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## The 2006 Racial and Gender Report Card: Major League Soccer

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### EXECUTIVE SUMMARY

The 2006 Major League Soccer Racial and Gender Report Card resulted in outstanding results for MLS regarding racial hiring practices and very poor results in gender hiring practices.

MLS earned a solid **A** (93.3) for racial hiring after getting **A**'s in the categories of MLS League Office, CEO/team presidents, professional administration, assistant coaches and players. This was the second best grade in professional sport following the NBA.

In 2004, The Institute for Diversity and Ethics in Sport (TIDES) reported that Major League Soccer had gone from the industry's first-ever **F** for gender in 2003 to score a **B** for gender in 2004. Two years later, the gender grade has dropped to a **D+** with no category used to measure gender being above a **D+**. At a weighted grade of 64.6, MLS had the lowest grade for gender in professional sport whereas in 2004 MLS was tied with the NBA for gender as the best among the men's professional leagues. MLS received an **A+** for diversity initiatives in both categories.

MLS had a combined grade of **C+/B-** with 79 points.

After the MLS received the **F** in 2003, MLS leadership sought advice from The Institute as to what they could do to improve and never fail again.

Richard Lapchick conferred with league executives about their endeavor to dramatically alter their hiring guidelines and adopting several other initiatives aimed at improving diversity. It was impressive that when asked in 2005 to supply their data for the 2004 Racial and Gender Report Card, MLS posted an extraordinary improvement in gender and produced their results in Equal Employment Opportunity Report format. The 2004 Racial and Gender Report Card gave MLS tremendous praise for how highly they value diversity and for their commitment to self-

monitoring techniques, such as EEO Reporting mechanisms. No grades were issued in the 2005 MLS Report because of a change in how personnel were reported.

Richard Lapchick, author of the study, said, “The experience of Major League Soccer shows the rewards and the obstacles to addressing diversity in the front offices of professional sport. MLS has had among the best diversity initiatives in sport. As a result, MLS has experienced great growth in racial diversity with the result of coming close to the NBA on the issue of racial hiring practices. It has become only the second men’s professional sport league to achieve this. MLS’ record on gender highlights what is seemingly sports’ lingering problem of being able to attract women into professional positions in sport.”

Using data from the 2006 season, The Institute conducted an analysis of racial breakdowns of the players, managers and coaches. In addition, the Report includes a racial and gender breakdown of the individuals involved in the management in the MLS League Office (2007) and at the team level, top team management, senior administration, professional administration, physicians and head trainers, and broadcasters. It is updated through November 1, 2007 for owners, head coaches, team presidents and general managers.

Tables for the Report are included in Appendix I. The extensive diversity initiatives demonstrated by MLS are listed in Appendix II.

It is imperative that sports teams play the best athletes they have available to win games. The Institute strives to emphasize the value of diversity to sports organizations when they choose their team on the field and in the office. 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 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. This element of diversity can provide a different perspective, and possibly a competitive advantage for a win in the boardroom as well as on the field. MLS has continued its emphasis on diversity.

TIDES, located at UCF, 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.

## REPORT HIGHLIGHTS

- The MLS League Office recorded a decrease in the percentage of people of color from 34 to 32 percent of professional level positions since the last RGRC.
- 26 percent of MLS League Office professional staff were women, a two percentage point increase for women since the last RGRC.
- At 38 percent, there was a four percentage point decline in players of color in the 2006 MLS season than in the previous 2005 season. There was also a seven percentage point decline in international players to 21 percent of the total.
- Fernando Clavijo (Colorado Rapids) was the only person of color as a head coach during the 2006 season. However, the L.A. Galaxy hired Ruud Gullit at the end of the 2007 season. Currently, there are two people of color as head coaches in the MLS.
- 24 percent of the MLS assistant coaches were people of color, down from 27 percent.
- There were three CEO/team presidents who were people of color in the 2006 season. MLS has had the highest percentage of people of color as CEO/team presidents in the history of professional sport.
- MLS had no people of color as general managers since the 2002 season.
- There were two women and no people of color among the 28 vice presidents for MLS teams.
- MLS' number of women as team senior administrators dropped from 21 percent to 18 percent in 2006 while the percentage of people of color increased by three percentage points to 18 percent.
- Team professional administration positions for Latinos experienced a decrease from 30 percent to 22 percent in 2006. The percentage of African-Americans remained the same at four percent while the percentage of whites filling professional team administration posts increased from 66 to 71 percent.
- Women decreased by one percentage point in professional team administrative positions to 27 percent.
- Latinos decreased from 19 percent to eight percent of head trainer positions.
- The percentage of Latino broadcasters increased from 27 percent to 45 percent in 2006. Coupled with the nine percent held by African-Americans, MLS was the only professional sport where the majority of broadcasters were people of color.
- MLS has among the best diversity initiatives in the sports industry.

## OVERALL GRADES

MLS jumped to the second best record in pro sport for racial hiring practices by earning a solid **A** (93.3) after getting **A**'s for racial hiring in the categories of MLS League Office, CEO/team presidents, professional administration, assistant coaches and players.

The MLS gender grade dropped to a **D+** with no category used to measure gender being above a **D+**. At a weighted grade of 64.6, MLS had the lowest grade for gender in professional sport whereas in 2004 MLS was tied with the NBA for gender as the best among the men's professional leagues. MLS received an **A+** for diversity initiatives in both categories.

MLS had a combined grade of **C+/B-** with 79 points.

### Players

The percentage of white players in MLS increased from 58 to 61 percent since the last Report Card resulting in an overall reduction in the number of players of color in the 2006 season. Latino players dropped from 20 percent in 2005 to 15 percent in 2006 while African-American players went from 18 percent from 17 percent in 2005. Asian players increased from one percent to three percent, and other people of color remained the same at three percent. There were 68 international players in MLS, a decrease of 19 players from the 2005 season bringing the percentage from 28 to 21 percent of the MLS total.

**MLS Grade for players:     A+**

See Table 1.

### MLS League Office

In 2007, the percentage of people of color in professional level positions in the MLS League Office decreased by two percentage points since the last RGRC. Sixty-nine percent of MLS professionals were white, while six percent were African-American (the same as last year), 20 percent were Latino (down two percentage points), and four percent were Asian (up two percentage points). Other people of color decreased from four to two percent. In 2007, 26 percent of MLS League Office professional staff were women, a two percentage point increase since 2006.

Nelson Rodriguez, senior vice president, International Business, 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 ten vice presidents including senior vice presidents and executive vice presidents.

One of strategies MLS utilizes to increase opportunities for women and people of color is its internship program. During the spring of 2007, MLS recruited women or people of color into 11 of their 20 available positions including one international intern. There were seven women, one Asian, eight Latinos and one Latina.

#### **MLS Grade for League Central Offices:**

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

See Table 2.

#### **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 people of color increased from four to six in 2006. These board members include Sunil Gulati (Indian) and Will Chang (Chinese) and Latinos Victor MacFarlane, Jorge Vergara Madrigal, Antonio Cue and Javier Leon. There were 38 members of the board in all, making the board 84 percent white and 16 percent people of color.

#### **Head Coaches**

Fernando Clavijo, coach of the Colorado Rapids during the 2006 season, was the only coach who was a person of color in MLS. There were none in the 2003 or 2004 seasons. In the nine years MLS has been included in the Racial and Gender Report Card, there has never been an African-American head coach. The recent hire of Ruud Gullit by the L.A. Galaxy made him the first black head coach since we have covered MLS. He is from the Netherlands and his father was of Afro-Surinamese descent. The highest percentage of coaches who were people of color was in 1998 when 33 percent of MLS head coaches were Latino.

At the end of the 2007 season, coaches Bruce Arena (New York Red Bulls) and Frank Yallop (L.A. Galaxy) resigned their posts. The Red Bulls position is still vacant, but Gullit accepted the L.A. Galaxy position. This raised the total number of people of color as head coaches to two.

Coach Yallop is scheduled to take the head-coaching job with the new expansion team San Jose Earthquakes after the MLS finals.

**MLS Grade for Head Coaches: B+**

See Table 3.

### **Assistant Coaches**

The percentage of Latino assistant coaches in the MLS remained the same at 18 percent. The percentages of white coaches increased from 73 percent to 76 percent, while the percentage of African-American assistant coaches decreased from six percent to three percent.

**MLS Grade for Assistant Coaches: A**

See Table 4.

### **Top Management**

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

#### CEO/President

There were three people of color who were either a CEO or president of MLS teams. This was the highest percentage league-wide percentage in the history of professional sport. In 2006, Javier León was CEO and Antonio Cue Sanchez-Navarro was president for the Chivas USA. Both are Latino. Sunil Gulati, president for Kraft Soccer and the New England Revolution, is from India. In the 2007 MLS season, the three people of color who are either CEO or president of MLS teams remain the same: Antonio Cue Sanchez-Navarro and Javier Leon of Chivas, and Sunil Gulati of the New England Revolution.

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

See Table 5.

#### General Manager/ Principal-in-Charge

There has not been a person of color in the general manager/principal in charge of day-to-day operations position in MLS since 2002 when there was a Latino general manager. There has

never been an African-American GM in the history of the coverage of MLS in the Racial and Gender Report Card. In 2007, there is still no person of color as General Manager in the MLS.

### **MLS Grade for General Managers: F**

See Table 6.

### Team Vice Presidents

There were two women who were team vice presidents in the 2006 season. They were Deb Dowling-Canino, vice president, Community Relations for the Colorado Rapids and Jennifer Ferron, vice president, Marketing Operations. There were no team vice presidents who were people of color for the third consecutive report card.

See Table 7.

### **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 2006 season, there was a three percentage point increase for people of color in the team senior administration ranks from 15 to 18 percent while 82 percent of the senior team administrators in Major League Soccer were white, a decrease of three percentage points. Latinos held 15 percent of senior team administrative positions, an increase of two percentage points. Asian and African-Americans each held one percent of the positions.

In the 2004 Report Card, women held 23 percent of these positions, which had been the best among the men's leagues for women that year. In 2005 however, the percentage declined to 21 percent. The difference between years is most likely related to the varying methodology of position categorization chosen by The Institute and the EEO Reporting Mechanism that MLS utilized. Both companies have revised their reporting methodologies so that future periods will correlate. Nevertheless, in 2006 the percentage of women declined again by three percentage points to 18 percent.

### **MLS Grade for Senior Administration**

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

See Table 8.

## **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.

In team professional positions, Latinos have decreased eight percentage points from 30 percent during 2005 to 22 percent in 2006. The African-American presence has remained the same at four percent in 2006. The percentage of whites filling team professional administration posts increased from 66 to 71 percent. Both Asians and other people of color went from no representation to one percent each in 2006.

After a dramatic decrease in women's presence from 42 percent in 2004 to 28 percent in 2005, women decreased one percentage point in 2006 to 27 percent. However, the number of employees in professional administrative positions increased from 115 to 250 and the number of women in professional team administrative positions increased from 32 to 67. There were 33 positions held by people of color. The MLS had previously demonstrated marked improvement for the 2004 season as it worked to increase opportunities for women in the wake of the **F** for gender it earned in the 2003 report. As has been previously mentioned, this change is probably the result of position categorization determination by the two entities. It was discovered that the teams typically consider Sales Account Executives full-time professional administration, whereas The Institute has not included them in this category in the past. Through the cooperation and leadership exhibited by MLS, we have altered our categories to grade the teams and leagues more appropriately. We will be including a separate category that includes the individuals mentioned in future report cards.

### **MLS Grade for Professional Administration:**

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

See Table 9.

## **Diversity Initiatives**

As can be seen in the appendix, MLS has had outstanding diversity initiatives.

### **MLS Grade for Diversity Initiatives: A+**

See Appendix II.



## **Physicians and Head Trainers**

White physicians decreased from 82 percent to 67 percent since the 2005 MLS season. Latinos held nine percent of these positions in 2005 but increased to 22 percent in 2006. There were no Asians team physicians in 2006 after there was one in 2005. Once again there were no female and no African-American physicians during the 2006 MLS season.

See Table 10.

During 2006, Latinos decreased from 19 percent to eight percent and white head trainers increased from 75 percent to 92 percent. For the third consecutive Report Card, there was still no representation by African-Americans, other people of color or women. There was one Asian head trainer in 2005 but none in 2006.

See Tables 11.

## **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 significant increase in Latino broadcasters for MLS teams in the 2006 season. Latinos held only 27 percent of these posts in 2005 before increasing to 45 percent in 2006. African-Americans remained at nine percent while whites decreased from 64 to 45 percent. There were no Asian or female broadcasters, the same as in 2005.

See Table 12.

## HOW GRADES WERE CALCULATED

As in previous reports, the 2006 Racial and Gender Report Card data shows that professional sport's front offices' hiring practices do not nearly reflect the number of players of color competing in the game. However, to give it perspective for sports fans, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 24 percent of the population being people of color, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, and **C** if it had only nine percent. Grades for race below this level were assigned a **D** for six percent or **F** for any percent equal to or below five percent. The category of players was weighted at 20 percent, League Office at 15 percent, head and assistant coaches at 20 and 5 percent, respectively, general managers and CEOs at 10 percent, senior administration at 15 percent and professional administrators at 15 percent for race.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B** for 35 percent, **C** for 30 percent, **D** for 25 percent and **F** for anything below that. The 40 percent is also taken from the federal affirmative action standards. The category of League Office was weighted at 30 percent, senior administration at 30 percent and professional administrators at 40 percent for gender. The Institute once again acknowledges that even those sports where grades are low generally have better records on race and gender than society as a whole.

## METHODOLOGY

All data was collected by a research team at The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida's DeVos School of Sport Business Management.

Baseline data was gathered from Major League Soccer. The data was placed in spreadsheets; each team had its own spreadsheet, with each position broken down by race and gender. The data was then combined into one master spreadsheet.

In addition, the League Office provided data on its own personnel. The findings were put into spreadsheets and compared to data from previous years. After evaluating the data, the report text was drafted; it references changes to statistics from previous years.

The report draft was sent to the League Office, so the draft could be reviewed for accuracy. In addition, updates were requested for personnel changes that had occurred during or after the seasons being reported. MLS responded with updates and corrections that were then incorporated into the final report.

The report covers the 2005 season for Major League Soccer. Listings of professional owners, general managers and head coaches were updated as of November 1, 2007.

## ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 15<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 full 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.

This marks only the third time the Report Card is being issued sport-by-sport; the reports for MLB, the NFL, the NBA and the WNBA have already been released. The complete 2006 Racial and Gender Report Card, including all the leagues, will be issued now that all the individual reports have been released.

The ***Racial and Gender Report Card*** is published by The Institute for Diversity and Ethics in Sport, which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard Lapchick has authored all reports, first at Northeastern University and now at UCF. (Until 1998, the report was known as the *Racial Report Card*.) In addition to Lapchick, Boma Ekiyor and Nadia T. Gruny served as co-authors.

### **The Institute for Diversity and Ethics in Sport (TIDES)**

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 is Dr. Richard Lapchick, 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 is chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where The Institute is located. In addition, Lapchick serves as 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.

### **DeVos Sport Business Management Program**

*College of Business Administration, University of Central Florida*

The DeVos Sport Business Management Program is a landmark program focusing on business skills necessary for graduates to conduct successful careers in the rapidly changing and dynamic sports industry while also emphasizing diversity, community service and sport and social issues. It is the only program in a business college to offer a two degree option, allowing students to earn a master's of business administration (MBA) degree in addition to the master's of sport business management (MSBM) degree. The program was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida. It was ranked by the Wall Street Journal, Sports Business Journal and ESPN The Magazine as one of the nation's Top Five sport business management programs.

# APPENDIX I

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

x= Data not recorded    \*=Received from EEO MLS self report Apr. 2005

**Table 1**

## League Office: Professional Employees

	%	#		%	#
<b>2007</b>			<b>2002</b>		
White	68.6%	35	White	79%	19
African-American	5.8%	3	African-American	8%	2
Latino	19.6%	10	Latino	13%	3
Asian	3.9%	2	Asian	0%	0
Other	1.9%	1	Other	0%	0
Women	26%	13	Women	17%	4
<b>2006</b>			<b>2001</b>		
White	65.3%	32	Data Not Recorded		
African-American	6.1%	3	<b>2000</b>		
Latino	22.4%	11	White	74%	42
Asian	2.0%	1	African-American	5%	3
Other	4.0%	2	Latino	19%	11
Women	24%	12	Asian	2%	1
<b>2005</b>			Other	0%	0
White	76%	25	Women	30%	17
African-American	6%	2	<b>1999</b>		
Latino	15%	5	White	84%	36
Asian	3%	1	African-American	0%	0
Other	0%	0	Latino	14%	6
Women	21%	7	Asian	2%	1
<b>2004</b>			Women	40%	17
White	76%	41	<b>1998</b>		
African-American	6%	3	White	81%	43
Latino	15%	8	African-American	0%	0
Asian	3%	1	Latino	17%	9
Other	0%	0	Asian	2%	1
Women	21%	11	Women	47%	25
<b>2003</b>			Data Not Recorded		

Note: Data provided by the MLS league office.

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

**Table 2**

## Head Coaches

		%	#			%	#
2006	White	91%	10	2001	White	75%	9
	African-American	0%	0		African-American	0%	0
	Asian	0%	0		Asian	0%	0
	Latino	9%	1		Latino	25%	3
	Women	0%	0		Women	0%	0
2005	White	92%	11	2000	White	83%	10
	African-American	0%	0		African-American	0%	0
	Asian	0%	0		Asian	0%	0
	Latino	8%	1		Latino	17%	2
	Women	0%	0		Women	0%	0
2004	White	100%	9	1999	White	83%	10
	African-American	0%	0		African-American	0%	0
	Asian	0%	0		Asian	0%	0
	Latino	0%	0		Latino	17%	2
	Women	0%	0		Women	0%	0
2003	Data Not Recorded			1998	White	67%	8
2002	White	80%	8		African-American	0%	0
	African-American	0%	0		Asian	0%	0
	Asian	0%	0		Latino	33%	4
	Latino	20%	2		Women	0%	0
	Women	0%	0				

x= Data not recorded    \*=Received from EEO MLS self report Apr. 2005

**Table 3**

## Assistant Coaches

		%	#			%	#	
<b>2006</b>	White	76%	26	<b>2001</b>	Data Not Recorded			
	African-American	3%	1		<b>2000</b>	White	69%	22
	Latino	18%	6			African-American	0%	0
	Asian	0%	0			Latino	28%	9
	Other	3%	1			Asian	0%	0
	Women	0%	0			Other	3%	1
<b>2005</b>	White	73%	24	<b>1999</b>		Women	0%	0
	African-American	6%	2		White	69%	20	
	Latino	18%	6		African-American	0%	0	
	Asian	0%	0		Latino	28%	8	
	Other	3%	1		Asian	3%	1	
	Women	0%	0		Other	0%	0	
<b>2004*</b>	White	84%	15	<b>1998</b>	Women	0%	0	
	African-American	11%	2		White	58%	14	
	Latino	5%	1		African-American	13%	3	
	Asian	0%	0		Latino	29%	7	
	Other	0%	0		Asian	0%	0	
	Women	0%	0		Other	0%	0	
<b>2003</b>	Data Not Recorded			<b>2002</b>	Women	0%	0	
	Data Not Recorded				White	76%	22	
<b>2002</b>	African-American	10%	3	Latino	10%	3		
	Latino	10%	3	Asian	0%	0		
	Asian	0%	0	Other	4%	1		
	Other	4%	1	Women	0%	0		
	Women	0%	0					

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

**Table 4**

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

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

**Table 5**



**General Manager/  
Director of Player Personnel**

		%	#			%	#
2006				2001			
	White	100%	10		White	92%	11
	African-American	0%	0		African-American	0%	0
	Latino	0%	0		Latino	8%	1
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
2005				2000			
	White	100%	11		White	100%	12
	African-American	0%	0		African-American	0%	0
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
2004*				1999			
	White	100%	12		White	92%	11
	African-American	0%	0		African-American	0%	0
	Latino	0%	0		Latino	8%	1
	Asian	0%	0		Asian	0%	0
	Women	0%	0		Women	8%	1
2003				1998			
		Data Not Recorded			White	92%	11
2002					African-American	0%	0
	White	92%	11		Latino	8%	1
	African-American	0%	0		Asian	0%	0
	Latino	8%	1		Women	0%	0
	Asian	0%	0				
	Women	0%	0				

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

**Table 6**

## Vice Presidents

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

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

**Table 7**

<b>Senior Administrators</b>		
	<b>%</b>	<b>#</b>
<b>2006</b>		
White	82%	77
African-American	1%	1
Latino	15%	14
Asian	1%	1
Other	1%	1
Women	18%	17
<b>2005</b>		
White	85%	54
African-American	0%	0
Latino	13%	8
Asian	2%	1
Other	0%	0
Women	21%	13
<b>2004*</b>		
White	86%	x
African-American	1%	x
Latino	12%	x
Asian	1%	x
Women	23%	x
<b>2003</b>		
Data Not Recorded		
<b>2001</b>		
White	86%	x
African-American	3%	x
Latino	9%	x
Asian	1%	x
Women	24%	x
<b>2000</b>		
White	80%	x
African-American	4%	x
Latino	14%	x
Asian	2%	x
Women	21%	x
<b>1999</b>		
White	80%	x
African-American	5%	x
Latino	14%	x
Asian	1%	x
Women	22%	x
<i>x= Data not recorded</i> <i>*=Received from EEO MLS self report Apr. 2005</i>		

**Table 8**

## Professional Administration

		%	#			%	#	
2006	White	71%	178	2001	Data Not Recorded			
	African-American	4%	10		2000	White	81%	x
	Latino	22%	56			African-American	7%	x
	Asian	1%	3			Latino	9%	x
	Other	1%	3			Asian	2%	x
	Women	27%	67			Women	32%	x
2005	White	66%	76	1999	White	74%	x	
	African-American	4%	5		African-American	7%	x	
	Latino	30%	34		Latino	17%	x	
	Asian	0%	0		Asian	2%	x	
	Other	0%	0		Women	15%	x	
	Women	28%	32		1998	White	78%	x
2004	White	90%	75	African-American		4%	x	
	African-American	1%	1	Latino		18%	x	
	Latino	5%	4	Asian		0%	x	
	Asian	2%	2	Women		31%	x	
	Other	1%	1	Data Not Recorded				
	Women	42%	35					
2003	Data Not Recorded			2002	White	77%	x	
	Data Not Recorded				African-American	3%	x	
Data Not Recorded			Latino		17%	x		
Data Not Recorded			Asian		2%	x		
Data Not Recorded			Other		1%	x		
Data Not Recorded			Women		22%	x		

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

**Table 9**

## Physicians

		%	#			%	#
<b>2006</b>				<b>2001</b>			
	White	67%	6	Data Not Recorded			
	African-American	0%	0	<b>2000</b>			
	Latino	22%	2		White	100%	10
	Asian	0%	0		African-American	0%	0
	Other	11%	1		Latino	0%	0
	Women	0%	0		Asian	0%	0
<b>2005</b>					Women	0%	0
	White	82%	9	<b>1999</b>			
	African-American	0%	0		White	100%	11
	Latino	9%	1		African-American	0%	0
	Asian	9%	1		Latino	0%	0
	Other	0%	0		Asian	0%	0
	Women	0%	0		Women	0%	0
<b>2004*</b>				<b>1998</b>			
	White	75%	12		White	92%	13
	African-American	0%	0		African-American	0%	0
	Latino	6%	1		Latino	8%	1
	Asian	6%	1		Asian	0%	0
	Other	13%	2		Women	0%	0
	Women	0%	0				
<b>2003</b>		Data Not Recorded					
<b>2002</b>							
	White	67%	6				
	African-American	0%	0				
	Latino	22%	2				
	Asian	0%	0				
	Other	11%	1				
	Women	11%	1				

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

**Table 10**

## Head Trainers

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

## Radio and TV Announcers

		%
<b>2006</b>		
	White	45%
	African-American	9%
	Latino	45%
	Asian	0%
	Other	0%
	Women	0%
<b>2005</b>		
	White	64%
	African-American	9%
	Latino	27%
	Asian	0%
	Other	0%
	Women	0%
<b>2004*</b>		
	White	47%
	African-American	2%
	Latino	44%
	Asian	4%
	Other	2%
	Women	4%

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

**Table 12**

## APPENDIX II

### MAJOR LEAGUE SOCCER 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 2005, MLS conducted sexual harassment and diversity awareness training for the League office and completed such training for all the teams by the end of 2005. In the first few months of 2006, 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 2006, 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.

The League's Director of Human Resources & Administration will be attending a five-day intensive "train-the-trainer" course on diversity in June 2006. This hands-on course being offered by the Society for Human Resources Management (SHRM) is designed to build the confidence, knowledge and skills of individuals charged with conducting effective diversity training. Our Director will attend this training in order to be equipped with the tools, models and skills needed to make diversity interventions within our organization.

#### MLS Diversity Programs

##### MLS ¡Futbolito!

MLS ¡Futbolito! is the largest touring Hispanic grassroots initiative hosted by a US professional sports league. Total participation was up 58% in 2004 with over 90% of the participants of Hispanic decent, and the growth has continued in 2005.

##### MLS Budweiser Hispanic Heritage Nights

The 2005 season marked the fifth anniversary of the MLS Budweiser Hispanic Heritage Night, in which each of the 12 MLS teams host cultural events to highlight the Hispanic leaders in their communities. Total attendance for the events exceeded 165,000 in 2004, with more expected in 2005.



### **Hispanic Heritage Month**

Major League Soccer players Amado Guevara, Eliseo Quintanilla and former MLS All-Star Marco Etcheverry represented the league for the Hispanic Heritage Month Celebration at The White House. The September 14, 2004 event was attended by government officials and political dignitaries from both the United States and abroad.

### **CD Chivas USA**

In 2005, Major League Soccer added expansion team **Club Deportivo Chivas USA** to the league. CD Chivas USA will seek to preserve the connection to the tradition and history of its Guadalajara, Mexico roots.

### **Real Salt Lake**

New to MLS in 2005, Real Salt Lake's front office is made up of a number of Spanish-speaking members, including GM Steve Pastorino and Assistant Director of Marketing Trino Martinez. Pastorino said, "We are committed to the Hispanic community to be their team of choice." All of the team's press releases are translated into Spanish and distributed to Hispanic media outlets, including Spanish radio and TV stations. All RSL games are broadcast on Spanish-language KRRD-AM.

### **East Village Youth Program (Chicago Fire)**

Through their FireWorks for Kids Foundation, the Chicago Fire awarded a major grant to the East Village Youth Program. EVYP is an early college readiness program that offers intensive, year-round academic assistance and college career preparatory services to Latino students from grade six to their college graduation.

### **Mexican Fine Arts Center Museum (Chicago Fire)**

The FireWorks program also awarded a grant to the Mexican Fine Arts Center Museum. The donation will be used to fund the museums free youth arts education programs, which reach over 50,000 children each year.

### **Latino Book & Family Festival**

Major League Soccer has been a promotional partner for The Latino Book & Family Festival since 2002. The festival was launched in 1997 in Los Angeles to promote literacy, culture and education and to provide people of all ages and backgrounds the opportunity to celebrate the diversity of the multicultural communities in the United States in a festival atmosphere.

### **Get a Kick Out of Reading/¡Lee y Marca un Golazo!**

2005 marks the third year of the Get a Kick Out of Reading/¡Lee y Marca un Golazo! program. The goal of the joint initiative is to create a bilingual, multicultural program that educates not only children, but families on the importance of reading.

### **Covering Kids and Families**

Major League Soccer teams are supporting the Robert Wood Johnson Foundation's *Covering Kids & Families* Back-to-School Campaign by declaring "Children's Health Care Coverage Days" at home games in cities across the country. This year's campaign focuses on reaching African American and Hispanic parents whose children are uninsured, but may be eligible for low-cost or free health care coverage through Medicaid or the State Children's Health Insurance Program.

### **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 2006 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.

### **Kicks for Kids (DC United)**

Provides the D.C. United "game-day" experience to thousands of urban, inner-city and under-served youth throughout the Greater Washington D.C. area.

### **United Community Grants (DC United)**

Provides in-kind and cash donations to local organizations in order to use the sport of soccer to positively impact the lives of inner-city, at-risk youth in the Washington D.C. area.

### **Super Copa DC (DC United)**

An adult male full side tournament for 8 Hispanic teams

### **Accion TV (DC United)**

A 30 minute magazine show which airs on Univison for 28 weeks.

### **Hispanic Season ticket packages (DC United)**

Special discounted packages that are sold through one of the top Hispanic Radio stations in the market. This program has a limited time for consumers to respond. All tickets are pulled in the same location.

### **Hispanic Community Soccer Clinic (DC United)**

This event brings players into the community to run a clinic for 200 Hispanic Children.

### **Employment (Colorado Rapids)**

All job openings (paid and internships) are distributed to Latino Advisory Coalition, Colorado Black Chamber of Commerce, Latina Chamber of Commerce, Women's Chamber of Commerce, Denver Hispanic Chamber of Commerce, Asian Chamber of Commerce job boards.

### **Ticket Donation Program (Colorado Rapids)**

Tickets for games distributed to agencies which serve low-income children and families

### **Community Relations Programs targeted to diverse organizations (Colorado Rapids)**

50 DPS Local Competitions  
12 *Play Like a Pro* Clinics  
5 Camps within the Rapids Academy  
20 School Appearances

### **Game Operations (Colorado Rapids)**

Hispanic Hero Award presentation in conjunction with Hispanic Heritage Night

### **Fundación Chivas de Corazón USA (Chivas USA)**

Chivas USA's community foundation partners with local business and organizations that donate money making it possible for low-income families to attend Chivas USA games for the first time! The foundation sets up auctions, a Comedy Session and other events raising money and making it possible to give away scholarships, etc.

### **ChivaKids (Chivas USA)**

Through donations to Fundación Chivas de Corazón USA and Honda's support, the ChivaKids program enables children from various non-profit and community-based organizations to enjoy a pure "futbol" experience at Chivas USA home game.

### **CAPITAL Program**

The MLS League office will be participating in the New York City CAPITAL Program during the summer of 2006. 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.

### **MLS W.O.R.K.S.**

MLS W.O.R.K.S. was launched April 2, 2007 and is Major League Soccer's first league-wide community outreach initiative dedicated to addressing important social issues affecting young people.

MLS W.O.R.K.S. serves as a platform for both league and team philanthropic programs. Specific areas of focus include health and wellness, education, respect, fair play, leadership, human rights and diversity with an emphasis on programs and initiatives directed at school-aged children.

MLS W.O.R.K.S. supports both national and international organizations dedicated to bettering the world we live in, including the March of Dimes, Make-A-Wish Foundation, Right to Play, Nothing But Nets, Malaria No More, America Scores, Coalition to Salute America's Heroes, the Anti-Defamation League, Boys Scouts of America, the U.S. Soccer Foundation, Hope & Heroes, and many others. We are also privileged to work with renowned doctors and experts in the creation of our health and wellness initiatives.