0 percent were white, 4.2 percent African-American, 0.1 percent Asian, and 1.3 percent Latino.

Looking at the overall percentages of women for both the associate athletic director and the assistant athletic director positions combined for 27.2 percent, 39.3 percent, and 45.0 percent in Divisions I, II, and III.

In Divisions I and II, the gender

breakdown was very similar between associate and assistant ADs in their respective divisions. Associate athletic directors were 71.6 percent male and 27.9 percent female in Division I and assistant athletic directors were 73.2 percent male and 26.5 percent female in Division I. For Division II, associate athletic directors were 59.6 male and 40.3 percent female and assistant athletic directors were 61.1 percent male and 38.2 percent female. At the Division III level, the associate athletic director position was almost split 50/50 between males and females, with males holding 49.2 percent and females holding 50.8 percent while the assistant athletic director position had males holding 60.5 percent and females holding 39.1 percent.

See Table 99.

#### Senior Woman Administrator\*

The senior woman administrator (SWA) is a significant title within an athletic department. Women held 98.3, 96.6 and 100 percent of the SWA jobs in Division I, II and III, respectively.

White women continued to dominate at 84.9, 85.3 and 96.6 percent in Division I, II and III, respectively.

In Division I, African-American women held 10.2 percent (remaining the same), Asian women held 0.3 percent, Latinas held 1.6 percent and Native

American women held 1.0 percent. Overall a total of 13.4 percent of the positions were occupied by females of color, a decrease of 0.1 percentage points. White men were 1.0 percent and African-American men held 0.3 percent in this position. The percentage of women in this post increased 0.6 percentage points to 98.3 percent.

The senior woman administrator position is slightly less diverse at the Division II level. White women held 85.3 percent of these positions, a 5.3 percentage point drop. African-American women held 7.8 percent; Latinas held 2.7 percent and Asians accounted for 0.4 percent. This year 1.6 percent of the people holding this position at the Division II level were white men and 0.8 percent were African-American men. Women of color made gains with an increase from 8.9 percent to 11.3 percent. Overall women held 96.6 percent of all the senior woman administrator positions in Division II.

Senior woman administrators in Division III were 100 percent female. Of these women, 96.6 percent were white women, 1.9 percent were African-American women, 1.0 percent were Latina and 0.5 percent were Native American. There were no Asian women. People of color, which were all women of color, remained the same at 3.4 percent.

See Table 100.

#### Faculty Athletics Representatives\*

Whites filled the vast majority of the faculty athletics representative (FAR) positions with 91.7, 92.4 and 94.5 percent in Divisions I, II and III, respectively, in 2007-08.

In Division I, 67.9 percent were white men and 23.8 percent were white women. Among African-Americans serving as FARs, 4.1 percent were men and 1.0 percent were women. Total African-Americans in this position increased two percentage points. Also among the FAR positions in Division I, 1.0 percent were Asian men and 0.6 percent were Asian women, 0.6 percent were Latino, and 0.3 percent were Native American men. Women held 25.4 percent of these posts (an increase of 2.8 percentage points), while people of color held 7.6 percent (an increase of 0.2 percentage points). There were no Latina or Native American women in this position.

College Senior Athletic Administrators: Associate and Assistant Athletics Directors												
	Division I				Division II				Division III			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Associate Athletic Directors											
White	63.6%	x	25.6%	x	53.2%	x	35.6%	x	46.4%	x	50.0%	x
African-American	6.2%	x	1.0%	x	4.3%	x	3.2%	x	2.4%	x	0.8%	x
Asian	0.2%	x	0.4%	x	0.5%	x	0.5%	x	0.0%	x	0.0%	x
Latino	1.4%	x	0.8%	x	1.1%	x	0.5%	x	0.4%	x	0.0%	x
Native American	0.1%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.1%	x	0.1%	x	0.5%	x	0.5%	x	0.0%	x	0.0%	x
Total	71.6%	x	27.9%	x	59.6%	x	40.3%	x	49.2%	x	50.8%	x
	Assistant Athletic Directors											
White	65.5%	x	22.7%	x	56.9%	x	34.6%	x	53.9%	x	37.6%	x
African-American	6.1%	x	2.5%	x	2.4%	x	2.4%	x	3.9%	x	1.3%	x
Asian	0.1%	x	0.5%	x	0.9%	x	0.3%	x	0.2%	x	0.0%	x
Latino	1.4%	x	0.8%	x	0.6%	x	0.6%	x	1.9%	x	0.2%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.3%	x	0.0%	x	0.0%	x
Other	0.1%	x	0.0%	x	0.3%	x	0.0%	x	0.6%	x	0.0%	x
Total	73.2%	x	26.5%	x	61.1%	x	38.2%	x	60.5%	x	39.1%	x
2006-07	Data Not Recorded											
2005-06	Associate Athletic Directors											
White	63.5%	x	26.0%	x	48.5%	x	45.5%	x	46.2%	x	49.1%	x
African-American	6.1%	x	2.1%	x	2.0%	x	2.0%	x	2.4%	x	1.2%	x
Asian	0.1%	x	0.1%	x	1.0%	x	0.0%	x	0.6%	x	0.0%	x
Latino	0.9%	x	0.5%	x	0.0%	x	0.0%	x	0.6%	x	0.0%	x
Native American	0.1%	x	0.1%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.0%	x	0.3%	x	1.0%	x	0.0%	x	0.0%	x	0.0%	x
Total	71.6%	x	28.4%	x	51.3%	x	48.7%	x	50.3%	x	49.7%	x
	Assistant Athletic Directors											
White	66.3%	x	22.6%	x	56.6%	x	33.6%	x	58.2%	x	32.9%	x
African-American	5.1%	x	3.6%	x	3.3%	x	1.3%	x	4.6%	x	2.3%	x
Asian	0.5%	x	0.2%	x	0.7%	x	0.7%	x	0.3%	x	0.3%	x
Latino	0.9%	x	0.3%	x	2.0%	x	1.3%	x	1.0%	x	0.0%	x
Native American	0.2%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.3%	x
Other	0.2%	x	0.3%	x	0.0%	x	0.7%	x	0.0%	x	0.0%	x
Total	72.9%	x	27.1%	x	60.8%	x	39.2%	x	64.3%	x	35.7%	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	62.6%	943	27.3%	411	55.2%	185	34.0%	114	51.8%	259	42.6%	213
African-American	6.0%	91	1.9%	29	2.7%	9	2.1%	7	3.4%	17	1.0%	5
Asian	0.3%	5	0.1%	3	0.3%	1	0.3%	1	0.0%	0	0.2%	1
Latino	0.7%	11	0.5%	8	3.0%	10	1.2%	4	0.4%	2	0.2%	1
Native American	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.4%	6	0.9%	3	0.3%	1	0.4%	2	0.0%	0
Total	69.7%	1051	30.2%	456	62.1%	208	37.9%	127	56.0%	280	44.0%	220
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	63.0%	x	27.6%	x	57.8%	x	33.3%	x	49.6%	x	44.2%	x
African-American	5.3%	x	1.8%	x	3.3%	x	1.6%	x	3.5%	x	1.3%	x
Asian	0.3%	x	0.1%	x	0.5%	x	0.0%	x	0.0%	x	0.0%	x
Latino	0.9%	x	0.6%	x	1.7%	x	0.7%	x	0.3%	x	0.3%	x
Native American	0.1%	x	0.0%	x	0.0%	x	0.3%	x	1.0%	x	0.2%	x
Other	0.0%	x	0.3%	x	0.5%	x	0.3%	x	0.5%	x	0.0%	x
Total	x	x	30.4%	x	x	x	36.2%	x	x	x	46.0%	x
1999-2000	Data Not Recorded											
White	63.7%	x	27.0%	x	59.5%	x	33.2%	x	52.8%	x	42.0%	x
African-American	5.9%	x	1.5%	x	1.7%	x	1.3%	x	2.7%	x	1.6%	x
Other	1.2%	x	0.8%	x	2.7%	x	1.7%	x	0.2%	x	0.7%	x
Total	x	x	29.3%	x	x	x	36.2%	x	x	x	44.3%	x
Note: Data provided by the NCAA. Historically Black Institutions excluded x= Data not recorded												

TABLE 99

At the Division II level where whites held 92.4 percent of the FAR posts, 70.6 percent were white men and 21.8 percent were white women. African-Americans held a total of 3.5 percent of the positions (2.7 percent male and 0.8 percent female). Asian men increased from 0.6 percent to 0.8 percent. Latinos held 2.7 percent (1.9 percent being Latino and 0.8 percent Latina). Women overall decreased 4.5 percentage points from 27.9 to 23.4 percent. People of color in this position decreased by 1.0 percentage

point.

In Division III where whites held 94.5 percent, 61.9 percent were white men and 32.6 percent were white women. The percentage of white men fell 2.8 percent, whereas the percentage of white women increased 1.8 percent. African-Americans accounted for a total of 2.9 percent, which were held by 2.7 percent men and 0.2 percent women. Latinos held one percent (0.8 percent male and 0.2 percent female) of the FAR positions. Asians accounted

for 0.8 percent (0.6 percent male and 0.2 percent female). The percentage of whites dropped by 1.0 percent, while African-American men increased by 0.7 percent. Women held 33.2 percent of the FAR posts in Division III, a gain of 1.6 percent.

See Table 101.

Senior Woman Administrators												
	Division I				Division II				Division III			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
White	1.0%	x	84.9%	x	1.6%	x	85.3%	x	0.0%	x	96.6%	x
African-American	0.3%	x	10.2%	x	0.8%	x	7.8%	x	0.0%	x	1.9%	x
Asian	0.0%	x	0.3%	x	0.0%	x	0.4%	x	0.0%	x	0.0%	x
Latino	0.0%	x	1.6%	x	0.0%	x	2.7%	x	0.0%	x	1.0%	x
Native American	0.0%	x	1.0%	x	0.0%	x	0.0%	x	0.0%	x	0.5%	x
Other	0.0%	x	0.3%	x	0.0%	x	0.4%	x	0.0%	x	0.0%	x
Total	1.3%	x	98.3%	x	2.4%	x	96.6%	x	0.0%	x	100.0%	x
2006-07	Data Not Recorded											
2005-06	Data Not Recorded											
White	1.4%	x	84.3%	x	0.6%	x	90.6%	x	1.1%	x	95.7%	x
African-American	0.5%	x	10.2%	x	0.0%	x	5.3%	x	0.0%	x	2.2%	x
Asian	0.0%	x	0.5%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x
Latino	0.5%	x	1.4%	x	0.0%	x	2.4%	x	0.0%	x	0.4%	x
Native American	0.0%	x	0.5%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.0%	x	0.9%	x	0.0%	x	1.2%	x	0.0%	x	0.4%	x
Total	2.3%	x	97.7%	x	0.6%	x	99.4%	x	1.1%	x	98.9%	x
2004-05	Data Not Recorded											
2003-04	Data Not Recorded											
White	0.4%	1	88.5%	224	0.0%	0	92.6%	201	1.2%	4	95.4%	312
African-American	0.0%	0	8.3%	21	0.0%	0	4.6%	10	0.0%	0	2.4%	8
Asian	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1
Latino	0.0%	0	1.6%	4	0.0%	0	2.3%	5	0.0%	0	0.6%	2
Native American	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total	0.4%	1	99.6%	252	0.0%	0	100.0%	217	1.2%	4	98.8%	323
2001-03	Data Not Recorded											
2000-01	Data Not Recorded											
White	0.7%	x	89.6%	x	0.5%	x	91.2%	x	1.1%	x	93.7%	x
African-American	0.7%	x	6.3%	x	0.0%	x	5.7%	x	0.0%	x	3.2%	x
Asian	0.0%	x	0.4%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x
Latino	0.0%	x	1.5%	x	0.0%	x	2.1%	x	0.0%	x	1.4%	x
Native American	0.0%	x	0.0%	x	0.0%	x	0.5%	x	0.0%	x	0.0%	x
Other	0.4%	x	0.4%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x
Total	1.8%	x	98.2%	x	0.5%	x	99.5%	x	1.1%	x	99.1%	x
1999-2000	Data Not Recorded											
White	1.5%	x	91.0%	x	1.0%	x	90.4%	x	0.0%	x	94.7%	x
African-American	0.0%	x	6.0%	x	0.0%	x	4.3%	x	0.0%	x	3.3%	x
Other	0.4%	x	1.1%	x	1.4%	x	2.9%	x	0.0%	x	2.0%	x
Total	1.9%	x	98.1%	x	2.4%	x	97.6%	x	0.0%	x	100.0%	x

Note: Data provided by the NCAA. Historically Black Institutions excluded  
x= Data not recorded

TABLE 100

Faculty Athletics Representatives																
	Division IA				Division I				Division II				Division III			
	Men		Women		Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
2008-09																
White	66.4%	81	27.0%	33	Data Not Recorded											
African-American	4.1%	5	0.0%	0												
Asian	0.8%	1	0.0%	0												
Latino	0.8%	1	0.0%	0												
Native American	0.8%	1	0.0%	0												
Other	0.0%	0	0.0%	0												
Total	73.0%	122	27.0%	33												
2007-08																
White	65.3%	81	27.4%	34	67.9%	x	23.8%	x	70.6%	x	21.8%	x	61.9%	x	32.6%	x
African-American	4.0%	5	0.0%	0	4.1%	x	1.0%	x	2.7%	x	0.8%	x	2.7%	x	0.2%	x
Asian	1.6%	2	0.0%	0	1.0%	x	0.6%	x	0.8%	x	0.0%	x	0.6%	x	0.2%	x
Latino	0.8%	1	0.0%	0	0.6%	x	0.0%	x	1.9%	x	0.8%	x	0.8%	x	0.2%	x
Native American	0.8%	1	0.0%	0	0.3%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other	0.0%	0	0.0%	0	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.4%	x	0.0%	x
Total	72.6%	90	27.4%	34	73.9%	x	25.4%	x	76.0%	x	23.4%	x	66.4%	x	33.2%	x
2006-07																
Data Not Recorded																
2005-06																
White	Data Not Recorded				71.2%	x	21.2%	x	66.5%	x	25.7%	x	64.7%	x	30.8%	x
African-American					2.2%	x	0.9%	x	1.7%	x	1.7%	x	2.0%	x	0.3%	x
Asian					1.3%	x	0.4%	x	0.6%	x	0.0%	x	0.6%	x	0.3%	x
Latino					1.3%	x	0.0%	x	2.8%	x	0.6%	x	0.6%	x	0.3%	x
Native American					0.9%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Other					0.4%	x	0.0%	x	0.6%	x	0.0%	x	0.6%	x	0.0%	x
Total					77.4%	x	22.6%	x	72.1%	x	27.9%	x	68.4%	x	31.6%	x
2004-05																
Data Not Recorded																
2003-04																
White	Data Not Recorded				70.9%	188	21.1%	56	71.9%	164	20.6%	47	68.8%	256	26.9%	100
African-American					4.2%	11	0.8%	2	1.3%	3	0.4%	1	3.0%	11	0.3%	1
Asian					1.1%	3	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Latino					0.8%	2	0.0%	0	1.8%	4	1.8%	4	0.5%	2	0.3%	1
Native American					0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other					0.8%	2	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Total					78.2%	207	21.9%	58	77.2%	176	22.8%	52	72.6%	270	27.5%	102
2001-03																
Data Not Recorded																
2000-01																
White	Data Not Recorded				73.2%	x	18.1%	x	77.9%	x	17.3%	x	67.0%	x	27.8%	x
African-American					5.1%	x	1.1%	x	1.0%	x	0.5%	x	3.1%	x	0.6%	x
Asian					1.1%	x	0.0%	x	0.5%	x	0.0%	x	0.3%	x	0.0%	x
Latino					0.4%	x	0.4%	x	0.0%	x	0.5%	x	0.9%	x	0.3%	x
Native American					0.4%	x	0.0%	x	0.5%	x	0.0%	x	0.0%	x	0.0%	x
Other					0.4%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x	0.0%	x
Total					x	x	19.6%	x	x	x	18.3%	x	x	x	28.7%	x
1999-2000																
White	Data Not Recorded				75.6%	x	18.1%	x	78.0%	x	15.5%	x	67.9%	x	27.8%	x
African-American					3.1%	x	1.4%	x	1.2%	x	0.4%	x	1.8%	x	0.3%	x
Other					1.7%	x	0.0%	x	3.3%	x	1.6%	x	2.3%	x	0.0%	x
Total					x	x	x	x	x	x	17.6%	x	x	x	28.1%	x
Note: Data provided by the NCAA. Historically Black Institutions excluded																
x= Data not recorded																
TABLE 10A																

Note: Data provided by the NCAA. Historically Black Institutions excluded

x= Data not recorded

TABLE 101

## Sports Information Directors\*

The sports information director position is one of the whitest positions in all of sport when HBCUs are excluded. It is 95.0, 93.4 and 95.0 percent white in Division I, II and III respectively. This is very important because the SID is usually the key decision maker in what and who is publicized among coaches and

student-athletes.

The SID position in Division I athletics is 95.0 percent white, 0.9 percent African-American, 2.0 percent Asian, 1.9 percent Latino, and 0.0 percent Native American. In Divisions II and III, the position make-up for the sport information director was very similar. Division II consisted of 93.4 percent white, 3.5 percent African-American,

1.5 percent each Asian and Latino, and 0.0 percent Native American. Division III consisted of 95.0 percent white, 2.4 percent African-American, 0.7 percent Asian, 1.4 percent Latino, and once again, no Native Americans.

See Table 102.



## Professional Administration\*

This category includes a wide range of job descriptions. At NCAA member institutions, jobs that fit in this category are academic advisor/counselor, compliance coordinator/officer, the sports information director and assistant directors, strength coaches, life skills coordinators, and managers for business, equipment, fundraiser/development, facilities, promotions/marketing and tickets. As in all cases regarding employment in college athletics, the data reported in this section excludes the HBCUs. These positions are often starting points from which many people rise into higher level slots within a university or athletic department. The previous report showed the tendency for opportunities for women to increase as you move from Division I to II to III, but according to this year's data, the percentage of women decreased slightly from Division I to II before increasing at the Division III level. However, the percentage of people of color filling these positions decrease while moving from Division I to II to III.

Although there was slight improvement for people of color in all three divisions, whites still dominated the professional administration category by holding 86.4 percent (down from 87.9 percent in 2006), 88.6 percent (down from 89.2 percent in 2006) and 92.8 percent (down from 94.4 percent in 2006) of all professional administration positions in Divisions I, II and III, respectively.

African-Americans held 8.7 percent, 6.3 percent and 4.2 percent of all professional administration positions in the three NCAA divisions, respectively. Latinos held 2.7 percent, 2.4 percent, and 1.7 percent of head coaching positions for all professional administration positions in the respective divisions. Asians held 1.4, 1.7, and 0.7 percent of all professional administration positions in Divisions I, II and III, respectively. Native American representation was minimal.

Women accounted for 34.9, 32.7 and 38.8 of all professional administration positions in the three NCAA divisions, respectively. That represented a substantial 3.4 percentage point increase in Division I but substantial declines for women in Divisions II and III of 5.1 and 5.7 percentage points.

Women were especially well represented in the positions of academic advisor/counselor, life skills coordinator, business manager

and compliance coordinator/officer. In the academic advisor/counselor position, women held 62.1, 54.4 and 56.5 percent at Division I, II and III institutions, respectively. Within the life skills coordinator position, women held 72.4, 63.7 and 70.5 percent, respectively.

In the business manager position, 55.9 percent, 65.7 and 63.8 percent of the positions were held by women at Divisions I, II and III respectively. The

Sports Information Director							
		Division I		Division II		Division III	
		Men	Women	Men	Women	Men	Women
2008-09		Data Not Recorded					
2007-08		Data Not Recorded					
	White	84.8%	10.2%	83.4%	10.0%	81.2%	13.8%
	African-American	0.3%	0.6%	2.7%	0.8%	1.9%	0.5%
	Asian	1.7%	0.3%	1.5%	0.0%	0.7%	0.0%
	Hispanic	1.9%	0.0%	1.5%	0.0%	0.9%	0.5%
	Native American	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Minority	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%

Note: Data provided by the NCAA. Historically Black Institutions excluded  
x= Data not recorded

TABLE 102

College Professional Administration by Division								
		Division I		Division II		Division III		All Divisions
		Men	Women	Men	Women	Men	Women	Men Women
2008-09		Data Not Recorded						
2007-08		Data Not Recorded						
	White	56.7%	29.7%	59.4%	29.2%	56.2%	36.6%	56.9% 31.2%
	African-American	5.3%	3.4%	4.2%	2.1%	3.2%	1.0%	4.7% 2.7%
	Asian	0.8%	0.6%	1.2%	0.5%	0.3%	0.4%	0.7% 0.5%
	Latino	1.7%	1.0%	1.7%	0.7%	1.1%	0.6%	1.5% 0.9%
	Native American	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1% 0.0%
	Other	0.2%	0.2%	0.3%	0.1%	0.1%	0.1%	0.2% 0.1%
	Total	64.7%	34.9%	66.9%	32.7%	61.0%	38.8%	64.1% 35.4%
2004-07		Data Not Recorded						
2003-04		Data Not Recorded						
	White	60.40%	27.50%	55.20%	34.00%	51.80%	42.60%	61.80% 27.60%
	African-American	5.90%	2.30%	2.70%	2.30%	3.40%	1.00%	5.10% 1.80%
	Asian	0.60%	0.30%	x	x	x	x	0.60% 0.30%
	Latino	1.10%	0.80%	x	x	x	x	1.20% 0.70%
	Native American	0.04%	0.01%	x	x	x	x	0.10% 0.10%
	Other	0.40%	0.60%	4.20%	1.50%	1.10%	0.90%	0.40% 0.30%
	Total	68.44%	31.51%	62.10%	37.80%	56.30%	44.50%	69.20% 30.80%
2000-01		Data Not Recorded						
	White	63.0%	27.6%	57.8%	33.3%	49.6%	44.2%	61.1% 28.0%
	African-American	5.3%	1.8%	3.3%	1.6%	3.5%	1.3%	5.0% 1.9%
	Other	1.5%	0.8%	2.8%	1.3%	1.0%	0.5%	2.4% 1.6%
	Total	69.8%	30.2%	63.9%	36.2%	54.1%	46.0%	68.5% 31.5%
1999-2000		Data Not Recorded						
	White	62.6%	24.8%	59.5%	33.2%	52.8%	42.0%	64.3% 24.5%
	African-American	6.2%	2.8%	1.7%	1.3%	2.7%	1.6%	5.2% 2.1%
	Other	2.3%	1.3%	2.7%	1.7%	0.2%	0.7%	2.5% 1.3%
	Total	71.1%	28.9%	63.9%	36.2%	55.7%	44.3%	72.0% 27.9%

Note: Data provided by the NCAA. Historically Black Institutions excluded  
x= Data not recorded

TABLE 103

## Chapter 7: College Sport and NCAA

compliance coordinator/officer also had a strong representation of women at all three levels holding 54.4, 49.1 and 51.8 percent of the slots at each division.

See Tables 103 and 104.

College Professional Administration by Position												
	Division I											
	White		Black		Asian		Hispanic		Native American		Other Minority	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
2008-09	Data Not Recorded											
2007-08	Data Not Recorded											
Academic Advisor/Counselor	23.8%	49.1%	11.5%	10.0%	0.2%	0.8%	1.3%	1.7%	0.1%	0.0%	0.2%	0.5%
Business Mgr.	39.3%	48.2%	2.7%	3.6%	0.5%	1.1%	1.6%	3.0%	0.0%	0.0%	0.0%	0.0%
Compliance Coordinator/Officer	39.5%	45.6%	4.2%	6.1%	0.0%	0.8%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%
Equipment Mgr.	75.3%	9.9%	6.3%	0.7%	1.4%	0.3%	5.0%	0.7%	0.0%	0.0%	0.0%	0.2%
Fundraiser/Development Mgr.	59.0%	31.2%	5.1%	1.8%	0.6%	0.7%	0.4%	0.4%	0.0%	0.0%	0.3%	0.3%
Facility Mgr.	74.4%	10.4%	7.2%	0.8%	1.2%	0.5%	3.7%	0.6%	0.2%	0.0%	0.2%	0.2%
Life Skills Coordinator	15.9%	56.1%	9.6%	13.6%	0.7%	0.7%	0.3%	1.0%	0.0%	0.3%	0.3%	0.7%
Promotions/Marketing Mgr.	56.0%	30.8%	4.2%	2.6%	0.7%	0.9%	1.9%	1.1%	0.0%	0.0%	0.4%	0.0%
Sports Information director	84.8%	10.2%	0.3%	0.6%	1.7%	0.3%	1.9%	0.0%	0.0%	0.0%	0.3%	0.0%
Asst. or Assoc. SID	71.1%	22.1%	1.2%	1.0%	1.1%	0.7%	1.0%	0.9%	0.0%	0.0%	0.5%	0.2%
Strength Coaches	72.6%	11.4%	10.6%	1.1%	0.9%	0.2%	1.5%	0.1%	0.1%	0.0%	0.2%	0.0%
Ticket Manager	56.7%	37.7%	1.8%	1.8%	0.2%	0.0%	0.4%	1.1%	0.0%	0.0%	0.2%	0.0%
2006-07	Data Not Recorded											
2005-06	Data Not Recorded											
Academic Advisor/Counselor	24.5%	49.1%	13.5%	10.0%	0.0%	0.1%	1.2%	1.0%	0.0%	0.0%	0.3%	0.3%
Business Mgr.	42.8%	48.3%	1.0%	2.1%	0.3%	0.7%	1.0%	2.8%	0.0%	0.3%	0.0%	0.7%
Compliance Coordinator/Officer	43.5%	42.3%	7.9%	4.4%	0.3%	0.3%	0.9%	0.3%	0.0%	0.0%	0.0%	0.0%
Equipment Mgr.	75.4%	9.9%	7.0%	1.6%	1.9%	0.0%	2.4%	1.1%	0.5%	0.0%	0.0%	0.3%
Fundraiser/Development Mgr.	64.6%	26.5%	4.5%	1.1%	0.7%	0.7%	0.9%	0.2%	0.2%	0.0%	0.2%	0.4%
Facility Mgr.	79.2%	11.6%	4.1%	1.6%	1.9%	0.3%	0.8%	0.0%	0.0%	0.0%	0.5%	0.0%
Life Skills Coordinator	17.8%	57.2%	10.6%	9.6%	0.5%	0.0%	1.4%	1.9%	0.5%	0.0%	0.0%	0.5%
Promotions/Marketing Mgr.	59.5%	32.3%	2.9%	2.4%	0.5%	0.0%	1.6%	0.5%	0.0%	0.0%	0.3%	0.0%
Sports Information director	88.4%	9.5%	0.4%	0.4%	0.0%	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Asst. or Assoc. SID	69.7%	24.4%	1.5%	1.1%	0.6%	0.8%	0.6%	0.6%	0.2%	0.0%	0.4%	0.0%
Strength Coaches	75.2%	9.9%	10.3%	1.2%	0.8%	0.2%	0.8%	0.4%	0.6%	0.2%	0.0%	0.2%
Ticket Manager	52.4%	38.8%	3.3%	1.6%	1.0%	1.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.3%
Note: Data provided by the NCAA. Historically Black Institutions excluded												

TABLE 104

## Chapter 8: Conclusion

Due to varying issues explained in the Report, College Sport was not issued grades for race or gender for the 2009 issue. On the other hand, the 2009 Report was the first produced in several years that was able to issue a grade for race and gender for each of the main leagues: MLB, NBA, NFL, MLS and WNBA. 2009 marked the first time since the 2004 Report that the five leagues could be graded for full examination and comparison of their racial and gender hiring practices. This year's report also saw the first time that all five leagues provided their diversity initiatives to The Institute for Diversity and Ethics in Sport (TIDES). TIDES strives to emphasize the value of diversity to league offices and athletic departments when they choose their team on the court and in the department. Diversity initiatives such as diversity management training can help change attitudes and increase the applicant pool for open positions. It is clearly the choice of the institution regarding which applicant is the best fit for their department, but TIDES wants to illustrate how important it is to have a diverse organization involving individuals who happen to be of a different race or gender. This element of diversity can provide a different perspective, and possibly a competitive advantage for a win in the board room as well as on the athletic fields of play. With each league publicizing their diversity initiatives and the NCAA establishment of Office of Diversity and Inclusion, TIDES is hopeful for the future of diversity among the leadership positions in sport.

The 2009 WNBA Racial and Gender Report Card proved the Women's National Basketball Association (WNBA) remained as the best employer overall for women and people of color in sport. The WNBA received a combined grade for race and gender of an **A+** by earning both an **A+** for gender and an **A+** for race for the second consecutive Report Card. Thus, for the second time, the WNBA earned the highest combined grade for any sport in the history of the Racial and Gender Report Card.

Not far behind the WNBA, is the NBA, which has consistently finished at the top of the men's leagues for inclusive hiring practices with an **A+** for race, and a **B+/A-** for gender for a combined **A** for 2009. The NBA earned its highest grade ever for gender at 89. It slipped slightly from its highest grade ever for race. The NBA again received men's pro sports only **A** for a combined grade for race and gender with a record combined point total of 92.

MLB and MLS both earned combined **B+**'s after each received an **A** for race and a **B** for gender in 2009. Both the **A** for baseball's racial hiring practices and the **B** for its gender hiring practices marked MLB's first ever full **A** and **B** in the respective categories. MLS earned a third consecutive solid **A** for racial hiring while for gender hiring practices, the MLS grade increased substantially from a **C+** in 2008 to a **B** in 2009.

The NFL resumed full participation in our Report this year. This was the first grade issued for gender since the 2004 NFL RGRC when it received a **D+**. The National Football League achieved an **A-** grade on racial hiring practices and a **C** on gender hiring practices in the 2009 NFL Racial and Gender Report Card. This gave the NFL a combined **B**. In the history of the NFL Racial and Gender Report Card, those are the best grades ever received in each category for the NFL.

Some of the highpoints of the 2009 Racial and Gender Report Card include:

- The 2008 season was the first season in which there was an increase of African-American players in MLB over the previous season since 1995. Amidst the debates of why African-Americans are abandoning the field of baseball, the 2008 season had a two percentage point increase of African-American players over the 2007 season.
- MLB had 10 managers of color for the start of 2009; five African-

American, four Latino, one Asian-American. Thus 33.3 percent of MLB Managers were people of color as of the start of the 2009 season, an increase of 6.6 percentage points from 2008. This tied the all-time record set in 2002.

- Don Wakamatsu, hired by the Mariners in November 2008, is the first person of Asian descent to become a manager in MLB history.
- The Boston Red Sox and the San Francisco Giants led MLB with seven and six women in vice president positions, respectively. The Toronto Blue Jays have three while 12 other teams had one or two women in vice president positions. Fifty percent of MLB teams have a woman in a vice president position.
- The strategic implementation of MLB's Diverse Business Partners Program has resulted in well over \$600 million being spent with thousands of minority- and women-owned businesses.
- In the NBA, almost 82 percent of the players were people of color, increasing on last year's 80 percent. This is the highest percentage of players of color since the 1994-95 season.
- Women held 43 percent of the professional positions in the NBA League Office. This increased by two percentage points from the previous Report Card and was higher than any other men's professional league in any previous Report Card though still below the NBA's high of 49 percent female professionals in the league office in 1995-96.
- There were 31 women in vice president positions in the NBA League Office during the 2008-09 NBA season, which was an increase of eight.
- For the second consecutive Report

Card, the WNBA had the highest number of A's as well as the lowest number of grades below an A in all categories in the history of the Racial and Gender Report Card.

- In the 2009 season, there were seven women and four African-Americans as general managers.
- The NFL received its highest overall grades ever in the history of the NFL Racial and Gender Report Card.
- The NFL started the 2009 season with five African-American general managers, just as it had started the 2007 and 2008 seasons. One of the five, Jerry Reese, became the first African-American general manager to win a Super Bowl when the New York Giants won in 2008.
- When Pittsburgh won the 2009 Super Bowl, Mike Tomlin became the second African-American head coach to lead his team to a Super Bowl championship in three years.
- Five out of six of the last Super Bowl teams have had either an African-American head coach or general manager: Tony Dungy (Colts), Lovie Smith (Bears), Mike Tomlin (Steelers) and GMs Jerry Reese (Giants), Rod Graves (Cardinals).
- There was an increase in the African-American and Latino radio and television broadcasters by three and six percentage points to 14 percent and 18 percent, respectively.
- 48 percent of MLS League Office professional staff were women, a six percentage point increase for women since the last RGRC.
- There were four minority head coaches in the 2008 MLS season. They were Denis Hamlett, Cobi Jones, Juan Carlos Osorio and Fernando Clavijo. Only Hamlett

and Osorio were head coaches during the 2009 season. Cobi Jones remains part of the Galaxy coaching staff as one of the club's assistant coaches.

- In College Sport, the nine coaches of color in the 2009 season represented the highest number and percentage of coaches of color ever at FBS schools.
- There were six African-American coaches hired after the completion of the 2009 season, which brings the total number of coaches of color at FBS institutions to a record 15 in 2010. This included coaches in the ACC, SEC and Big East.
- At the NCAA Headquarters, the percentages increased for people of color who hold posts at the managing director/director level. People of color increased by 0.8 percentage points to 24.3 percent, which represents the largest total percentage of racial minorities to occupy these posts since data was first recorded in 1998. The highest percentage gain from last year to this year was seen in the Latino demographic, as Latinos held 4.3 percent of positions at this level, up 1.4 percentage points. Women held 41.4 percent of these positions, an increase of 0.3 percentage points.

Overall, the period under review for the 2009 Report Card showed that the leadership at the top levels of the pro leagues is concerned with diversity issues and their attention has caused notable improvements. College Sport lost a champion for student-athletes, for Title IX and for civil rights in sports with the passing of Dr. Myles Brand. The commitment to fostering opportunities for women and people of color at the collegiate level was evidenced the last several years under the leadership of the late NCAA president Myles Brand. Hopefully his successor will continue to get the NCAA to invest resources in programs to promote opportunities for people of color and for women

as coaches and administrators. It is encouraging to see advancements at the professional levels on teams where most of the positions in pro sport are located. Nonetheless, issues of race and gender persist as concerns for sport in America. As in society itself, we have a long way to go to achieve equality in sport.

The goal of The Institute for Diversity and Ethics in Sport in publishing the Racial and Gender Report Card is to help professional and college sport recognize that sport, which is America's most integrated workplace for players, can do better than society in who it hires in decision-making positions. There is widely acknowledged enlightened leadership on issues of diversity in the league offices of the NBA, the NFL, MLB, MLS and at the NCAA. Nevertheless, white men control the operations on most teams and athletics departments.

We continue to ask "Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to make and run the team?" The Institute will continue to publish The Racial and Gender Report Card until the answer for each league, team and college is a resounding "yes."



### MAJOR LEAGUE BASEBALL'S DIVERSITY INITIATIVES

Major League Baseball's strategic focus of formal commitments to the diversity of its game has not only included employment but also addresses supplier diversity, player development, community relations, education and philanthropic awards. MLB has been widely recognized nationally for their efforts; most notably the 2005 CEO Diversity Leadership award presented to Commissioner Selig by D.C. based Diversity Best Practices. This entity recognizes national and global diversity leadership. In 2007, Commissioner Selig received the Global Diversity and Innovation award from the World Diversity Leadership Council. MLB is the first sport to be awarded. Here are a few highlights of some of MLB's commitments:

#### Employment/Workforce Diversity

Since 1995 MLB has aggressively addressed workplace diversity primarily through its Human Resources practices in both the Commissioner's Office and the Clubs. The industry is staffed throughout by professional HR practitioners who contribute to MLB's benchmark reports that profile all levels of employment within the baseball organizations. The resulting matrix serves as a management tool for strategic planning and performance management.

#### Diversity Economic Impact

**Engagement Initiative (DEIE)** is one of MLB's newest initiatives to advance the level of MLB's current workforce and supplier diversity efforts as well as create methodologies for cultural assessments, diversity economic platforms and industry-wide diversity training. This internal consultant model approach will be developed throughout the industry's Central Office, member Clubs and eventually the Minor Leagues.

#### Supplier Diversity

**Major League Baseball's Diverse Business Partner's Program** is the leading supplier diversity program in sports. This major league procurement initiative has produced significant economic opportunity for baseball's Commissioner's office, its franchises and local communities. The strategic implementation of MLB's Diverse Business Partners Program has resulted in well over \$600 million being spent with thousands of minority- and women-owned businesses. This award-winning program has continued to enrich baseball's business case for diversity by establishing a procurement environment that economically benefits the league as well as its minority and majority business partners. The DBP program has been awarded the recognition of being listed with "America's TOP 50 Organizations for Multicultural Business Opportunities" for several years running. The DBP program was listed as number 25 for 2009.

#### Urban Youth Initiatives

There are several aspects to this component of MLB's mission to grow its game. They are:

- 1) To make meaningful contributions to the development of minority communities.
- 2) To provide safe and organized recreational activities for urban youth.
- 3) To prepare minority high school players for college and professional baseball and softball programs.

One example of this commitment is **Major League Baseball's Urban Youth Academy** located on the campus of Compton Community College in Los Angeles, California. The Academy is an actual brick and mortar presence in the community and is now officially open for business. The Academy is home to four fields: two regulation baseball fields, one softball field and one youth field. MLB will operate the facility and work with local youth organizations to identify the Academy's attendees. In addition

to offering year-round baseball and softball instruction, MLB will provide academic support and career development through after-school study programs. Baseball's return on investment for this multi-million dollar facility is the marketplace strategy that eventually thousands will participate as members of the Academy and ultimately become players, baseball operation and business operations employees, franchise leaders and fans. The Academy opened on February 28, 2006 and has supported more than 2,000 youth through camps, clinics, tournaments and scout leagues. The Urban Youth Academy has been expanded to Houston, TX and is being expanded to Miami, FL as a proposed component of the Marlins new stadium project.

The Compton Urban Youth Academy hosted the second annual **Urban Invitational Tournament** (February 20-22) that spotlights Historically Black Colleges and Universities (HBCU's) and their baseball programs in order to provide them with national exposure. And during the 2009 World Baseball Classic tournament, the Compton Urban Youth Academy hosted Team USA and Team Japan work out sessions.

Another example is one of MLB's longest on-going urban youth initiatives, **Reviving Baseball in Inner Cities (RBI Program)** presented by KPMG. The RBI Program is a youth outreach program to promote interest in baseball, boost self-esteem and to encourage young people to stay in school. Managed with the Boys and Girls Clubs of America, RBI programs have been started in more than 200 cities worldwide. RBI celebrated its 20th season in 2008. Since its inception, RBI has grown to a youth league that is over 75 percent minority. In 1993 RBI had its inaugural World Series. The 2009 RBI World Series will be hosted by the Florida Marlins. Since 1998, MLB has fielded a national RBI team that has participated in the USA Baseball Tournament of Stars. Since RBI's



## Chapter 9: Diversity Initiatives

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inception in 1989, MLB teams have drafted over 170 RBI participants.

### Education and Philanthropy

***“Breaking Barriers: In Sports, In Life”*** is a multi-curricular character education program developed by Major League Baseball, The Major League Baseball Player’s Trust for Children, and Scholastic Inc. The program utilizes baseball-themed features, activities and lessons to teach children grades 4-8 the values and traits they need to deal with the barriers and challenges in their lives. Using baseball as a metaphor for life, the curriculum is based on the nine values demonstrated by Jackie Robinson. The nine values are: Determination, Commitment, Persistence, Integrity, Justice, Courage, Teamwork, Citizenship and Excellence.

***“The Baseball Tomorrow Fund”*** is a joint initiative between Major League Baseball and the Major League Baseball Player’s Association. It is designed to promote and enhance the growth of the game throughout the world by funding programs, field improvements and equipment purchases to encourage and maintain youth participation in baseball and softball. Since its inception in 1999, BTF has awarded grants totaling more than \$10 million and has benefited 120,000 youth participating in more than 200 baseball and softball programs across the U.S.

MLB also annually celebrates ***Jackie Robinson Day*** and Roberto Clemente Day as additional commemorative events during the baseball season. Game & Market Development

The ***“Civil Rights Game”*** was staged by Major League Baseball on March 29th, when the Chicago White Sox played the New York Mets in an exhibition game at AutoZone Park in Memphis, the home of the National Civil Rights Museum and the city where Rev. Martin Luther King Jr. was assassinated on April 4, 1968. This game is now an annual event planned

to culminate a day during which baseball celebrates the nation’s civil rights movement. The game is being moved to Cincinnati, OH for 2009 and will be a regular season game between the Cincinnati Reds and the Chicago White Sox on June 20th.

The 2009 World Baseball Classic Tournament set several records in attendance, viewership and sponsorship. Team Japan successfully defended its 2006 WBC championship by defeating Team Korea in the WBC Final. The success of the 2009 World Baseball Classic on and off the field has demonstrated the global development and appeal of baseball.

## THE NATIONAL BASKETBALL ASSOCIATION AND THE WOMEN’S NATIONAL BASKETBALL ASSOCIATION’S DIVERSITY INITIATIVES

The National Basketball Association has a variety of diversity initiatives impacting a number of areas including employment training and development, employee recruitment, vendor diversity and community relations. Below is a summary of various ways the NBA has sought to promote diversity at its league office and through its social responsibility and grassroots initiatives:

### Employee Learning & Development

- The NBA conducts diversity and respect in the workplace training for all league employees. The program, initially rolled out to all league employees, is completed by all new hires during their first three months of employment. The content is focused on the NBA’s core value of respect, and sessions are conducted in small groups to encourage dialogue on respectful treatment and diversity awareness. In addition, all new employees are required to complete an online respect in the workplace program during new hire orientation.
- Since 2006, the NBA has provided all league and team employees with access to GlobeSmart, a web-based tool that provides information on countries and cultures from around the world. This tool helps users better understand the diverse world in which we work and live. In addition, we have partnered with the Multi-Cultural Institute (MCI) to deliver diversity training throughout the year to various groups at the NBA. MCI is comprised of a team of specialists that sees diversity management and inclusion as a business imperative and a key facilitator of corporate success.
- In 2008, in an effort for NBA

teams to maintain and adhere to comprehensive policies and procedures in the areas of anti-discrimination and anti-harassment, the league issued respect in the workplace baseline best practices to all teams. Teams have used these best practices to refine their policies and procedures.

### Recruiting

- The NBA has continued to embrace a multi-faceted approach in maintaining a diverse workforce. Year after year, the organization has attained a high level of success in staffing a workforce that is balanced in terms of gender, and broad in terms of ethnic classification. The NBA maintains a diverse applicant pool in its hiring process and encourages all NBA teams to do the same. This is accomplished by the use of on-line job postings at a variety of diversity websites and active recruitment at Historically Black Colleges and Universities (HBCUs), particularly for its entry-level Associate and Intern Programs.
- The NBA uses its Associate and Intern Programs as a feeder pool for diverse candidates – The 2008 Associate class is 50% diverse and 42% female, and the Intern class is 42% diverse and 44% female. Sources include Posse, Prep for Prep, LEAD, and CosmoGirl. The NBA continues to establish relationships with schools that have a diverse student body and organizations that promote job opportunities for diversity candidates including the Howard University and The Black Student Association at Harvard University. In addition, the NBA participates in the career fair for the National Association for Multi-Ethnicity in Communications (NAMIC), Thurgood Marshall Career Fair and other diversity career events for Hispanic and Asian job seekers.

### Vendor Diversity

- Consistent with the NBA's Vendor Diversity Policy Statement, the NBA takes steps to further its

goal of maximizing contracting opportunities for Women/Minority Business Enterprises to participate in the business opportunities generated by the NBA. The NBA has implemented a process by which potential suppliers who are Women/Minority Business Enterprises can be identified for inclusion in the NBA's vendor procurement process.

- The NBA maintains a vendor diversity-sourcing program in connection with the NBA's annual All-Star event. This includes: (i) building alliances in the All-Star host city with business advocacy organizations, tourism officials and local business regulatory agencies; (ii) informing prospective local business entities of the types of contracting opportunities available by conducting vendor diversity seminars in the host city; and (iii) compiling and publishing a comprehensive vendor resource guide to aid the NBA, its sponsors and local contractors in identifying prospective vendors.

### NBA and WNBA Cares / Grassroots Initiatives

NBA and WNBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important issues in the United States and around the world. We work to use our unique position to bring attention to important social issues focusing on education, youth and family development and health-related causes.

### Education

- The **Read to Achieve** program aims to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and their players participate in reading events at schools, community-based organizations, in arena and at NBA & WNBA Reading and Learning Centers. Throughout the season, the NBA and WNBA and their teams create Reading and Learning Centers in schools and communities in need and include extensive renovation work, donation

of books, educational software and resources and local NBA team merchandise. These centers provide children in need with the opportunity to access educational and technological resources and provide them with a stimulating and safe place to learn.

- In recognition of Women's History Month, the NBA and WNBA hosted a **"Career in Sports"** program for female students, grades 7-12, from New Orleans Public Schools, in March 2008. The program, led by NBA and WNBA female sports professionals including players, educators, psychologists, social workers, and personal development specialists, includes a motivational message, panel and small group discussions that educate participants about a variety of sports careers. Topics included identifying interests, goal setting, networking, internships, and higher learning opportunities.

### Youth And Family Development

- The **Jr. NBA/Jr. WNBA program** supports youth basketball through programs and events such as a national skills competition, tournament series, and summer camp program. The Jr. NBA/Jr. WNBA features a series of free instructional materials distributed to all players, parents and coaches in membership. Over 830,000 players participate, ages 5-14, including boys and girls from all backgrounds and socioeconomic status, with estimated participation of 45% black, 45% white and 10% Hispanic youth. All Jr. NBA/Jr. WNBA initiatives are designed to teach basketball fundamentals, promote sportsmanship and encourage healthy lifestyle choices.

### Health-Related Causes

- **NBA and WNBA Fit** is the league's health and wellness platform in which the NBA and WNBA and its partners promote a healthy lifestyle for children and adults through fitness, nutrition and wellness. Programming inspires participants

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to get started on “being fit” through small changes in their daily routine.

- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including player Public Service Announcements in partnership with UNICEF’s “Unite For Children, Unite Against Aids” campaign, grassroots events around the world, and through extensive charitable donations. Additionally, through the HIV/AIDS awareness campaign, “Get Tested,” the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) and the Kaiser Family Foundation came together to produce a series of television, radio and print Public Service Ads (PSAs) which encourages people in urban communities to learn about their HIV/AIDS status. Participants included NBA players Luke Walton, Lamar Odom, Richard Jefferson, Marcus Williams, Kyle Korver, and Sam Dalembert.
- As one of the founding partners of **Nothing but Nets**, a grassroots campaign to save lives by preventing malaria (the leading killer of children in Africa), the NBA and WNBA have helped raise more than \$18 million to provide life-saving bed nets to those in need. In 2008, the NBA and WNBA supported **World Malaria Day** with all 30 NBA teams, eight WNBA teams, and one D-League team participating. NBA and WNBA players Kyle Korver, Luol Deng, DeSagana Diop, Ruth Riley and retired NBA player Sam Perkins serve as spokespeople for the campaign.
- The WNBA and the American Heart Association have formed an alliance to promote the **Go Red for Women campaign**. Go Red for Women encourages women to learn more about heart health, and raises awareness of the risks of heart disease in women.
- For twelve years, the **WNBA Breast Health Awareness** program has

focused on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than \$2 million to aid in the fight against breast cancer.

### Grassroots Programs

- The NBA has hosted **Basketball without Borders**, an annual basketball instructional camp for young people that promotes leadership, education, sportsmanship and takes place in Asia, Latin and South America, Europe and Africa.

### NBA Cares and Other Community Programs

- Since October 2005, through NBA Cares, the league, players and teams raised and contributed more than \$81 million for charity and donated 550,000 hours of hands-on service to communities worldwide.
- Also, in partnership with various organizations such as KaBOOM! and Habitat for Humanity, the NBA and WNBA built more than 300 places where kids and families can live, learn or play in neighborhoods of high need, contributing to the development of urban communities.
- This past NBA season, in partnership with Toyota, the NBA and WNBA have committed to refurbishing basketball courts; building playgrounds and creating earn and play centers in several team markets in deserving schools and communities through the **Toyota Project Rebound Program**.
- League-wide celebrations of the life and legacy of Dr. Martin Luther King take place every January around the NBA. This season, NBA Legends Kareem Abdul Jabbar and Bob Lanier were awarded with the National Award and the International Award, respectively, at the Sports Legacy Awards in Memphis which is held in conjunction with the National Civil Rights Museum. In addition to

focusing attention on the life and legacy of Martin Luther King, Jr. and the leaders of the Civil Rights and human rights movements, the NBA’s grassroots events, fundraising support and leadership support the building of the MLK Memorial Foundation.

- The NBA was instrumental in the forming of **Thurgood Marshall Scholarship Fund** in 1987 and has provided steady leadership to the organization since then. Commissioner David Stern serves on the TMSF Board and the NBA, TMSF and NBA players collaborate on a number of events and Public Awareness Campaigns. NBA Spokesmen for TMSF, Ray Allen, and Shane Battier have appeared in PSA’s for the Fund and provide on-going support for the Fund’s activities.

## NATIONAL FOOTBALL LEAGUE'S DIVERSITY AND COMMUNITY SERVICE INITIATIVES

At the NFL, diversity is a business imperative. Becoming more diverse and fostering a more inclusive culture is a strategic priority critical to the continued growth of the game, strengthening NFL clubs, and continuing to lead through innovation. Accordingly, diversity is one of the league's core values and an integral element of the NFL's strategic initiatives.

Below is a representative sample of various ways the NFL promotes diversity and inclusion:

### Employee Learning & Development

- **The NFL Diversity Council:** The NFL Diversity Council was established in 2002. Its mission is to collaborate with the commissioner and NFL executive team to design and implement programs to build diversity awareness and foster an inclusive work environment. The council membership includes employees from across the league office, representing three locations (New York, New Jersey and California) and providing leadership and learning opportunities for members as they drive important league diversity initiatives. In addition, the NFL Diversity Council provides a vehicle for employees to have their voices heard and concerns addressed.
- **Mentoring:** The NFL introduced a formal mentoring program in 2003. The mentoring program is designed to support employee retention, career development and advancement initiatives. It is a structured program in which experienced executives (mentors) share their business insights and experiences with less experienced professionals (protégés). Special training is offered to participating mentors and protégés who are paired in the mentoring relationship for six months.
- **NFL Special Teams:** The NFL Special Teams initiative was created by the NFL Diversity Council to provide a unique opportunity for NFL employees to build their skills, advance their career potential, and make greater contributions to the NFL. Each team is composed of employees from different departments, levels and demographic groups working toward a common goal and putting the NFL's principles of inclusion, teamwork, and innovation into practice. Teams work on projects assigned by an internal "client" for a period of 45 days. At the end of the engagement, the team presents its recommendations to the commissioner and executive team. Seven special teams have been commissioned since the launch of this initiative in 2004. Team projects have included NFL Network programming for Black History Month, increasing numbers and engagement of female fans, Hispanic marketing, improving the game-day experience, creating an annual employee recognition program (Commissioner's Awards), improving the league's entry-level recruiting process, and developing league efforts to become more environmentally responsible.
- **Junior Rotational Program (JRP):** The league's Junior Rotational Program was implemented in 2007. JRP was designed to build a strong entry-level pipeline for the league, attracting top undergraduates to the NFL for an unparalleled learning opportunity experienced through a series of rotational work assignments and formal training. Having the opportunity to rotate through several business areas in a condensed period of time provides a strong understanding of the fundamentals of how the league operates. Participants are assigned mentors, gain exposure to senior executives and network with professionals in the sports, media and entertainment industry.
- **NFL Talent Review:** Each year the NFL's executive team identifies and reviews top performing employees at the director level and above who have demonstrated clear potential to assume broader responsibilities and more complex assignments. The NFL Talent Review process allows senior leadership to obtain an accurate and broad assessment of the league's leadership potential focusing on a diverse pool of high performing and skilled talent. Formal development plans are put in place to provide additional metrics and tools to assess readiness for promotion in the future.
- **NFLU Executive Training Program:** The NFLU Executive Training Program is a year-long program for employees identified in the NFL Talent Review as high performing and high potential. The mission of the program is to empower and prepare participants to play a meaningful role in shaping the future of the NFL. Internal and external executives, professors, authors and team owners teach the participants the fundamentals of executive leadership, business communication, league business and strategy, as well as the culture and rich history of the NFL. Participants develop strong ties during their year together. Experience has proven these ties remain strong long after the formal program ends, fostering on-going cross organizational collaboration.
- **NFL Stanford Program for Managers:** The NFL, in partnership with Stanford University Business School, presents an annual program for developing leaders from across the league. Approximately 40 executives are invited to the program each year. The NFL Stanford Program for Managers is designed to broaden and deepen participants' understanding of the "bigger picture" that guides decisions at both the league and club management level.



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- **GE Leadership for Customers:** As part of its partnership with GE, the NFL regularly sponsors high performing and high potential employees to attend GE's Leadership for Customers program at the legendary John F. Welch Leadership Center at Crotonville, New York.
- **Business Information Sessions:** League executives regularly deliver presentations to employees aimed at increasing employees' knowledge about our business. Examples of past programs include the NFL "Mock Draft" presented by Football Operations and an overview of the NFL Collective Bargaining Agreement presented by NFL Labor Operations.

### Recruitment

- **Emerging Workforce Recruiting through MonsterTRAK and Monster.com:** Monster.com is an official sponsor of the NFL and a key component in the NFL's talent sourcing activities. MonsterTRAK enables the NFL to reach millions of college and entry-level job seekers by targeting thousands of colleges and universities nationwide.
- **NACElink, UCAN and Experience.com:** The NFL posts entry-level opportunities on NACElink, UCAN and Experience.com. Each can target specific schools and experience, allowing us to find the best qualified diverse applicants.
- **Management Leadership of Tomorrow:** The NFL is proud to be a partner of Management Leadership of Tomorrow (MLT). MLT has made groundbreaking progress addressing the under-representation of African-Americans, Hispanics, and Native Americans in senior leadership positions. This partnership connects the NFL with top diverse students who are candidates for entry-level positions across the league.
- **NFL.com Career Center:** The NFL internally posts all league office positions up through vice president.

Postings can be accessed by external applicants via NFL.com.

- **Power Hiring Training Program:** Training is available to NFL employees who interview candidates for employment with the NFL. "Power Hiring" training is mandatory for all employees participating as interviewers for the JRP and internship programs. This training teaches interviewers the NFL's hiring policies and procedures plus competencies needed for success at the NFL. Interviewers develop effective interviewing and assessment techniques in order to be consistent in their hiring practices. The training also provides an understanding of legal considerations in the interview process.

### Diversity Supplier Program

- **NFL Emerging Business Program:** The goal of the NFL Emerging Business Program is to increase procurement opportunities for small, minority and women-owned enterprises to do Super Bowl business and/or grow their businesses for future success. Every year, the NFL makes a positive economic impact in the Super Bowl host cities.

The NFL Emerging Business Program has become an important component of the overall impact by connecting the NFL and minority with women-owned businesses.

### Special Employee Programs

- **Employee Volunteer Opportunities:** Throughout the year, the NFL provides opportunities for employees to volunteer to work on projects and programs outside of their day-to-day work area. Examples include mentoring in the corporate Big Brothers Big Sisters program, leading the annual Take Our Daughters and Sons to Work Day programs, escorting NFL players on "Take A Player to School" school visits, and participating in a variety of youth football clinics and events.

- **Flexible Work Arrangements:** Employees who need alternatives to traditional work schedules may apply for a flexible work arrangement. A number of NFL employees work remotely and/or on reduced work schedules. Flexible work arrangements have allowed the NFL to retain valuable employees through a variety of work/life circumstances, including relocations.

### Community Outreach

Football and community are two pillars of the NFL. Whether nationally at the league level, locally at the team level, or individually through the volunteerism and philanthropy of players, coaches and team owners, there exists a powerful NFL-wide commitment to giving back.

- **NFL PLAY 60:** Through NFL PLAY 60, the league's commitment to youth health and wellness, the league and teams are responding to the nation's youth obesity crisis by encouraging kids to be active for at least 60 minutes every day. One-third of our nation's children are overweight or obese, and with this condition comes a significantly increased likelihood for health problems such as diabetes, hypertension, and heart disease. To combat the childhood obesity epidemic, the NFL and its clubs are providing in-school programming, building fields and playgrounds, and reviving physical education programs, particularly in the communities most affected by the childhood obesity epidemic – low income and minority communities.

Some of our key PLAY 60 programs are described below:

- o **NFL PLAY 60 Challenge:** Created in partnership with the American Heart Association and funded by NFL Charities, the NFL PLAY 60 Challenge is an in-school curriculum that teaches educators to integrate health and fitness into daily classroom lessons.
- o **Fuel Up to PLAY 60:** Fuel Up to PLAY 60 serves as the nutritional



arm of NFL PLAY 60. This program shows student teams how they can effectively engage key school and community leaders to create healthy school environments.

- o **Keep Gym in School:** NFL Network's Keep Gym In School program delivers high quality, daily physical education opportunities to targeted schools. In addition, schools nationwide can compete for ten \$1,000 grants to support their physical education programs.
- o **NFL Take A Player To School:** This program grants lucky students in 34 cities nationwide the opportunity to arrive at school with an NFL player for the Ultimate PE Class. Together, the NFL player and the student lead classmates in fitness activities and talk about the importance of good health and smart food choices.
- o **NFL PLAY 60 Super Bowl Contest:** Through this contest, one child who submits a short essay about the role of health and fitness in his or her life wins the experience of a lifetime – a chance to run onto the field with the game ball and hand it to the referee in front of millions right before kickoff at the Super Bowl.

- **Youth Football:** NFL Youth Football programs teach young people skills to play the game, but even more importantly, these programs teach values and lessons to succeed in life. NFL Punt, Pass & Kick is a nationwide football skills competition for boys and girls ages 8-15 with more than 3,000 local competitions running through schools, plus over 3,000 local youth organizations participating during the months of August and September. **NFL FLAG**, the official youth flag football league for boys and girls 5-17 years old, gives every community the opportunity to play in an organized NFL non-contact football league. The NFL's successful **Girls Flag Football Program** has led to the introduction of the sport of high school girls flag football in 7 states and to over 12,000 girls

nationwide.

- **NFL Youth Football Fund:** The NFL Youth Football Fund (YFF) is a non-profit organization that seeks to use football as a catalyst to promote positive youth development, support youth and high school football nationwide, and ensure the health of football in future generations.

The Youth Football Fund's **NFL Grassroots Program** provides non-profit, neighborhood-based youth organizations and high schools with financial and technical assistance to improve the quality, safety and accessibility of football fields in underserved areas. Since 1998, the YFF has contributed more than \$25 million through the program to refurbish 190 playing fields in 70 cities nationwide. In 2008, the NFL Grassroots Program awarded \$2.5 million in field grants to underserved neighborhoods in 17 NFL team cities, building new fields or renovating existing fields in need of improvements.

The **ATLAS & ATHENA Steroids Education Programs** are nationally-acclaimed, gender-specific programs designed to promote healthy living and reduce the use of steroids and other drugs among male and female high school athletes. The NFL Youth Football Fund has funded ATLAS & ATHENA training programs in 80 high schools located in sixteen NFL markets. The program benefited 1,500 coaches and 40,000 student-athletes during the 2008-09 school year.

Through its **NFL Player Matching Youth/High School Football Grant Program** and its **NFL Player Youth Football Camp Grant Program**, the NFL Youth Football Fund supports youth and high school football, as well as free youth football camps where NFL players serve as positive role models for young athletes. Between these two initiatives, the NFL Youth Football Fund invested more than \$1 million in communities nationwide in

2009.

- **NFL Charities:** The mission of NFL Charities – another of the NFL's 501c3 non-profit organizations – is to make charitable donations to worthwhile and important causes on the national level on behalf of the 32 NFL teams. Since its inception in 1973, NFL Charities has granted nearly \$120 million to more than 640 organizations.

One of NFL Charities key programs is the **NFL Youth Education Town (NFL YET) initiative**. Youth Education Towns are education enrichment centers that the NFL builds in at-risk neighborhoods in each Super Bowl host city as lasting legacies of each game. Presently, there are 13 NFL YETs in 11 cities. NFL YET facilities and programs vary, but most include interactive fitness equipment, classrooms, technology and multi-media labs, physical fitness zones, recreation fields and other resources.

NFL Charities promotes volunteerism. **NFL Tuesdays** is a program that raises awareness for volunteerism and the charitable activities of NFL players. Tuesday is the traditional day off for players during the season, and on any given Tuesday, many NFL players can be found spending their one off-day doing volunteer work in their communities. **Hometown Huddle** is an NFL-wide day of service in partnership with United Way that is held annually on a Tuesday in October and features significant involvement by NFL players, coaches, staff, and wives who participate in a variety of community service activities. In recent years, Hometown Huddle projects have focused on health and fitness as part of the NFL's PLAY 60 initiative.

The NFL supports its players – past and present – via NFL Charities. NFL Charities allocates \$1 million annually in **Player Foundation Grants** to its current and former players who have charitable foundations in order to encourage and advance their philanthropic work. NFL Charities also makes significant contributions

## Chapter 9: Diversity Initiatives

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to aid former players who have fallen on hard times. In 2008, these contributions totaled well over \$2 million. Another \$1.5 million is granted annually from NFL Charities to fund Sports-Related Medical Research that benefits all those involved in the game of football, competitive sports, and recreational athletics.

- **Hispanic Outreach:** The NFL has created a 360-degree platform of customized offerings for its strong and growing Hispanic fan base, with a special emphasis on youth- and community-focused programming. Hispanic Heritage Month (September 15–October 15) is the NFL's biggest and most visible Hispanic-focused platform, through which the NFL and its member clubs celebrate and honor Hispanic fans, players, and communities nationwide. The annual month-long celebration includes a League-designated national game and surrounding festivities, as well as local celebrations across NFL clubs, incorporating elements such as player visits to Hispanic-focused community centers, honoring of local Hispanic community leaders in-game, football clinics for Hispanic youth, and more. The NFL has also aggressively extended its NFL FLAG football program to Hispanic communities nationwide, offering more Hispanic youth the opportunity to learn football skills and the importance of fitness and exercise.

- **One World:** An educational program designed by Scholastic Inc. and funded by the NFL/NFLPA Disaster Relief Fund, One World: Connecting Communities, Cultures and Classrooms is a multi-tiered curriculum designed to develop cross-cultural understanding among students in 4th through 6th grades. This program was funded by the NFL after 9/11/2001, when educators were looking for tools to help teach tolerance and the value of diversity to their students. The One World program has been a core part of the NFL's outreach work in Super Bowl

host communities since the program was developed.

- **United Way Partnership:** 2009 marks the 36th anniversary of the NFL-United Way relationship, the sports industry's longest running public service campaign. Since 1973, the National Football League and United Way have worked together to promote the importance of volunteering in local communities while showcasing the community service activities of NFL players.

In addition to working with United Way to promote NFL PLAY 60, the league also promotes the United Way's LIVE UNITED campaign. LIVE UNITED invites and inspires all communities to join a movement to advance the common good by focusing on education, income and health for all Americans.

- **Breast Cancer:** The NFL's Breast Cancer Awareness campaign in October – with its campaign tagline “A Crucial Catch” – reminds fans about the importance of annual breast cancer screenings for women over 40. This initiative includes team community outreach in all NFL markets; special pre-game ceremonies; and unique pink items on-field, in-stadium, and at retail. The goals of the NFL's breast cancer campaign include raising awareness and funds for a cause that has touched the lives of so many in the NFL family and across the country. In addition, important breast health information is supplied by the American Cancer Society and distributed to fans at stadiums and online.

- **Sustainability:** The NFL is committed to mitigating its environmental impacts and operating its business in an environmentally-friendly manner. The NFL's green efforts have three focus areas: (1) facilities, (2) events, and (3) clubs. NFL teams such as the Philadelphia Eagles are among the most environmentally-friendly sports organizations in the world. The Super Bowl has

had a successful and ever-growing environmental initiative in place for 15 years. The NFL's three corporate offices – like many team headquarters – have taken numerous steps to lessen their environmental footprints, from increasing energy efficiency to using recycled paper and paper products.

- **Military Support:** For over four decades, NFL stars have visited troops overseas as part of NFL-USO Tours. In 2009, Jared Allen, Danny Clark, Larry Fitzgerald, Drew Brees, Donnie Edwards, Billy Miller, and Warrick Dunn all visited servicemen and women overseas on goodwill tours with the USO (3 tours in total). Six top current and former coaches – Tom Coughlin, Bill Cowher, Jeff Fisher, Jon Gruden, John Harbaugh, and Don Shula – also made trips to the Middle East this offseason to meet and greet the troops (2 tours).

NFL teams have military support initiatives ranging from holding training camp practices on military installations to ticket donation programs for service members. Nearly every team honors the military around Veterans Day.

## **MAJOR LEAGUE SOCCER'S DIVERSITY INITIATIVES**

MLS is committed to developing all of its employees and provides training that will promote professionalism, respect and diversity throughout the league.

### **Diversity Initiative**

MLS has demonstrated a commitment to diversity by embracing a Diversity Initiative designed to improve diversity on a league-wide basis. The Strategic Diversity Initiative affirms that MLS will promote diversity through our player pool, League Office, team offices, team staffs and among our business partners.

### **Diversity Education**

In early 2008, MLS conducted sexual harassment and diversity awareness training for the League Office and completed such training for all the teams by the end of 2008. In the first few months of 2008, all teams completed another segment of sexual harassment and diversity awareness training. The workshop provided training to increase awareness of the value of mutual respect in the workplace, discussed the elements of diversity and its impact when interacting with others, and provided an understanding of cross culture differences and the value of these differences.

In April 2008, the League Office conducted training for all employees which encompassed such topics as the different management styles, communicating with co-workers and the importance of diversity within the organization. This training provided employees with the tools necessary to communicate and work with people who may have different work styles than their own.

### **MLS Diversity Programs**

#### **MLS ¡Futbolito!**

MLS ¡Futbolito! is the largest touring Hispanic grassroots initiative hosted

by a U.S. professional sports league. Total participation was up 62 percent in 2007 with over 90 percent of the participants of Hispanic decent, and the growth has continued in 2008.

#### **MLS Budweiser Hispanic Heritage Nights**

The 2008 season marked the eighth anniversary of the MLS Budweiser Hispanic Heritage Night, in which each of the 14 MLS teams host cultural events to highlight the Hispanic leaders in their communities. Total attendance for the events exceeded 200,000 in 2008, with more expected in 2009.

#### **America SCORES**

America SCORES is a national non-profit organization dedicated to developing programs that use the world's most popular sport, soccer, to energize and inspire public school students. As an official grassroots partner of Major League Soccer, America SCORES works closely with MLS to reach students in underprivileged urban areas across the country.

#### **NY SCORES**

NY SCORES Adopt A Game Day – MLS League Office has adopted a game day in June 2008 in support of the NY SCORES organization. This program entails sending staff members who are interested in volunteering in Harlem on a Friday afternoon to spend time with children and help out with the kids' soccer games.

#### **CAPITAL Program**

The MLS League Office participated in the New York City CAPITAL Program during the summer of 2008. The Corporate Allies Program of Internships, Training and Leadership (CAPITAL) is a public-private collaboration to connect young people with strong work skills to private sector jobs. CAPITAL introduces private sector employees to young talent from the five boroughs of New York City, and sets youth on a course of achievement and self-sufficiency.

Recruiting Female Athletes Committee

During 2008 a new Committee was formed within the League Office to focus on recruiting female candidates for positions within the League Office. The Committee consists of female employees of all levels who have an interest in trying to recruit other females to the League Office. Eventually this Committee will be extended to include females from the team level so that we can assist teams with also identifying qualified females for positions they may have available.

### TERMS REGARDING EMPLOYMENT CATEGORIES

<b>ADMINISTRATION:</b>	The professional personnel that direct the affairs of business operations, community relations, finance, game operations, marketing, promotions, publications and public relations. A very general term applied to all employees who do not manage, coach, instruct or scout players. For the purpose of this report, the term front office is applied to those professional employees working in administration. It does not include those employees working in top management, coaching, medical or support staff positions.
<b>ATHLETICS DIRECTOR:</b>	Person responsible for the overall operation of a college athletics department.
<b>COACHING STAFF:</b>	The positions of head coach or manager, assistant coach and instructor.
<b>MEDICAL STAFF:</b>	Physician, head trainer, assistant trainer and dentist.
<b>OWNER:</b>	Individual who acts as majority or limited minority partner.
<b>PRINCIPAL IN CHARGE OF DAY-TO-DAY OPERATIONS:</b>	The person in charge of player personnel matters, draft picks, free agents and the coach staff. These duties may fall under any one of the following job titles - general manager, director of player personnel, vice president in charge of team operations or director of team operations.
<b>TOP MANAGEMENT:</b>	The positions of chairman of the board, chief executive officer, president, vice president and the principle in charge of day-to-day operations.

### TERMS REGARDING RACE

For the purpose of this report, race will be defined as a group of people united or classified together on a basis of common history, nationally or geographic distribution or human made distinct by genetically transmitted physical characteristics.

<b>AFRICAN-AMERICAN:</b>	Refers to people of African descent. For the purposes of this report, "African-American" is used throughout. The author recognizes that citizens coming from other lands do not consider themselves as "African-American" in the current meaning of the term.
<b>ASIAN:</b>	Refers to people of Asian descent living in the United States.
<b>PACIFIC ISLANDER:</b>	Refers to people from the islands of the Pacific.
<b>LATINO(A):</b>	Refers to people from North, Central, and South America, as well as the Spanish-speaking Caribbean.
<b>NATIVE AMERICAN:</b>	Refers to the descendants of the people who originally inhabited North America.
<b>WHITE:</b>	Refers to people of European descent.
<b>PERSON OF COLOR:</b>	Refers to the combined racial categories above except whites.
<b>MINORITY:</b>	Frequently used interchangeably with "people of color." However, many African-Americans, Latinos, Asians, Pacific Islanders and Native Americans resist the terms because they believe it implies inferiority. Indeed, demographically, "people of color" represent the minority in the United States, but the majority on a global scale.

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