



National Collegiate Athletic Association

**Senior Vice President of Inclusion, Education &
Community Engagement (Chief Inclusion Officer)**

2020

The Organization

The National Collegiate Athletic Association (NCAA) is a member- led organization dedicated to providing a pathway to opportunity for student-athletes by prioritizing academics, well-being and fairness for those participating in college sport. The Association and its member schools protect and equip student-athletes for success on the field and in the classroom for life. The fundamental values of the national office include inclusion, accountability, collaboration, communication and leadership.

With three divisions, the NCAA is the largest college sports organization nationally with over 500,000 student-athletes, 1,098 colleges and universities and 98 athletics conferences. These institutions of higher education include individuals from all levels and functions in the NCAA decision-making process – including college presidents and chancellors, athletics directors, faculty athletics representatives, coaches, health and safety personnel and conference office staff, among others – all of whom support prioritizing student-athlete academics, well-being and fairness.

The organization is headquartered in Indianapolis, Indiana, with more than 537 professionals dedicated to helping college students develop leadership, confidence, discipline and teamwork through sports.

NCAA Governance

The Association’s governance structure consists of legislative bodies – made up of volunteers from the member schools – that govern each division, as well as committees that manage topics affecting sports rules, championships, health and safety, matters impacting women in athletics and opportunities for under-represented groups.

The NCAA Board of Governors is the Association’s highest governing body, bringing together five independent Board members and presidents and chancellors from each division to discuss issues important to the entire NCAA membership. All Association-wide governing bodies are charged with upholding and advancing the Association’s core values of fairness, health, safety, welfare and equal opportunity for all student-athletes. Included among those Association-wide committees is the Board of Governors Committee to Promote Cultural Diversity and Equity, which as its name suggests is specifically focused on inclusion issues.

NCAA Core Values

The Association - through its member institutions, conferences and national office staff - shares a belief in and commitment to these seven core values:

- The collegiate model of athletics in which student-athletes balance academic, social and athletics experiences.
- The highest levels of integrity and sportsmanship.
- The pursuit of excellence in both academics and athletics.
- The supporting role that intercollegiate athletics plays in the higher education mission and in enhancing the sense of community and strengthening the identity of member institutions.

- An inclusive culture that fosters equitable participation for student-athletes and career opportunities for coaches and administrators from diverse backgrounds.
- Respect for institutional autonomy and philosophical differences.
- Presidential leadership of intercollegiate athletics at the campus, conference and national levels.

The NCAA is committed to an inclusive environment. We encourage all qualified individuals to apply. Additional information can be found on the NCAA's website: www.ncaa.org

The Position

Position Title	Senior Vice President of Inclusion, Education & Community Engagement
Reports to	Dr. Mark Emmert, NCAA President
Location	NCAA Headquarters in Indianapolis, IN
Responsibilities	<p>The Senior Vice President of Inclusion, Education & Community Engagement is a newly defined role in the NCAA's national office senior management team. The successful candidate will be the Association's most senior Diversity Officer in the national office and in the membership. The role is re-defined to ensure consistency and alignment between all functions. With equal emphasis on all responsibilities, the redefinition of roles into one senior member of the President's leadership team reflects the NCAA's commitment to furthering the same ideals of diversity and inclusion within the national office as it does for its member organizations.</p> <p>The SVP will have a dual focus, both internal and external. Internally, the SVP manages the internal operations and supervising of staff members who have responsibilities across Inclusion, Education and Community Engagement.</p> <p>Externally, the SVP will serve as the chief ambassador to the member organizations to promote the NCAA's values as they relate to diversity and inclusion. To that end, the SVP will be a spokesperson, a champion and an advocate for a commitment, in action and in word, to furthering these important goals. In this role, the SVP is a leader with a variety of important Association-wide committees and programs, including leadership development which has both an internal and external set of responsibilities.</p> <p>To do this, the SVP will interact closely with University presidents, conference commissioners, senior athletic administrators from NCAA member institutions, NCAA Committee members, the NCAA senior management team and president's cabinet members, the NCAA staff, key community leaders, and the public at large. Of importance are collegiate organizations dedicated to advancing opportunities for women and unrepresented groups within college athletics (e.g. Minority Opportunities and Interests Committee, Women Leaders in College Sports and Minority Opportunities Athletic Association, MOAA).</p> <p>Within the NCAA, the role is visible and engaged with the most senior ranks and governance of the organization. The SVP serves as a member of NCAA's senior management team and president's cabinet. The SVP will guide the development of agendas for the Minorities Opportunities Interest Committee,</p>

Committee on Women's Athletics and the Board of Governors Committee to Promote Cultural Diversity and Equity.

The SVP will have the unique opportunity to leverage the high-profile, recognized platform that the NCAA offers to further the national discourse on the importance of diversity and inclusion across numerous arenas: in the broad landscape of college athletics and higher education, in leadership roles within colleges and universities and in the workplace.

Education, Training & Leadership Development:

- Oversee and direct the effective delivery of leadership development programming for student-athletes, coaches and administrators.
- Oversee and direct the effective delivery of leadership development programming for national office staff at all levels.
- Develop performance management metrics to measure the impact of leadership development programs, services and initiatives.
- Oversee and direct the e-learning platform for the national office and where appropriate the membership, which is the delivery of learning, education, development and training through digital resources (e.g., learning management system).

Diversity, Inclusion and Equity:

- Lead, develop and implement organizational culture change and employee engagement efforts that contribute to a highly effective and inclusive workplace culture.
- Refine and further develop the current strategic plan and organizational structure to bring to fruition the NCAA's goals around diversity and inclusion.
- Work closely with other senior administrators, member organizations and community groups to address issues of diversity, equity, and inclusion that cut across member organization, athletic and association lines.
- Represent the NCAA on relevant organization-wide and community groups.
- Develop and implement assessment tools to measure the effectiveness of existing programs and services designed to advance diversity, equity, and inclusion at the NCAA.
- Oversee the development of programs and services sponsored by the NCAA national office to assist member institutions in creating and fostering more diverse and inclusive athletics departments.
- Work with internal constituents to develop an inclusion strategic plan for the NCAA national office.
- Implement Board of Governors' directed programming designed to enhance opportunities at Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs).

Community Engagement:

Create and oversee the execution of community engagement activities that highlight NCAA core values and work with key partners to extend brand reach via similar partner programming while communicating up, down and across the organization with status updates, measurable statistics and being the organizational expert in the community engagement/social responsibility space as follows:

- Develop and activate NCAA core values through community and membership programming at national NCAA events.
- Work with partners to extend brand reach via affiliate community constituencies.
- Maintain relationship with key community constituencies while developing new relationships with the goal of broadening the reach of the NCAA brand through partner community activation opportunities.
- Manage internal relationships with departments as it relates to content development and resource sharing.
- Communicate key issues with senior management team and other internal constituencies via status reports and meeting updates while proactively recommending solutions.
- Compile and provide internal and external reports on the development and execution of programs while maintaining records and recommendations to be referenced for future programs and/or events.
- Maintain up-to-date knowledge of key developments, trends and best practices in the social responsibility and community engagement industry and communicate such developments where appropriate.
- Collaboratively engage internal and external counterparts by supporting Accelerated Academic Success Programs (AASP).
- Strengthen the NCAA civic-minded and socially responsive influence nationally through strategic campus initiatives.

The Person

The NCAA requires a highly professional and experienced leader who has a demonstrated background in general management and fostering inclusion across a complex organization with multiple constituencies. He/she should also possess a passion and affinity for college athletics, and be able to discuss the NCAA’s structure, higher education, sports and current events.

Pivotal Experience & Expertise

- Minimum of 15+ years of post-undergraduate, professional experience in a corporate or higher education environment including a successful track record in leadership roles for complex organizations.
- Master’s degree in a relevant field (broadly defined) is required.
- Positive role model with a strong work ethic – someone who operates with the utmost integrity; will partner with the president, chief operating officer and senior management team in continuing to perpetuate an organizational culture that respects and leverages diversity and inclusion.

Leadership Capabilities and Personal Characteristics

- Outstanding communicator who effectively collaborates with a wide variety of individuals of differing backgrounds, nimbly managing up, down and across the organization to influence positive change.
- Demonstrated success in developing and maintaining strategic relationships with staff, communities, association members and the public.
- Knowledge of the NCAA structure and functions.
- Ability to work well with diverse groups of individuals and interest groups.
- Ability to handle highly confidential matters and sensitive issues in an appropriate manner required.

Behavioral Competencies:

- **Passionate Advocate** – a passionate supporter of and advocate for diversity, equity and inclusion. Understands and can address challenges of diversity, equity and inclusion, particularly within a higher education setting.
- **Influential Leader** – a trusted and respected leader, who can influence and bring together several constituencies without necessarily having the direct authority.
- **Collaboration** – experience in managing effectively and building collaborative relationships across functions in a highly decentralized environment with shared accountability at multiple levels in a large and complex organization. Ability to work effectively in an environment of academic shared governance.
- **Skilled Communicator** – excellent communication skills with a demonstrated ability to listen to a variety of constituent groups, synthesize input, make decisions, and share information broadly in order to build consensus and support for action with a clearly articulated vision.

Personal Characteristics:

- Highest level of integrity, empathy and character. Reputation for honesty and a straightforward style.
- Dynamic, innovative and forward-thinking by nature and passionate about improving internal and external relations and departmental operations.
- A dedicated fan of college sports.
- Articulate and persuasive, with the ability to develop and leverage relationships across a wide range of constituencies.
- Maintains an external perspective, keen awareness of cultural distinctions, events in higher education and college athletics, and the implications on the public perception of the NCAA's brand and organizational effectiveness.

Heidrick & Struggles Contacts

Review of nominations and applications will begin immediately and will continue until the position is filled. The NCAA will be assisted by Billy Dexter, Jackie Zavitz and Ben Weber of Heidrick & Struggles.

Nominations and applications should be directed to ncaasvpiec@heidrick.com

Engagement Team

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