



NCAA BEST PRACTICES:
ACHIEVING EXCELLENCE
THROUGH DIVERSITY AND INCLUSION

NCAA Best Practices for Promoting Diversity and Inclusion

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INTRODUCTION

This booklet contains information about best practices used by your peers - athletic administrators, conference and university officials – that successfully promote an inclusive culture that fosters equitable participation for student-athletes and career opportunities for coaches and administrators from diverse backgrounds. This document is a useful primer for those groups that seek to address diversity and inclusion issues for the first time, and a helpful resource to those groups looking to enhance and supplement current diversity and inclusion strategies.

The information was collected from the membership, across all three divisions, by means of a comprehensive survey.

A close-up photograph of a hand holding a yellow chalk, poised to write on a dark chalkboard. The hand is wearing a light-colored, long-sleeved shirt. The chalkboard has some faint, white markings on it.

SECTION 1

Promoting Diversity and Inclusion through Education

Educational opportunities are a highly effective tool that can be used to:

- Provide programming for incoming student-athletes in collaboration with orientation.
- Conduct ongoing diversity seminars, programming and workshops for student-athletes and staff.
- Provide staff-specific diversity training conducted by institutional staff or another external party.
- Host diversity forums.

NCAA DIVERSITY EDUCATION

The NCAA annually conducts on-campus diversity education workshops. These four-hour diversity workshops provide opportunities for student-athletes, coaches, athletics administrators, faculty and staff to enhance their understanding and respect for multiculturalism and diversity. The workshops provide a positive learning environment that teaches the values of diversity in maximizing team effectiveness.

Please visit www.NCAA.org for details.

SECTION 2

Promoting Diversity and Inclusion through Internal Study/Analysis/Evaluation

A review of current practices is useful in determining current strengths and weaknesses. For example, membership institutions have done the following:

- Develop and maintain diversity data and statistics on student-athletes and athletics department staff in order to evaluate diversity and inclusion within your department.

Please note: State laws and regulations regarding collecting and maintaining information on race, ethnicity and gender vary. Please consult your institution's legal counsel's office before beginning this practice.

- Conduct diversity updates in staff meetings.
- Create and continually evaluate a diversity issues plan.
- Conduct a survey of student-athletes on the athletics department's or institution's sensitivity and treatment of the various underrepresented communities on campus. Organize focus groups on gender equity and racial/ethnic minority issues with student-athletes.
- Conduct annual reports of diversity issues and share the information with the institution's leadership.
- Implement a diversity evaluation into administrators' and coaches' performance evaluations.





SECTION 3

Promoting Diversity and Inclusion through Creation and Implementation of a Diversity Strategic/Action Plan

Developing a diversity-related strategic plan provides institutions with benchmarks and expectations for staff members to achieve. Institutions can:

- Encourage departments to create a diversity plan and evaluate it regularly.
- Develop and implement a multi-year educational plan to address diversity and review any budget implications, if applicable, associated with the plan.
- Create a gender equity plan within the athletics department.
- Promote a conference strategic plan encouraging member institutions to use the NCAA best practices in their hiring of coaches and administrators.
- Provide a statement of diversity in the conference membership requirements.
- Establish written diversity objectives.

SECTION 4

Promoting Diversity and Inclusion through Professional Development Opportunities

Institutions can recruit and develop a diverse pool of coaches and administrators by creating professional development opportunities. Institutions can:

- Create a racial/ethnic minority and women's internship for the athletics department.
- Create a racial/ethnic minority and women's apprentice program.
- Provide graduate assistant opportunities for racial/ethnic minorities and women.
- Provide opportunities for recently graduated student-athletes in assistant coaching and volunteer positions and encourage women and racial/ethnic minorities to apply.
- Provide internships for student-athletes before they graduate.



DIVISION III ETHNIC MINORITY AND WOMEN'S INTERNSHIP GRANT PROGRAM

Division III will fund two-year Ethnic Minority and Women's Internship Grants. These \$22,110 grants are designated for Division III institutions and conference offices to hire a 10-month, full-time individual, give that person the opportunity for learning, and contribute in administration/coaching. Please visit www.NCAA.org for additional information.



SECTION 5

Promoting Diversity and Inclusion through University-Wide Diversity Efforts

Collaboration is essential when attempting to create an open and welcoming environment for individuals with diverse backgrounds and experiences.

- Create a designated campus facility such as a diversity center to promote diversity issues and provide support for underrepresented students and student-athletes.
- Incorporate student-athletes and athletics staff into programming with regard to diversity.
- Work with the institution's admissions office to promote recruitment strategies to encourage a diverse population to apply and attend the university or college.
- Utilize the institution's designated diversity officer within the department of athletics.
- Work directly with multicultural and diversity groups on campus.
- Conduct campus-wide faculty meetings informing faculty members of the importance of diversity.
- Foster collaboration between the department of athletics and the institution's multicultural office on programming, education and events.

SECTION 6

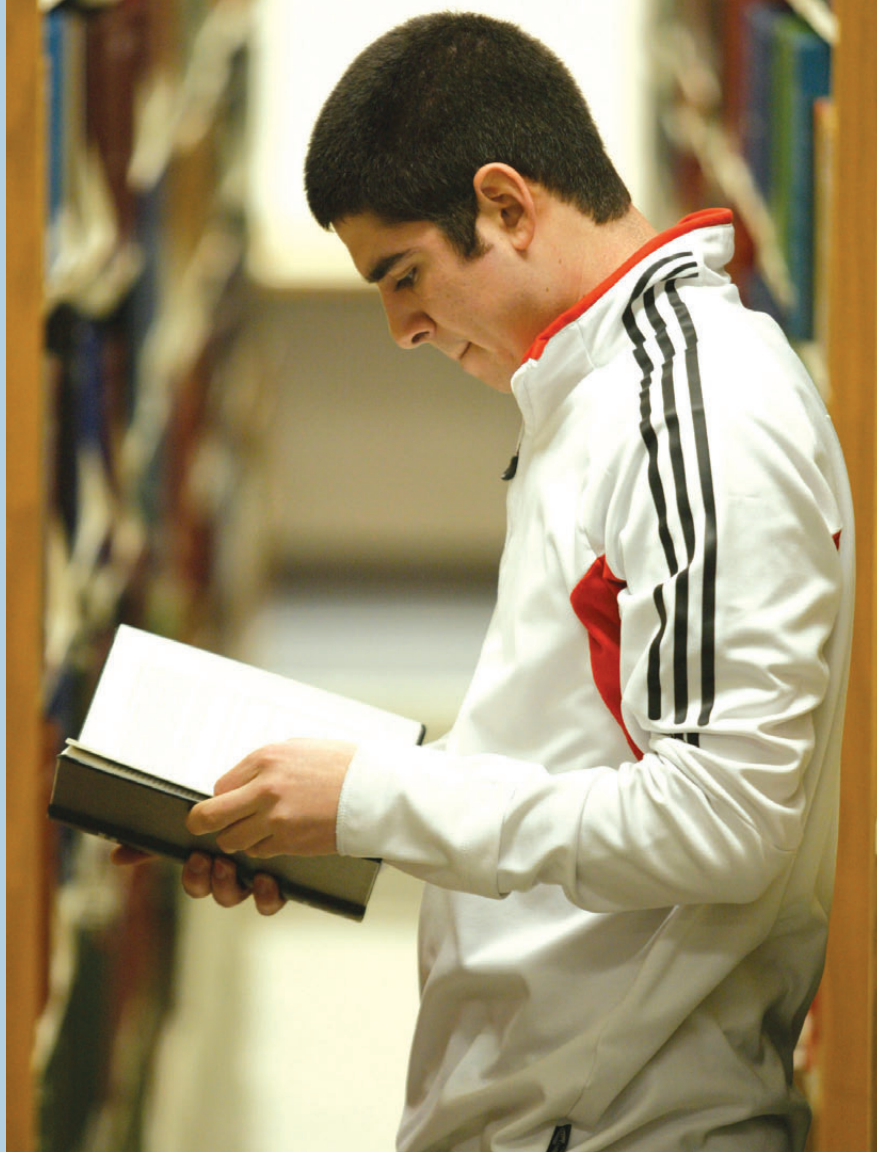
Promoting Diversity and Inclusion through Development of a Core Philosophy or Institutional Mission

Mission statements are valuable as they detail an organization's policies, values, principles and identity. Similar to diversity action plan, including diversity language in a mission statement will clarify expectations and goals.

- Detail diversity goals in an athletics philosophy statement.
- Designate diversity as an integral institutional component by the institution's chancellor/president/provost and/or admissions office.

Example: The University will treat all people with dignity and respect, valuing the diversity of all. It will promote equality of opportunity and diversity. It will eliminate all forms of discrimination on grounds of race, gender, marital status, disability, age, social class, sexual orientation or religion/ belief.

Relevant diversity programs, teaching, community outreach, goals and activities will be used to advance the college's commitment to diversity and multiculturalism among the college's faculty, staff, general student body, student-athletes, coaches and athletics administrators.





SECTION 7

Promoting Diversity and Inclusion through Designating a Diversity Officer or Office

Many institutions have established equal opportunity and diversity offices. Partnership between the equal opportunity office and the department of athletics can help facilitate diversity and inclusion.

- Hire a diversity and inclusion officer within the department of athletics to address diversity issues and create and implement diversity strategies.
- Hire an employee with human resources responsibilities specifically within the department of athletics.
- Utilize the institution's diversity officer/office within the department of athletics.

SECTION 8

Promoting Diversity and Inclusion through Creation of Committees or Councils

Institutions should enlist the assistance and experiences of various constituencies when attempting to create and promote diversity practices.

- Encourage racial/ethnic minority and female representation on the Student-Athlete Advisory Committee (SAAC).
- Create a diversity council within the department of athletics.

Note: Diversity councils and committees can develop programming or other diversity initiatives and evaluate the effectiveness of the initiatives.

- Create a gender equity and diversity committee comprised of administrators, coaches and student-athletes.



SECTION 9

Promoting Diversity and Inclusion through Grant Requests

Funding diversity programming and initiatives is an obstacle faced by many colleges and universities. To overcome this challenge, institutions should:

- Apply for grants and use the funds to provide diversity education.
- Apply for grants and use the funds to create positions within the department of athletics (administration and coaching) for ethnic minorities and women.

NCAA MATCHING GRANT FOR MINORITY WOMEN COACHES

Through the matching grant program, the NCAA will annually provide grants to support the development of minority women coaches in intercollegiate athletics. Coaches associations and other organizations focusing on the development of minority women, and racial/ethnic minorities and women coaches at all levels, are eligible to apply for grant funds.

Please visit www.NCAA.org for additional details.

DIVISION II STRATEGIC ALLIANCE MATCHING GRANT

The Strategic Alliance Matching Grant provides funding for Division II institutions and conference offices to enhance diversity and inclusion through full-time professional positions in athletics administration.

Selected institutions and conference offices receive grant funding for three years, with diminishing contributions by the NCAA. The NCAA will fund 75 percent of the position during the first year, 50 percent the second year and 25 percent during the third year.

SECTION 10

Promoting Diversity and Inclusion through Recruitment, Hiring and Retention

Institutions can lead by example by creating a diversified staff that represents different backgrounds and experiences.

- Implement strategies to attract diverse candidates in the hiring process.
- Increase recruitment in major metropolitan areas to attract a diverse student-athlete population.
- Work in conjunction with an institutional office (e.g., office of multicultural affairs, equal opportunity office) during the search process.
- Require the coaching staff to actively recruit racial/ethnic minority student-athletes.
- Develop a diversity recruitment plan with the admissions office.
- Utilize consultants or search firms during the hiring process.
- Seek input from outside entities during the search process (e.g., Black Coaches and Administrators Association).
- Provide a well-publicized job opening with encouragement for racial/ethnic minorities and females to apply.
- Publish position announcements in publications/web sites of organizations that serve underrepresented populations.
- Provide the job announcements to historically diverse colleges.
- Commit to interview racial/ethnic minority or female candidates.
- Involve racial/ethnic minorities and women on all job search committees.
- Hire diverse athletics administrators and coaches.
- Hire racial/ethnic minorities and women in management-level positions.
- Hire racial/ethnic minorities and women for recruiting positions in order to attract a diverse student-athlete population.
- Utilize grants or internships to hire racial/ethnic minorities and women.
- Commit to hiring female coaches for female sports.
- Increase the number of assistant coaches on staff and attempt to hire racial/ethnic minorities and women for those positions.





NCAA 63395-12/07