

Diversity and Inclusion

enhancing diversity in intercollegiate athletics





“Diversity and inclusion are values that we not only encourage at the NCAA national office, but put into action every day through the NCAA Diversity and Inclusion group. We have taken a more active role in encouraging our membership, both in academic and athletics settings, to foster those values in its daily operations and as a part of its institutional mission.”

-Myles Brand,
NCAA President



Diversity and Inclusion

Within The NCAA



What does
DIVERSITY
and INCLUSION
mean to you?

**“It’s understanding,
appreciating and accepting
people with differences.**

It’s those differences that
we have as a society that
help make this country
as great as it is.”

-Garnett Purnell,
Wittenberg University



What is the NCAA Diversity and Inclusion Department?

The NCAA has a long history of promoting diversity within and among its approximately 1,200 member colleges and universities, conferences and organizations. Since the Association was established more than 100 years ago, those efforts have taken on various forms such as internship programs, educational sessions, legislation and professional development, and all have achieved some success.

The commitment to nurturing and encouraging diversity and inclusion was brought into even sharper focus under the leadership of NCAA President Myles Brand, who created the Office of Diversity and Inclusion in 2005.

Based at the NCAA national office in Indianapolis, Diversity and Inclusion is responsible for leading the Association in the development and implementation of strategies, policies and programs that promote diversity and inclusion throughout intercollegiate athletics. The department values all voices, advocates for a future without barriers and an atmosphere of common purpose, and aims to create an active dialogue within the national office and the membership about issues related to diversity and inclusion.

As Diversity and Inclusion aids in guiding the NCAA in creating a culture that sincerely supports and appreciates all voices and perspectives, it is vital that everyone has a shared understanding of the terms diversity and inclusion.



What is diversity?

Although conversations about diversity typically revolve around race and gender, it is important to recognize that diversity is much broader. It acknowledges and values the differences of each individual and takes into account individuals' personalities. The traditional definition of diversity focuses on groups of people who have historically been denied access to opportunity on the basis of race, creed, color, national origin, age, sex, disability, sexual orientation and gender. Diversity also encompasses external dimensions like religion, marital status, education, income, geographic location and work experience.

Within the NCAA, diversity can be found from institution to institution, team to team, and among each student-athlete, coach, administrator and official. One of the Association's goals is to create a culture in which each person is seen as unique and every individual feels like he or she is a viable and valued part of the university, athletics department and intercollegiate athletics.

"To me, diversity and inclusion in college athletics means that opportunities to participate and work in college athletics would not require certain connections, a special status or particular physiognomy. It means that once on campus, regardless of where the campus is located, **all members of the department would be valued and supported equally.**"

-Gloria Nevarez,
West Coast Conference



What is inclusion?

To be truly effective, groups need to be more than diverse – they need to be inclusive. Inclusion is the process of creating an environment that not only recognizes and appreciates the talents, skills and perspectives of every individual, but uses those skills to reach educational and organizational objectives.

Inclusion is especially important for associations like the NCAA because members are unified by similar values and a strong need to accomplish something they cannot do alone. An NCAA membership committed to being inclusive of every student-athlete, coach, administrator and official will lead to a better, stronger Association.

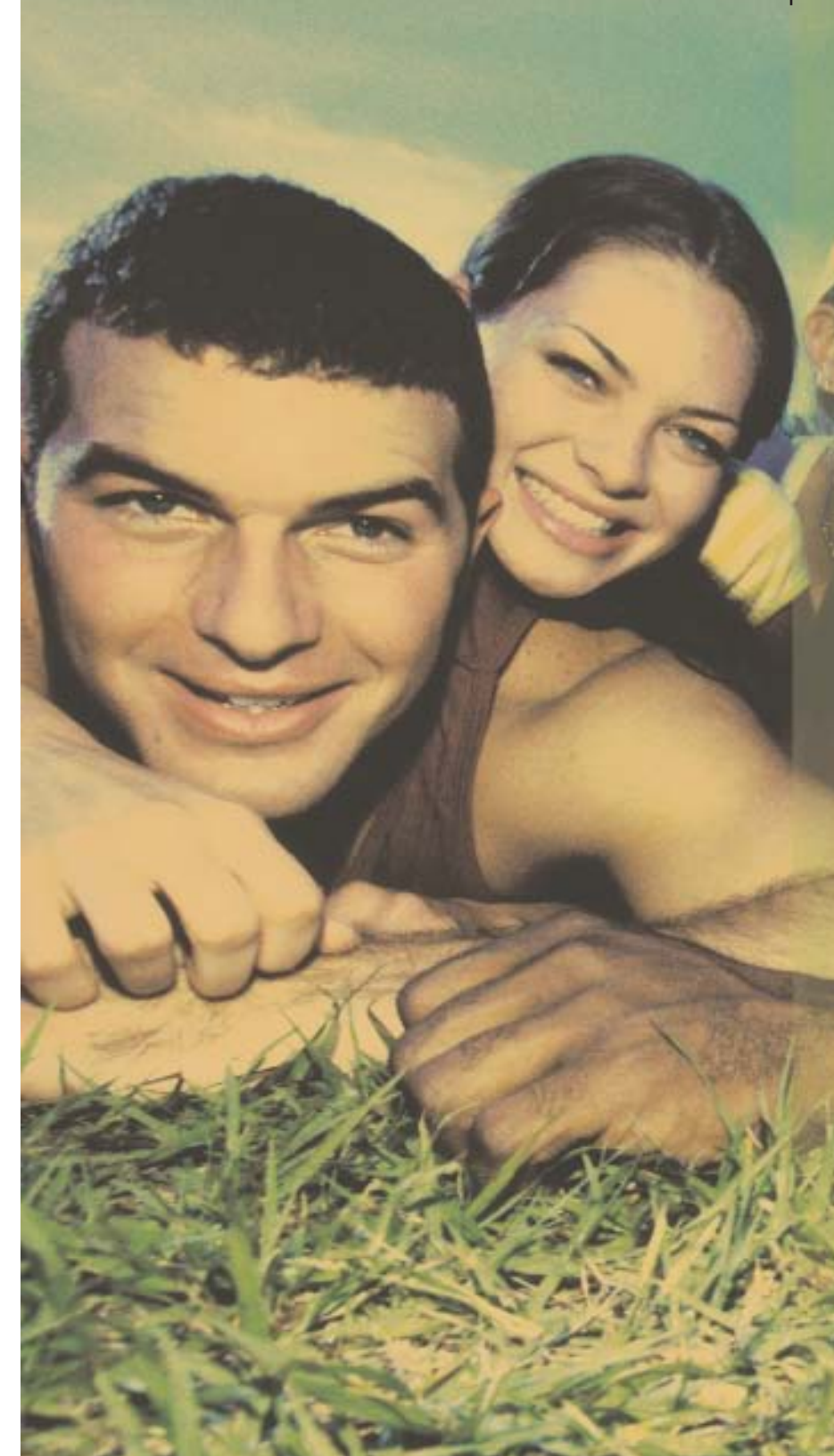
“The diversity and inclusion initiative of the NCAA is essential to the future development of collegiate sport. Diversity and inclusion is the **critical framework and catalyst to guarantee respect, equality, access and opportunity** for all student-athletes, coaches and administrators.”

-Eli Wolff,
Center for the Study of
Sport in Society,
Northeastern University



Achieving Excellence

Through Diversity And Inclusion



What does
DIVERSITY
and **INCLUSION**
mean to you?

“Diversity and inclusion have been constant – and challenging – themes in the American experience because we are and long have been a diverse nation.

At its most fundamental level, **inclusion means having access to opportunities.**

Equitable participation in the process is the goal, for society generally and for intercollegiate athletics in particular. The NCAA has a responsibility to help make that happen.”

-Joseph N. Crowley,
president emeritus,
University of Nevada,
and author of *In the Arena:
The NCAA's First Century*



The NCAA Diversity and Inclusion department was established in 2005 by NCAA President Myles Brand. The creation of Diversity and Inclusion marks the first time in the NCAA's history that national office staff and resources have been dedicated to addressing issues of diversity and inclusion.

The goals and objectives of the department are directly tied to the Association's core values and are closely linked with the NCAA Strategic Plan. More specifically, Diversity and Inclusion's efforts relate to the Association's core value of diversity, which urges member institutions, athletics conferences and governance groups to be committed to creating and supporting an inclusive culture that fosters equitable participation for student-athletes and career opportunities for coaches and administrators from diverse backgrounds.

Although the NCAA has made progress in increasing the diversity of the membership and generating opportunities within intercollegiate athletics for individuals of all backgrounds, the Association's leadership recognizes that there is more work to be done. Diversity and Inclusion aims to centralize efforts concerning diversity and inclusion, serve as a point of contact for related concerns and assist the membership in developing initiatives that will lead to increased diversity and inclusion throughout intercollegiate athletics.

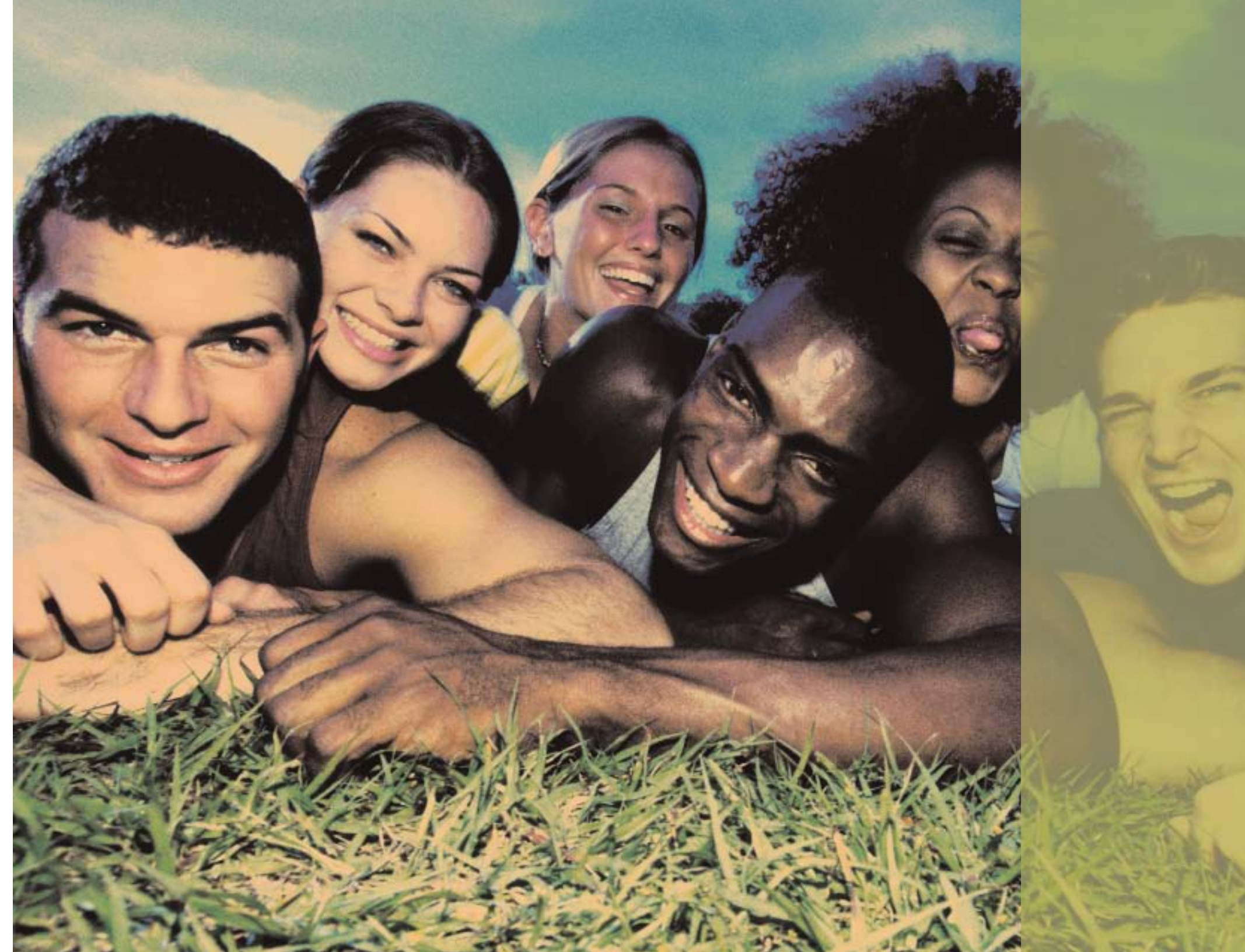


Why are diversity and inclusion important?

Student-athletes are students first. The foremost goal of institutions of higher education is to provide the best possible learning environment for students. Likewise, the purpose of the NCAA is to integrate intercollegiate athletics into higher education so that the student-athletes' educational experience is paramount.

The connection between diversity and inclusion and enhanced learning is clear. Research studies have shown that when college students socialize with college students of a different racial group, the interactions positively contribute to students' academic development, satisfaction with college, level of cultural awareness and commitment to promoting racial understanding. Students educated in diverse settings are more motivated and better able to deal with conflicts, as well as appreciate both similarities and differences among their peers.

A recent joint report from the American Council on Education and the American Association of University Professors noted that diversity education "extends the meaning of personal, social, and moral growth and improves the capacity of college and universities to achieve their missions." Two out of three Americans say it is very important that colleges and universities prepare



people to function in a diverse society. Fifty-five percent agree that every college student should have to study different cultures in order to graduate. By a margin of more than three to one, those who have an opinion say that diversity programs in colleges and universities raise rather than lower academic standards.

High-performance teams most often include diversity of social and life experiences, educational paths and cultural backgrounds. Moreover, highly diverse and inclusive organizations perform better and excel at higher levels than those that are not. In fact, research shows that diversity can enhance productivity by as much as 30 to 40 percent.

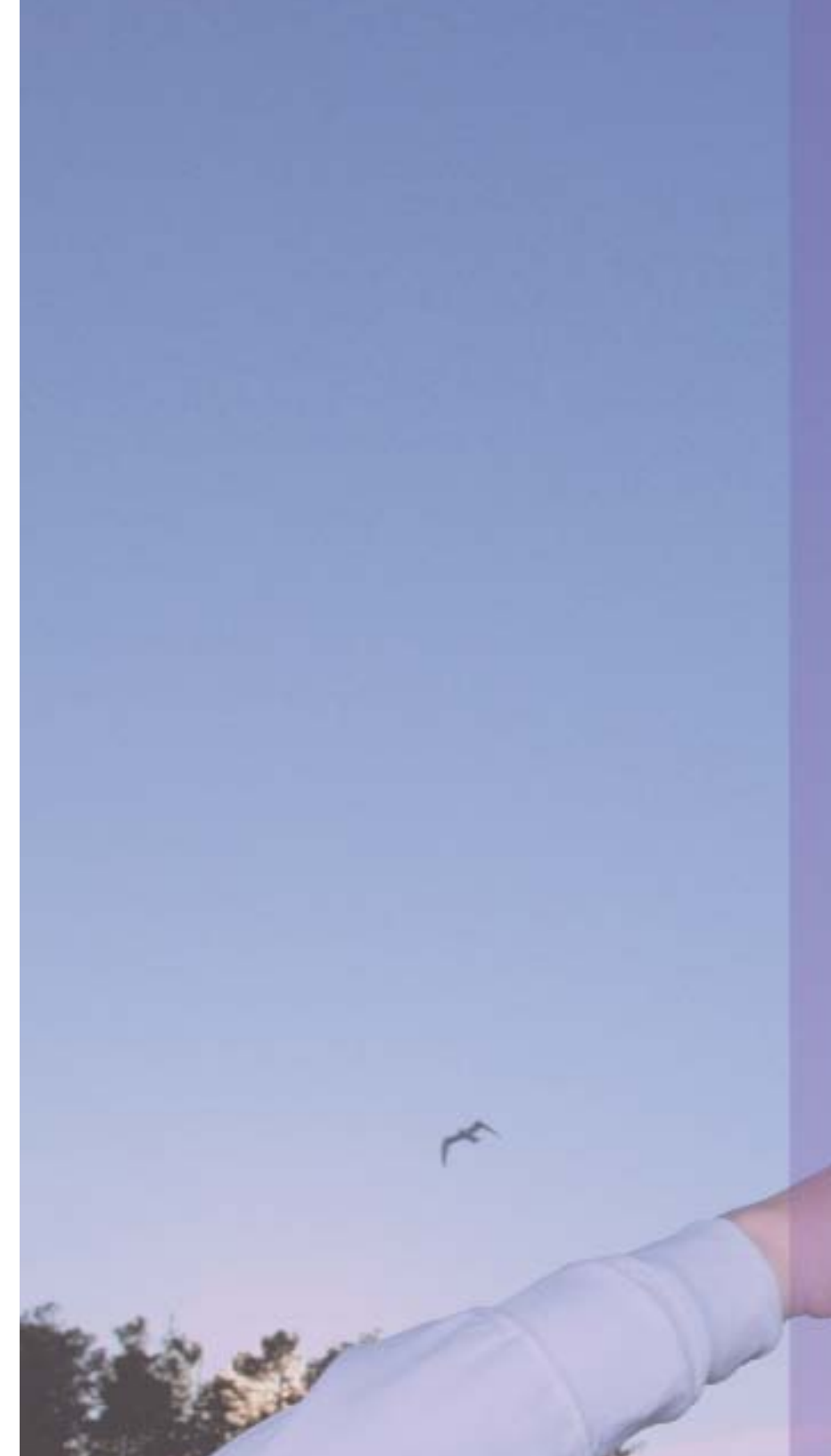
Through the work and support of Diversity and Inclusion, student-athletes and administrators who compete on and work in diverse teams, athletics departments, conference offices and related organizations will experience the same benefits. A diverse and inclusive culture will not only result in retaining a high-performing workforce, boost productivity and reduce attrition, it also will translate into an increased pool of applicants vying for athletics administration and coaching positions and attract more suppliers and sponsors interested in associating with intercollegiate athletics.

“Intercollegiate athletics is an integral part of higher education. We have a responsibility to provide an environment in which all student-athletes learn from one another. Diversity is a vital part of this educational process. **It is essential for student-athletes to experience and embrace diversity in their athletics careers to foster understanding and acceptance in a multicultural society.**”

-M. Dianne Murphy,
Director of Athletics,
Columbia University-
Barnard College

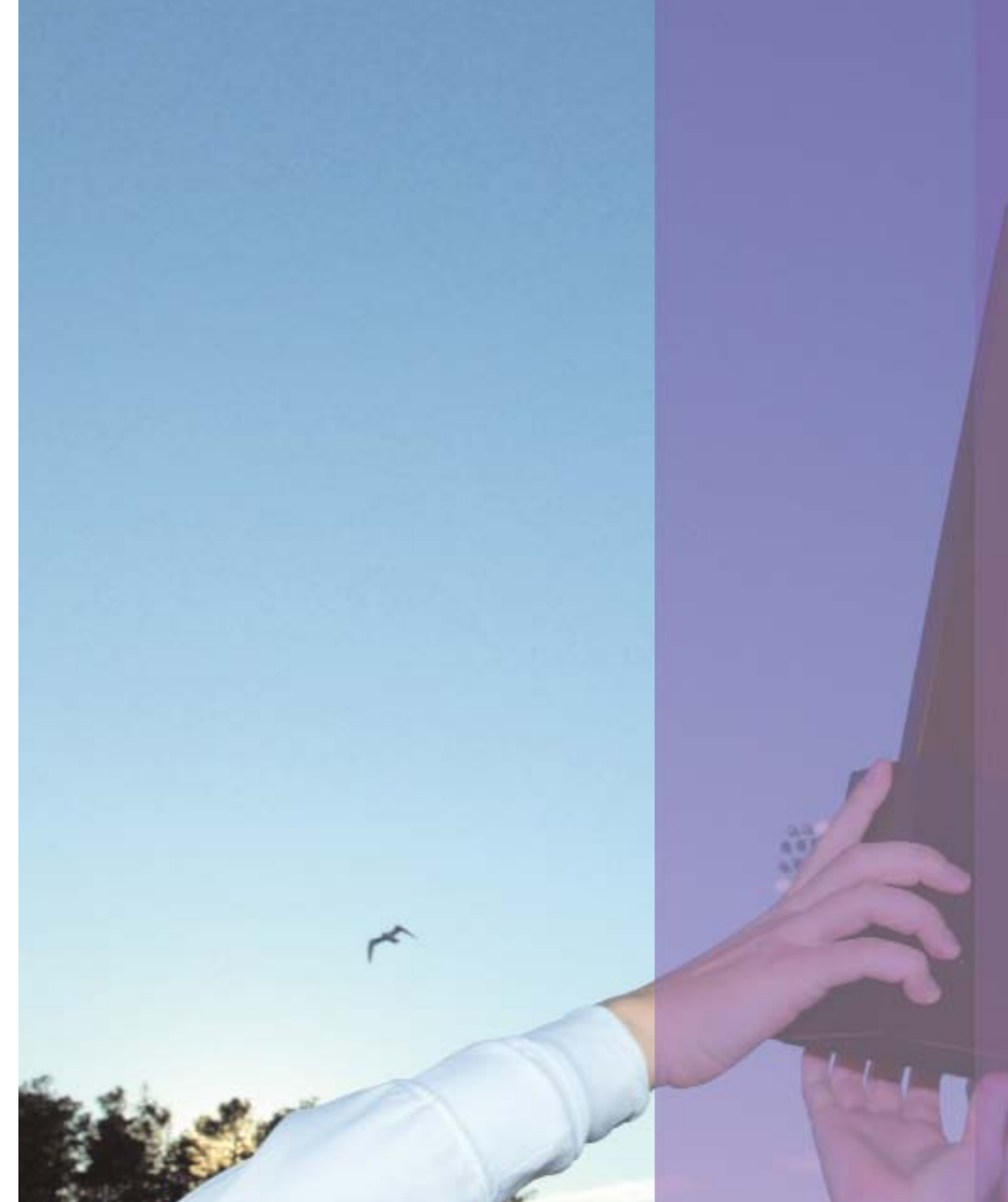


NCAA Diversity and Inclusion
Resources



Through the NCAA Diversity and Inclusion department, the Association operates a variety of programs aimed at enhancing and encouraging diversity and inclusion throughout intercollegiate athletics. Initiatives range in purpose from working to increase the number of and ethnic minorities and women within the pools of qualified, capable athletics administrators, coaches and officials to providing professional and career advancement opportunities to and ethnic minorities and women. Diversity and Inclusion also provides educational programs relating to diversity and inclusion.

The NCAA has access to a multitude of resources to help the membership build a culture that embraces the skills and talents of all student-athletes, coaches, administrators and officials, regardless of their background. Here's an overview of selected programs and resources. For an expanded list, application materials or more information, go to www.ncaa.org.



Programs

DIVERSITY EDUCATION WORKSHOPS

The NCAA annually conducts diversity education workshops on campuses of member institutions and at conference offices. The workshops provide opportunities for student-athletes, coaches, administrators, faculty and staff to enhance their understanding of and respect for diversity and inclusion. Fundamental and advanced workshops are available. The NCAA provides a facilitator and training materials at no cost. Participating institutions and conference offices are responsible for securing a location, audiovisual equipment and lodging for the facilitator, if necessary; ensuring at least 20 participants; and providing a snack or meal. In order to maximize attendance, multiple sessions may be scheduled or regional sessions that incorporate multiple institutions in the same area may be arranged.

NCAA INTERNSHIP PROGRAM

Each year the NCAA offers a selected number of internships at the national office. Since the program began in 1988, more than 100 individuals have been chosen to fill the one-year assignments that begin in mid-June. Positions are available in various NCAA departments. Any graduate of an NCAA member institution is eligible. racial/ethnic minority and female candidates are strongly encouraged to apply.



NCAA FELLOWS LEADERSHIP DEVELOPMENT PROGRAM

To enhance the employment and leadership opportunities for racial/ethnic minorities and women at the senior management level in intercollegiate athletics, the NCAA established the Fellows Leadership Development Program in 1997. Throughout the 18-month program, special emphasis is placed on marketing, public relations, budgeting, booster relations, leadership, compliance, fund-raising, diversity and management. Each fellow also completes a project under the guidance of an athletics administrator and is assigned an executive mentor to assist in career development. Candidates must be recommended by their institution's president or conference commissioner.

NCAA LEADERSHIP INSTITUTES FOR ETHNIC MINORITY MALES AND FEMALES

The Leadership Institutes for Ethnic Minority Males and Females represent the Association's commitment to addressing the critical shortage of senior-level racial/ethnic minorities within athletics departments and conferences throughout the membership. The 12-month programs are designed to enhance job-related competencies for mid-level athletics administrators through the completion of four in-person professional development sessions and a weeklong workshop as well as practical work assignments. Areas of focus include leadership and administration; human-resource management; finance and fund-raising; and booster, public and media relations. Staff members from NCAA member institutions or conferences are eligible. Each institute class is limited to 25 participants.



NCAA MEN'S COACHES ACADEMY

Established in 2003, the mission of the NCAA Men's Coaches Academy is to assist racial/ethnic minority football coaches with career advancement through skills enhancement, networking and exposure opportunities. The academies also seek to raise the awareness of the substantial pool of talented racial/ethnic minority football coaches within the sport. Administered by the NCAA with support from the American Football Coaches Association, Black Coaches Association and the National Football League, the academy serves as an umbrella for two programs: the Men's Football Coaching Program and the Expert Football Coaching Program.

Geared toward coaches with one to eight years of experience, the Men's Football Coaching Program is a three-day workshop that focuses on communication, fiscal responsibilities, building a successful program, moral and ethical considerations and academic issues.

Coaches with eight or more years of experience may apply for the Expert Football Coaching Program.

FUTURE FOOTBALL COACHES ACADEMY

Aimed at football student-athletes who have recently completed their final season of collegiate eligibility and who have expressed an interest in pursuing a football coaching career, the academy is designed to educate individuals about available opportunities and responsibilities associated with coaching at the collegiate level. The academy will be held in conjunction with the American Football Coaches Association national convention and will present mentoring opportunities for participants.

Candidates must have exhausted their collegiate eligibility within two seasons of applying for the academy and must be recommended by a current head coach at an NCAA member institution. Sessions are limited to 15-20 participants.



Resources

PROGRAMS AND FUNDING SOURCES

NCAA Women's Coaches Academy

NCAA Division II Strategic Alliance Matching Grant Enhancement program

NCAA Division III Strategic Alliance Matching Grant

NCAA Division III Ethnic Minority and Women's Internship Grant program

NCAA and NACWAA Athletics Administrative Partnership

NCAA Matching Grants for Minority Women Coaches

NCAA Gender Equity and Issues Forum

Achieving Coaching Excellence (administered by the Black Coaches Association)

REPORTS AND PUBLICATIONS

NCAA Division II Best Hiring Practices document (developed in conjunction with the National Association of Collegiate Women Athletic Administrators and the Black Coaches Association)

Race and Gender Demographics of NCAA Member Institutions' Athletics Personnel Report

Black Coaches Association Hiring Report Cards for NCAA Division I football, women's basketball and athletics administrators

Race and Gender Report Card (published by the Institute for Diversity and Ethics in Sport)

WEB SITES AND ORGANIZATIONS

American Football Coaches Association (AFCA)
www.afca.com

Black Coaches Association
www.bcasports.org

Center for the Study of Sport in Society (Northeastern University)
www.sportinsociety.org

Institute for Diversity and Ethics in Sport (University of Central Florida)
www.bus.ucf.edu/sport

It Takes a Team – Women's Sports Foundation's educational campaign for lesbian, gay, bisexual and transgender issues in sports
www.ittakesateam.org

National Association of Collegiate Directors of Athletics (NACDA)
<http://nacda.cstv.com>

National Association of Collegiate Women Athletic Administrators (NACWAA)
www.nacwaa.org

National Youth Sports Corporation (NYSC)
www.nyscorp.org

NCAA
www.ncaa.org

Women's Basketball Coaches Association (WBCA)
www.wbca.org

Women's Sports Foundation
www.womenssportsfoundation.org

"The Fellows Program has given me a unique opportunity to engage with other professionals in our industry who are striving for similar goals...This program has taught me to listen to those around me more attentively and to assist them in whatever way that I can to enhance their strengths and prepare them for the next levels in their respective career, while furthering the missions and goals of our department. I came into the program as a leader, but feel that I am leaving the program ready to lead others."

-Etienne Thomas,
San Jose State University



“What the NCAA Division II Matching Grant has done is provide opportunities for minorities and women to enter intercollegiate athletics at the upper management level. That provides a level of experience that really puts them in line for serving in the NCAA governance structure, which had a lot to do with why we initially started the program. We wanted to ensure that the valued roles of the NCAA would be continually represented by people of color and women.”

-Clint Bryant,
Augusta State University



“I would definitely say that my experience as an intern while at the national office was great. I learned a great deal about myself and what I like to call “professional etiquette,” or in other words, how to handle myself in a professional environment...I wouldn't have the job that I have now if not for my experiences and relationships at the national office. My experience at the national office helped me grow both professionally and personally. I would do it all again in a heartbeat.”

-Jayson Santos,
Southeast Missouri
State University



“The NCAA is the premier organization in intercollegiate athletics.

Diversity is a core value of the Association and inclusion is closely akin to the Association's foundational philosophy of academic and athletics balance. The NCAA is committed to fostering and supporting diversity and inclusion, and as a result, the NCAA will continue to thrive for many years to come.”

-Charlotte Westerhaus,
Vice President for
Diversity and Inclusion



