



University of  
**Central  
Florida**

**The Institute for Diversity and Ethics in Sport  
with the  
DeVos Sport Business Management Program  
presents the**

**2004  
RACIAL AND GENDER  
REPORT CARD**

**by Richard E. Lapchick**

**A comprehensive analysis of the hiring  
practices of the National Basketball  
Association, National Football League, Major  
League Baseball, Major League Soccer,  
Women's National Basketball Association  
and College Sport.**

# The Racial and Gender Report Card

This is the 13th 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, 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 210 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.

## DeVos

SPORT BUSINESS  
MANAGEMENT PROGRAM

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 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, 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.

# Table of Contents

---

<b>List of Tables</b>	<b>2</b>
<b>Executive Summary</b>	<b>4</b>
<b>Detailed Highlights</b>	<b>6</b>
<b>Chapter 1: 2004 Grades</b>	<b>11</b>
<b>Chapter 2: National Basketball Association</b>	<b>15</b>
<b>Chapter 3: National Football League</b>	<b>26</b>
<b>Chapter 4: Major League Baseball</b>	<b>35</b>
<b>Chapter 5: Major League Soccer</b>	<b>45</b>
<b>Chapter 6: Women’s National Basketball Association</b>	<b>52</b>
<b>Chapter 7: College Sport</b>	<b>57</b>
<b>Chapter 8: Conclusion</b>	<b>76</b>
<b>Chapter 9: Diversity Initiatives</b>	<b>78</b>
<b>Chapter 10: Terms of Diversity</b>	<b>83</b>

---

# List of Tables

<b>2004 Report Card Grades</b>	<b>11</b>	<b>General Manager/Director of Player Personnel</b>	<b>29</b>
<b>Professional Weighted Grades</b>		<b>Vice Presidents</b>	<b>30</b>
<b>NBA, NFL and MLB</b>	<b>12</b>	<b>Senior Administrators</b>	<b>31</b>
<b>MLB and WNBA</b>	<b>13</b>	<b>Key Positions</b>	<b>31</b>
<b>College Sport</b>	<b>14</b>	<b>Professional Teams: Administration</b>	<b>31</b>
		<b>Physicians</b>	<b>32</b>
<b>NATIONAL BASKETBALL ASSOCIATION</b>		<b>Head Trainers</b>	<b>32</b>
<b>Players</b>	<b>15</b>	<b>Radio and TV Announcers</b>	<b>32</b>
<b>League Office:</b>		<b>Support Staff Personnel</b>	<b>33</b>
<b>Professional Employees</b>	<b>16</b>	<b>NFL Offense</b>	<b>34</b>
<b>Support Staff Personnel</b>	<b>16</b>	<b>NFL Defense</b>	<b>34</b>
<b>Majority Owners</b>	<b>17</b>	<b>Players Association</b>	<b>34</b>
<b>Head Coaches</b>	<b>17</b>		
<b>Historical Listing of African-American</b>		<b>MAJOR LEAGUE BASEBALL</b>	
<b>Professional Head Coaches in the NBA</b>	<b>18</b>	<b>Players</b>	<b>35</b>
<b>Assistant Coaches</b>	<b>19</b>	<b>MLB Central Office</b>	<b>36</b>
<b>CEO/Presidents</b>	<b>19</b>	<b>Majority Owners</b>	<b>36</b>
<b>General Manager/Director of</b>		<b>Managers</b>	<b>37</b>
<b>Player Personnel</b>	<b>20</b>	<b>Historical Listing of Managers of</b>	
<b>Vice Presidents</b>	<b>21</b>	<b>Color: MLB</b>	<b>38</b>
<b>Senior Administrators</b>	<b>22</b>	<b>Coaches</b>	<b>38</b>
<b>Key Positions</b>	<b>22</b>	<b>CEO/Presidents</b>	<b>39</b>
<b>Professional Administration</b>	<b>23</b>	<b>General Manager/Director of</b>	
<b>Physicians</b>	<b>23</b>	<b>Player Personnel</b>	<b>39</b>
<b>Head Trainers</b>	<b>24</b>	<b>Vice Presidents</b>	<b>40</b>
<b>Radio and TV Announcers</b>	<b>24</b>	<b>Senior Administrators</b>	<b>40</b>
<b>Support Staff Personnel</b>	<b>25</b>	<b>Key Professional Positions</b>	<b>41</b>
		<b>Team Professional Administration</b>	<b>41</b>
<b>NATIONAL FOOTBALL LEAGUE</b>		<b>Physicians</b>	<b>42</b>
<b>Players</b>	<b>26</b>	<b>Head Trainers</b>	<b>42</b>
<b>League Office: NFL</b>	<b>26</b>	<b>Radio and TV Announcers</b>	<b>43</b>
<b>Majority Owners</b>	<b>27</b>	<b>Support Staff</b>	<b>43</b>
<b>Head Coaches</b>	<b>27</b>	<b>MLB by Position</b>	<b>44</b>
<b>Historical Listing of African-American</b>			
<b>Professional Head Coaches in the NFL</b>	<b>28</b>	<b>MAJOR LEAGUE SOCCER</b>	
<b>Assistant Coaches</b>	<b>28</b>	<b>Players</b>	<b>45</b>
<b>CEO/Presidents</b>	<b>29</b>		

<b>League Office:</b>		<b>NCAA Chief Aides/Directors</b>	<b>58</b>
<b>Professional Employees</b>	<b>46</b>	<b>NCAA:</b>	
<b>Personnel</b>	<b>46</b>	<b>Administrators</b>	<b>58</b>
<b>Head Coaches</b>	<b>47</b>	<b>Support Staff</b>	<b>59</b>
<b>Assistant Coaches</b>	<b>47</b>	<b>Conference Commissioners</b>	<b>59</b>
<b>CEO/Presidents</b>	<b>48</b>	<b>Associate Conference Commissioners</b>	<b>59</b>
<b>General Manager/Director of</b>		<b>Male Student-Athletes Division I</b>	<b>60</b>
<b>Player Personnel</b>	<b>48</b>	<b>Female Student-Athletes Division I</b>	<b>61</b>
<b>Vice Presidents</b>	<b>48</b>	<b>Student-Athletes: Division I</b>	<b>62</b>
<b>Senior Administrators</b>	<b>48</b>	<b>Historical Listing of African-American</b>	
<b>Key Positions</b>	<b>49</b>	<b>and Latino Division IA Head Football</b>	
<b>Professional Administration</b>	<b>49</b>	<b>Coaches</b>	<b>63</b>
<b>Physicians</b>	<b>50</b>	<b>College Head Coaches: Men's Teams</b>	<b>64</b>
<b>Head Trainers</b>	<b>50</b>	<b>College Head Coaches:</b>	
<b>Radio and TV Announcers</b>	<b>50</b>	<b>Division I</b>	<b>65</b>
<b>Support Staff Personnel</b>	<b>51</b>	<b>Division II</b>	<b>65</b>
		<b>Division III</b>	<b>66</b>
<b>WOMEN'S NATIONAL BASKETBALL ASSOCIATION</b>		<b>College Head Coaches: Division I</b>	
<b>Players</b>	<b>52</b>	<b>Women's Teams</b>	<b>66</b>
<b>League Office:</b>		<b>College Assistant Coaches:</b>	
<b>Professional Employees</b>	<b>52</b>	<b>Division I</b>	<b>67</b>
<b>Personnel</b>	<b>53</b>	<b>Division II</b>	<b>67</b>
<b>Majority Owners</b>	<b>53</b>	<b>Division III</b>	<b>68</b>
<b>Head Coaches</b>	<b>53</b>	<b>College Assistant Coaches:</b>	
<b>Assistant Coaches</b>	<b>54</b>	<b>Men's Teams</b>	<b>69</b>
<b>CEO/President</b>	<b>54</b>	<b>College Assistant Coaches:</b>	
<b>General Manager/Director of</b>		<b>Women's Teams</b>	<b>70</b>
<b>Player Personnel</b>	<b>55</b>	<b>College Athletics Directors:</b>	
<b>Vice Presidents</b>	<b>55</b>	<b>Division I</b>	<b>70</b>
<b>Senior Administrators</b>	<b>55</b>	<b>Division II</b>	<b>70</b>
<b>Key Positions</b>	<b>55</b>	<b>Division III</b>	<b>71</b>
<b>Professional Administration</b>	<b>56</b>	<b>College Senior Athletic Administrators:</b>	
<b>Physicians</b>	<b>56</b>	<b>Associate and Assistant Athletics</b>	
<b>Head Trainers</b>	<b>56</b>	<b>Director</b>	<b>73</b>
<b>Support Staff Personnel</b>	<b>56</b>	<b>NCAA Senior Woman Administrators</b>	<b>73</b>
		<b>NCAA Faculty Athletics Representative</b>	<b>74</b>
<b>COLLEGE SPORT</b>		<b>College Professional Administration</b>	<b>75</b>
<b>NCAA Vice President/Chief of Staff</b>	<b>57</b>		

**“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?”**

---

If you believe in equal job opportunity in sport, then the day that Notre Dame fired head football coach Tyrone Willingham, coming within ten days of Fitz Hill leaving San Jose State and Tony Samuel being fired by New Mexico State, had to be one of the worst moments in the 16-year history of the publication of the Racial and Gender Report Card (RGRC).

The firing left just two African-American head coaches in Division IA football and none in Division IAA. This marked a 75 percent decline since 1998, when a record eight African-American coaches led Division IA football programs. However, those eight coaches comprised only seven percent of the 117 coaches in Division IA. With Willingham's dismissal, less than two percent of Division IA football coaches were African-American, while nearly 44 percent of the football student-athletes were African-American.

The mercurial and volatile issue of race received a great deal of notice in the days after the firing. Within a week of that low point, West Point, Syracuse and New Mexico State hired African-American athletics directors, the University of Washington hired Willingham, and Indiana State hired Lou West making him the only African-American head football coach in Division IAA.

**“Can we achieve equal opportunity when it comes to gender and racial equity in the world of college and professional sports?”**

---

The question we persistently and insistently ask in the Racial and Gender Report Card is, “Can we achieve equal opportunity when it comes to gender and racial equity in the world of college and professional sports?”

This is the question at the heart of the Racial and Gender Report Card. For 16 years we have documented the gains and losses of women and people of color in the world of sport. What we find is that, over the years, while there is greater equal opportunity, the world of sport is far from equal. As we saw at the end of 2004, we have gains and losses that can be dramatic. Usually such gains and losses come one at a time.

The 2004 Racial and Gender Report Card marks the third consecutive report in which trends for race and gender have been reversed from the previous report. The 2001 Report contained historical-best hiring records for both race and gender in many areas, whereas the 2003 Report revealed perhaps the worst overall two-year period of declines for women and, in some cases, for people of color, in the RGRC's history.

Thus it is especially notable that there were improvements for gender in the



**Dr. Richard Lapchick**

2004 Report for the NBA, NFL, MLB and MLS. Some of the increases were quite substantial: the NBA improved from a C+ in 2003 to a B in 2004; MLB rose from a D to a C; and MLS jumped three grades, rising from an F in 2003 to a B in 2004. The WNBA and college sport kept their respective A and B grades.

There were improvements for race in the 2004 Report for the NFL and WNBA. The NBA and MLB maintained their A and B+ grades; MLS and college sport slightly lost ground.

When categories were combined for the men's leagues, the NBA had the only A (for race). The NBA was tied with MLS (for gender) with both earning a B. The latter had to be one of the top stories for the 2004 Racial and Gender Report Card. MLS earned the RGRC's first-ever F (for gender) in 2003, yet leapfrogged to tie (with the NBA) for first place with a B in 2004.

Among all the professional leagues, the WNBA and NBA both earned an A for race; the WNBA was well ahead of all professional sports with the only A for gender.

Race, gender and sports? Are we playing fair?

---

**“Among all the professional leagues, the WNBA and NBA both earned an A for race...”**

---

Issues of race and gender continue to be a concern for sport in America. While the leadership at top levels of the professional leagues and NCAA remains committed to diversity, the results continue to filter down to teams and colleges and universities at a slow pace.

Certainly, the track record of professional sports leagues and teams are inconsistent in this reporting period with most noting progress, a few experiencing set-backs and some recording both.

The University of Central Florida's Institute for Diversity and Ethics in Sport 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, the Racial and Gender Report Card asks, “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?” There is clearly significant room for progress

in all sports, particularly in professional sports. With continued emphasis on diversity, not only by changing numbers but also by changing attitudes through diversity management training and other diversity initiatives, we believe sports organizations can be as dedicated in their hiring practices as they are on the playing field, to play the best people they have available.



*Richard E. Lapchick is chairman of the DeVos Sport Business Management Graduate Program in the College of Business Administration at the University of Central Florida. The author of 10 books, Lapchick also directs UCF's Institute for Diversity and Ethics in Sport, is the author of the annual Racial and Gender Report Card, and is the director of the National Consortium for Academics and Sport. He has joined ESPN.com as a regular commentator on issues of diversity in sport.*

# Detailed Highlights

## NATIONAL BASKETBALL ASSOCIATION HIGHLIGHTS

- While the percentage of white men playing in the NBA increased, 78 percent of the players were people of color. This was the highest percentage in the professional sports covered by the Report.
- Professional opportunities for people of color in the NBA League Offices – at 29 percent – were the best among the men’s leagues. This was the highest percentage in the NBA’s history.
- Professional opportunities for women in the men’s leagues were also best in the NBA League Office, where 43 percent of the professionals were women.
- Robert Johnson, who owns the NBA expansion franchise Charlotte Bobcats, operated last season as the NBA’s first African-American team owner.

• In the NBA, the number of African-American head coaches decreased from the last Report’s all-time high of 14 to 11 in the 2003-04 season and 12 as of January 1, 2005. As the 2004-05 season ended, there were 10 African-American head coaches.

• There were three African-American CEO/presidents in the men’s leagues, which is two less than the record high of five. All were in the NBA.

• In the seasons under review, the NBA led the way with five African-American general managers.

• The NBA had the highest percentage of team vice presidents of color with 12 percent.

• In the NBA, women occupied 17 percent of team vice president jobs in the 2003-04 season, the highest among the men’s leagues.

• The NBA had the best record for

people of color in team professional administrative positions at 24 percent.

• When looking at all the data, the NBA continued to have the best record for diversity among all of the men’s professional sports leagues. The NBA was best for people of color in the following categories:

- Players at 78 percent
- League Office vice presidents with 12
- League Office professional staff at 29 percent
- Limited partners as owners with six
- Head coaches with 37 percent
- CEOs/team presidents with 10 percent
- General managers with 17 percent
- Team vice presidents with 12 percent
- Team professional administration with 24 percent

---

**“Professional opportunities for people of color in the NBA League Offices – at 29 percent – were the best among the men’s leagues.”**

---

• The NBA was also best for women in the men’s leagues in the following categories:

- League Office vice presidents at 39
- Owners for women at three (tied with the NFL)

- Limited partners as owners with 18
- Team vice presidents with 17 percent

## NATIONAL FOOTBALL LEAGUE HIGHLIGHTS

• In the 2003 NFL season, the percentage of African-American players reached an historic high of 69 percent.

• In February 2005, it was announced that Red McCombs was selling the Minnesota Vikings to Reggie Fowler, an African-American. If the sale was approved as originally announced, Fowler would have become the first African-American majority owner in the NFL. However, Fowler became a minority owner and not the majority owner.

• The NFL had three African-American head coaches in the 2003 season, which was one more than the 2001 season.

• After the 2003 season, the Chicago Bears hired Lovie Smith and the Arizona Cardinals hired Dennis Green. After the 2005 Super Bowl, the Cleveland Browns hired Romeo Crennel. These off-season hirings put the NFL at an all-time high of six African-American head coaches.

• Three women were president/CEO of NFL teams.

• Women gained ground in the NFL for senior administration posts.

• The NFL led in the following categories:

- CEOs for women with nine percent
- Majority owners for women at three (tied with NBA)
- Assistant coaches for race at 33 percent



## MAJOR LEAGUE BASEBALL HIGHLIGHTS

- Under Commissioner Selig's watch, Arturo Moreno purchased the Anaheim Angels becoming the first Latino owner in a major professional sports league.
- Three people of color and 16 women had minority share holdings of MLB teams. This was the smallest number of people of color among the big three leagues and second most for women.
- During the 2004 season, one of the five women CEOs in sport was in MLB.
- As of the publication date, MLB had seven managers of color (four African-Americans and three Latinos), second only to the NBA.

---

**“Arturo Moreno purchased the Anaheim Angels becoming the first Latino owner in a major professional sports league.”**

---

- 25.8 percent of the coaches in MLB were either African-American or Latino.
- A total of 37 percent of the players were Latino (26 percent), African-American (9 percent) or Asian (2 percent).
- The 9 percent African-American player total was the lowest percentage

since the Report was initiated in the mid-1980s.

- 29 percent of the staff in MLB's Central Office were people of color, a close second to the NBA's 30 percent.
- At the senior administration level, 17 percent of MLB Central Office employees were people of color, while women occupied 14 percent of the positions.
- At the director and managerial level, 20.2 percent of Central Office employees were people of color, while women occupied 43.8 percent of the posts.
- People of color comprised 20.8 percent of all MLB professionals, technicians and supervisors; 33.8 percent were women.
- At the team level, MLB had two general managers who were people of color, which was the fewest of the three major men's leagues.
- 11 percent of team vice presidents were people of color and 14 percent were women. MLB had the most Latino and Asian vice presidents in the professional sports covered in this Report.

- 17 percent of senior administrators were people of color, up from 14 percent in the last report. Women held 14 percent of senior administration positions, down 10 percentage points. Among the men's leagues, MLB had the best record for people of color and the worst for women in the ranks of senior administrators.

- Professional administrators who were people of color increased from 13 to 15 percent. The percentage of women in these positions increased by six percentage points to 28 percent.

## MAJOR LEAGUE SOCCER HIGHLIGHTS

- In the MLS 2004 season, the percentage of white male players increased and the percentages of African-American and Latino players decreased.

---

**“MLS had the best record for women as senior administrators in male sports at 42 percent...a striking improvement for MLS, which earned an F for gender in the 2003 RGRC.”**

---

- MLS had no head coaches of color in 2004 which continued a downward trend since the RGRC began covering the league in 1996, when 33 percent of MLS head coaches were Latino.

- MLS had no people of color as general managers.

- MLS had the best record for women as senior administrators in male sports at 42 percent (an increase of 19.2 percentage points). This was a striking improvement for MLS, which earned an F for gender in the 2003 RGRC.

- The MLS had decreases for people of color in team front office professional administration positions.

MLS had the best record among men's sports for women at 42 percent, an increase of 20 percentage points. With this increase, MLS went from being tied for the smallest percentage of women in the professional administration category to being the best among men's sports.

- MLS, after receiving an F for gender in the 2003 RGRC, led professional sports in three categories for gender and one for race:

- Team senior administration for gender, with women at 42 percent
- Team professional administration for gender, with women also at 42 percent
- Radio/television broadcasters for women at 4 percent
- Radio/television broadcasters for race at 52 percent

### WOMEN'S NATIONAL BASKETBALL ASSOCIATION HIGHLIGHTS

- The percentage of African-American women in the WNBA was at an all-time high at 66.3 percent.

- Among all the professional leagues covered in the Report Card, the WNBA League Office had the highest percentages of people of color (40 percent) and women (90 percent) in professional positions.

- Val Ackerman, the only woman president of a major professional sports league, announced her resignation at the end of the 2004 WNBA season. Her successor is Donna Orender, who formerly was senior vice president of the PGA Tour.

- The WNBA had three African-American general managers. At 23 percent, this was the best in the professional sports covered by the Report Card.

- All 10 women general managers in the 2004 Racial and Gender Report Card were in the WNBA.

- When the WNBA was compared to the men's leagues, it had the best record for people of color in the following categories:

- League Office with 40 percent
- Assistant coaches at 45 percent
- General managers with 23 percent
- Team presidents with 15 percent
- Team senior administration with 18 percent
- Team professional administration with 31 percent

- When the WNBA was compared to the men's leagues on the basis of gender, it had the best records in the following categories:

- League Office professional staff at 90 percent
- Team vice presidents with 28 percent
- Team senior administration at 42 percent (tied with Major League Soccer)
- Team professional administration with 44 percent

**“...the WNBA League Office had the highest percentages of people of color... and women... in professional positions.”**

### COLLEGE SPORT HIGHLIGHTS

- At 58.2 percent, the percentage of African-American male student-athletes playing NCAA Division I basketball during the 2003-04 academic year was the highest in more than a decade.

**“All eight women general managers in the 2004 Racial and Gender Report Card were in the WNBA.”**

- African-American women marked some all-time high percentages, with 41.6 percent in Division I college basketball and 14.9 percent in Division I college sports overall.

- In Division I college sport, the percentages of white male athletes declined slightly in basketball, football and baseball. In all sports combined, white male athletes comprised 62.3 percent.

- Latinos increased in basketball, football and in all Division I sports combined and decreased in baseball.

- Latinas increased in basketball, track and field/cross country and in all Division I sports combined.

- Asian women reached a new all-time high in all Division I sports combined.

- The percentages of white women decreased slightly in all Division I

sports combined, as well as in track and field/cross country and basketball.

- All Division IA conference commissioners were white men.
- All Division I conference commissioners were white. Three were women.
- The NCAA made a major commitment to the issue of diversity by creating a new position for a vice president for Diversity and Inclusion. In May 2005, the NCAA hired Charlotte Westerhaus for this position, giving NCAA headquarters three African-American vice presidents and four women vice presidents. Westerhaus will report directly to NCAA President Myles Brand and lead the new NCAA Office for Diversity and Inclusion.
- In men's Division I basketball, 23.2 percent of all head coaches were African-American, an all-time high percentage.
- Opportunities for people of color in men's sports other than basketball remained poor.

---

## **“Opportunities for people of color in men's sports other than basketball remained poor.”**

---

- Only three of 117 Division IA head coaches were African-American as of this publication, the lowest point in a decade.
- There were two African-American Division I baseball coaches; only 3.6

percent of head baseball coaches were people of color, with 2.7 percent Latino.

- For all men's sports in all divisions combined, whites held 89.5 percent, 90.5 percent and 93 percent of all head coaching positions in Divisions I, II and III, respectively. African-Americans held only 7.7 percent, 3.4 percent and 4.1 percent of the men's head coaching positions in the three NCAA divisions, respectively. Latinos held 1.5 percent, 3.4 percent and 1.5 percent of head coaching positions for men's teams in the respective divisions. Asians and Native Americans had almost no representation. These figures accounted for male and female head coaches of men's teams.

- African-Americans were so underrepresented as head coaches that the percent of women coaching men's teams actually exceeded that of African-Americans in Division III (4.4 percent versus 4.1 percent). In Division II, the percentage of women coaching men's teams almost matched the percentage of African-Americans (3.0 percent versus 3.4 percent).

- More than three 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.

- African-Americans held 9.6 percent of Division I women's basketball head coaching positions, a decrease of 1.8 percentage points. African-American women held 7.7 percent of the positions, dropping a significant 2.2 percentage points from the last RGRC. In the 2004 women's Sweet 16, no team had a permanent African-American head coach. LSU had an African-American interim head coach, Pokey Chatman. She was hired as the new LSU head coach after the season ended. This is in contrast to the 46.1 percent of Division I women's basketball student-athletes who are African-American.

- On the women's teams in all divisions, whites held 91.3 percent, 90.8 percent and 93 percent of all

---

## **“African-Americans were so underrepresented as head coaches that the percent of women coaching men's teams actually exceeded that of African-Americans in Division III...”**

---

head coaching positions in Divisions I, II and III, respectively. African-Americans held only 5 percent, 3.7 percent and 4 percent of the men's head coaching positions in the three NCAA divisions, respectively. Latinos held 1.7 percent, 3.1 percent and 1.2 percent of head coaching positions for women's teams in the respective divisions. Asians held 1.2, 1 and 1 percent of head coaching positions for women's teams in the respective divisions. Native Americans had almost no representation. These figures accounted for male and female head coaches of women's teams.

- In Division IA, 94.9 percent of university presidents were white, 3.4 percent were African-American men and two percent were Latino. There were no Asian or Native American university presidents. There were 13 females in this position (11.1 percent).
- As of this publication, there was an

all-time high of 12 athletics directors of color (10.3 percent) in Division IA. For the reporting period, in all of Division I, people of color held 5 percent and women held 7.3 percent of the position of athletics director.

- The position of athletics director was one of the whitest positions in all of sport when HBCUs were excluded. Whites held 95 percent (down .3 percentage point) of the athletics director jobs in Division I, 94.1 percent in Division II (down 1.2 percentage points) and 95.5 percent in Division III (up 2.3 percentage points).

- Women gained ground as athletics directors in all three divisions since the last Report Card. In Division I there was an increase from 7.2 to 7.3 percent, in Division II there was an increase from 14.4 to 16.2 percent and in Division III there was an increase from 25.4 to 27.1 percent.

---

**“More than three 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 Division I, 89.9 percent of the combined associate and assistant athletics director positions were held

by whites and 7.9 percent were held by African-Americans. Women held 30.2 percent of these jobs in Division I.

---

**“Women gained ground as athletics directors in all three divisions since the last Report Card.”**

---

- At Division II schools, 89.2 percent of the associate and assistant athletics directors were white while African-Americans held 4.8 percent. Women held 37.9 percent of the positions.

- In Division III, whites held 94.4 percent of these positions, African-Americans held 4.4 percent of these posts. Women occupied 44 percent of these jobs.

- Women held 99.6, 100 and 98.8 percent of the Senior Women’s Administrator jobs in Division I, II and III, respectively. White women dominated at 88.5, 92.6 and 95.4 percent in the respective divisions.

- Whites filled most of the Faculty Athletics Representative positions with 92, 92.5, and 95.7 percent in the respective divisions.

- At the professional entry levels in college athletics departments in all Divisions combined, overall opportunities for women decreased from 31.5 percent to 30.8 percent while opportunities for people of color also decreased from 10.9 to 10.6 percent.

# Chapter 1: 2004 GRADES

2004 REPORT CARD						
	COMBINED		RACE		GENDER	
	GRADE	PTS	GRADE	PTS	GRADE	PTS
NBA	B+	87	A	94	B	80
NFL	C/C+	74.5	B	84	D+	65
MLB	C+	78.5	B+	85	C	72
MLS	B-	79	C+	78	B	80
WNBA	A	92	A	94	A	90
College Sport	B	81.7	B-	79.2	B+	84.1

## 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.

*Note: A range of 9.5 to 10 points were awarded for a grade of A+.*

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

When all categories were combined for the men's leagues, the NBA came out as sports' best for race with an overall A. The NBA was tied with MLS for gender with a B. The latter had to be one of the top stories for the 2004 Racial and Gender Report Card. MLS went from last to first in gender. Not only was MLS in last place for gender in the 2003 Report, but it received the only F in the Report Card's history. MLS achieved its impressive turnaround by adopting the most dramatic hiring guidelines in the history of professional sport.

Among all the professional leagues, the WNBA tied the NBA for race and was well ahead of all professional sports with the only A for gender. For the second time, the WNBA got As both for race and gender, repeating its record in the 2001 Racial and Gender Report Card. In the combined

grade for race and gender, the WNBA once again was number one with an A overall. The NBA had a B+ and college sport had a B. MLS and MLB had a combined B- and the NFL had a combined C.

Among the men's professional leagues, the NBA scored the highest grade in virtually every major category for race, as it has for all 13 years of the publication of the Report Card. The NBA's combined B+ was the best by far for men's leagues.

The NFL improved for both race and gender. It earned a B for race, an improvement over the 2003 grade of B-. The NFL improved from a D- to a D+ for gender, which gave it a combined C, up from the 2003 grade of C-. The NFL received the lowest combined grade, behind the other professional leagues and colleges.

MLB received a B+ for race and C for gender, giving it a combined C+.

In previous reports hockey operations, including players, were excluded from race calculations for the NHL because so few players of color have historically been involved in hockey. Without the league office data due to the 2004-05 season cancellation, sufficient information was unavailable with which to calculate an overall grade for NHL. The league's teams had decreases for race and gender in vice president and professional administrative posts. Women increased their representation in NHL team senior administration team posts.

In contrast to its dramatic improvement for gender, MLS dropped from a B+ to a C+ for race. MLS had a combined B-.

The WNBA achieved its number one

Professional Weighted Grades											
	Weight	Points	NBA %	Grade	NFL Points	NFL %	Grade	MLB Points	MLB %	Grade	
<b>Overall Grades</b>											
Race	x	94	x	A	84	x	B	85	x	B+	
Gender	x	80	x	B	65	x	D+	72	x	C	
<b>Hiring Practices</b>											
<b>Commissioner/League Office</b>											
Race	15%	14.5	29%	A+	x	x	x	14.3	29%	A+	
Gender	30%	27	43%	A	x	x	x	27	40%	A	
<b>Coaches</b>											
<b>Head Coach/Manager</b>											
Race	20%	20	37%	A+	26	16%	B/B+	19	23%	A	
Gender	N/A	x	x	x	x	x	x	x	x	x	
<b>Assistant Coach</b>											
Race	5%	4.8	29%	A+	5	33%	A+	4.8	27%	A+	
Gender	N/A	x	x	x	x	x	x	x	x	x	
<b>Front Office</b>											
<b>Principal-In-Charge</b>											
Race	10%	8.4	17%	B/B+	6	6%	D	5.8	6%	D	
Gender	N/A	x	x	x	x	x	x	x	x	x	
<b>Team Vice Presidents</b>											
Race	5%	4	12%	B	3.9	11%	B-	3.9	11%	B-	
Gender	5%	2.8	17%	F	2.8	7%	F	2.8	14%	F	
<b>Senior Administration</b>											
Race	10%	8.4	16%	B/B+	8.4	16%	B/B+	8.4	17%	B/B+	
Gender	30%	18.5	26%	D	16.8	17%	F	16.8	14%	F	
<b>Professional Administration</b>											
Race	10%	9	24%	A	8	13%	B	8.2	15%	B-	
Gender	30%	26.7	39%	A-	21	31%	C	20.4	28%	D+	
<b>Support Staff</b>											
Race	5%	4.9	30%	A	4.2	17%	B+	4.9	22%	A-	
Gender	5%	5	66%	A-	5	68%	A+	5	49%	A+	
<b>Player Opportunities</b>											
Race	20%	20	78%	A+	20	71%	A+	20	37%	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.

status with a combined A by receiving As in 13 of the 17 categories for race and gender. The WNBA had a B+ in race for senior administration, and earned Cs for vice presidents for people of color and for women as head coaches. Like the other four professional leagues, the WNBA received an F for women as vice presidents.

After two consecutive reports in which colleges showed the most improvement, this report showed an improvement in gender from a B to a B+ but a slight drop in race from a B to a B-. In the 2001 Report, colleges moved from nearly the worst position with Cs in both race and gender to C+s in both categories. In the 2003 Report, it improved to Bs in both. For the 2004 Report, it had a strong combined B, third among all the categories surveyed.

As in previous reports, the 2004 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. There were no grades for race below this level.

For issues of gender, an A would be earned if 40 percent of the employees

**“Among all the professional leagues, the WNBA tied the NBA for race and was well ahead of all professional sports with the only A for gender.”**

were women, B for 35 percent, C for 30 percent, D for 25 percent and F for anything below that. 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.

While Commissioners Stern, Tagliabue, Selig, Bettman, Garber and WNBA President Ackerman regularly worked to improve hiring practices for people of color and women in the front office and for minorities in the coaching and managerial ranks, the results at the team levels still clearly showed the limits of their powers. The commissioners set an important tone but do not have the authority to mandate change at the team level. The same is true with individual colleges and the NCAA, where President Myles Brand has taken a strong position on racial and gender hiring practices among colleges and universities.

Professional Weighted Grades							
	Weight	Points	MLS %	Grade	WNBA** Points	WNBA** %	WNBA** Grade
<b>Overall Grades</b>							
Race	x	78	x	C+	94	x	A
Gender	x	80	x	B	90	x	A
<b>Hiring Practices</b>							
Commissioner/League Office							
Race	15%	13.5	24%	A	15	40%	A+
Gender	30%	16.8	21%	F	15	90%	A+
<b>Coaches</b>							
Head Coach/Manager							
Race	20%	11.2	0%	F	19	31%	A+
Gender	N/A	x	x	x	5	38%	B+
Assistant Coach							
Race	5%	4.3	16%	B/B+	5	45%	A+
Gender	N/A	x	x	x	5	58%	A+
<b>Front Office</b>							
Principal-In-Charge							
Race	10%	5.6	0%	F	9	23%	A/A-
Gender	N/A	x	x	x	10	62%	A+
Team Vice Presidents							
Race	5%	2.8	0%	F	3.5	11%	B-
Gender	5%	2.8	0%	F	2.8	28%	D+
Senior Administration							
Race	10%	7.2	10%	C	8.8	19%	B+
Gender	30%	28	42%	A	9.1	42%	A
Professional Administration							
Race	10%	8.7	19%	B+	9	31%	A+
Gender	30%	28	42%	A	28.2	44%	A
Support Staff							
Race	5%	4.6	27%	A	5	41%	A+
Gender	5%	4	37%	B	5	100%	A
Player Opportunities							
Race	20%	20	36%	A+	20	67%	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. \*\*WNBA grades for Gender have the same weight as for race.*

While society continues to struggle with issues of gender and racial equity, a new initiative is underway at the Black Coaches Association (BCA). In 2004 the BCA published its first Hiring Report Card, which analyzed the process that Division IA and IAA schools used to hire head football coaches in 2003-04. It evaluated whether schools contacted the BCA for assistance, who served on search committees, who was interviewed, who was hired, and whether athletic departments followed their schools' affirmative action guidelines.

**“The NBA was tied with MLS for gender with a B. ...MLS went from last to tying for first in gender. ...MLS achieved its impressive turnaround by adopting the most dramatic hiring guidelines in the history of professional sport.”**

Another new initiative is the National Coalition for Racial Diversity in Sport (NCRDS), a nonprofit organization whose mission is to ensure, increase and advance the full participation of persons of color in all sports and the sports industry. NCRDS was established in 2004 by numerous sports organizations including the

Women’s Sports Foundation, National Collegiate Athletic Association, Black Coaches Association, Rainbow Sports, U.S. Olympic Committee, National Consortium for Academics and Sport, Center for the Study of Sport in Society at Northeastern University, Institute for International Sport and UCF’s Institute for Diversity and Ethics in Sport.

Chapter 9 includes a listing of the

diversity initiatives of the NBA, MLB, MLS and NCAA. The initiatives have been added to the Report Card in recognition of the importance of these efforts and in acknowledgment that changing hiring practices and creating a truly diverse workplace are goals that can not be quickly achieved.

College Sport Weighted Grades					
		Weight	Points	%	Grade
<b>Overall Grades</b>					
	Race	x	79.2	x	B-
	Gender	x	84.1	x	B+
<b>Hiring Practices</b>					
NCAA Headquarters					
	Race	10%	8.5	19.4%	B+
	Gender	N/A	9.7	52.3%	A+
<b>Coaches</b>					
Head Coach - All Men’s Teams (Div. 1)					
	Race	5%	3.8	11.0%	B-
	Gender	N/A	x	x	x
Head Coach - All Women’s Teams (Div. 1)					
	Race	5%	3.5	9.0%	C
	Gender	10%	9	41.0%	A
Head Coach - Men’s Basketball					
	Race	5%	4.5	24.0%	A
	Gender	N/A	x	x	x
Head Coach - Women’s Basketball					
	Race	5%	3.8	11.0%	B-
	Gender	10%	10	6.0%	A+
Assistant Coach - All Men’s Teams (Div. 1)					
	Race	5%	4.4	22.0%	A-
	Gender	N/A	x	x	x
Assistant Coach - All Women’s Teams (Div. 1)					
	Race	5%	4.3	19.0%	B+
	Gender	10%	9.5	51.5%	A
<b>Athletic Department</b>					
Athletic Director (Div. 1)					
	Race	10%	5.6	5.0%	F
	Gender	N/A	5.6	7.3%	F
Assistant/Associate Athletic Director (Div. 1)					
	Race	10%	7.3	10.0%	C
	Gender	N/A	7.3	30.0%	C
Senior Women’s Administrator (Div. 1)					
	Race	5%	3.8	11.0%	B-
	Gender	N/A	5	99.6%	A+
Faculty Athletic Representative (Div. 1)					
	Race	5%	3.2	8.0%	D+
	Gender	N/A	2.8	22.0%	F
Professional Administration (Div. 1)					
	Race	10%	8	12.0%	B
	Gender	N/A	7.2	31.6%	C
Student-Athlete Opportunities					
	Race (Men)	20%	18.5	37.0%	A/A+
	Race (Women)	N/A	x	28.0%	x
	Gender	20%	18	43.0%	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.*



# Chapter 2: National Basketball Association

## OVERALL GRADES

The NBA had an **A** for race and **B** for gender, which combined to give the league an overall grade of **B+**. This overall grade was by far the best out of all the professional men's leagues. The only **A** for race in men's professional sports was earned by the NBA.

## GRADES BY CATEGORY

### Players

In the NBA's 2003-04 season, 76 percent of the players were African-American, 22 percent were white and more than one percent was Latino. Asians still comprised less than one percent of NBA rosters. The percentage of African-American players decreased by two percentage points; it was the lowest percentage of African-American players since the 1991-92 season, when it was 75 percent. There was a two percentage point increase for whites from the 2001-02 season covered in the last Report.

Seventeen percent of the players were international, which was an increase of three percentage points from last season and continued to be an important trend. Most of the additional white players in the NBA are from Eastern Europe, not the United States.

**NBA Grade for players: A+**

See Table 1.

### NBA League Office

In the NBA's League Office, 29 percent of all professional positions were held by people of color, a one percentage point gain from the 2002-03 season. Of all professional employees, 71 percent were white, 18 percent were African-American, six percent were Latino and five percent were Asian. Since the previous RGRC, the percentages of Latinos

Players								
		%	#		%	#		
2003-04	White	22%	91	1996-97	White	20%	x	
	African-American	76%	311		African-American	79%	x	
	Latino	1%	5		Latino	<1%	x	
	Asian	<1%	3		Other	<1%	x	
	Other	0%	0		1995-96	White	20%	x
	International	17%	68			African-American	80%	x
2001-02	White	20%	x	Latino		0%	x	
	African-American	78%	x	Other	<1%	x		
	Latino	1%	x	1994-95	White	18%	x	
	Asian	<1%	x		African-American	82%	x	
Other	0%	x	Latino		0%	x		
2000-01	White	21%	x		Other	0%	x	
	African-American	78%	x	1993-94	White	21%	x	
	Latino	1%	x		African-American	79%	x	
	Other	0%	x		Latino	0%	x	
1999-2000	White	22%	x	1992-93	White	23%	x	
	African-American	78%	x		African-American	77%	x	
	Latino	<1%	x		Latino	0%	x	
	Other	0%	x	Other	0%	x		
1998-99	White	21%	x	1991-92	White	25%	x	
	African-American	78%	x		African-American	75%	x	
	Latino	1%	x		Latino	0%	x	
	Other	0%	x	1990-91	White	28%	x	
1997-98	White	23%	x		African-American	72%	x	
	African-American	77%	x		Latino	0%	x	
	Latino	<1%	x					
	Other	0%	x					

*x=Data not recorded*

**TABLE 1**

and Asians remained the same, while African-Americans increased by one percentage point. Women made up 43 percent of professional employees, an increase of three percentage points from last year.

There were 13 people of color in vice president positions at the NBA:

- Michael Bantom, senior vice president, Player and Basketball Development
- Linda L. Choong, vice president, Retail Group
- Stuart Jackson, senior vice president, Basketball Operations
- Stephen O. Richard, senior vice president, Finance
- Gail Hunter, vice president, Events and Attractions
- Robert Jamieson, vice president, Financial Planning and Analysis
- Stephanie A. Murphy, vice president for Retail Sales
- Kenneth J. Payne, vice president, Events and Attractions

- Thomas Sanders, vice president, Player Programs
- Bernard Tolbert, vice president, Security
- Mark Tatum, vice president, Marketing and Media
- Leah M. Wilcox, vice president, Player and Talent Relations
- Bob Lainer, special assistant to the Commissioner

Including Choong, Hunter, Murphy and Wilcox, there were 13 women at this level:

- Carol Albert, vice president, Advertising Group
- Kathleen Behrens, vice president, Community Relations
- Donna Daniels, vice president, Marketing and Strategic Planning
- Kimberly Bohuny, vice president, Basketball Operations-International
- Ayala Deutsch, vice president and Senior Intellectual Property Counsel

- Randy Hersh Hanlon, vice president, Team Marketing and Business Operations
- Noreen Reilly, vice president, Administration
- Brenda Spoonmore, senior vice president, Internet Services
- Heidi Ueberroth, executive vice president, Global Media Properties and Marketing Partnerships

At the support staff level in the NBA League Office, 47 percent were white, 37 percent were African-American, 14 percent were Latino and two percent were Asian. The percentage of whites increased by three percentage points, while the percentage of African-Americans increased by one percentage point to reach an all-time high. Both Latinos and Asians decreased by two percentage points. The percentage of women decreased significantly from last year's high of 67 percent to 47 percent.

**NBA Grade for League Central Offices:**

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

See Tables 2 and 3.

**Ownership**

There were three women who had majority ownership of NBA franchises. 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 and WNBA's Washington Mystics with her husband Abe.

In the 2003-04 season there were six people of color who have a minority-share ownership on four NBA teams. Five were African-American:

- Edward Gardner, Chicago Bulls
- Bettianne Gardner, Chicago Bulls
- Earvin "Magic" Johnson, Los Angeles Lakers
- Fred Jones, Memphis Grizzlies
- Charles Ewing, Memphis Grizzlies

League Office: Professional Employees			
	%	#	
<b>2003-04</b>			
White	71%	484	
African-American	18%	129	
Latino	6%	39	
Asian	5%	33	
Other	0%	0	
Women	43%	303	
Total	x	685	
<b>2001-02</b>			
White	72%	459	
African-American	17%	11	
Latino	6%	39	
Asian	5%	30	
Other	0%	1	
Women	40%	259	
Total	x	640	
<b>1999-2000</b>			
White	75%	434	
African-American	18%	105	
Latino	4%	25	
Asian	3%	15	
Other	<1.0%	1	
Women	42%	246	
Total	x	580	
<b>1997-98</b>			
White	78%	415	
African-American	16%	86	
Latino	4%	19	
Asian	2%	13	
Other	0%	0	
Women	45%	239	
Total	x	533	
<b>1996-97</b>			
White	77%	377	
African-American	17%	83	
Latino	3%	14	
Asian	3%	12	
Other	0%	0	
Women	44%	214	
Total	x	486	
<b>1995-96</b>			
White	79%	306	
African-American	16%	61	
Latino	<2.0%	7	
Asian	3%	10	
Other	<1.0%	3	
Women	49%	188	
Total	x	387	
<b>1994-95</b>			
White	77%	251	
African-American	19%	52	
Latino	<2%	6	
Asian	<2.0%	5	
Other	<1.0%	1	
Women	46%	151	
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 2**

League Office: Support Staff Personnel			
	%	#	
<b>2003-04</b>			
White	47%	60	
African-American	37%	47	
Latino	14%	18	
Asian	2%	3	
Other	0%	0	
Women	47%	61	
Total	x	128	
<b>2002-03</b>			
White	44%	54	
African-American	36%	44	
Latino	16%	20	
Asian	4%	5	
Other	0%	0	
Women	67%	83	
Total	x	123	
<b>2000-01</b>			
White	80%	160	
African-American	12%	24	
Latino	6%	12	
Asian	2%	5	
Women	31%	63	
Total	x	201	
<b>1999-2000</b>			
White	50%	99	
African-American	34%	66	
Latino	13%	26	
Asian	3%	5	
Women	64%	127	
Total	x	196	
<b>1997-98</b>			
White	50%	94	
African-American	31%	59	
Latino	15%	29	
Asian	3%	12	
Women	65%	123	
Total	x	188	
<b>1996-97</b>			
White	60%	126	
African-American	30%	63	
Latino	9%	18	
Asian	<2.0%	3	
Women	60%	127	
Total	x	210	
<b>1995-96</b>			
White	63%	132	
African-American	26%	54	
Latino	9%	18	
Asian	2%	4	
Women	63%	132	
Total	x	208	

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 3**

The one Latino minority-share owner is Julio Iglesias of the Miami Heat.

Including Bettiann Gardner, there were 18 women, including five for the Orlando Magic, who currently have minority shares in five NBA franchises:

- Ann Lurie, Chicago Bulls
- Carol P. Norton, Chicago Bulls
- Norma Hunt, Chicago Bulls
- Dorothy Gerson, Detroit Pistons
- Miriam Mondry, Detroit Pistons
- Ann Newman, Detroit Pistons
- Barbara Rosser Hyde, Memphis Grizzlies
- Teri E. Popp, Minnesota Timberwolves
- Joyce Sexton, Minnesota Timberwolves
- Glenda Taylor, Minnesota Timberwolves
- Betsy DeVos, Orlando Magic
- Helen DeVos, Orlando Magic
- Maria DeVos, Orlando Magic
- Pam DeVos, Orlando Magic
- Cheri Vander Weide, Orlando Magic
- Liza Cartmell, San Antonio Spurs
- Karen Jennings, San Antonio Spurs

See Table 4.

### Head Coaches

African-Americans held 12 head coaching jobs in the NBA as of January 1, 2005, which represented 40 percent of the total. This was an eight percentage point decrease from the last Racial and Gender Report Card, which reported the highest percentage of African-American head coaches in the history of any sport – collegiate or professional. However, the current percentage of African-American head coaches in the NBA is the second-highest in history. There were 18 white head coaches (60 percent) and no Asian or Latino NBA head coaches.

In the 2003-04 season, there were 11 African-American head coaches in the NBA:

- Bill Cartwright, Chicago Bulls
- Paul Silas, Cleveland Cavaliers

Majority Owners		
	%	#
<b>2003-04</b>		
White	96%	25
African-American	4%	1
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	12%	3
<b>2001-02</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>2000-01</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1999-2000</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1998-99</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1997-98</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x

x= Data not recorded

TABLE 4

- Terry Porter, Milwaukee Bucks
- Byron Scott, New Jersey Nets
- Don Cheaney, New York Knicks
- Doc Rivers, Orlando Magic
- Randy Ayers, Philadelphia 76ers
- Frank Johnson, Phoenix Suns
- Maurice Cheeks, Portland Trail Blazers
- Nate McMillan, Seattle SuperSonics
- Eddie Jordan, Washington Wizards

As of January 1, 2005, there were 12 African-American head coaches:

- Mike Woodson, Atlanta Hawks
- Doc Rivers, Boston Celtics
- Bernie Bickerstaff, Charlotte Bobcats
- Paul Silas, Cleveland Cavaliers

Head Coaches		
	%	#
<b>2003-04</b>		
White	63%	19
African-American	37%	11
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>2001-02</b>		
White	52%	15
African-American	48%	14
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>2000-01</b>		
White	66%	19
African-American	34%	10
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>1999-2000</b>		
White	79%	23
African-American	21%	6
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>1998-99</b>		
White	86%	25
African-American	14%	4
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>1997-98</b>		
White	83%	24
African-American	17%	5
Asian	0%	0
Latino	0%	0
Women	0%	0
<b>1996-97</b>		
White	76%	22
African-American	24%	7
Latino	0%	0
<b>1995-96</b>		
White	81%	23
African-American	19%	6
Latino	0%	0
<b>1994-95</b>		
White	81%	22
African-American	19%	5
Latino	0%	0
<b>1993-94</b>		
White	81%	22
African-American	19%	5
Latino	0%	0
<b>1992-93</b>		
White	74%	20
African-American	26%	7
Latino	0%	0
<b>1991-92</b>		
White	93%	25
African-American	7%	2
Latino	0%	0
<b>1990-91</b>		
White	78%	21
African-American	22%	6
Latino	0%	0

x= Data not recorded

TABLE 5

- Terry Porter, Milwaukee Bucks
- Byron Scott, New Orleans Hornets
- Lenny Wilkens, New York Knicks
- Johnny Davis, Orlando Magic
- Maurice Cheeks, Portland Trail Blazers
- Nate McMillan, Seattle Supersonics
- Sam Mitchell, Toronto Raptors
- Eddie Jordan, Washington Wizards

Herb Williams replaced Wilkens and Avery Johnson took over the Mavericks leaving 10 African-American head coaches at the end of the 2004-05 season.

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

See Tables 5 and 6.

**Assistant Coaches**

The percentage of African-Americans in assistant coaching positions in the National Basketball Association during the 2003-04 season decreased from 33 to 29 percent. The percentage of assistant coaching positions held by whites in the NBA slightly increased from 67 to 71 percent.

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

See Tables 7.

At the season's end, Silas, Davis and Cheeks were no longer coaching.

Historical Listing of African-American Professional Head Coaches in the NBA							
	Team	Year(s)	Record		Team	Year(s)	Record
Bill Russell	Boston	1966-69	190-101	Sidney Lowe	Minnesota	1993-94	33-102
	Seattle	1973-77	162-166		Vancouver/Memphis	2001-03	46-126
	Sacramento	1987-88	17-41		John Lucas	San Antonio	1992-94
Al Attles	San Fran/Golden State	1969-83	557-518	Philadelphia		1994-96	42-122
	Lenny Wilkens	Seattle	1969-72	121-125		Cleveland	2001-03
Portland		1974-76	75-89	Quinn Buckner	Dallas	1993-94	13-69
Earl Loyd	Seattle	1977-85	357-277	Magic Johnson	L.A. Lakers	1993-94	5-11
	Ray Scott	Cleveland	1986-93	316-258	Butch Beard	New Jersey	1994-96
K.C. Jones		Atlanta	1993-00	310-232	Alvin Gentry	Miami	1995
	Draft Young	Toronto	2000-02	121-142	Bob Lanier	Detroit	1997-2000
Elgin Baylor		New York	2004-05	40-41		Golden State	2000-03
	Bob Hopkins	Detroit	1971-73	22-55	M.L. Carr	Boston	1994-95
Willis Reed		New Orleans	1972-76	147-134	Jim Clearmons	Dallas	1995-97
	1973-76		155-91	Johnny Davis	Philadelphia	1996-98	28-70
Tom Sanders	Boston	1983-88	373-139	Eddie Jordan	Orlando	1996-97	22-60
	Seattle	1990-92	59-59		Sacramento	2003-05	51-84
Paul Silas	Kansas City/Omaha	1973-74	0-3	Washington	1996-98	33-64	
	Don Chaney	New Orleans	1974-75	0-1	Washington	2003-present	74-100
Bernie Bickerstaff		New Orleans	1976-79	64-98	Toronto	1996-98	41-90
	Gene Littles	Seattle	1977-78	5-17	Washington	1999-00	15-23
Wes Unseld		New York	1977-79	49-47	Toronto	1998-00	68-64
	Mel Daniels	New Jersey	1987-89	33-77	Vancouver	1999-00	18-42
Stu Jackson		Boston	1977-79	23-39	Orlando	1999-03	176-178
	Fred Carter	San Diego	1980-83	78-168	Boston	2004-present	48-41
Gar Heard		Charlotte/New Orleans	1998-2002	221-171	Washington	2000-01	19-63
	Mack Calvin	Cleveland	2003-05	69-77	Seattle	2000-05	220-191
Eddie Jordan		L.A. Clippers	1984-87	53-132	Portland	2005-present	N/A
	Mike Evans	Houston	1988-91	180-148	New Jersey	2000-04	174-154
Frank Johnson		Detroit	1993-95	48-116	New Orleans	2004-present	18-64
	Keith Smart	New York	2001-2004	72-112	Indiana	2000-03	136-125
Mike Woodson		Seattle	1985-90	202-208	Chicago	2002-03	51-100
	Terry Porter	Denver	1994-96	59-68	Portland	2001-05	165-146
Sam Mitchell		Washington	1996-99	77-72	Philadelphia	2005-present	N/A
	Randy Ayers	Charlotte Bobcats	2004-present	18-64	Denver	2001-02	18-38
Herb Williams		Cleveland	1985-86	4-11	Phoenix	2001-04	65-75
	Avery Johnson	Charlotte	1989-91	37-87	Cleveland	2003	9-31
Duane Casey		Denver	1994-95	3-13	Atlanta	2004-present	13-69
	Mike Brown	Washington	1987-94	202-345	Milwaukee	2003-2005	71-93
Mike Brown		Indiana	1988-89	0-2	Toronto	2004-present	33-49
	Mike Brown	New York	1989-91	52-45	Philadelphia	2003-04	21-31
Mike Brown		Vancouver	1996-97	6-33	New York	2005-present	17-27
	Mike Brown	L.A. Clippers	1991-92	1-1	Dallas	2005-present	22-9
Mike Brown		Philadelphia	1992-94	32-76	Minnesota	2005-present	N/A
	Mike Brown	Dallas	1992-93	9-44	Cleveland	2005-present	N/A
Mike Brown		Washington	1999-00	14-30			

**TABLE 6**

Assistant Coaches					
	%	#		%	#
<b>2003-04</b>			<b>1996-97</b>		
White	71%	98	White	66%	61
African-American	29%	40	African-American	34%	32
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	0%	0
Other	0%	0	Other	0%	0
Women	0%	0	<b>1995-96</b>		
<b>2001-02</b>			White	59%	51
White	67%	79	African-American	41%	35
African-American	33%	39	Latino	0%	0
Latino	0%	0	Asian	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0	<b>1994-95</b>		
Women	0%	0	White	60%	45
<b>2000-01</b>			African-American	40%	30
Data Not Recorded			Latino	0%	0
<b>1999-2000</b>			Asian	0%	0
White	64%	74	Other	0%	0
African-American	36%	41	<b>1993-94</b>		
Latino	0%	0	White	68%	48
Asian	0%	0	African-American	32%	30
Other	0%	0	Latino	0%	0
Women	0%	0	Other	0%	0
<b>1998-99</b>			<b>1992-93</b>		
White	67%	77	White	73%	49
African-American	33%	38	African-American	27%	18
Latino	0%	0	Latino	0%	0
Asian	0%	0	Other	0%	0
Other	0%	0	<b>1991-92</b>		
Women	0%	0	White	67%	51
<b>1997-98</b>			African-American	33%	25
White	66%	76			
African-American	34%	39			
Latino	0%	0			
Asian	0%	0			
Other	0%	0			
Women	0%	0			

x= Data not recorded

TABLE 7

CEO/President		
	%	#
<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 8

**Top Management**

Chief Executive Officer

As of this publication, there were three African-American CEOs/presidents in the NBA:

- Terdemma Ussery, Dallas Mavericks
- Steve Mills, New York Knicks and New York Liberty
- Billy King, Philadelphia 76ers

There also were two African-American presidents of basketball operations in the NBA:

- Joe Dumars, Detroit Pistons
- Isiah Thomas, New York Knicks

The above-listed individuals represent the only CEOs/presidents of color in

all of major professional sports.

It is important to note that Steve Mills is the president of all team operations at Madison Square Garden, making him the CEO of three franchises: the New York Knicks, New York Rangers and New York Liberty. Additionally, Susan O'Malley is the Washington Sports & Entertainment president, overseeing all business operations for the Washington Wizards and Washington Mystics.

See Table 8.

General Manager

As of this publication, there were five African-American (17 percent)

principals in charge of day-to-day operations/general managers in the NBA:

- Billy Knight, general manager, Atlanta Hawks
- Billy King, president and general manager, Philadelphia 76ers
- Elgin Baylor, vice president of Basketball Operations, Los Angeles Clippers
- Joe Dumars, president of Basketball Operations, Detroit Pistons
- Isiah Thomas, president and general manager, New York Knicks

**NBA Grade for General Manager: B/B+**

See Table 9.

Team Vice Presidents

In the NBA, nine percent of the vice president positions were held by African-Americans while Latinos held three percent (up one percentage

point for African-Americans). Whites held 88 percent of the vice president positions. Women occupied 17 percent of these jobs in the 2003-04 season, up two percentage points from the last Racial and Gender Report Card and the highest of the men's leagues.

There were 20 African-American NBA team vice presidents, six of whom were female.

Male African-American vice presidents in the NBA included:

- Tim Goodly, vice president, Human Resources, Atlanta Hawks
- Arthur Triche, vice president, Communications, Atlanta Hawks
- Steve Martin, senior vice president, Community and Public Affairs, New Orleans Hornets
- Alvin Attles, vice president/assistant general manager, Golden State Warriors
- Travis Stanley, executive vice president, Team Marketing, Golden State Warriors
- Keith Jones, vice president, Basketball Operations, Houston Rockets
- Elgin Baylor, vice president, Basketball Operations, Los Angeles Clippers
- Earvin "Magic" Johnson, vice president, Los Angeles Lakers
- Michael McCullough, executive vice president/chief marketing officer, Miami Heat
- Orin Anderson, vice president, Ticket Sales and Services, Sacramento Kings
- Willis Reed, vice president, Basketball Operations, New Orleans Hornets
- Wayne Cooper, vice president, Basketball Operations, Sacramento Kings
- Billy McKinney, executive vice president, Seattle Supersonics
- Ian Clarke, senior vice president/chief financial officer, Toronto Raptors

- Kathryn Jordan, vice president, Communications, Indiana Pacers
- Anucha Browne-Sanders, senior vice president, Marketing and Business Operations, New York Knicks
- Sarah Mensah, vice president, Sponsor Sales & Services, Portland Trail Blazers
- Judy Holland-Burton, vice president, Community Relations, Washington Wizards
- Karin Buchholz, vice president, Community Relations and Fan Development, New York Knicks
- Nona Lee, vice president and associate general counsel, Phoenix Suns

**“In addition to three African-American team presidents, there also were two African-American presidents of basketball operations in the NBA... represent[ing] the only presidents/CEOs of color in all of major professional sports.”**

General Manager/ Director of Player Personnel			
		%	#
<b>2003-04</b>			
	White	83%	25
	African-American	17%	5
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>2001-02</b>			
	White	83%	25
	African-American	17%	5
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>2000-01</b>			
	White	79%	23
	African-American	21%	6
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>1999-2000</b>			
	White	84%	25
	African-American	16%	4
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>1998-99</b>			
	White	79%	23
	African-American	21%	6
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>1997-98</b>			
	White	72%	21
	African-American	28%	8
	Latino	0%	0
	Asian	0%	0
	Women	0%	0
<b>1996-97</b>			
	White	72%	21
	African-American	28%	8
	Latino	0%	0
<b>1995-96</b>			
	White	72%	20
	African-American	28%	9
	Latino	0%	0
<b>1994-95</b>			
	White	69%	20
	African-American	31%	9
	Latino	0%	0
<b>1993-94</b>			
	White	69%	20
	African-American	31%	9
	Latino	0%	0

x= Data not recorded

TABLE 9

Female African-American vice presidents in the NBA included:

There were seven Latino vice-presidents in the NBA, including:

- Mario Etemad, senior vice president, Detroit Pistons
- Tony Coba, vice president and chief information officer, Miami Heat
- Alex Diaz, vice president, Facilities and general manager of American Airlines Arena, Miami Heat
- Leo Gomez, vice president, External Affairs, San Antonio Spurs
- Robert Peche, vice president, External Affairs, Antonio Spurs

Latina vice presidents included:

- Sandy Tacas, vice president, Business Systems and Technology, Golden State Warriors
- Loris Garcia, vice president, Human Resources, Orlando Magic

**“...there were 39 (17 percent) women vice presidents during the 2003-04 NBA season...”**

The Atlanta Hawks, Golden State Warriors, Sacramento Kings and New York Knicks were the only teams with more than one African-American vice president. The Golden State Warriors and Miami Heat both had Latino and African-American vice presidents.

Including Browne-Sanders, Buchholz, Garcia, Holland-Burton, Jordan, Lee, Mensah and Tacas, there were 39 (17 percent) women vice presidents during the 2003-04 NBA season:

- Michelle Foley, vice president, Human Resources, Detroit Pistons
- Susan Greenfield, vice president, Legal, Detroit Pistons

- Jessica Guyor, vice president, Community Relations, Detroit Pistons
- Marilyn Hauser, senior vice president, Bookings/Marketing, Detroit Pistons
- Deb Dowling-Canino, vice president, Community Relations, Denver Nuggets
- Stacy Humphries, vice president, Legal Affairs, Houston Rockets
- Jane Wardle, vice president, Budgeting, Indiana Pacers
- Donna Wilkinson, vice president, Human Resources, Indiana Pacers
- Donna Johnson, vice president, Finance, Los Angeles Clippers
- Jeanie Buss, executive vice president, Business Operations, Los Angeles Lakers
- Kim Stone, chief of staff and vice president, Business Development, Miami Heat
- Lorraine Mondich, vice president, Fan Experience, Miami Heat
- Barbara Booth, vice president, Finance, New Orleans Hornets
- Kristy McKearn, vice president, Corporate Affairs and Strategic Planning, New Orleans Hornets
- Suzanne Werdann, vice president of Community Relations, New Orleans Hornets
- Karen Frasca, vice president, Communications, Philadelphia 76ers
- Lara Price, senior vice president, Business Operations, Philadelphia 76ers
- Lynn Agnello, vice president, Corporate Sales, Phoenix Suns
- Julie Fie, vice president, Basketball Communications, Phoenix Suns
- Debra Stevens, vice president, Community Relations, Phoenix Suns
- Maureen Fisher, vice president, Ticket Sales & Customer Service, Portland Trail Blazers
- Marta Monetti, vice president, Marketing & Communications, Portland Trail Blazers
- Alison Fox, executive vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Spurs

Vice Presidents		
	%	#
<b>2003-04</b>		
White	88%	192
African-American	9%	19
Latino	3%	7
Asian	0%	0
Women	17%	39
<b>2001-02</b>		
White	90%	175
African-American	7%	13
Latino	3%	5
Asian	0%	0
Women	15%	29
<b>1999-2000</b>		
White	89%	164
African-American	10%	18
Latino	1%	1
Asian	0%	0
Women	13%	24
<b>1998-99</b>		
White	90%	170
African-American	9%	17
Latino	1%	2
Asian	0%	0
Women	12%	22
<b>1997-98</b>		
White	87%	138
African-American	12%	19
Latino	1%	2
Asian	0%	0
Women	12%	16
<b>1996-97</b>		
White	90%	140
African-American	10%	15
Latino	<1%	1
Other	0%	0
Women	8%	13
<b>1995-96</b>		
White	92%	132
African-American	8%	12
Latino	0%	0
Other	0%	0
Women	7%	10
<b>1994-95</b>		
White	87%	109
African-American	12%	15
Latino	0%	0
Asian	<1%	1
Women	6%	8
<b>1993-94</b>		
White	87%	97
African-American	12%	14
Latino	0%	0
Asian	<1%	1
Women	3%	4

x= Data not recorded

TABLE 10

- Lori Warren, vice president, Finance, San Antonio Spurs
- Paula Winslow, vice president, Human Resources, San Antonio Spurs
- Laura Kussick, senior vice president of Sales, Seattle

- Supersonics
- Robin Brudner, vice president and general counsel, Toronto Raptors
- Mardi Walker, vice president, People, Toronto Raptors
- Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Wizards
- Ann Nicholaides, vice president, Marketing, Washington Wizards
- Donna Ruiz, vice president, Human Resources, Sacramento Kings

The Detroit Pistons and Phoenix Suns led the league in numbers of female vice presidents with four. The Indiana Pacers, Washington Wizards, San Antonio Spurs, Portland Trail Blazers and New Orleans Hornets were close behind with three each.

**NBA Grade for Team Vice Presidents:**

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

See Table 10.

**Senior Administrators**

In the NBA, 84 percent of senior administrators were white, 12 percent were African-American, two percent were Latino and less than one percent was Asian. Women held 26 percent of the positions at this level. The percentages of African-Americans, Asians and Latinos each decreased since the last Report.

Senior Administrators		
	%	#
<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 11**

**“The Detroit Pistons and Phoenix Suns led the league in numbers of female vice presidents with four.”**

Key Positions			
	PRD	CRD	CFO
<b>2003-04</b>			
White	79%	52%	92%
African-American	14%	45%	8%
Latino	3%	0%	0%
Asian	3%	3%	0%
Other	0%	0%	0%
Women	28%	66%	13%
<b>2001-02</b>			
White	79%	57%	93%
African-American	14%	36%	<4%
Latino	7%	0%	0%
Asian	0%	7%	<4%
Other	0%	0%	0%
Women	31%	55%	3%
<b>1999-00</b>			
White	86%	52%	90%
African-American	1%	48%	7%
Latino	0%	0%	0%
Asian	3%	0%	3%
Other	0%	0%	0%
Women	31%	55%	3%
<b>1998-99</b>			
White	90%	55%	86%
African-American	3%	45%	7%
Latino	3%	0%	3%
Asian	3%	0%	3%
Other	0%	0%	0%
Women	17%	48%	0%
<b>1997-98</b>			
White	93%	55%	97%
African-American	7%	45%	0%
Latino	0%	0%	3%
Asian	0%	0%	0%
Other	0%	0%	0%
Women	14%	38%	3%
<b>1996-97</b>			
White	93%	52%	93%
African-American	7%	48%	<4%
Other	0%	0%	<4%
Women	17%	31%	7%
<b>1995-96</b>			
White	93%	58%	96%
African-American	7%	42%	0%
Other	0%	0%	4%
Women	19%	10%	14%
<b>1994-95</b>			
White	93%	46%	96%
African-American	7%	54%	0%
Latino	0%	0%	4%
Women	19%	38%	15%
<b>1993-94</b>			
White	92%	50%	96%
African-American	8%	46%	0%
Latino	0%	4%	0%
Asian	0%	0%	4%
<b>1992-93</b>			
White	92%	41%	95%
African-American	8%	56%	0%
Latino	0%	0%	0%
Asian	0%	0%	5%

Note: PRD=Public Relations Director/  
DCR=Director of Community Relations/  
CFO=Chief Financial Officer  
x= Data not recorded

**TABLE 12**



Chief Financial Officer

Whites held 92 percent while African-Americans held eight percent of CFO positions in the NBA. For African-Americans this was a four percentage point increase since the last Report Card. There were no Latino or Asian CFOs in the NBA. The percentage of women holding the position of CFO increased to 13 percent, a 10 percentage point increase.

Public Relations Director

For the 2003-04 NBA season, whites held 79 percent, African-Americans held 14 percent, Latinos and Asians each held a little more than three percent of the positions of public relations director. Women held 28 percent of the positions. Compared to last year's Report, the percentage of African-Americans in the position remained the same, there was a four percentage point decrease for Latinos and the percentage of Asians increased by three percentage points. There was a three percentage point decrease for women since the 2003 Report.

Community Relations Director

The NBA had the highest percentage of African-Americans in the position of director of community relations at 45 percent. Three percent of the positions were occupied by Asians, with the remaining 52 percent being white. Women held 66 percent of these posts in the NBA, representing an 11 percentage point increase.

**NBA Grade for Senior Administration**

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

See Tables 11 and 12.

Professional Administration		
	%	#
<b>2003-04</b>		
White	76%	1192
African-American	14%	222
Latino	7%	108
Asian	2%	30
Other	1%	9
Women	39%	602
<b>2001-02</b>		
White	79%	x
African-American	13%	x
Latino	6%	x
Asian	<2%	x
Other	<1%	x
Women	48%	x
<b>1999-2000</b>		
White	77%	x
African-American	15%	x
Latino	6%	x
Asian	2%	x
Women	52%	x
<b>1998-99</b>		
White	83%	x
African-American	12%	x
Latino	4%	x
Asian	1%	x
Women	39%	x
<b>1997-98</b>		
White	83%	x
African-American	13%	x
Latino	3%	x
Asian	1%	x
Women	39%	x
<b>1996-97</b>		
White	83%	x
African-American	14%	x
Other	3%	x
Women	38%	x
<b>1995-96</b>		
White	84%	x
African-American	13%	x
Other	<3%	x
Women	45%	x
<b>1994-95</b>		
White	87%	x
African-American	10%	x
Latino	<1%	x
Asian	<1%	x
Other	1%	x
Women	32%	x
<b>1993-94</b>		
White	84%	x
African-American	13%	x
Latino	2%	x
Asian	<1%	x
Other	<1%	x
<b>1992-93</b>		
White	86%	x
African-American	11%	x
Latino	2%	x
Asian	1%	x
Other	<1%	x

x= Data not recorded

**TABLE 13**

Physicians		
	%	#
<b>2003-04</b>		
White	97%	60
African-American	0%	0
Latino	0%	0
Asian	<2%	1
Other	<2%	1
Women	0%	0
<b>2001-02</b>		
White	98%	65
African-American	0%	0
Latino	0%	0
Asian	2%	1
Other	0%	0
Women	0%	0
<b>1999-2000</b>		
White	96%	48
African-American	2%	1
Latino	0%	0
Asian	2%	1
Women	2%	1
<b>1998-99</b>		
White	92%	65
African-American	3%	2
Latino	1%	1
Asian	3%	2
Women	1%	1
<b>1997-98</b>		
White	95%	96
African-American	2%	2
Latino	1%	1
Asian	2%	2
Women	2%	2
<b>1996-97</b>		
White	92%	45
African-American	2%	1
Latino	2%	1
Other	4%	2
Women	0%	0
<b>1995-96</b>		
White	94%	45
African-American	0%	0
Latino	0%	0
Other	6%	3
Women	0%	0
<b>1994-95</b>		
White	97%	109
African-American	0%	0
Latino	<2%	1
Other	<2%	1
Women	<2%	1
<b>1993-94</b>		
White	95%	59
African-American	<2%	1
Latino	<2%	1
Other	<2%	1
<b>1992-93</b>		
White	99%	66
African-American	<2%	1
Latino	0%	0

x= Data not recorded

**TABLE 14**

**Professional Administration**

During the 2003-04 NBA season whites holding professional administration positions decreased three percentage points from 79 to 76 percent. African-Americans increased by one percentage point to 14 percent. Latinos increased one percentage point to seven percent and Asians again occupied two percent, while "other" people of color remained the same, making up one percent of the total. A very interesting trend is the decrease of women in the professional administration positions. In 2001-02 the percentage decreased by four percentage points, dropping from 52 percent to 48, and in the 2003-04 season the percentage further decreased to 39 percent, which is the same percentage that women held in the 1998-99 season.

**NBA Grade for Professional Administration:**

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

See Table 13.

**Physicians and Head Trainers**

In the NBA, white team physicians decreased from 98 to 97 percent. Asians and "other" people of color each held less than two percent of these positions. There were no African-Americans or women in these positions.

See Table 14.

During the 2001-02 NBA season, there were no Latinos, women or "other" people of color as head trainers. In the 2003-04 season, whites decreased to 83 percent and African-American head trainers increased to 17 percent (up six percentage points). No Latino, Asian or woman held these positions.

See Table 15.

Head Trainers		
	%	#
<b>2003-04</b>		
White	83%	25
African-American	17%	5
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	0%	0
<b>2001-02</b>		
White	85%	24
African-American	11%	3
Latino	0%	0
Asian	4%	1
Other	0%	0
Women	0%	0
<b>1999-2000</b>		
White	86%	25
African-American	14%	4
Latino	0%	0
Other	0%	0
Women	0%	0
<b>1998-99</b>		
White	90%	26
African-American	10%	3
Latino	0%	0
Other	0%	0
Women	0%	0
<b>1997-98</b>		
White	87%	25
African-American	13%	4
Latino	0%	0
Other	0%	0
Women	0%	0
<b>1996-97</b>		
White	86%	25
African-American	14%	4
Other	0%	0
<b>1995-96</b>		
White	89%	25
African-American	11%	3
Other	0%	0
<b>1994-95</b>		
White	93%	25
African-American	7%	2
Other	0%	0
<b>1993-94</b>		
White	89%	25
African-American	7%	1
Other	4%	1
<b>1992-93</b>		
White	92%	25
African-American	4%	2
Other	4%	0

x= Data not recorded

**TABLE 15**

Radio and TV Announcers		
<b>2003-04</b>		
White	75%	
African-American	17%	
Latino	8%	
Asian	0%	
Other	<1%	
Women	3%	
<b>2001-02</b>		
White	77%	
African-American	16%	
Latino	7%	
Asian	0%	
Other	0%	
Women	3%	
<b>1999-2000</b>		
White	76%	
African-American	16%	
Latino	8%	
Asian	0%	
Other	0%	
Women	2%	
<b>1998-99</b>		
White	78%	
African-American	18%	
Latino	4%	
Asian	0%	
Other	0%	
Women	2%	
<b>1997-98</b>		
White	77%	
African-American	18%	
Latino	5%	
Asian	0%	
Other	0%	
Women	0%	
<b>1996-97</b>		
White	80%	
African-American	16%	
Latino	3%	
Asian	0%	
Other	0%	
Women	0%	
<b>1995-96</b>		
White	78%	
African-American	18%	
Latino	3%	
Asian	0%	
Other	0%	
Women	3%	
<b>1993-94</b>		
White	81%	
African-American	12%	
Latino	7%	
<b>1992-93</b>		
White	81%	
African-American	12%	
Latino	7%	

x= Data not recorded

**TABLE 16**

Support Staff Personnel					
	%	#		%	#
<b>2003-04</b>			<b>1996-97</b>		
White	70%	195	White	71%	x
African-American	23%	63	African-American	16%	x
Latino	6%	16	Latino	9%	x
Asian	2%	6	Asian	4%	x
Other	0%	0	Other	0%	x
Women	66%	185	Women	62%	x
<b>2001-02</b>			<b>1995-96</b>		
White	66%	x	White	80%	x
African-American	23%	x	African-American	15%	x
Latino	10%	x	Other	5%	x
Asian	1%	x	Women	63%	x
Other	0%	x	<b>1994-95</b>		
Women	83%	x	White	76%	x
<b>1999-2000</b>			African-American	16%	x
White	80%	x	Latino	4%	x
African-American	12%	x	Asian	0%	x
Latino	6%	x	Other	3%	x
Asian	2%	x	Women	62%	x
Other	0%	x	<b>1993-94</b>		
Women	51%	x	White	79%	x
<b>1998-99</b>			African-American	12%	x
White	72%	x	Latino	7%	x
African-American	18%	x	Asian	2%	x
Latino	7%	x	Other	0%	x
Asian	2%	x	<b>1992-93</b>		
Other	<1%	x	White	78%	x
Women	60%	x	African-American	14%	x
<b>1997-98</b>			Latino	5%	x
White	78%	x	Other	3%	x
African-American	17%	x			
Latino	3%	x			
Asian	2%	x			
Other	<1%	x			
Women	67%	x			

x= Data not recorded

TABLE 17

**Radio/TV Broadcasters**

In the 2003-04 NBA season, whites filled 75 percent of these posts, African-Americans held 17 percent, Latinos held eight percent, “other” people of color held less than one percent and women held three percent. There were no Asian broadcasters.

See Table 16.

**Support Staff**

At the support staff level in the 2003-04 NBA season, whites held 70 percent, African-Americans held 23 percent, Latinos held six percent, and Asians held two percent of the positions. Women continue to hold the majority of these support staff positions with 66 percent.

**NBA Grade for Support Staff:**

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

See Table 17.

**The National Basketball Players Association**

Eighty-nine percent of the NBPA Executive Committee were African-Americans and 11 percent were white in 2004. African-Americans held 89 percent and whites held 11 percent of the vice president positions. Of the department head posts, whites held 36 percent, African-Americans held 55 percent, Latinos held nine percent and women held 36 percent.

**NBPA Grade:**

**Race: A**

# Chapter 3: National Football League

## OVERALL GRADES

The NFL improved for both race and gender. It earned a **B** for race, an improvement over the 2003 grade of **B-**. The NFL also improved from a **D-** to a **D+** for gender, which gave it a combined **C**, up from the 2003 grade of **C-**.

The NFLPA sustained its **A+** for race and gender, earning the highest grade among the professional players associations reviewed.

## GRADES BY CATEGORY

### Players

In the NFL's 2003 season, the percentage of African-Americans reached an historic high of 69 percent, which was a four percentage point increase since the last RGRC, when the percentage was at its lowest point since the 1991 season. This exceeded the previous high in 1994 of 68 percent. The percentage of whites decreased to 29 percent (down four percentage points). The percentages of Latinos and Asians in the NFL remained stable at 0.5 percent and 1.2 percent, respectively. Of all professional leagues in the United States, the NFL continued to have the highest percentage of American-born players at 96 percent.

**NFL Grade for Players: A+**

See Table 18.

### NFL League Office

The NFL did not report league office data so it could not be evaluated.

The NFL circulated a memo league-wide late in 2005, urging all its teams to interview at least one person of color for any front-office vacancy. The difference between this and the Rooney Rule discussed in the section on "Coaches" is that the latter attaches a penalty when a team fails to include

Players			
	%	#	
<b>2003</b>			
White	29.1%	516	
African-American	69.2%	1228	
Latino	0.5%	9	
Asian	1.2%	22	
Other	0.0%	0	
International	4.0%	67	
<b>2001</b>			
White	33%	x	
African-American	65%	x	
Latino	<1%	x	
Asian	1%	x	
Other	<1%	x	
<b>2000</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Other	x	x	
<b>1999</b>			
White	32%	x	
African-American	67%	x	
Latino	<1%	x	
Other	<1%	x	
<b>1998</b>			
White	32%	x	
African-American	66%	x	
Latino	<1%	x	
Other	1%	x	
<b>1997</b>			
White	33%	x	
African-American	65%	x	
Latino	<1%	x	
Other	1%	x	
<b>1996</b>			
White	31%	x	
African-American	66%	x	
Latino	<1%	x	
Other	2%	x	
<b>1995</b>			
White	31%	x	
African-American	67%	x	
Latino	0%	x	
Other	<2%	x	
<b>1994</b>			
White	31%	x	
African-American	68%	x	
Latino	0%	x	
Other	1%	x	
<b>1993</b>			
White	35%	x	
African-American	65%	x	
Latino	0%	x	
<b>1992</b>			
White	30%	x	
African-American	68%	x	
Latino	<1%	x	
Other	1%	x	
<b>1991</b>			
White	36%	x	
African-American	62%	x	
Latino	2%	x	
<b>1990</b>			
White	39%	x	
African-American	61%	x	
Latino	0%	x	

x=Data not recorded

Table 18

a person of color in its candidate pool for head coaching vacancies.

**NFL Grade for League Office: None issued**

See Table 19.

League Office: NFL				
	Office Management		Support Staff Personnel	
	%	#	%	#
<b>2003</b>				
White				
African-American				
Latino				
Asian				
Other				
Women				
Total				
<b>2002</b>				
White	74%	150	51%	42
African-American	14%	28	25%	21
Latino	4%	9	19%	16
Asian	8%	16	5%	4
Other	0%	0	0%	0
Women	26%	53	54%	45
Total		203		83
<b>2000</b>				
White	77%	140	57%	31
African-American	14%	25	22%	12
Latino	<3%	5	19%	10
Asian	7%	12	2%	1
Other	0%	0	0%	0
Women	29%	53	56%	30
Total		182		54
<b>1998</b>				
White	79%	131	70%	40
African-American	15%	25	19%	11
Latino	2%	3	9%	5
Asian	4%	6	2%	1
Other	0%	0	x	x
Women	26%	43	75%	43
Total		165		57
<b>1997</b>				
White	80%	119	68%	34
African-American	15%	22	22%	11
Latino	2%	3	8%	4
Asian	3%	4	2%	1
Other	0%	0	x	x
Women	26%	39	84%	42
Total		148		50
<b>1996</b>				
White	82%	93	81%	56
African-American	14%	16	12%	8
Latino	<1.0%	1	4%	3
Asian	2%	2	3%	2
Other	<1.0%	1	x	x
Women	22%	25	64%	44
Total		113		69
<b>1995</b>				
White	79%	62	85%	68
African-American	15%	12	8%	6
Latino	<2%	1	5%	4
Asian	3%	2	3%	2
Other	<2.0%	1	x	x
Women	21%	16	58%	46
Total		78		80

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

Table 19

### Ownership

The NFL, which made progress in the past year in terms of hiring African-American head coaches and general managers, took a giant step when it was announced that Red McCombs was selling the Minnesota Vikings to Reggie Fowler, an African-American.

If approved, the sale of the Vikings would have meant that, for the first time, all four major sports in the United States had a majority owner of color. When Charles Wang and Sanjay Kumar purchased the New York Islanders, the National Hockey League became first league to have majority owners of color. That was followed by Robert Johnson being awarded the NBA expansion franchise Charlotte Bobcats. Arturo Moreno purchased the Anaheim Angles in Major League Baseball. However, Fowler became a minority owner and not the majority owner.

In the 2003 season, there were five African-Americans listed as limited partners in the NFL:

- Deron L. Cherry, Jacksonville Jaguars
- Johnnetta Cole, Atlanta Falcons
- Felker W. Ward, Jr., Atlanta Falcons
- Carl Ware, Atlanta Falcons
- Andrew Young, Atlanta Falcons.

Including Johnnetta Cole, 10 women were minority shareholders of six NFL teams, including four minority owners of the Tennessee Titans:

- Ashley Allen, Carolina Panthers
- Rosalind Richardson, Carolina Panthers
- Virginia McCaskey, Chicago Bears
- Delores Weaver, Jacksonville Jaguars
- Nancy Adams, Tennessee Titans
- Amy Strunk, Tennessee Titans
- Susan Lewis, Tennessee Titans
- Susie Smith, Tennessee Titans
- Michele Snyder, Washington Redskins

See Table 20.

### Head Coaches

The efforts of the Commissioner's Office, as well as the diversity groups appointed by the NFL in the last three years, have brought about a dramatic change in head coaches. The Rooney Rule, which requires that people of color are interviewed as part of the search process for head coaches,

has helped to double the number of African-American head coaches in the NFL from three to six. The Rooney Rule was named after Steelers' owner Dan Rooney, who heads the league's diversity committee. The NFL's policy is similar to the approach adopted earlier by Major League Baseball under Bud Selig, which helped triple the number of managers of color in MLB.

The NFL discouraged teams searching for a coach from tampering with the staffs of teams in the playoffs or in the Super Bowl. That has often restricted the advancement opportunities for some coordinators and top assistant coaches, including people of color, who might have been considered

Majority Owners		
		%
2003		
White		100%
African-American		0%
Latino		0%
Asian		0%
Other		0%
Women		10%
2001		
White		100%
African-American		0%
Latino		0%
Asian		0%
Women		9%
2000		
White		100%
African-American		0%
Latino		0%
Asian		0%
Women		6%
1999		
White		100%
African-American		0%
Latino		0%
Asian		0%
Women		6%
1998		
White		100%
African-American		0%
Latino		0%
Asian		0%
Women		6%
1997		
White		100%
African-American		0%
Latino		0%
Asian		0%
Women		7%

x= Data not recorded

Table 20

Head Coaches			
		%	#
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
1998			
White		90%	28
African-American		10%	3
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
1996			
White		90%	27
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

x= Data not recorded

Table 21

for head coaching jobs. In 2005, Cleveland was willing to wait to hire Romeo Crennel until the conclusion of the Super Bowl.

**“After the 2005 Super Bowl, Romeo Crennel was hired as head coach of the Cleveland Browns, giving the NFL six African-American head coaches, a new high point for African-American NFL head coaches.”**

In 2003, with the hiring of Marvin Lewis by the Cincinnati Bengals, the number of head coaches of color in the NFL increased from two (six percent) to three (nine percent). Whites held 29 head coaching positions, decreasing from 94 to 91 percent. As with the NBA, there were no Asians or Latinos in these positions.

The three African-American head coaches (nine percent of the total) in 2003 were:

- Marvin Lewis, Cincinnati Bengals
- Tony Dungy, Indianapolis Colts
- Herman Edwards, New York Jets

The percentage of African-American head coaches grew to 16 percent

Historical Listing of African-American Professional Head Coaches in the NFL			
(*8 permanent head coaches, 1 interim head coach)			
	Team	Year(s)	Record
Art Shell	L.A. Raiders	1989-94	54-38
Dennis Green	Minnesota	1992-01	97-62
Ray Rhodes	Arizona	2004-present	6-10
	Philadelphia	1995-98	29-34-1
Tony Dungy	Green Bay	1999	8-8
	Tampa Bay	1996-2001	54-42
Terry Robiskie	Indianapolis	2002-present	35-17
	Washington	2000	1-2 (interim head coach)
Herman Edwards	Cleveland	2004	1-4 (interim head coach)
	N.Y. Jets	2001-present	37-31
Marvin Lewis	Cincinnati	2003-present	16-16
Lovie Smith	Chicago	2004-present	5-11
Romeo Crennel	Cleveland	2005	First season

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

TABLE 22

Assistant Coaches								
		%	#					
2003	White	67%	341	1996	White	74%	307	
	African-American	30%	153		African-American	25%	102	
	Latino	2%	8		Latino	<1%	3	
	Asian	0%	1		Asian	<1%	1	
	Other	1%	7		Other	0%	0	
	Women	0%	0		1995	White	76%	289
2001	White	71%	333	African-American		23%	88	
	African-American	28%	132	Latino		0%	0	
	Latino	<1%	6	Asian		0%	0	
	Asian	<1%	1	Other		<1%	4	
	Other	0%	0	1994		White	77%	249
	Women	0%	0		African-American	23%	73	
1999	White	72%	330		Latino	<1%	1	
	African-American	28%	127		Asian	<1%	1	
	Latino	0%	0		Other	0%	0	
	Asian	0%	0		1993	White	76%	217
	Other	0%	0	African-American		23%	73	
	Women	0%	0	Latino		<1%	1	
1998	White	72%	313	Other		0%	0	
	African-American	27%	118	1992		White	80%	264
	Latino	0%	2			African-American	20%	65
	Asian	0%	1		Latino	0%	0	
	Other	0%	0		Other	0%	0	
	Women	0%	0		1991	White	84%	289
1997	White	73%	311			African-American	16%	54
	African-American	26%	113					
	Latino	1%	3					
	Asian	<1%	1					
	Other	0%	0					
	Women	0%	0					

*x= Data not recorded*

Table 23

before the start of the 2004 season when the NFL added two more African-American head coaches; Dennis Green of the Arizona Cardinals and Lovie Smith of the Chicago Bears. After the 2005 Super Bowl, Romeo Crennel was hired as head coach of the Cleveland Browns, giving the NFL six African-American head coaches, two times the previous high of three African-American NFL head coaches.

**NFL Grade for Head Coaches: B/B+**

See Tables 21 and 22.

**Assistant Coaches**

The 2004 season saw a record number of people of color in assistant coaching and offensive and defensive coordinator positions in the NFL. In the 2004 season, there were 173 assistant coaches of color (up from 169 in the 2003 season reviewed in this Racial and Gender Report Card), as well as 14 offensive or defensive coordinators. The coordinators position is considered the final stepping stone to a head coaching job. In the assistant coaching category for the 2003 NFL season, the percentage of whites dropped from 71 to 67 percent, while African-Americans increased from 28 to 30 percent. Latino's had two percent; there was one assistant coaching position being held by an Asian. Twelve African-Americans held coordinator positions in the NFL.

**NFL Grade for Assistant Coaches: A+**

See Table 23.

**Top Management**

CEOs/Presidents

Amy Trask of the Oakland Raiders was the only woman president/CEO in the NFL in 2002. However, there were three female presidents/CEOs in the 2003-04 reporting period with

CEO/President			
		%	#
<b>2003</b>			
White		100%	32
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		9%	3
<b>2001</b>			
White		97%	x
African-American		3%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>2000</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>1999</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>1998</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>1997</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Other		0%	x
Women		0%	x

x= Data not recorded

**Table 24**

the addition of Delores Barr Weaver (Jacksonville Jaguars) and Jody Patton (Seattle Seahawks).

There were no president/CEOs of color in the 2003 NFL season.

See Table 24.

General Manager/Principal-in-Charge

In what the NFL defined as the position equivalent to a general manager, whites held 94 percent of the posts in the 2003 season (the period covered in this RGRC), with the remaining six percent being African-American. The two African-Americans in this position in the 2003 season were:

- Ozzie Newsome, general manager

General Manager/Director of Player Personnel			
		%	#
<b>2003</b>			
White		94%	30
African-American		6%	2
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>2001</b>			
White		94%	30
African-American		6%	2
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>2000</b>			
White		x	x
African-American		x	x
Latino		x	x
Asian		x	x
Women		x	x
<b>1999</b>			
White		87%	27
African-American		13%	4
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1998</b>			
White		87%	27
African-American		13%	4
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1997</b>			
White		87%	26
African-American		13%	4
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1996</b>			
White		83%	25
African-American		17%	5
Latino		0%	0
<b>1995</b>			
White		87%	26
African-American		13%	4
Latino		0%	0
<b>1994</b>			
White		86%	25
African-American		14%	4
Latino		0%	0
<b>1993</b>			
White		86%	25
African-American		10%	3
Latino		4%	1

x= Data not recorded

**Table 25**

- and executive vice president, Baltimore Ravens
  - Rod Graves, vice president, Football Operations, Arizona Cardinals
- At the end of the season, the Jacksonville Jaguars hired James Harris, an African-American, as its vice

president of Player Personnel. Thus, the NFL currently has its own historic record in that category as well.

**NFL Grade for General Manager/Principal-in-Charge: D**

See Table 25.

Team Vice Presidents

In the 2003 NFL season, 89 percent of all vice presidents were white, 10 percent were African-American and the remaining one percent was Latino. There were 14 African-American vice presidents in 2003, five more than there were the 2003 RGRC. This represented an increase of three percentage points.

- Rod Graves, vice president, Football Operations, Arizona Cardinals
- Ray Anderson, executive vice president and chief administrative officer, Atlanta Falcons
- Susan Bass, vice president, Communications & Community Relations, Atlanta Falcons
- Ozzie Newsome, vice president, Player Personnel, Baltimore Ravens
- Kofi Bonner, executive vice president, Business Operations, Cleveland Browns
- Greg Carney, vice president of Marketing, Denver Broncos
- Martin Mayhew, senior vice president, Football Administration & Legal Affairs, Detroit Lions
- Tony Willie, vice president, Communications, Houston Texans
- James Harris, vice president, Player Personnel, Jacksonville Jaguars
- Rena Clark, vice president, Community Affairs & Corporate Philanthropy, New England Patriots
- Ronnie Barnes, vice president, Medical Services, New York Giants
- Ed Goines, vice president, Business Affairs and general counsel, San Francisco 49ers
- Bob Wallace, senior vice president, Administration, St. Louis Rams

Vice Presidents		
	%	#
<b>2003</b>		
White	89%	131
African-American	10%	14
Latino	1%	2
Asian	0%	0
Women	7%	10
<b>2001</b>		
White	92%	118
African-American	7%	9
Latino	1%	1
Asian	0%	0
Women	9%	11
<b>1999</b>		
White	92%	130
African-American	8%	11
Latino	0%	0
Asian	0%	0
Women	7%	10
<b>1998</b>		
White	89%	107
African-American	10%	13
Latino	0%	0
Asian	0%	0
Women	4%	5
<b>1997</b>		
White	90%	97
African-American	10%	11
Latino	0%	0
Asian	0%	0
Women	7%	8
<b>1996</b>		
White	88%	76
African-American	12%	10
Latino	0%	0
Other	0%	0
Women	12%	10
<b>1995</b>		
White	95%	70
African-American	5%	4
Latino	0%	0
Other	0%	0
Women	6%	5
<b>1994</b>		
White	96%	64
African-American	4%	3
Latino	0%	0
Asian	0%	0
Women	4%	3
<b>1993</b>		
White	93%	56
African-American	7%	4
Latino	0%	0
Asian	0%	0
Women	6%	4
x= Data not recorded		

**Table 26**

- Adrian Bracy, vice president, Finance, St. Louis Rams

The Atlanta Falcons and St. Louis Rams were the only NFL teams with more than one African-American vice president.

There were two Latino vice presidents in the 2003 NFL season, representing one percent of NFL vice presidents:

- Pete Garcia, vice president, Player Personnel & Football Development, Cleveland Browns
- Lou Imbriano, vice president/chief marketing officer, New England Patriots

Women held seven percent of the vice president positions during the 2003 season, which was a two percentage point decrease since last year's Racial and Gender Report Card. In addition to Susan Bass, Adrian Bracy and Rena Clark, the other seven women in these posts were:

- Nancy Bidwell, vice president, Arizona Cardinals
- Linda Bogdan, corporate vice president, Buffalo Bills
- Tracey Short, vice president, Guest Experience & Business Strategy, Detroit Lions
- Suzie Thomas, senior vice president/chief administrative officer, Houston Texans
- Jill Strafacci, senior vice president, Finance and Administration, Miami Dolphins
- Christine Procops, vice president/chief financial officer, New York Giants
- Jeanne Bonk, vice president/chief financial and administrative officer, San Diego Chargers

No team in the NFL had more than one female vice president.

**NFL Grade for Team Vice Presidents:**

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

See Table 26.

**Senior Administration**

During the 2003 season, people of color occupied 16 percent of all NFL senior administration positions. African-Americans held 13 percent, while Latinos and Asians held one percent each. Seventeen percent



Senior Administrators			
		%	#
<b>2003</b>			
White	84%	351	
African-American	13%	52	
Latino	<1%	3	
Asian	<1%	4	
Other	<1%	4	
Women	17%	70	
<b>2001</b>			
White	83%	x	
African-American	15%	x	
Latino	1%	x	
Asian	1%	x	
Women	15%	x	
<b>2000</b>			
White	90%	x	
African-American	9%	x	
Latino	1%	x	
Asian	<1%	x	
Women	28%	x	
<b>1999</b>			
White	8%	x	
African-American	14%	x	
Latino	0%	x	
Asian	0%	x	
Women	14%	x	
<b>1998</b>			
White	88%	x	
African-American	9%	x	
Latino	2%	x	
Asian	1%	x	
Women	27%	x	
<b>1997</b>			
White	91%	x	
African-American	9%	x	
Other	0%	x	
Women	16%	x	
<b>1996</b>			
White	89%	x	
African-American	9%	x	
Other	<2%	x	
Women	9%	x	

Table 27

of the senior administrators of the NFL were women, which is a two percentage point increase from last season. The percentage of African-Americans in the NFL's senior administration decreased two percentage points from the last report card, while the percentages of Asians and Latinos remained the same. Whites held 84 percent of these positions, up one percentage point.

**NFL Grade for Senior Administration:**

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

See Table 27.

Key Positions				
		PRD	CRD	CFO
<b>2003</b>				
White	80%	75%	100%	
African-American	20%	19%	6%	
Latino	0%	6%	0%	
Asian	0%	0%	0%	
Other	0%	0%	0%	
Women	0%	50%	19%	
<b>2001</b>				
White	81%	77%	93%	
African-American	19%	19%	<4%	
Latino	0%	4%	<4%	
Asian	0%	0%	0%	
Other	0%	0%	0%	
Women	0%	65%	13%	
<b>1999</b>				
White	94%	78%	88%	
African-American	6%	19%	6%	
Latino	0%	3%	6%	
Asian	0%	0%	0%	
Other	0%	0%	0%	
Women	0%	55%	13%	
<b>1998</b>				
White	90%	81%	90%	
African-American	41%	19%	6%	
Latino	0%	0%	3%	
Asian	0%	0%	0%	
Other	0%	0%	0%	
Women	0%	32%	16%	
<b>1997</b>				
White	87%	77%	90%	
African-American	13%	23%	7%	
Latino	0%	0%	3%	
Asian	0%	0%	0%	
Other	0%	0%	0%	
Women	0%	30%	17%	
<b>1996</b>				
White	80%	57%	97%	
African-American	20%	32%	3%	
Other	0%	11%	0%	
Women	3%	32%	10%	
<b>1995</b>				
White	80%	69%	100%	
African-American	16%	25%	0%	
Other	4%	6%	0%	
Women	5%	32%	14%	
<b>1994</b>				
White	80%	68%	100%	
African-American	46%	19%	0%	
Latino	4%	13%	0%	
Women	0%	31%	20%	
<b>1993</b>				
White	89%	69%	96%	
African-American	11%	25%	4%	
Latino	0%	6%	0%	
Asian	0%	0%	0%	
<b>1992</b>				
White	96%	69%	96%	
African-American	4%	25%	4%	
Latino	0%	6%	0%	
Asian	0%	0%	0%	

Note: PRD=Public Relations Director/  
DCR=Director of Community Relations/  
CFO=Chief Financial Officer  
x= Data not recorded

Table 28

Professional Teams: Administration			
		%	#
<b>2003</b>			
White	87%	1024	
African-American	9%	101	
Latino	2%	20	
Asian	1%	6	
Other	2%	20	
Women	31%	362	
<b>2001</b>			
White	87%	x	
African-American	10%	x	
Latino	2%	x	
Asian	<1%	x	
Other	<1%	x	
Women	29%	x	
<b>1999</b>			
White	84%	x	
African-American	15%	x	
Latino	<1%	x	
Asian	<1%	x	
Women	19%	x	
<b>1998</b>			
White	87%	x	
African-American	10%	x	
Latino	2%	x	
Asian	1%	x	
Women	24%	x	
<b>1997</b>			
White	87%	x	
African-American	10%	x	
Latino	2%	x	
Asian	1%	x	
Women	34%	x	
<b>1996</b>			
White	90%	x	
African-American	8%	x	
Other	2%	x	
Women	18%	x	
<b>1995</b>			
White	88%	x	
African-American	11%	x	
Other	1%	x	
Women	15%	x	
<b>1994</b>			
White	89%	x	
African-American	11%	x	
Latino	<1%	x	
Asian	0%	x	
Other	<1%	x	
Women	12%	x	
<b>1993</b>			
White	88%	x	
African-American	9%	x	
Latino	1%	x	
Asian	<1%	x	
Other	<1%	x	
<b>1992</b>			
White	90%	x	
African-American	6%	x	
Latino	3%	x	
Asian	<1%	x	
Other	0%	x	

x= Data not recorded

Table 29

Chief Financial Officer

There was one person of color holding a CFO position in the 2003 NFL season, down from two in the previous RGRC. Women occupied 19 percent of the NFL chief financial officer positions, a six percentage point increase from the last Report Card.

Physicians		
	%	#
2003		
White	94%	118
African-American	2%	2
Latino	0%	0
Asian	2%	3
Other	2%	3
Women	2%	2
2001		
White	96%	94
African-American	1%	1
Latino	1%	1
Asian	1%	1
Other	1%	1
Women	2%	2
1999		
White	97%	58
African-American	0%	0
Latino	<2%	1
Asian	<2%	1
Women	0%	0
1998		
White	95%	52
African-American	0%	0
Latino	400%	2
Asian	100%	1
Women	0%	0
1997		
White	91%	38
African-American	2%	1
Latino	7%	3
Asian	0%	0
Women	0%	0
1996		
White	96%	45
African-American	2%	1
Latino	2%	2
Other	0%	0
Women	0%	0
1995		
White	100%	44
African-American	0%	0
Latino	0%	0
Other	0%	0
Women	0%	0
1994		
White	100%	72
African-American	0%	0
Latino	0%	0
Other	0%	0
Women	0%	0
1993		
White	97%	71
African-American	<2%	1
Latino	<2%	1
Other	0%	0
1992		
White	98%	66
African-American	<2%	1
Latino	0%	0

x= Data not recorded

Table 30

Public Relations Director

In the NFL, 20 percent of the directors of public relations were African-American and there were no women in the position.

Community Relations Director

In the 2003 NFL season, 25 percent of

Head Trainers		
	%	#
2003		
White	81%	26
African-American	16%	5
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	0%	0
2001		
White	88%	28
African-American	13%	4
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	0%	0
1999		
White	90%	28
African-American	10%	3
Latino	0%	0
Other	0%	0
Women	0%	0
1998		
White	87%	27
African-American	13%	4
Latino	0%	0
Other	0%	0
Women	0%	0
1997		
White	87%	26
African-American	10%	3
Latino	0%	0
Other	3%	1
Women	0%	0
1996		
White	90%	27
African-American	10%	3
Other	0%	0
1995		
White	89%	25
African-American	7%	2
Other	4%	1
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

x= Data not recorded

Table 31

the community relations directors were people of color, up two percentage points. Nineteen percent were African-American and six percent were Latino. Women held 50 percent of these posts, a decrease of 15 percentage points.

See Table 28.

Radio and TV Announcers		
	%	#
2003		
White	94%	
African-American	3%	
Latino	0%	
Asian	0%	
Other	0%	
Women	3%	
2001		
White	87%	
African-American	10%	
Latino	3%	
Asian	0%	
Other	0%	
Women	2%	
1999		
White	89%	
African-American	2%	
Latino	8%	
Asian	0%	
Other	0%	
Women	3%	
1998		
White	89%	
African-American	5%	
Latino	5%	
Asian	0%	
Other	0%	
Women	3%	
1997		
White	82%	
African-American	15%	
Latino	3%	
Asian	0%	
Other	0%	
Women	3%	
1996		
White	80%	
African-American	15%	
Latino	5%	
Asian	0%	
Other	0%	
Women	3%	
1995		
White	79%	
African-American	7%	
Latino	9%	
Asian	0%	
Other	5%	
Women	2%	
1993		
White	85%	
African-American	2%	
Latino	13%	
1992		
White	86%	
African-American	2%	
Latino	12%	

x= Data not recorded

Table 32

**Professional Administration**

In the NFL, white professional administrators again represented 87 percent of the total. African-Americans dropped one percentage point to nine percent, while women gained two percentage points to 31 percent. The categories of Asians, Latinos and

“others” all combined for a total of five percent, up one percentage point.

**NFL Grade for Professional Administration:**

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

See Table 29.

**Physicians and Head Trainers**

In the NFL, white team physicians decreased from 96 to 94 percent and African-Americans increased from one to two percent. Both Asians and “others” increased from 1.0 to 2.4 percent. There were no Latino physicians, a one percentage point decrease from last year. The percentage of women physicians remained the same at 2 percent.

See Table 30.

In the NFL, white head trainers decreased from 88 to 81 percent while African-Americans increased from 13 to 16 percent. There was one Latino and there were no Asian head trainers.

See Table 31.

**Radio/TV Broadcasters**

In the NFL, white broadcasters increased from 87 to 94 percent while African-Americans dropped from 10 to three percent. There were no Latinos. Women increased from two percent to three percent of these broadcasting jobs. There were no Asian broadcasters.

See Table 32.

**Support Staff**

Among support staff positions on NFL teams, whites decreased from 86 to 83 percent, African-Americans increased from 10 to 12 percent and Latinos remained at three percent. Women held 68 percent of support staff positions.

Support Staff Personnel							
		%	#		%	#	
2003	White	83%	337	1996	White	90%	x
	African-American	12%	50		African-American	7%	x
	Latino	3%	10		Latino	2%	x
	Asian	0%	2		Asian	1%	x
	Other	1%	5		Other	0%	x
	Women	68%	276		Women	48%	x
2001	White	86%	x	1995	White	90%	x
	African-American	10%	x		African-American	6%	x
	Latino	3%	x		Other	4%	x
	Asian	1%	x		Women	54%	x
	Other	0%	x	1994	White	90%	x
Women	83%	x	African-American		6%	x	
1999	White	89%	x		Latino	2%	x
	African-American	9%	x		Asian	<1%	x
	Latino	<1%	x		Other	<1%	x
	Asian	<1%	x	Women	57%	x	
	Other	0%	x	1993	White	89%	x
Women	61%	x	African-American		5%	x	
1998	White	86%	x		Latino	4%	x
	African-American	11%	x		Asian	1%	x
	Latino	2%	x	Other	0%	x	
	Asian	1%	x	1992	White	89%	x
	Other	<1%	x		African-American	5%	x
Women	61%	x	Latino		3%	x	
1997	White	86%	x		Other	3%	x
	African-American	11%	x				
	Latino	2%	x				
	Asian	1%	x				
	Other	0%	x				
	Women	53%	x				

x= Data not recorded

Table 33

**NFL Grade for Support Staff:**

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

See Table 33.

**Stacking**

Most observers agree that the issue of stacking in the NFL is no longer a major concern. In the 2003 NFL season, the percentage of African-American quarterbacks was 22 percent, two percentage points less than 2002’s all-time high of 24 percent. The 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 other positions has been greatly diminished.

While the positions of running back (86 percent), wide receiver (86 percent), cornerback (98 percent) and safety (81 percent) continued to be disproportionately held by African-Americans, these are of less concern. That is also true for the position of center, considered to be the anchor of the offensive line, which was still dominated (85 percent) by whites.

See Tables 34 and 35.

NFL Offense							
	QB	RB	WR	TE	OT	OG	C
<b>2003</b>							
White	77%	13%	14%	55%	44%	56%	85%
African-American	22%	86%	86%	42%	55%	41%	12%
<b>2002</b>							
White	76%	16%	12%	56%	45%	56%	83%
African-American	24%	82%	88%	41%	53%	41%	14%
<b>2000</b>							
White	78%	13%	10%	56%	48%	48%	70%
African-American	21%	86%	90%	41%	30%	50%	25%
<b>1999</b>							
White	81%	13%	9%	55%	42%	55%	75%
African-American	18%	86%	91%	42%	55%	42%	20%
<b>1998</b>							
White	91%	13%	8%	55%	39%	67%	83%
African-American	8%	87%	92%	42%	55%	29%	17%
<b>1997</b>							
White	91%	7%	8%	52%	49%	72%	72%
African-American	7%	90%	89%	48%	47%	23%	20%
<b>1993</b>							
White	93%	8%	10%	39%	51%	64%	79%
African-American	7%	92%	90%	60%	47%	32%	18%
<b>1983</b>							
White	99%	12%	23%	52%	68%	77%	97%
African-American	1%	88%	77%	48%	32%	23%	3%

Note: 37 % of all players in the NFL are Black. 32% of all players are White. 1% 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 34

NFL Defense					
	CB	S	LB	DE	DT
<b>2003</b>					
White	2%	19%	17%	22%	20%
African-American	98%	81%	80%	77%	76%
<b>2002</b>					
White	1%	13%	19%	20%	23%
African-American	98%	87%	78%	78%	78%
<b>2000</b>					
White	7%	13%	22%	25%	26%
African-American	93%	87%	76%	73%	73%
<b>1999</b>					
White	4%	10%	23%	21%	20%
African-American	96%	90%	74%	77%	68%
<b>1998</b>					
White	1%	9%	24%	19%	31%
African-American	99%	91%	75%	79%	63%
<b>1997</b>					
White	2%	10%	24%	15%	24%
African-American	98%	89%	74%	8%	71%
<b>1993</b>					
White	1%	18%	27%	27%	30%
African-American	99%	80%	72%	71%	53%
<b>1983</b>					
White	8%	43%	53%	31%	47%
African-American	92%	57%	47%	36%	53%

Note: 37 % of all players in the NFL are Black. 32% of all players are White. 1% 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 35

**National Football League Players Association**

African-Americans held 64 percent of the positions on the board of the NFLPA, while whites held 34 percent. There was one Asian, representing the remaining two percent of the board members.

These percentages were unchanged from last year's RGR. Eight of the 10 vice presidents were African-American, while one was white and one was Asian.

There was no change in the composition of the department head posts, where whites continue to hold 59 percent and African-Americans occupied 41 percent of the positions. The percentage of women remained at 52 percent.

In the support staff of the NFLPA, the whites held at 38 percent of the positions, African-Americans held 54 percent and Latinos held eight percent. The percentage of women holding support staff posts was 67 percent.

**Grade for NFLPA:**

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

See Table 36.

Players Associations					
	%	#		%	#
<b>Executive Committee</b>					
<b>2003</b>					
White	34%	22			
African-American	64%	43			
Asian	2%	1			
<b>2002</b>					
White	34%	22			
African-American	64%	43			
Asian	2%	1			
<b>2000</b>					
White	42%	38			
African-American	56%	50			
Other	2%	2			
<b>Vice Presidents</b>					
<b>2003</b>					
White	10%	1			
African-American	80%	8			
Asian	10%	1			
<b>2002</b>					
White	10%	1			
African-American	80%	8			
Asian	10%	1			
<b>2000</b>					
White	10%	1			
African-American	90%	9			
<b>Department Heads</b>					
<b>2003</b>					
White	59%	27			
African-American	41%	19			
Latino	0%	0			
Women	52%	24			
<b>2002</b>					
White	59%	27			
African-American	41%	19			
Latino	0%	0			
Women	52%	24			
<b>2000</b>					
White	59%	27			
African-American	41%	19			
Latino	50%	23			
Women	x	x			
<b>Support Staff</b>					
<b>2003</b>					
White	38%	9			
African-American	54%	13			
Latino	8%	2			
Women	67%	16			
<b>2002</b>					
White	38%	9			
African-American	54%	13			
Latino	8%	2			
Women	67%	16			
<b>2000</b>					
White	43%	10			
African-American	39%	9			
Latino	9%	2			
Women	70%	16			

x= Data not recorded

Table 36

# Chapter 4: Major League Baseball

## OVERALL GRADES

MLB maintained a **B+** for race, which was the second best among the men's leagues. It received a **C** for gender, which was an improvement of an entire letter grade from MLB's **D** in the 2003 Report. This gave it a combined **C+**, up from a **C** in the 2003 Report Card.

## GRADES BY CATEGORY

### Players

In the 2004 MLB season 63 percent of the players were white, nine percent were African-American, 26 percent Latino and two percent of Asian descent. This was a three percentage point increase for white players and two percentage point decrease for Latinos. The percentage of Asian players remained the same.

**“The percentage of African-American players is the lowest it has been in 25 years.”**

The percentage of African-American players is the lowest it has been in 25 years. There were 26 Asian baseball players, which is one less than last season. The percentage of international players in MLB was 27.3 percent, up two percentage points.

**MLB Grade for Players: A+**

See Table 37.

### Major League Central Office

According to Major League Baseball,

Players					
	%	#		%	#
<b>2004</b>			<b>1997</b>		
White	63%	789	White	58%	x
African-American	9%	111	African-American	17%	x
Latino	26%	326	Latino	24%	x
Asian	2%	26	Other	1%	x
Other	0%	1	<b>1996</b>		
International	27%	338	White	62%	x
<b>2002</b>			African-American	17%	x
White	60%	x	Latino	20%	x
African-American	10%	x	Other	1%	x
Latino	28%	x	<b>1995</b>		
Asian	2%	x	White	62%	x
Other	0%	x	African-American	19%	x
International	25%	x	Latino	19%	x
<b>2001</b>			Other	0%	x
White	59%	x	<b>1994</b>		
African-American	13%	x	White	64%	x
Latino	26%	x	African-American	18%	x
Other	1%	x	Latino	18%	x
<b>2000</b>			<b>1993</b>		
White	60%	x	White	67%	x
African-American	13%	x	African-American	16%	x
Latino	26%	x	Latino	16%	x
Other	1%	x	Other	<1%	x
<b>1999</b>			<b>1992</b>		
White	60%	x	White	68%	x
African-American	13%	x	African-American	17%	x
Latino	26%	x	Latino	14%	x
Other	<1%	x	<b>1991</b>		
<b>1998</b>			White	68%	x
White	59%	x	African-American	18%	x
African-American	15%	x	Latino	14%	x
Latino	25%	x			
Other	1%	x			

x= Data not recorded

Table 37

of the 356 Central Office employees, 11.2 percent were African-American, 13.5 percent were Latino, 3.9 percent were Asian and less than one percent was Native American. More than 70 percent of the people working in the Central Office of MLB were white. Women made up 40.4 percent of the entire staff.

At the senior executive level 25 percent of the 40 employees were people of color, while women occupied 22.5 percent of the positions. At the director and managerial level, 20.2 percent of the 89 employees were people of color, while women occupied 43.8 percent of the posts. People of color comprised 20.8 percent of all MLB professionals, technicians and supervisors, and 33.8 percent were women.

The following people of color were vice presidents in the MLB league office:

- Tom Brasuell, vice president, Community Affairs
- Julio Carbonell, vice president, Information Technology
- Shawn Lawson-Cummings, vice president, International Licensing/Sponsorship
- Wendy Lewis, vice president, Strategic Planning, Recruitment and Diversity
- Jonathan Mariner, senior vice president and chief financial officer
- Lou Melendez, vice president, Baseball Operations, International
- Italo Zanzi, vice president, International Broadcasting
- Ray Scott, vice president, Human Resources
- Jimmie Lee Solomon, senior vice president, Baseball Operations

Including Lewis and Lawson-Cummings, the following women were vice presidents:

- Katy Feeney, vice president,

- Scheduling and Club Relations
- Bernadette McDonald, vice president, Broadcast Administration and Operations
- Phyllis Merhige, vice president, Club Relations
- Marla Miller, senior vice president, Special Events
- Jacqueline Parkes, vice president, Marketing and Advertising
- Kathleen Torres, vice president, Finance
- Elizabeth Scott, vice president, Programming
- Anne Occi, vice president, Design Services

Forty-seven percent of all coordinators, administrators, maintenance, secretarial and clerical positions at the Central Office of MLB were people of color, while women occupied 59.3 percent of the positions.

**MLB Grade for League Central Offices:**

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

See Table 38.

**Ownership**

When Arturo Moreno purchased the Anaheim Angels, he became the first majority owner in MLB who was not white and is the only Latino owner in all professional sports covered by this Report. In February 2005, it was announced that Red McCombs sold the Minnesota Vikings to Reggie Fowler, an African-American. If approved, the sale of the Vikings would have meant that, for the first time, all four major sports in the United States had a majority owner of color. When Charles Wang and Sanjay Kumar purchased the New York Islanders, the National Hockey League became first league to have majority owners of color. That was followed by Robert Johnson being awarded the NBA expansion franchise Charlotte Bobcats.

In MLB, three people of color had minority share holdings:

MLB Central Office		
	%	#
<b>2004</b>		
White	71%	252
African-American	11%	40
Asian	4%	14
Latino	13%	48
Native American	<1%	2
Women	40%	144
Total		356
Minority Total	29%	104
<b>2002</b>		
White	68%	250
African-American	13%	48
Asian	4%	15
Latino	15%	54
Native American	1%	1
Women	46%	169
Total		368
Minority Total	32%	118
<b>2000</b>		
White	74%	x
African-American	14%	x
Asian	2%	x
Latino	14%	x
Native American	1%	x
Women	47%	x
Total	314	x
Minority Total	26%	x
<b>1997</b>		
White	78%	x
African-American	13%	x
Asian	1%	x
Latino	8%	x
Women	53%	x
Total	215	x
Minority Total	22%	x
<b>1995</b>		
White	72%	x
African-American	18%	x
Asian	1%	x
Latino	9%	x
Women	54%	x
Total	141	x
Minority Total	28%	x
<b>1994</b>		
White	78%	x
African-American	16%	x
Asian	0%	x
Latino	6%	x
Women	56%	x
Total	188	x
Minority Total	22%	x
<b>1990</b>		
White	79%	x
African-American	14%	x
Asian	0%	x
Latino	7%	x
Women	55%	x
Total	116	x
Minority Total	21%	x

x= Data not recorded  
Note: Data provided by MLB league office

**Table 38**

- Henry Aaron, Atlanta Braves (African-American)
- Rubye M. Lucas, Atlanta Braves (African-American)
- Linda Alvarado, Colorado Rockies (Latina)

Including Lucas and Alvarado, 16 women were listed as partners of eight baseball teams:

- Wanda T. King, Baltimore Orioles
- Pat Smyth, Baltimore Orioles
- Pam Shriver, Baltimore Orioles
- Louis Nippert, Cincinnati Reds
- Marge Schott, Cincinnati Reds
- Ruth Glass, Kansas City Royals

Majority Owners		
	%	#
<b>2004</b>		
White	96%	29
African-American	0%	0
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	3%	1
<b>2002</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>2001</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>2000</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1999</b>		
White	97%	x
African-American	0%	x
Latino	0%	x
Asian	3%	x
Women	3%	x
<b>1998</b>		
White	97%	x
African-American	0%	x
Latino	0%	x
Asian	3%	x
Women	3%	x

x= Data not recorded

**Table 39**

- Dayna Martz, Kansas City Royals
- Julia Irene Kauffman, Kansas City Royals
- Jamie McCourt, Los Angeles Dodgers
- Jessica Steinbrenner, New York Yankees
- Jennifer S. Swindal, New York Yankees
- Joan Steinbrenner, New York Yankees
- Madeline Friedman-Garson, New York Yankees
- Claire Betz, Philadelphia Phillies

See Table 39.

**Managers**

In MLB, the percentage of managers of color decreased by nine percentage

points in the 2004 season: 10 percent (three managers) were African-American, 13 percent (four managers) were Latino and 77 percent were white. There were no Asian managers in the MLB.

In the 2004 MLB season, there were seven managers who were people of color:

- Dusty Baker, Chicago Cubs (African-American)
- Ozzie Guillen, Chicago White Sox (Latino)
- Tony Pena, Kansas City Royals (Latino)
- Frank Robinson, Montreal Expos (African-American)
- Lloyd McClendon, Pittsburgh Pirates (African-American)
- Felipe Alou, San Francisco Giants (Latino)

- Carlos Tosca, Toronto Blue Jays (Latino)
- At the end of the 2004 season, the New York Mets hired Willie Randolph as the first African-American manager of a New York franchise and Carlos Tosca was let go by the Blue Jays.

**MLB Grade for Managers: A**

See Table 40.

**“When Arturo Moreno purchased the Anaheim Angels, he became the first majority Latino owner in all professional sports covered by this Report.”**

Managers					
	%	#		%	#
<b>2004</b>			<b>1997</b>		
White	77%	23	White	86%	24
African-American	10%	3	African-American	11%	3
Asian	0%	0	Latino	3%	1
Latino	13%	4	<b>1996</b>		
Women	0%	0	White	86%	24
<b>2002</b>			African-American	11%	3
White	68%	21	Latino	3%	1
African-American	26%	8	<b>1995</b>		
Asian	0%	0	White	86%	24
Latino	6%	2	African-American	11%	3
Women	0%	0	Latino	3%	1
<b>2001</b>			<b>1994</b>		
White	77%	25	White	82%	23
African-American	20%	6	African-American	14%	4
Asian	0%	0	Latino	3%	1
Latino	3%	1	<b>1993</b>		
Women	0%	0	White	79%	22
<b>2000</b>			African-American	14%	4
White	83%	25	Latino	7%	2
African-American	13%	4	<b>1992</b>		
Asian	0%	0	White	89%	23
Latino	3%	1	African-American	7%	2
Women	0%	0	Latino	<4%	1
<b>1999</b>			<b>1991</b>		
White	90%	27	White	89%	23
African-American	7%	2	African-American	7%	2
Asian	0%	0	Latino	<4%	1
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			

Table 40

**Coaches**

During the 2004 MLB season, African-American coaches decreased from 16 to 12.4 percent. The percentage of Latino coaches increased from 11 to 13.4 percent.

**MLB Grade for Coaches: A+**

See Tables 41 and 42.

Historical Listing of Managers of Color Major League Baseball			
(21 managers)			
	Team	Year(s)	Record
Mike Gonzalez	St. Louis	1938, 1940	9-13
Preston Gomez	San Diego	1969-72	180-316
	Houston	1974-75	128-161
	Chicago Cubs	1980	38-52
Larry Doby	Chicago White Sox	1978	37-50
Maury Wills	Seattle	1980	26-56
Cookie Rojas	California	1988	76-79
Cito Gaston	Toronto	1989-97	683-616
Hal McRae	Kansas City	1991-94	286-277
	Tampa Bay	2001-02	113-196
Felipe Alou	Montreal	1992-01	691-717
	San Francisco	2003-present	100-61
Don Baylor	Colorado	1993-98	439-469
	Chicago Cubs	2000-02	187-220
Dusty Baker	San Francisco	1992-02	840-715
	Chicago Cubs	2003-present	88-74
Tony Perez	Cincinnati	1993	20-24
	Florida	2001	54-60
Jerry Manuel	Chicago White Sox	1997-2003	500-471
Davey Lopes	Milwaukee	2000-02	141-189
Lloyd McClendon	Pittsburgh	2001-present	209-276
Luis Pujols	Detroit	2002	55-100
Tony Pena	Kansas City	2002-present	132-156
Jerry Royster	Milwaukee	2002	53-94
Carlos Tosca	Toronto	2002-04	144-127
Ozzie Guillen	Chicago White Sox	2004-present	First season
Frank Robinson	Cleveland	1975-77	186-189
	San Francisco	1981-84	264-277
	Baltimore	1988-91	230-285
	Montreal	2002-present	166-158
Willie Randolph	NY Mets	2005-present	First season

TABLE 41

**Top Management**

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

CEOs/Presidents

During the 2004 MLB season, Wendy Selig-Prieb had been president and CEO of the Milwaukee Brewers and was the only woman chief executive officer in MLB. As of January 1, 2005, the position had been vacant since the sale of the team.

See Table 43.

General Manager/Principal-in-Charge

Ken Williams, senior vice president/general manager of the Chicago White Sox, is MLB's only African-American general manager. Omar Minaya was appointed by MLB in 2001 to run the day-to-day operations of the Montreal

Coaches							
		%	#		%	#	
2004	White	73%	165	1997	White	75%	120
	African-American	12%	28		African-American	14%	23
	Latino	13%	31		Latino	11%	18
	Asian	1%	2		Asian	0%	0
	Other	0%	0		Other	0%	0
2002	White	72%	150	1996	White	74%	119
	African-American	16%	34		African-American	18%	29
	Latino	11%	23		Latino	7%	12
	Asian	1%	2		Asian	<1%	1
	Other	0%	0		Other	0%	0
2000	White	70%	139	1995	White	72%	114
	African-American	19%	38		African-American	18%	29
	Latino	11%	21		Latino	9%	14
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	<1%	1
1999	White	71%	129	1994	White	78%	126
	African-American	18%	33		African-American	14%	22
	Latino	10%	19		Latino	8%	13
	Asian	1%	1		Other	<1%	1
	Other	0%	0		1993	White	80%
Women	0%	0	African-American	13%		22	
1998	White	75%	151	Latino		6%	10
	African-American	17%	34	Other		1%	2
	Latino	8%	16	1992		White	x
	Asian	<1%	1		African-American	x	x
	Other	0%	0				
Women	0%	0					

x= Data not recorded

Table 42

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.

**MLB Grade for General Manager/  
Principal-in-Charge: D**

See Table 44.

Team Vice Presidents

During the 2004 MLB season, 11 percent of vice presidents were people of color: Four percent were African-American; four percent were Latino; and three percent were Asian. Women held 14 percent of these team vice president positions, up two percentage points since the last Racial and Gender Report Card.

The 11 African-American team vice presidents in MLB were:

- Henry Aaron, senior vice president and assistant to the president, Atlanta Braves
- Elaine Steward, vice president and club counsel, Boston Red Sox
- Janet Marie Smith, vice president, Planning and Development, Boston Red Sox
- Ken Williams, senior vice president and general manager, Chicago White Sox
- Elaine Lewis, vice president, Public Affairs/Strategic Planning, Detroit Tigers
- Jim Stapleton, senior vice president, Business Affairs, Detroit Tigers
- Susan Jaison, vice president, Finance, Florida Marlins
- Marian Harper, vice president, Community Development,



CEO/President			
		%	#
<b>2004</b>			
White		100%	31
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		3%	1
<b>2002</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>2001</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>2000</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>1999</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Asian		0%	x
Women		3%	x
<b>1998</b>			
White		100%	x
African-American		0%	x
Latino		0%	x
Other		0%	x
Women		3%	x

x= Data not recorded

**Table 43**

- Houston Astros
- Muzzy Jackson, vice president and assistant general manager, Baseball Operations, KC Royals
- Tommy Hawkins, vice president, External Affairs, Los Angeles Dodgers
- David Winfield, vice president/senior advisor, San Diego Padres

The Detroit Tigers and Boston Red Sox were the only MLB teams with more than one African-American vice president.

There were 10 Latino vice presidents during the 2003 MLB season:

- Diane Aguilar, senior vice president, Ticket Operations, Arizona Diamondbacks
- Mark Fernandez, vice president,

General Manager/Director of Player Personnel			
		%	#
<b>2004</b>			
White		94%	28
African-American		3%	1
Latino		3%	1
Asian		0%	0
Women		0%	0
<b>2002</b>			
White		94%	28
African-American		3%	1
Latino		3%	1
Asian		0%	0
Women		0%	0
<b>2001</b>			
White		97%	29
African-American		3%	1
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>2000</b>			
White		100%	30
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1999</b>			
White		100%	30
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1998</b>			
White		100%	30
African-American		0%	0
Latino		0%	0
Asian		0%	0
Women		0%	0
<b>1997</b>			
White		97%	29
African-American		3%	1
Latino		0%	0
<b>1996</b>			
White		96%	27
African-American		3%	1
Latino		0%	0
<b>1995</b>			
White		96%	27
African-American		4%	1
Latino		0%	0
<b>1994</b>			
White		96%	27
African-American		4%	1
Latino		0%	0

**Table 44**

- Corporate Sales, Arizona Diamondbacks
- Russ Amaral, vice president, Event Services, Arizona Diamondbacks

- Al Avila, vice president/assistant general manager, Detroit Tigers
- Rosi Hernandez, vice president, Market Development, Houston Astros
- Sam Fernandez, senior vice president and general counsel, Los Angeles Dodgers
- Sergio del Prado, vice president, Sales, Los Angeles Dodgers
- Omar Minaya, vice president and general manager, Montreal Expos
- Jorge Costa, senior vice president, Ballpark Operations, San Francisco Giants
- Jose Travez, vice president, Employee Relations, Tampa Bay Devil Rays

The Arizona Diamondbacks, with three Latino vice presidents, were tops in MLB. The Los Angeles Dodgers, with two Latino vice presidents, was the only other team with more than one Latino vice president.

MLB also had five vice presidents of Asian descent:

- Andrew Huang, vice president, Marketing, Houston Astros
- Kim Ng, vice president and assistant general manager, Los Angeles Dodgers
- Paul Wong, vice president, Finance, Oakland Athletics
- John Yee, senior vice president and chief financial officer, San Francisco Giants
- Richard Wong, senior vice president, Finance, Toronto Blue Jays

Of the three major men's professional leagues, MLB led the way with the most Latino and Asian team vice presidents.

The percentage of women vice presidents in MLB increased from 12 to 14 percent. Including Jaison, Ng, Hernandez, Aguilar, Harper, Lewis and Steward, there were 32 women holding team vice president positions in MLB:

- Molly Taylor, vice president of Finance and Administration, Anaheim Angels
- Nona Lee, vice president and

associate general counsel,  
Arizona Diamondbacks

- Janet Marie Smith, vice president/  
Planning & Development, Boston  
Red Sox
- Meg Vaillancourt, senior vice  
president, Corporate Relations,  
Boston Red Sox
- Jayne Churchmack, vice  
president, Merchandising and  
Licensing, Cleveland Indians
- Sue Ann McClaren, vice president,  
Ticket Operations and Sales,  
Colorado Rockies
- Jackie Traywick, senior  
vice president, Finance &  
Administration, Houston Astros
- Kala Sorenson, vice president,  
Special Events, Houston Astros
- Christine Hurley, vice president,  
Finance, Los Angeles Dodgers
- Raenell Dorn, vice president,  
Human Resources and Diversity,  
Minnesota Twins
- Jean Afterman, vice president and  
assistant general manager, New  
York Yankees
- Patty Paytas, vice president,  
Communications, Pittsburgh  
Pirates
- Katie Pothier, vice president/  
general counsel, San Diego  
Padres
- Michelle Anderson, vice president,  
Community Relations, San Diego  
Padres
- Elizabeth Murphy, vice president  
& deputy general counsel, San  
Francisco Giants
- Lisa Pantages, vice president,  
Finance, San Francisco Giants
- Nancy Donati, vice president,  
Publications, San Francisco  
Giants
- Connie Kullberg, vice president,  
Retail/Tours, San Francisco Giants
- Staci Slaughter, vice president,  
Communications, San Francisco  
Giants
- Joyce Thomas, vice president,  
Human Resources, San Francisco  
Giants
- Marianne Short, vice president,  
Human Resources, Seattle  
Mariners
- Casey Coffman, senior vice  
president & general counsel,  
Texas Rangers

Vice Presidents			
		%	#
<b>2004</b>			
	White	89%	199
	African-American	4%	11
	Latino	4%	10
	Asian	3%	5
	Women	14%	32
<b>2002</b>			
	White	89%	178
	African-American	5%	9
	Latino	4%	7
	Asian	2%	4
	Women	12%	23
<b>2000</b>			
	White	90%	170
	African-American	6%	10
	Latino	3%	6
	Asian	1%	2
	Women	6%	12
<b>1999</b>			
	White	92%	176
	African-American	5%	9
	Latino	2%	4
	Asian	1.6%	3
	Women	8%	16
<b>1998</b>			
	White	92%	123
	African-American	5%	7
	Latino	<2%	2
	Asian	<2%	2
	Women	5%	6
<b>1997</b>			
	White	93%	101
	African-American	4%	4
	Latino	<2%	2
	Other	<2%	2
	Women	5%	5
<b>1996</b>			
	White	92%	117
	African-American	4%	5
	Latino	2%	3
	Other	<2%	2
	Women	<2%	2
<b>1995</b>			
	White	93%	115
	African-American	5%	6
	Latino	<1%	1
	Asian	<2%	2
	Women	<2%	2
<b>1994</b>			
	White	94%	111
	African-American	<3%	3
	Latino	<2%	2
	Asian	<2%	2
	Women	<1%	1

Table 45

- Kellie Fischer, vice president,  
Finance, Texas Rangers
- Susan Brioux, vice president,  
Finance & Admin., Toronto Blue  
Jays
- Lisa Novale, senior vice president,  
Administration, Toronto Blue Jays

The San Francisco Giants led the  
MLB with six women in vice president  
positions.

MLB Grade for Team vice  
presidents:

Race: B-  
Gender: F

See Table 45.

**Senior Administration**

This category includes the chief  
financial officer, public relations  
director and director of community  
relations.

In the 2004 MLB season, 17 percent  
of senior team administrators were  
people of color, up from 14 percent  
in 2002. Ten percent were African-

Senior Administrators			
		%	#
<b>2003</b>			
	White	83%	217
	African-American	10%	25
	Latino	5%	12
	Asian	2%	6
	Other	0%	0
	Women	14%	36
<b>2001</b>			
	White	86%	x
	African-American	10%	x
	Latino	4%	x
	Asian	<1%	x
	Women	24%	x
<b>2000</b>			
	White	84%	x
	African-American	8%	x
	Latino	6%	x
	Asian	3%	x
	Women	24%	x
<b>1999</b>			
	White	x	x
	African-American	x	x
	Latino	x	x
	Asian	x	x
	Women	x	x
<b>1998</b>			
	White	x	x
	African-American	x	x
	Latino	x	x
	Asian	x	x
	Women	x	x
<b>1997</b>			
	White	85%	x
	African-American	8%	x
	Other	5%	x
	Women	2%	x
<b>1996</b>			
	White	x	x
	African-American	x	x
	Other	x	x
	Women	x	x

x= Data not recorded

Table 46

American, five percent Latino, and two percent were of Asian descent. Whites held 83 percent of the MLB team senior administration positions. Women held 14 percent of senior administration positions, down 10 percentage points. Among the men's leagues, MLB had the best record for people of color and the worst for women in the ranks of senior administrators.

Chief Financial Officer

During the 2004 MLB season, there were three people of color and four women as CFO. Whites held 90 percent of these positions, African-Americans held three percent while the remaining seven percent were Asians. The percentage of African-American CFOs remained the same from the last RGRC, while there was a three percentage point decrease for Asians. Women held 14 percent of the CFO positions, which was a seven percentage point increase from the last RGRC.

Public Relations Director

At the start of the 2004 Major League Baseball season, whites held 94 percent of public relations director positions. This was a six percentage point decrease from the last Report Card where whites held 100 percent of these positions. African-Americans held six percent, up from zero. Women held 13 percent (up six percentage points) of the public relations positions.

Community Relations Director

In the 2004 MLB season, there were four people of color as director of community relations (19 percentage points). Since the last Racial and Gender Report Card, the percentage of African-Americans in these positions decreased from 33 to 14 percent (down 19 percentage points), while that of Latinos increased to five percent. The percentage of whites increased from 64 to 81 percent. Women held 57 percent of these

Key Professional Positions			
	PRD	CRD	CFO
<b>2004</b>			
White	94%	81%	90%
African-American	6%	14%	3%
Latino	0%	5%	0%
Asian	0%	0%	7%
Other	0%	0%	0%
Women	13%	57%	14%
<b>2002</b>			
White	100%	64%	87%
African-American	0%	33%	3%
Latino	0%	3%	0%
Asian	0%	0%	10%
Other	0%	0%	0%
Women	7%	67%	7%
<b>2000</b>			
White	97%	74%	86%
African-American	3%	23%	7%
Latino	0%	3%	0%
Asian	0%	0%	7%
Other	0%	0%	0%
Women	10%	47%	10%
<b>1999</b>			
White	97%	70%	86%
African-American	3%	30%	7%
Latino	0%	0%	0%
Asian	0%	0%	7%
Other	0%	0%	0%
Women	7%	50%	10%
<b>1998</b>			
White	97%	70%	8%
African-American	3%	30%	7%
Latino	0%	0%	0%
Asian	0%	0%	7%
Other	0%	0%	0%
Women	3%	50%	7%

PRD=Public Relations Director  
DCR=Director of Community Relations  
CFO=Chief Financial Officer

Table 47

positions, which was a decrease of 10 percentage points since the last RGRC.

**MLB Grade for Senior Administration:**

Race: B/B+  
Gender: F

See Tables 46 and 47.

**Professional Administration**

Positions categorized as professional administration include, but are not restricted to, professionals who work in business operations, marketing, promotions, publications and various other positions. The category excludes secretaries, administrative assistants, staff assistants,

Team Professional Administration		
	%	#
<b>2004</b>		
White	85%	537
African-American	7%	42
Latino	7%	41
Asian	1%	9
Other	0%	0
Women	28%	174
<b>2002</b>		
White	87%	x
African-American	7%	x
Latino	4%	x
Asian	1%	x
Other	1%	x
Women	22%	x
<b>2000</b>		
Minorities	23%	x
Women	32%	x
<b>1999</b>		
Minorities	21%	x
Women	32%	x
<b>1998</b>		
Minorities	x	x
Women	x	x
<b>1997</b>		
Minorities	x	x
Women	x	x
<b>1996</b>		
Minorities	x	x
Women	x	x
<b>1995</b>		
Minorities	x	x
Women	x	x
<b>1994</b>		
Minorities	x	x
Women	x	x
<b>1993</b>		
Minorities	x	x
Women	x	x

x= Data not recorded

Table 48

receptionists and other support staff. In the 2004 MLB season, the percentage of white administrators decreased from 87 to 85 percent, while people of color increased from 13 to 15 percent. African-Americans and Latinos both held seven percent of the professional administrative positions, while Asians occupied one percent. This represented a three percentage point increase for Latinos. The percentage of women also increased by six percentage points to 28 percent.

**MLB Grade for Professional Administration:**

Race: B-  
Gender: D+

See Table 48.

**Physicians and Head Trainers**

In MLB the percentage of white team physicians increased from 96 to 98 percent, while the percentage of African-American physicians increased from one to two percent. There were no other minorities and no women physicians in 2004, which was a decrease from the previous Report. There were no people of color or women as head trainers. In the last Report Card there was one Latino head trainer.

See Tables 49 and 50.

**Radio/TV Broadcasters**

During 2004 MLB season, whites held 81 percent of the broadcasting positions, down from 83 percent in 2002. African-Americans held three percent (down one percentage point), while the percentage of Latinos increased from 12 to 15 percent. There was one Asian broadcaster in MLB. The percentage of broadcasters who were women increased slightly from one to two percent.

See Table 51.

**Support Staff**

In the 2004 MLB season, whites held 78 percent of the support staff positions. African-Americans held 14 percent, while Asians and Latinos each held four percent. Women held 49 percent of these positions.

**MLB Grade for Support Staff**

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

See Table 52.

Physicians			
		%	#
<b>2004</b>			
White		98%	55
African-American		2%	1
Latino		0%	0
Asian		0%	0
Other		0%	0
Women		0%	0
<b>2002</b>			
White		96%	66
African-American		1%	1
Latino		0%	0
Asian		3%	2
Other		0%	0
Women		6%	4
<b>2000</b>			
White		93%	42
African-American		4%	2
Latino		0%	0
Asian		<3%	1
Women		0%	0
<b>1999</b>			
White		93%	41
African-American		5%	2
Latino		0%	0
Asian		2%	1
Women		0%	0
<b>1998</b>			
White		87%	34
African-American		5%	2
Latino		3%	1
Asian		5%	2
Women		0%	0
<b>1997</b>			
White		91%	32
African-American		3%	1
Latino		3%	1
Other		3%	1
Women		0%	0
<b>1996</b>			
White		94%	32
African-American		3%	1
Latino		0%	0
Other		3%	1
Women		0%	0
<b>1995</b>			
White		x	x
African-American		x	x
Latino		x	x
Other		x	x
Women		x	x
<b>1994</b>			
White		95%	36
African-American		<3%	1
Latino		<3%	1
Other		0%	0
<b>1993</b>			
White		94%	32
African-American		3%	1
Latino		3%	1

x= Data not recorded

**Table 49**

Head Trainers			
		%	#
<b>2004</b>			
White		100%	30
African-American		0%	0
Latino		0%	0
Asian		0%	0
Other		0%	0
Women		0%	0
<b>2002</b>			
White		97%	27
African-American		0%	0
Latino		3%	1
Asian		0%	0
Other		0%	0
Women		0%	0
<b>2000</b>			
White		97%	29
African-American		0%	0
Latino		3%	1
Other		0%	0
Women		0%	0
<b>1999</b>			
White		97%	29
African-American		0%	0
Latino		3%	1
Other		0%	0
Women		0%	0
<b>1998</b>			
White		97%	29
African-American		0%	0
Latino		3%	1
Other		0%	0
Women		0%	0
<b>1997</b>			
White		88%	22
African-American		0%	0
Other		12%	3
<b>1996</b>			
White		100%	23
African-American		0%	0
Other		0%	0
<b>1995</b>			
White		100%	21
African-American		0%	0
Other		0%	0
<b>1994</b>			
White		100%	23
African-American		0%	0
Other		0%	0
<b>1993</b>			
White		100%	23
African-American		0%	0
Other		0%	0

**Table 50**

Radio and TV Announcers		
<b>2004</b>		
White	81%	
African-American	3%	
Latino	15%	
Asian	1%	
Other	0%	
Women	2%	
<b>2002</b>		
White	83%	
African-American	4%	
Latino	12%	
Asian	1%	
Other	0%	
Women	1%	
<b>2000</b>		
White	81%	
African-American	4%	
Latino	15%	
Asian	0%	
Other	0%	
Women	2%	
<b>1999</b>		
White	79%	
African-American	4%	
Latino	17%	
Asian	0%	
Other	0%	
Women	1%	
<b>1998</b>		
White	78%	
African-American	3%	
Latino	19%	
Asian	0%	
Other	0%	
Women	1%	
<b>1997</b>		
White	87%	
African-American	0%	
Latino	16%	
Asian	0%	
Other	0%	
Women	0%	
<b>1996</b>		
White	85%	
African-American	3%	
Latino	12%	
Asian	0%	
Other	0%	
Women	0%	
<b>1994</b>		
White	83%	
African-American	5%	
Latino	12%	
<b>1993</b>		
White	83%	
African-American	5%	
Latino	12%	

Table 51

Support Staff					
	%	#		%	#
<b>2004</b>					
White	78%	x	<b>1997</b>		
African-American	14%	x	White	x	x
Latino	4%	x	African-American	x	x
Asian	4%	x	Latino	x	x
Other	0%	x	Asian	x	x
Women	49%	x	Other	x	x
<b>2002</b>					
White	x	x	Women	x	x
African-American	x	x	<b>1996</b>		
Latino	x	x	White	x	x
Asian	x	x	African-American	x	x
Other	x	x	Other	x	x
Women	x	x	Women	x	x
<b>2000</b>					
White	x	x	<b>1995</b>		
African-American	x	x	White	x	x
Latino	x	x	African-American	x	x
Asian	x	x	Latino	x	x
Other	x	x	Asian	x	x
Women	x	x	Other	x	x
<b>1999</b>					
White	x	x	Women	x	x
African-American	x	x	<b>1994</b>		
Latino	x	x	White	x	x
Asian	x	x	African-American	x	x
Other	x	x	Latino	x	x
Women	x	x	Asian	x	x
<b>1998</b>					
White	x	x	Other	x	x
African-American	x	x	Women	x	x
Latino	x	x	<b>1993</b>		
Asian	x	x	White	x	x
Other	x	x	African-American	x	x
Women	x	x	Latino	x	x
<i>x = Data not recorded</i>					

Table 52

**Stacking**

The question of stacking still seems worth posing in Major League Baseball for the positions of pitcher, catcher, third baseman, and outfielder for African-Americans. Only three percent of pitchers, two percent of catchers and five percent of third basemen were African-American. The percentage of African-American pitchers is less than one half of what it was in 1983. These are baseball's primary "thinking positions." Twenty-six percent of outfielders, who rely on speed and reactive ability, were African-American during the 2004 MLB season. This was nearly three times the percentage of African-Americans in MLB.

See Table 53.

**“Twenty-six percent of outfielders, who rely on speed and reactive ability, were African-American during the 2004 MLB season. This was nearly three times the percentage of African-Americans in MLB.”**

		MLB by Position						
		P	C	1B	2B	3B	SS	OF
<b>2004</b>								
	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%
<b>2002</b>								
	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%
<b>2000</b>								
	White	72%	63%	68%	48%	79%	28%	35%
	African-American	4%	4%	13%	25%	2%	12%	40%
	Latino	21%	33%	19%	27%	20%	60%	24%
<b>1999</b>								
	White	73%	69%	71%	52%	68%	25%	33%
	African-American	3%	5%	16%	13%	2%	18%	40%
	Latino	21%	26%	14%	35%	30%	57%	27%
<b>1998</b>								
	White	74%	66%	67%	41%	70%	53%	30%
	African-American	5%	4%	16%	15%	7%	13%	48%
	Latino	20%	30%	17%	44%	23%	34%	22%
<b>1997</b>								
	White	73%	74%	67%	55%	68%	40%	29%
	African-American	6%	2%	21%	16%	10%	16%	50%
	Latino	20%	24%	12%	29%	22%	44%	21%
<b>1996</b>								
	White	76%	73%	70%	51%	70%	39%	28%
	African-American	7%	1%	21%	11%	13%	17%	54%
	Latino	17%	25%	9%	37%	17%	43%	18%
<b>1995</b>								
	White	75%	79%	65%	51%	66%	40%	30%
	African-American	8%	2%	24%	21%	13%	13%	55%
	Latino	17%	19%	11%	28%	21%	47%	15%
<b>1993</b>								
	White	82%	87%	69%	58%	75%	42%	33%
	African-American	5%	1%	19%	13%	12%	8%	50%
	Latino	12%	12%	11%	26%	12%	50%	17%
<b>1983</b>								
	White	86%	93%	55%	65%	82%	73%	45%
	African-American	7%	0%	38%	21%	5%	11%	46%
	Latino	7%	7%	7%	14%	13%	9%	9%

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

Table 53

# Chapter 5: Major League Soccer

## OVERALL GRADES

One of the top stories for the 2004 Racial and Gender Report Card is that MLS went from last to a tie for first place in gender. MLS achieved its impressive turnaround by adopting the most dramatic hiring guidelines in the history of pro sport.

Overall, MLS earned a **B** for gender and dropped from a **B+** to a **C+** for race. MLS earned a combined grade of **B-**.

## GRADES BY CATEGORY

### Players

In the MLS 2004 season, 17 percent of the players were African-American, 14 percent were Latino, one percent was Asian, four percent were white. This was an eight percentage point decrease for Latinos, a four percentage point increase for whites and one percentage point decrease for Asian players since the 2003 season. African-American players increased by one percentage point and "others" remained unchanged. There were 46 international players in MLS, an increase of three from the 2003 season.

### MLS Grade for Players:

**Race: A+**

See Table 54.

### MLS League Office

In the MLS League Office during 2004, people of color held 24 percent of professional level positions, which was a three percentage point increase from the last RGRC. Seventy-six percent of MLS professionals were white, while six percent were African-American, 15 percent were Latino and three percent were Asian. This was a two percentage point decrease for African-Americans, a two percentage point increase for Latinos and a three percentage point increase for Asians.

In 2004, 21 percent of MLS League Office professional staff were women. This was a four percentage point increase for women, the first increase this area has seen since the RGRC started covering MLS. However, it was far below the percentages for women in the league offices of the NBA, MLB and WNBA (44, 41 and 90 percent, respectively).

Nelson Rodriguez, senior vice president, International Business, was the only Latino vice president. JoAnn Neale, senior vice president, Business Affairs, and general counsel, and Kathryn Carter, executive vice president of Soccer United Marketing, were the two female vice presidents in MLS.

At the support staff level in the MLS League Office, whites held 45 percent of the positions, African-Americans occupied 18 percent, 27 percent

were Latino and nearly 10 percent were people of other races. This was a 13 percentage point drop for whites, a seven percentage point drop for African-Americans and a 10 percentage point increase for Latinos since the last RGRC. Women in support staff positions increased 21 percentage points, holding 63 percent of these positions.

### MLS Grade for League Offices:

**Race: A**  
**Gender: F**

See Tables 55 and 56.

### 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

Players								
		%	#					
2004	White	64%	147	1997	White	x	x	
	African-American	17%	40		African-American	x	x	
	Latino	14%	32		Latino	x	x	
	Asian	1%	3		Other	x	x	
	Other	4%	9		1996	White	x	x
	International	20%	46			African-American	x	x
			Latino	x		x		
2002	White	60%	x	Other	x	x		
	African-American	16%	x	1995	White	x	x	
	Latino	22%	x		African-American	x	x	
	Asian	1%	x		Latino	x	x	
	Other	1%	x		Other	x	x	
2001	White	59%	x	1994	White	x	x	
	African-American	19%	x		African-American	x	x	
	Latino	20%	x		Latino	x	x	
	Other	2%	x	1993	White	x	x	
2000	White	63%	x		African-American	x	x	
	African-American	15%	x		Latino	x	x	
	Latino	21%	x		Other	x	x	
	Other	1%	x	1992	White	x	x	
1999	White	65%	x		African-American	x	x	
	African-American	16%	x		Latino	x	x	
	Latino	18%	x		1991	White	x	x
	Other	1%	x	African-American		x	x	
Latino	21%	x	Latino	x		x		
1998	White	62%	x					
	African-American	16%	x					
	Latino	21%	x					
	Other	1%	x					

x= Data not recorded

Table 54

League Office: Professional Employees			
	%	#	
<b>2004</b>			
White	76%	41	
African-American	6%	3	
Latino	15%	8	
Asian	3%	1	
American Indian	0%	0	
Women	21%	11	
<b>2002</b>			
White	79%	19	
African-American	8%	2	
Latino	13%	3	
Asian	0%	0	
American Indian	0%	0	
Women	17%	4	
<b>2000</b>			
White	74%	42	
African-American	5%	3	
Latino	19%	11	
Asian	2%	1	
American Indian	0%	0	
Women	30%	17	
<b>1999</b>			
White	84%	36	
African-American	0%	0	
Latino	14%	6	
Asian	2%	1	
Women	40%	17	
<b>1998</b>			
White	81%	43	
African-American	0%	0	
Latino	17%	9	
Asian	2%	1	
Women	47%	25	

*Note: Data provided by the MLS league office.*

**Table 55**

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 investors, but two people of color are on the MLS board of governors: Sunil Gulati (India) and Haruyuki Takahashi (Japan).

**Head Coaches**

In MLS there were no people of color holding head coach positions in the 2004 season, as was the case with the 2003 season. That was the first year in MLS history in which there were no head coaches of color. In 2002, 20 percent of MLS head coaches were Latino.

League Office Support Staff Personnel			
	%	#	
<b>2004</b>			
White	45%	10	
African-American	18%	4	
Latino	27%	6	
Other	10%	2	
Women	63%	14	
<b>2002</b>			
White	58%	7	
African-American	25%	3	
Latino	17%	2	
Asian	0%	0	
Women	42%	5	
<b>2000</b>			
White	57%	4	
African-American	29%	2	
Latino	14%	1	
Asian	0%	0	
Women	71%	5	
<b>1999</b>			
White	50%	4	
African-American	50%	4	
Latino	0%	0	
Asian	0%	0	
Women	100%	8	
<b>1998</b>			
White	29%	2	
African-American	57%	4	
Latino	14%	1	
Asian	0%	0	
Women	83%	4	

*Note: Data provided by the MLS league office.*

**Table 56**

**“In MLS there were no people of color holding head coach positions in the 2004 season, as was the case with the 2003 season. That was the first year in MLS history in which there were no head coaches of color.”**

**MLS Grade for Head Coaches:**  
Race: F

See Table 57.

**Assistant Coaches**

In Major League Soccer, the percentage of African-American assistant coaches increased slightly from 10 to 11 percent in 2004. Whites increased to 84 percent, while Latinos decreased from 10 percent in the last RGRC to five percent in the 2004 season.

**MLS Grade for Assistant Coaches**  
Race: B/B+

See Table 58.

**Top Management**

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

CEO/President

No team in MLS has had a person of color as president, CEO or board chair in the last three years. In previous Report Cards it was reported that Daniel Villanueva of MLS's Los Angeles Galaxy was the only Latino in MLS. There were none this year.

See Table 59.

General Manager/ Principal-in-Charge

There were no people of color in the general manager/principal in charge of day-to-day operations position in MLS.

**MLS Grade for General Manager/ Principal-in-Charge:**  
Race: F

See Table 60.

Team Vice Presidents

There were no vice presidents of color in the 2004 MLS season, which also marked the fourth consecutive year



Head Coaches					
	%	#		%	#
<b>2004</b>			<b>1997</b>		
White	100%	9	White	x	x
African-American	0%	0	African-American	x	x
Asian	0%	0	Latino	x	x
Latino	0%	0	<b>1996</b>		
Women	0%	0	White	x	x
<b>2002</b>			African-American	x	x
White	80%	8	Latino	x	x
African-American	0%	0	<b>1995</b>		
Asian	0%	0	White	x	x
Latino	20%	2	African-American	x	x
Women	0%	0	Latino	x	x
<b>2001</b>			<b>1994</b>		
White	75%	9	White	x	x
African-American	0%	0	African-American	x	x
Asian	0%	0	Latino	x	x
Latino	25%	3	<b>1993</b>		
Women	0%	0	White	x	x
<b>2000</b>			African-American	x	x
White	83%	10	Latino	x	x
African-American	0%	0	<b>1992</b>		
Asian	0%	0	White	x	x
Latino	17%	2	African-American	x	x
Women	0%	0	Latino	x	x
<b>1999</b>			<b>1991</b>		
White	83%	10	White	x	x
African-American	0%	0	African-American	x	x
Asian	0%	0	Latino	x	x
Latino	17%	2	<b>1998</b>		
Women	0%	0	White	67%	8
<b>1998</b>			African-American	0%	0
White	67%	8	Asian	0%	0
African-American	0%	0	Latino	33%	4
Asian	0%	0	Women	0%	0
Latino	33%	4	<i>x = Data not recorded</i>		
Women	0%	0	<b>Table 57</b>		

Assistant Coaches					
	%	#		%	#
<b>2004</b>			<b>1997</b>		
White	84%	16	White	x	x
African-American	11%	2	African-American	x	x
Latino	5%	1	Latino	x	x
Asian	0%	0	Asian	x	x
Other	0%	0	Other	x	x
Women	0%	0	<b>1996</b>		
<b>2002</b>			White	x	x
White	76%	22	African-American	x	x
African-American	10%	3	Latino	x	x
Latino	10%	3	Asian	x	x
Asian	0%	0	Other	x	x
Other	4%	1	<b>1995</b>		
Women	0%	0	White	x	x
<b>2000</b>			African-American	x	x
White	69%	22	Latino	x	x
African-American	0%	0	Asian	x	x
Latino	28%	9	Other	x	x
Asian	0%	0	<b>1994</b>		
Other	3%	1	White	x	x
Women	0%	0	African-American	x	x
<b>1999</b>			Latino	x	x
White	69%	20	Other	x	x
African-American	0%	0	<b>1993</b>		
Latino	28%	8	White	x	x
Asian	3%	1	African-American	x	x
Other	0%	0	Latino	x	x
Women	0%	0	Other	x	x
<b>1998</b>			<b>1992</b>		
White	58%	14	White	x	x
African-American	13%	3	African-American	x	x
Latino	29%	7	<i>x = Data not recorded</i>		
Asian	0%	0	<b>Table 58</b>		
Other	0%	0			
Women	0%	0			

without a woman vice president in that league.

**MLS Grade for Team Vice Presidents:**

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

See Table 61.

**Senior Administration**

During the 2004 season, 90.4 percent of the senior administrators in Major League Soccer were white (up 4.4 percentage points). Latinos held 4.8 percent of senior administrator positions, while Asians and African-Americans held 2.4 percent and 1.2

percent, respectively. The percentage of Latinos decreased 7.2 percentage points, African-Americans gained 0.2 percentage point and Asians increased by 1.4 percentage points since the last RGRC. Women held 42 percent of these posts, an increase of 19.2 percentage points from the 2002 season. It was the best among the men's leagues for women.

Chief Financial Officer

The MLS had no people of color in this position in the 2004 season. In the last RGRC, women comprised 43 percent of the chief financial officers in MLS. This percentage dropped to only 10 percent as of this report.

Public Relations Director

In Major League Soccer, there again was one Latina (10 percent) in this post. Women occupied two of these posts, up from one in the last Report.

Director of Community Relations

In the 2004 MLS season, the percentage of people of color serving as director of community relations decreased from 30 to 10 percent. The percentage of Latinos in this position decreased from 20 to zero percent; the percentage of African-Americans remained at 10 percent. Whites held 90 percent of the posts, an increase of 20 percentage points from last year.

CEO/President		
	%	#
<b>2004</b>		
White	100%	7
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2002</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>2001</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>2000</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1999</b>		
White	100%	x
African-American	0%	x
Latino	0%	x
Asian	0%	x
Women	0%	x
<b>1998</b>		
White	93%	x
African-American	0%	x
Latino	7%	x
Other	0%	x
Women	0%	x

x= Data not recorded

Table 59

**MLS Grade for Senior Administration:**

**Race: C**  
**Gender: A**

See Tables 62 and 63.

**Professional Administration**

Positions categorized as professional administration include, but are not restricted to, professionals who work in business operations, marketing, promotions, publications and various other positions. The category excludes secretaries, administrative assistants, staff assistants, receptionists and other support staff.

Within MLS teams, the percentage

General Manager/ Director of Player Personnel		
	%	#
<b>2004</b>		
White	100%	12
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2002</b>		
White	92%	11
African-American	0%	0
Latino	8%	1
Asian	0%	0
Women	0%	0
<b>2001</b>		
White	92%	11
African-American	0%	0
Latino	8%	1
Asian	0%	0
Women	0%	0
<b>2000</b>		
White	100%	12
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>1999</b>		
White	92%	11
African-American	0%	0
Latino	8%	1
Asian	0%	0
Women	8%	1
<b>1998</b>		
White	92%	11
African-American	0%	0
Latino	8%	1
Asian	0%	0
Women	0%	0
<b>1997</b>		
White	x	x
African-American	x	x
Latino	x	x
<b>1996</b>		
White	x	x
African-American	x	x
Latino	x	x
<b>1995</b>		
White	x	x
African-American	x	x
Latino	x	x
<b>1994</b>		
White	x	x
African-American	x	x
Latino	x	x

x= Data not recorded

Table 60

Vice Presidents		
	%	#
<b>2004</b>		
White	100%	14
African-American	0%	0
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2002</b>		
White	91%	21
African-American	9%	2
Latino	0%	0
Asian	0%	0
Women	0%	0
<b>2000</b>		
White	76%	14
African-American	12%	2
Latino	12%	2
Asian	0%	0
Women	0%	0
<b>1999</b>		
White	90%	19
African-American	5%	1
Latino	0%	0
Asian	5%	1
Women	5%	1
<b>1998</b>		
White	89%	16
African-American	5%	1
Latino	5%	1
Asian	0%	0
Women	17%	3
<b>1997</b>		
White	x	x
African-American	x	x
Latino	x	x
Other	x	x
Women	x	x
<b>1996</b>		
White	x	x
African-American	x	x
Latino	x	x
Other	x	x
Women	x	x
<b>1995</b>		
White	x	x
African-American	x	x
Latino	x	x
Asian	x	x
Women	x	x
<b>1994</b>		
White	x	x
African-American	x	x
Latino	x	x
Asian	x	x
Women	x	x

x= Data not recorded

Table 61

Senior Administrators		
	%	#
<b>2004</b>		
White	90%	75
African-American	1%	1
Latino	5%	4
Asian	2%	2
Other	1%	1
Women	42%	35
<b>2002</b>		
White	86%	x
African-American	1%	x
Latino	12%	x
Asian	1%	x
Women	23%	x
<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
<b>1998</b>		
White	x	x
African-American	x	x
Other	x	x
Women	x	x
<b>1997</b>		
White	x	x
African-American	x	x
Other	x	x
Women	x	x

x= Data not recorded

Table 62

42 percent. This showed marked improvement for MLS as it worked to increase opportunities for women in the wake of its F for gender in the 2003 report. It went from being tied for the smallest percentage of women in the professional administration category to being the best among men's sports.

**MLS Grade for Professional Administration:**

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

See Table 64.

of whites filling professional administration posts increased from 77 to 81 percent. The percentage of African-Americans continued its decrease over the past three seasons to only one percent that season. Latinos also experienced a decrease, dropping from 17 to 15 percent. The percentage of Asians remained at two percent.

Women increased from 22 percent to

Key Positions				
		PRD	CRD	CFO
<b>2004</b>				
White		90%	90%	100%
African-American		0%	10%	0%
Latino		10%	0%	0%
Asian		0%	0%	0%
Other		0%	0%	0%
Women		20%	50%	10%
<b>2002</b>				
White		90%	70%	100%
African-American		0%	10%	0%
Latino		10%	20%	0%
Asian		0%	0%	0%
Other		0%	0%	0%
Women		10%	50%	43%
<b>2000</b>				
White		83%	75%	100%
African-American		0%	17%	0%
Latino		17%	8%	0%
Asian		0%	0%	0%
Other		0%	0%	0%
Women		8%	33%	14%
<b>1999</b>				
White		73%	50%	100%
African-American		0%	8%	0%
Latino		17%	33%	0%
Asian		0%	8%	0%
Other		0%	0%	0%
Women		0%	42%	25%
<b>1998</b>				
White		75%	75%	92%
African-American		8%	8%	8%
Latino		17%	17%	0%
Asian		0%	0%	0%
Other		0%	0%	0%
Women		0%	14%	25%

PRD=Public Relations Director/  
DCR=Director of Community Relations/  
CFO=Chief Financial Officer

Table 63

**Physicians and Head Trainers**

MLS experienced the biggest changes among the men's leagues in the positions of team physician. Whites increased from 67 percent to 75 percent, although they remained far from the 100 percent they were at three seasons ago. Latinos, who held 22 percent of these positions in the last Report Card, held only six percent of the positions in the 2004 season. Asians also held six percent of these positions, while the remaining 13 percent of MLS physicians were held by other minorities. The only female physician in the last report was no longer with the MLS in 2004. There continued to be no African-Americans in MLS medical positions.

Within the MLS, white men held 100

See Tables 65 and 66.

**Radio/TV Broadcasters**

The MLS had the best opportunities for people of color and women to be 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 courts and playing fields.

In the 2004 season, Latinos held 44 percent of these posts and whites held 47 percent. There was one African-American and two Asian broadcasters. Four percent of MLS broadcasters

Professional Administration						
		%	#		%	#
<b>2004</b>			<b>1997</b>			
White		81%	69	White	x	x
African-American		1%	1	African-American	x	x
Latino		15%	13	Other	x	x
Asian		2%	2	Women	x	x
Other		0%	0	<b>1996</b>		
Women		42%	36	White	x	x
<b>2002</b>			<b>1995</b>			
White		77%	x	African-American	x	x
African-American		3%	x	Other	x	x
Latino		17%	x	Women	x	x
Asian		2%	x	<b>1994</b>		
Other		1%	x	White	x	x
Women		22%	x	African-American	x	x
<b>2000</b>			<b>1993</b>			
White		81%	x	Latino	x	x
African-American		7%	x	Asian	x	x
Latino		9%	x	Other	x	x
Asian		2%	x	<b>1992</b>		
Women		32%	x	White	x	x
<b>1999</b>			<b>1991</b>			
White		74%	x	African-American	x	x
African-American		7%	x	Latino	x	x
Latino		17%	x	Asian	x	x
Asian		2%	x	Other	x	x
Women		15%	x	<b>1990</b>		
<b>1998</b>			<b>1989</b>			
White		78%	x	White	x	x
African-American		4%	x	African-American	x	x
Latino		18%	x	Latino	x	x
Asian		0%	x	Asian	x	x
Women		31%	x	Other	x	x

x= Data not recorded

Table 64

percent of head trainer positions for the second consecutive report.

were women, the best in men's professional sport.

See Table 67.

**Support Staff**

In the 2004 MLS season, whites in support staff positions increased from 71 to 73 percent, African Americans increased from zero to 3.5 percent while Latinos decreased from 25 percent to 19 percent in MLS support staff positions. Asians decreased from four percent to less than two percent. Women held 37 percent of support staff positions.

**MLS Grade for Support Staff**

Race: A  
Gender: B

See Table 68.

Physicians			
		%	#
<b>2004</b>			
White	75%	12	
African-American	0%	0	
Latino	6%	1	
Asian	6%	1	
Other	13%	2	
Women	0%	0	
<b>2002</b>			
White	67%	6	
African-American	0%	0	
Latino	22%	2	
Asian	0%	0	
Other	11%	1	
Women	11%	1	
<b>2000</b>			
White	100%	10	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Women	0%	0	
<b>1999</b>			
White	100%	11	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Women	0%	0	
<b>1998</b>			
White	92%	13	
African-American	0%	0	
Latino	8%	1	
Asian	0%	0	
Women	0%	0	
<b>1997</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Other	x	x	
Women	x	x	
<b>1996</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Other	x	x	
Women	x	x	
<b>1995</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Other	x	x	
Women	x	x	
<b>1994</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Other	x	x	
<b>1993</b>			
White	x	x	
African-American	x	x	
Latino	x	x	

x= Data not recorded

Table 65

Head Trainers			
		%	#
<b>2004</b>			
White	100%	7	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	0%	0	
<b>2002</b>			
White	100%	10	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	0%	0	
<b>2000</b>			
White	92%	11	
African-American	0%	0	
Latino	8%	1	
Other	0%	0	
Women	17%	2	
<b>1999</b>			
White	92%	11	
African-American	0%	0	
Latino	8%	1	
Other	0%	0	
Women	17%	2	
<b>1998</b>			
White	76%	8	
African-American	0%	0	
Latino	33%	4	
Other	0%	0	
Women	17%	2	
<b>1997</b>			
White	x	x	
African-American	x	x	
Other	x	x	
<b>1996</b>			
White	x	x	
African-American	x	x	
Other	x	x	
<b>1995</b>			
White	x	x	
African-American	x	x	
Other	x	x	
<b>1994</b>			
White	x	x	
African-American	x	x	
Other	x	x	
<b>1993</b>			
White	x	x	
African-American	x	x	
Other	x	x	

x= Data not recorded

Table 66

Radio and TV Announcers		
		%
<b>2004</b>		
White	47%	
African-American	2%	
Latino	44%	
Asian	4%	
Other	2%	
Women	4%	
<b>2002</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>2000</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>1999</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>1998</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>1997</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>1996</b>		
White	x	
African-American	x	
Latino	x	
Asian	x	
Other	x	
Women	x	
<b>1994</b>		
White	x	
African-American	x	
Latino	x	

x= Data not recorded

Table 67

**“One of the top stories for the 2004 Racial and Gender Report Card is that MLS went from last to a tie for first place in gender. MLS achieved its impressive turnaround by adopting the most dramatic hiring guidelines in the history of pro sport.”**

Support Staff Personnel					
	%	#		%	#
<b>2004</b>			<b>1997</b>		
White	73.2%	104	White	x	x
African-American	3.5%	5	African-American	x	x
Latino	19.0%	27	Latino	x	x
Asian	1.4%	2	Asian	x	x
Other	2.8%	4	Other	x	x
Women	36.6%	52	Women	x	x
<b>2002</b>			<b>1996</b>		
White	71%	x	White	x	x
African-American	0%	x	African-American	x	x
Latino	25%	x	Other	x	x
Asian	4%	x	Women	x	x
Other	0%	x	<b>1995</b>		
Women	96%	x	White	x	x
<b>2000</b>			African-American	x	x
White	79%	x	Latino	x	x
African-American	3%	x	Asian	x	x
Latino	18%	x	Other	x	x
Asian	0%	x	Women	x	x
Other	0%	x	<b>1994</b>		
Women	56%	x	White	x	x
<b>1999</b>			African-American	x	x
White	68%	x	Latino	x	x
African-American	8%	x	Asian	x	x
Latino	24%	x	Other	x	x
Asian	0%	x	<b>1993</b>		
Other	0%	x	White	x	x
Women	58%	x	African-American	x	x
<b>1998</b>			Latino	x	x
White	74%	x	Other	x	x
African-American	0%	x			
Latino	22%	x			
Asian	4%	x			
Other	0%	x			
Women	60%	x			

*x= Data not recorded*

Table 68

# Chapter 6: Women's National Basketball Association

## OVERALL GRADES

For the second time, the WNBA got **A** both for race and gender, repeating its record in the 2001 Racial and Gender Report Card. In the combined grade for race and gender, the WNBA once again led all professional sports with an **A** overall.

## GRADES BY CATEGORY

### Players

In the 2004 WNBA season, 33 percent of the players were white, 66 percent were African-American and one percent was Latina. Sixteen percent of the players were international, down two percentage points from the 2003 RGRC. There was a five percentage point increase for African-American players in the league and a two percentage point decrease for white players. The percentage of Latina players increased by less than one percentage point since the last Report Card.

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

See Table 69.

### WNBA League Office

The WNBA is the only professional league reviewed in the RGRC in which a woman has always served as president. From the League's launch through the end of the 2004 season, Valerie B. Ackerman was president. After the 2004 season, Ackerman announced her resignation and her successor was named in February 2005. Donna Orender, former senior vice president of the PGA Tour, is the new WNBA president.

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 staff that includes full-time personnel in basketball and business operations,

Players		
	%	#
<b>2004</b>		
White	32.7%	66
African-American	66.3%	134
Latina	1.0%	2
Asian	0.0%	0
Other	0.0%	0
International	16.0%	33
<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 69**

player personnel, marketing partnership sales and servicing, and public relations. However, with respect to other staff services, the league decided there would be significant efficiencies and cost saving opportunities arising from common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing

**“The WNBA is the only professional league reviewed in the RGRC in which a woman has always served as president.”**

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 NBA personnel who perform the same or similar functions.

With the exception of the Connecticut Sun, all WNBA teams are located in NBA 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.

At the professional staff level in

League Office: Professional Employees		
	%	#
<b>2004</b>		
White	60%	6
African-American	40%	4
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	90%	9
Total	x	10
<b>2002</b>		
White	55%	12
African-American	36%	8
Latino	9%	2
Asian	0%	0
Other	0%	0
Women	95%	21
Total	x	22
<b>2000</b>		
White	55%	11
African-American	35%	7
Latino	5%	1
Asian	0%	0
Other	5%	1
Women	85%	17
Total	x	20
<b>1998</b>		
White	69%	9
African-American	23%	3
Latino	0%	0
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 70**

the WNBA League Office, African-Americans occupied 40 percent of the posts, while whites held 60 percent. This represents a four percentage point increase for African-Americans and a five percentage point increase for whites. Latinos decreased by nine percentage points.

Women filled 90 percent of WNBA professional staff positions in 2004, which is a five percentage point decrease from the last report. Renee Brown, senior vice president of Player Personnel and an African-American woman, was the only person of color in a vice president position. Ann Sarnoff, chief operating officer, Paula Hanson, senior vice president, Team Business Development, and Mary Reiling Spencer, vice president, Marketing Partnerships, were the other female senior executives in the WNBA League Office.

League Office: Support Staff Personnel			
	%	#	
<b>2004</b>			
White	0%	0	
African-American	100%	2	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	100%	2	
Total	x	2	
<b>2003</b>			
White	50%	1	
African-American	50%	1	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	100%	2	
Total	x	2	
<b>2001</b>			
White	50%	1	
African-American	50%	1	
Latino	0%	0	
Asian	0%	0	
Women	100%	2	
Total	x	2	
<b>2000</b>			
White	100%	3	
African-American	0%	0	
Latino	0%	0	
Asian	0%	0	
Women	100%	3	
Total	x	3	

*Note: Data provided by the WNBA league offices.  
x= Data not recorded*

Table 71

Majority Owners			
	%	#	
<b>2004</b>			
White	94%	16	
African-American	6%	1	
Latino	0%	0	
Asian	0%	0	
Other	0%	0	
Women	18%	3	
<b>2002</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Asian	x	x	
Women	x	x	
<b>2001</b>			
White	x	x	
African-American	x	x	
Latino	x	x	
Asian	x	x	
Women	x	x	

*x= Data not recorded*

Table 72

Grade for WNBA League Office:  
Race: A+  
Gender: A+

See Tables 70 and 71.

Head Coaches

In the WNBA, the percentage of African-American head coaches increased 13 percentage points from 18 to 31 percent, while white coaches dropped from 82 to 69 percent. The percentage of female head coaches decreased from 41 to 38 percent. There were no Asian or Latino head coaches in the WNBA.

There were four African-American head coaches in the 2004 WNBA season:

- Trudi Lacey, Charlotte Sting
- Michael Cooper, Los Angeles Sparks
- Dee Brown, San Antonio Silver Stars
- Michael Adams, Washington Mystics

Along with Lacey, there were four more women head coaches at the helm during the 2004 season:

- Carrie Graf, Phoenix Mercury
- Susie McConnell-Serio,

- Minnesota Lynx
- Anne Donovan, Seattle Storm
- Patty Coyle, New York Liberty

At the start of the 2005 season, there were two African-American head coaches (Trudi Lacey and Henry Bibby, Los Angeles Sparks), and the same five women as in 2004.

WNBA Grade for Head Coaches:  
Race: A+  
Gender: B+

See Table 73.

Head Coaches			
	%	#	
<b>2004</b>			
White	69%	9	
African-American	31%	4	
Asian	0%	0	
Latino	0%	0	
Women	38%	5	
<b>2002</b>			
White	82%	14	
African-American	18%	3	
Asian	0%	0	
Latino	0%	0	
Women	41%	7	
<b>2001</b>			
White	75%	12	
African-American	25%	4	
Asian	0%	0	
Latino	0%	0	
Women	44%	7	
<b>2000</b>			
White	69%	11	
African-American	31%	5	
Asian	0%	0	
Latino	0%	0	
Women	44%	7	
<b>1999</b>			
White	75%	9	
African-American	25%	3	
Asian	0%	0	
Latino	0%	0	
Women	50%	6	
<b>1998</b>			
White	60%	3	
African-American	40%	4	
Asian	0%	0	
Latino	0%	0	
Women	70%	7	

*x= Data not recorded*

Table 73

Assistant Coaches

The WNBA had the highest percentage of people of color as assistants, with a 12 percentage point

increase (from 33 to 45 percent). There were no Latino or Asian assistant coaches. The percentage of white assistant coaches dropped from 68 to 55 percent. Women holding these positions increased from 55 to 58 percent

**WNBA Grade for Assistant Coaches:**

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

See Table 74.

**“The WNBA had the highest percentage of people of color as assistants, with a 12 percentage point increase (from 33 to 45 percent).”**

Assistant Coaches		
	%	#
<b>2004</b>		
White	55%	18
African-American	45%	15
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	58%	19
<b>2002</b>		
White	68%	27
African-American	33%	13
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	55%	22
<b>2000</b>		
White	75%	27
African-American	22%	8
Latino	3%	1
Asian	0%	0
Other	0%	0
Women	61%	22
<b>1999</b>		
White	74%	17
African-American	22%	5
Latino	0%	0
Asian	4%	1
Other	0%	0
Women	52%	12
<b>1998</b>		
White	63%	2
African-American	31%	5
Latino	0%	0
Asian	6%	1
Other	0%	0
Women	50%	8

*x= Data not recorded*

**Table 74**

In the 2004 WNBA season, there were three African-Americans in the position of principal in charge of day-to-day operations. Since not all teams had one person designated with this responsibility, the following three women were 23 percent of the 13 individuals that were clearly assigned to this role:

- Judy Holland-Burton, senior vice president, Business and Basketball Operations, Washington Mystics
- Penny Toler, general manager, Los Angeles Sparks
- Clarissa Davis-Wrightsil, chief operating officer, San Antonio Silver Stars

In the 2005 season, Trudi Lacy was also general manager for the Charlotte Sting.

Including Davis-Wrightsil, Toler and Holland-Burton, there were 10 women in this post in the WNBA in 2004. These 10 women account for 77 percent of the individuals in this position. The other seven women were:

- Carol Blazejowski, senior vice president and general manager, New York Liberty
- Karen Bryant, chief operating officer, Seattle Storm
- Kelly Krauskopf, senior vice president and chief operating officer, Indiana Fever
- Kristin Bernert, vice president of business operations, Detroit Shock

**Top Management**

CEOs/Presidents

Susan O'Malley, president of the Washington Wizards/Mystics, was the only female president/CEO in the NBA and WNBA.

Steve Mills, president of the New York Knicks and New York Liberty, and Ed Tapscott, president of the Charlotte Sting, are the African-Americans who are presidents of both NBA and WNBA teams.

See Table 75.

CEO/President		
	%	#
<b>2004</b>		
White	85%	11
African-American	15%	2
Latino	0%	0
Asian	0%	0
Women	8%	1

*x= Data not recorded*

**Table 75**

General Manager/Principal-in-Charge

The WNBA had three African-American general managers in 2004. All women general managers in the sports reviewed in the Report Card were in the WNBA.

**“All women general managers in the sports reviewed in the Report Card were in the WNBA.”**



- Danette Leighton, senior director of business operations, Sacramento Monarchs
- Kelly Chopus, vice president of business operations, Charlotte Sting
- Jay Parry, chief operating officer, Phoenix Mercury

**WNBA Grade for General Manager/Principal in Charge:**

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

See Table 76.

General Manager/ Director of Player Personnel		
	%	#
2004		
White	77%	10
African-American	23%	3
Latino	0%	0
Asian	0%	0
Women	77%	10

*x= Data not recorded*

**Table 76**

**Team Vice Presidents**

The WNBA increased from just one vice president of color last year to five at the start of the 2004 season. The five African-American vice presidents were:

- Ed Tapscott, executive vice president, Charlotte Sting
- Kathryn Jordan, vice president, Communications, Indiana Fever
- Nona Lee, vice president and associate general counsel, Phoenix Mercury
- Wayne Cooper, vice president, Operations, Sacramento Monarchs
- Judy Holland Burton, senior vice president of Business and Basketball Operations, Washington Mystics

The number of female vice presidents also increased from five in the last RGRC to 13 in 2004. Along with Jordan, Lee and Holland Burton, the other female vice presidents are:

- Kristin Bernert, vice president,

- Team Operations, Detroit Shock
- Kelly Chopus, vice president, Business Operations, Charlotte Sting
- Lynn Angello, vice president, Corporate Sales, Phoenix Mercury
- Nona Lee, vice president and associate general counsel, Phoenix Mercury
- Alison Fox, executive vice president, Community Relations, Spurs Sports and Entertainment, San Antonio Silver Stars
- Lori Warren, vice president, Finance, San Antonio Silver Stars
- Paula Winslow, vice president, Human Resources, San Antonio Silver Stars
- Rhonda Ballute, vice president, Customer Service and Ticket Operations, Washington Mystics
- Ann Nicolaides, vice president, Marketing and Game Operations, Washington Mystics
- Donna Ruiz, vice president, Human Resources, Sacramento Monarchs

**WNBA Grade for Team Vice Presidents:**

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

See Table 77.

Vice Presidents		
	%	#
2004		
White	89%	42
African-American	11%	5
Latino	0%	0
Asian	0%	0
Women	28%	13

*x= Data not recorded*

**Table 77**

**Senior Administration**

In the 2004 WNBA season, 12 percent of senior administrators were African-American, while three percent were Latino and two percent were Asian. Whites held 81 percent of the senior administration positions. Forty-two percent of senior administrators in the WNBA were women.

In the WNBA, there were two females and no people of color serving as chief financial officers in 2004. Women held 43 percent of the public relations director posts while 71 percent of public relations directors were white. There were no African-American public relations directors in 2004. Latinos and Asians each occupied 14 percent of the total.

The 2004 season was the first time that the individual WNBA teams had a community relations director separate from that of their NBA counterpart. The league did an exceptional job of diversifying the position. Whites occupied 38 percent, African-Americans occupied 50 percent, and Asians occupied 13 percent. Women occupied 88 percent of the positions.

**WNBA Grade for Senior Administration:**

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

See Tables 78 and 79.

Senior Administrators		
	%	#
2004		
White	81%	74
African-American	12%	11
Latino	3%	3
Asian	2%	2
Other	1%	1
Women	42%	38

*x= Data not recorded*

**Table 78**

Key Positions			
	PRD	CRD	CFO
2004			
White	71%	38%	100%
African-American	0%	50%	0%
Latino	14%	0%	0%
Asian	14%	13%	0%
Other	0%	0%	0%
Women	43%	88%	25%

*Note: PRD=Public Relations Director / DCR=Director of Community Relations / CFO=Chief Financial Officer*  
*x= Data not recorded*

**Table 79**

**Professional Administration**

On team professional administrative positions in the 2004 season, whites decreased by six percentage points to 69 percent, while African-Americans increased by eight percentage points to 22 percent. Latinos had five percent and Asians had three percent. The percentage of women holding professional administrative positions decreased from 53 to 44 percent.

**WNBA Grade for Professional Administration:**

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

See Table 80.

Professional Administration		
	%	#
<b>2004</b>		
White	69%	268
African-American	22%	86
Latino	5%	18
Asian	3%	14
Other	<1%	3
Women	44%	170
<i>x= Data not recorded</i>		

**Table 80**

**Physicians and Head Trainers**

There was significant loss for both women and people of color in the position of team physician in the WNBA. There were no team physicians of color in the WNBA 2004 season, a drop of 12 percentage points from the 2003 Racial and Gender Report Card. Females in this position dropped from 22 to eight percent, although that remains the highest percentage of female physicians in any of the pro leagues.

In the WNBA, African-American head trainers increased from seven to 15 percent. There was one Asian head trainer, representing eight percent of the total. Whites fell nine percentage points from 86 to 77 percent, while the percentage of women increased from 88 to 92 percent.

See Tables 81 and 82.

Physicians		
	%	#
<b>2004</b>		
White	100%	13
African-American	0%	0
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	8%	1
<b>2002</b>		
White	88%	x
African-American	6%	x
Latino	0	x
Asian	6%	x
Other	0	x
Women	22%	x
<i>x= Data not recorded</i>		

**Table 81**

Head Trainers		
	%	#
<b>2004</b>		
White	77%	10
African-American	15%	2
Latino	0%	0
Asian	8%	1
Other	0%	0
Women	92%	12
<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
<i>x= Data not recorded</i>		

**Table 82**

**Support Staff**

In the 2004 WNBA season, whites held 59 percent of the support staff positions. African-Americans held 35 percent (up eight percentage points), while Latinos held six percent. Women held all of these positions.

**WNBA Grade for Support Staff:**

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

See Tables 83.

Support Staff Personnel		
	%	#
<b>2004</b>		
White	59%	10
African-American	35%	6
Latino	5%	1
Asian	3%	0
Other	0%	0
Women	100%	17
<b>2002</b>		
White	75%	x
African-American	14%	x
Latino	6%	x
Asian	5%	x
Other	0%	x
Women	53%	x
<b>2000</b>		
White	75%	x
African-American	21%	x
Latino	1%	x
Asian	1%	x
Other	1%	x
Women	60%	x
<b>1999</b>		
White	90%	x
African-American	10%	x
Latino	0%	x
Asian	2%	x
Other	1%	x
Women	68%	x
<i>x= Data not recorded</i>		

**Table 83**

# Chapter 7: College Sport

## OVERALL GRADES

When all categories were combined, College Sport received a **B-** for race and a **B+** for gender. That compared to the 2003 Racial and Gender Report Card when college sport earned a **B** for both race and gender. When compared to the grades for the professional sports leagues, the **B-** for race was next to last and only beat Major League Soccer's **C+**. However, its **B+** for gender was better than all the men's leagues and only followed the WNBA's **A** for gender. The college sport combined grade of **B** was third behind the NBA (**B+**) and WNBA (**A**).

## GRADES BY CATEGORY

### NCAA Headquarters

All the opportunities for jobs in college sport makes NCAA leadership critical, because of its potential to influence who is hired into these positions. In NCAA President Myles Brand's State of the NCAA address

**“In NCAA President Myles Brand’s State of the NCAA address in January 2005, he called the lack of opportunity for people of color in football head coaching positions ‘appalling.’”**

in January 2005, he called the lack of opportunity for people of color in football head coaching positions “appalling.” He also said the situation was bad for women and people of color as athletics directors and for women as head coaches.

After several years of progress, opportunities for people of color and women in the highest professional positions at NCAA Headquarters declined. People of color dropped 6.5 percentage points and women dropped 6.2 percentage points at the vice-president/chief of staff level. At the chief aides/director level, people of color declined by 2.2 percentage points, whereas they increased by 1.4 percentage points at the administrative level. Women increased at the chief aide/director level by six percentage points and remained the same at the administrative level.

At the NCAA's Indianapolis headquarters, African-Americans occupied 12.5 percent of the positions at the vice president/chief of staff level, a 6.5 percentage point decrease from the last report. Whites held the remaining 87.5 percent of the posts, an increase of 6.5 percentage points since the last report. Women occupied 18.8 percent of these positions, which was a decrease of 6.2 percentage points since the last RGRG.

In May 2005, the NCAA hired Charlotte Westerhaus as the vice president for Diversity and Inclusion. Westerhaus will report directly to NCAA President Myles Brand and lead the new NCAA Office for Diversity and Inclusion. Her hire gave the NCAA

## NCAA Vice President/Chief of Staff

	%	#
<b>2004</b>		
White	87.5%	14
African-American	12.5%	2
Latino	0.0%	0
Asian	0.0%	0
Other	0.0%	0
Women	18.8%	3
Total	x	16
<b>2002</b>		
White	81.0%	13
African-American	19.0%	3
Latino	0.0%	0
Asian	0.0%	0
Other	0.0%	0
Women	25.0%	4
Total	x	16
<b>2000</b>		
White	83.3%	10
African-American	16.7%	3
Latino	0.0%	0
Other	0.0%	0
Women	26.7%	4
Total	x	15
<b>1998</b>		
White	81.2%	13
African-American	18.8%	3
Latino	0.0%	0
Other	0.0%	0
Women	25.0%	4
Total	x	16
<b>1997</b>		
White	86.6%	13
African-American	13.3%	2
Latino	0.0%	0
Other	0.0%	0
Women	26.6%	4
Total	x	15

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

**TABLE 84**

Headquarters three African-American vice presidents and four women as vice presidents bringing the NCAA back to the same numbers as in the last Report Card. This is not included in the NCAA Vice President/Chief of Staff chart because she was hired after the period covered. However, it may represent Myles Brand's biggest signal to date on his commitment to

emphasizing diversity and inclusion both at NCAA Headquarters and with member institutions.

The African-American vice-presidents now are:

- Bernard Franklin, vice president for Governance & Membership
- Ronald Stratten, vice president for Education Services
- Charlotte Westerhaus, vice president for Diversity & Inclusion

In addition to Westerhaus, the other three women vice-presidents are:

- Judith Sweet, vice president for Championships
- Elsa Cole, chief legal counsel
- Sue Donohoe, vice president of Women's Division I Basketball

At the chief aides/directors level, whites occupied 81.3 percent of the positions (up two percentage points) while African-Americans held

12.5 percent (down 1.5 percentage points) of the chief aide/director positions, Latinos held 2 percent (down three percentage points) and Asians occupied 4 percent (up two percentage points). Forty-eight percent of these positions were filled by women, an increase of six percentage points.

At the administration level, people of color occupied 23.4 percent of

NCAA Chief Aides/Directors		
	%	#
<b>2004</b>		
White	81.3%	33
African-American	12.5%	5
Latino	2.0%	1
Asian	4.0%	2
Other	0.0%	0
Women	48.0%	20
Total	x	41
<b>2002</b>		
White	79.0%	x
African-American	14.0%	x
Latino	5.0%	x
Asian	2.0%	x
Other	0.0%	x
Women	42.0%	x
Total	x	x
<b>2000</b>		
White	82.9%	34
African-American	9.7%	4
Latino	2.4%	1
Other	4.8%	2
Women	39.0%	16
Total	x	41
<b>1998</b>		
White	85.7%	36
African-American	7.1%	3
Latino	2.4%	1
Other	4.8%	2
Women	38.1%	16
Total	x	42
<b>1997</b>		
White	92.1%	35
African-American	5.3%	2
Latino	2.6%	1
Other	0.0%	0
Women	34.2%	13
Total	x	38

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

**TABLE 85**

NCAA Administrators		
	%	#
<b>2004</b>		
White	76.7%	124
African-American	22.2%	37
Latino	0.0%	0
Asian	1.2%	2
Other	0.0%	0
Women	54.3%	88
Total	x	163
<b>2002</b>		
White	77.3%	x
African-American	22.2%	x
Latino	0.0%	x
Asian	<1%	x
Other	0.0%	x
Women	54.5%	x
Total	x	x
<b>2000</b>		
White	76.6%	105
African-American	21.9%	30
Latino	0.7%	1
Other	0.7%	1
Women	49.6%	68
Total	x	137
<b>1998</b>		
White	78.3%	90
African-American	19.1%	22
Latino	2.6%	3
Other	0.0%	0
Women	49.2%	53
Total	x	115
<b>1997</b>		
White	76.2%	77
African-American	19.1%	22
Latino	1.0%	3
Other	0.0%	0
Women	47.5%	48
Total	x	101

*Historically Black Institutions excluded. x= Data not recorded*

**TABLE 86**

NCAA Support Staff		
	%	#
<b>2004</b>		
White	85.1%	97
African-American	12.3%	13
Latino	0.9%	1
Asian	1.7%	2
Other	0.0%	0
Women	90.4%	103
Total	x	113
<b>2002</b>		
White	84.5%	x
African-American	13.0%	x
Latino	x	x
Asian	x	x
Other	2.5%	x
Women	84.0%	x
Total	x	x
<b>2000</b>		
White	84.0%	100
African-American	13.4%	16
Latino	0.8%	1
Other	1.6%	2
Women	90.7%	108
Total	x	119
<b>1998</b>		
White	90.5%	105
African-American	6.9%	8
Latino	0.0%	0
Other	2.5%	3
Women	94.8%	110
Total	x	122
<b>1997</b>		
White	92.0%	92
African-American	7.0%	7
Latino	0.0%	0
Other	1.0%	1
Women	54.4%	85
Total	x	100

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

**TABLE 87**

the positions while whites held 76.7 percent (down 1.4 percentage points). African-Americans continued to hold 22.2 percent of the positions and Asians increased slightly to 1.2 percent. The percentage of women decreased slightly to 54.3 percent.

The percentage of people of color in support staff positions dropped from 15.5 to 14.9 percent (down 0.6 percentage point) while whites increased from 84.5 to 85.1. African-

Conference Commissioners		
	Division IA	
	%	#
<b>2003-04</b>		
White	100.0%	11
African-American	0.0%	x
Asian	0.0%	x
Latino	0.0%	x
Native American	0.0%	x
Other	0.0%	x
Women	0.0%	0
Total	x	11
<b>2003-04</b>		
	Division I	
	%	#
White	100.0%	28
African-American	x	x
Asian	x	x
Latino	x	x
Native American	x	x
Other	x	x
Women	9.1%	3
Total	x	28

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

**TABLE 88**

Americans held 12.3 percent of support staff positions, Latinos held 0.9 percent and Asians held 1.7 percent. More than 90 percent of support staff were women, an increase of six percentage points since the last Racial and Gender Report Card.

**Grade for NCAA Headquarters:**

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

See Tables 84, 85, 86 and 87.

**Conference Commissioners**

All (100 percent) of the 11 Division IA conference commissioners were white men. Among these 11 men, those that head BCS Conferences are

Associate Conference Commissioners		
	Division IA	
	%	#
<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 89**

considered to be among the most powerful and influential people in college sport. Five (12.5 percent) of the 40 listed Division IA associate commissioners were African-American, 2.5 percent were Asian and 2.5 percent were Latino.

Women held 11 (27.5 percent) of the Division IA associate commissioner posts.

In all of Division I, excluding the Historically Black conferences, all 31 (100 percent) of Division I conference commissioners were white, with three (9.1 percent) of them being female. Out of 73 listed associate posts in Division I, 88 percent were held by whites, 9.6 percent by African-Americans, 1.4 percent each by Asians and Latinos, and 30 percent were held by women.

The three female conference commissioners were:

- Linda Bruno, Atlantic 10 Conference
- Carolyn Schlie Femovich, Patriot League
- Patty Viverito, Gateway Football Conference & Pioneer Football League

**Grade for Division I Conference Commissioners:**

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

See Tables 88 and 89.

**Student-athletes**

The percentage of African-American male Division I college student-athletes continued to be nearly 25 percent at 24.6 percent in the 2003-2004 year. That was slightly below the all-time high of 26.5 in 1991-92. The rate has been remarkably consistent over the last 15 years and never varied by more than two percentage points. At 62.6 percent, the percentage of white student-athletes has also been consistent but was also below its all-time high in the RGRC of 66.2 percent in 1991-92. Latinos, at 3.6 percent, and Asian men at 1.6 percent, have both also been

consistent for a decade.

The percentages of Division I African-American male student-athletes were up slightly in basketball and football and remained the same in baseball. Whites were down in basketball, football and baseball. Latinos increased in basketball and football and decreased in baseball. The percentage of non-resident aliens increased in all three sports. In all cases, the changes were slight.

In NCAA Division I men's basketball during the 2003-2004 academic year, African-Americans made up 58.2 percent (up 0.3 percentage point)

of the student-athletes, which was the highest percentage of African-Americans in more than a decade. Whites comprised 31.6 percent (down 0.7 percentage point), Latinos 1.5 percent (up .2 of a percentage point), non-resident aliens 5.7 percent (up .4 of a percentage point), American Indian/Alaskan Native 0.3 percent, Asian/Pacific Islander 0.2 percent and "others" 2.5 percent (down 0.1 percentage point).

During the same year in Division I football (IA and IAA combined), African-American student-athletes comprised 44.3 percent (up .5

**Male Student-Athletes: Division I**

	Basketball	Football	Baseball		Basketball	Football	Baseball
<b>2003-04</b>				<b>1999-00</b>			
White	31.6%	48.3%	83.8%	White	34.6%	51.3%	83.0%
African-American	58.2%	44.3%	6.1%	African-American	55.0%	39.5%	6.6%
Latino	1.5%	2.4%	4.9%	Latino	1.6%	1.8%	4.3%
American Indian/Alaskan Native	0.3%	0.4%	0.3%	American Indian/Alaskan Native	0.2%	0.3%	0.4%
Asian	0.2%	1.6%	1.2%	Asian	0.3%	1.3%	1.1%
Non-Resident Aliens	5.7%	0.6%	1.3%	Non-Resident Aliens	3.0%	0.2%	0.6%
Other	2.5%	2.4%	2.1%	Other	5.3%	5.7%	3.9%
<b>2002-03</b>				<b>1998-99</b>			
White	32.3%	49.3%	84.1%	White	34.0%	46.9%	88.1%
African-American	57.9%	43.8%	6.1%	African-American	55.9%	46.4%	2.8%
Latino	1.3%	2.2%	5.1%	Latino	1.4%	1.9%	4.7%
American Indian/Alaskan Native	0.4%	0.4%	0.3%	American Indian/Alaskan Native	0.3%	0.4%	0.5%
Asian	0.2%	1.6%	1.2%	Asian	0.3%	2.0%	0.8%
Non-Resident Aliens	5.3%	0.5%	1.2%	Non-Resident Aliens	5.5%	1.0%	1.4%
Other	2.6%	2.3%	2.0%	Other	2.6%	1.9%	1.7%
<b>2001-02</b>				<b>1996-97</b>			
White	32.3%	50.1%	83.4%	White	33.8%	46.9%	89.5%
African-American	57.7%	42.6%	6.9%	African-American	57.3%	47.6%	3.0%
Latino	1.5%	2.1%	5.2%	Latino	1.5%	1.9%	4.3%
American Indian/Alaskan Native	0.3%	0.4%	0.4%	American Indian/Alaskan Native	0.2%	0.3%	0.5%
Asian	0.2%	1.4%	1.1%	Asian	0.3%	1.2%	0.6%
Non-Resident Aliens	4.8%	0.5%	1.1%	Non-Resident Aliens	4.4%	0.6%	0.9%
Other	3.2%	2.8%	1.9%	Other	2.5%	1.5%	1.2%
<b>2000-01</b>				<b>1991-92</b>			
White	32.5%	49.4%	81.3%	White	34.5%	53.2%	90.0%
African-American	57.1%	42.1%	6.7%	African-American	61.8%	42.7%	4.3%
Latino	1.4%	2.1%	5.6%	Latino	0.8%	1.4%	3.9%
American Indian/Alaskan Native	0.4%	0.4%	0.4%	American Indian/Alaskan Native	0.2%	0.3%	0.3%
Asian	0.2%	1.3%	0.9%	Asian	0.2%	1.0%	0.7%
Non-Resident Aliens	5.1%	1.7%	2.1%	Non-Resident Aliens	x	x	x
Other	3.3%	2.9%	3.0%	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 90**

Female Student-Athletes: Division I

	Basketball	XC/Track	Other Sports		Basketball	XC/Track	Other Sports
<b>2003-04</b>				<b>1999-00</b>			
White	46.8%	64.0%	70.5%	White	53.6%	66.2%	72.7%
African-American	41.6%	23.1%	5.7%	African-American	35.7%	22.1%	6.2%
Latino	1.8%	4.0%	2.9%	Latino	1.5%	2.6%	2.7%
American Indian/Alaskan Native	0.5%	1.2%	0.5%	American Indian/Alaskan Native	0.4%	0.9%	0.3%
Asian	1.3%	0.5%	3.5%	Asian	0.7%	0.3%	3.1%
Non-Resident Aliens	5.3%	4.1%	5.4%	Non-Resident Aliens	2.4%	1.9%	2.5%
Other	2.8%	3.2%	6.5%	Other	5.6%	6.0%	8.0%
<b>2002-03</b>				<b>1998-99</b>			
White	48.7%	65.3%	70.1%	White	58.5%	60.8%	83.3%
African-American	40.9%	23.2%	4.5%	African-American	31.4%	25.3%	2.6%
Latino	1.7%	3.4%	2.4%	Latino	1.7%	3.7%	2.9%
American Indian/Alaskan Native	0.6%	0.4%	0.3%	American Indian/Alaskan Native	0.6%	0.6%	0.5%
Asian	1.2%	1.3%	2.3%	Asian	0.9%	0.9%	2.4%
Non-Resident Aliens	4.5%	3.5%	4.4%	Non-Resident Aliens	4.9%	7.0%	6.4%
Other	2.4%	3.0%	2.4%	Other	2.0%	1.8%	1.8%
<b>2001-02</b>				<b>1996-97</b>			
White	50.2%	65.3%	71.4%	White	60.5%	60.3%	84.5%
African-American	39.7%	23.4%	6.2%	African-American	30.7%	27.3%	2.5%
Latino	1.7%	3.2%	2.3%	Latino	1.8%	2.8%	2.9%
American Indian/Alaskan Native	0.5%	1.0%	0.4%	American Indian/Alaskan Native	0.6%	0.4%	0.4%
Asian	0.8%	0.5%	3.5%	Asian	0.9%	1.6%	2.5%
Non-Resident Aliens	4.3%	3.4%	4.7%	Non-Resident Aliens	3.2%	5.8%	5.5%
Other	2.8%	3.2%	6.6%	Other	2.3%	1.8%	1.7%
<b>2000-01</b>				<b>1991-92</b>			
White	50.6%	62.2%	68.9%	White	65.0%	68.6%	88.8%
African-American	38.6%	24.0%	8.4%	African-American	31.0%	23.2%	2.9%
Latino	1.7%	2.7%	3.1%	Latino	1.4%	3.2%	2.3%
American Indian/Alaskan Native	0.5%	0.9%	0.3%	American Indian/Alaskan Native	0.5%	0.4%	0.2%
Asian	0.8%	0.5%	3.6%	Asian	0.5%	0.8%	1.8%
Non-Resident Aliens	5.0%	5.6%	6.8%	Non-Resident Aliens	x	x	x
Other	2.8%	4.1%	8.9%	Other	1.6%	3.9%	4.0%

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 91

percentage point), whites were 48.3 percent (down 1 percentage point from 2002-03), Latinos held 2.4 percent (up 0.2 percentage point), American Indian/Alaskan Native held 0.4 percent, Asian/Pacific Islander held 1.6 percent (up 0.3 percentage point), non-resident aliens held 0.6 percent (down 0.1 percentage point) and “others” held 2.4 percent (down 0.1 percentage point).

During the same year in Division I baseball, African-American student-athletes remained at 6.1 percent, whites were 83.8 percent (down .3

percentage points), Latinos held 4.9 percent (down 0.2 percentage point), American Indian/Alaskan Native held 0.3 percent, Asian/Pacific Islander held 1.2 percent, non-resident aliens held 1.3 percent and “others” held 2.1 percent.

In the 2003-2004 Division I women’s basketball season, 46.8 percent of the student-athletes were white (down 2.1 percentage points), 41.6 percent were African-American (up .7 of a percentage point), 1.8 percent were Latina (up .1 of a percentage point), 0.5 percent were American Indian/

Alaskan Native, 1.3 percent were Asian/Pacific Islanders, non-resident aliens held 5.3 percent (up .8 of a percentage point) and “others” held 2.8 percent. This was the highest percentage ever for African-American women.

On Division I women’s cross country and track teams, 64 percent of the student-athletes were white (down 1.3 percentage points), African-Americans comprised 23.1 percent (down 0.1 percentage point), Latinas held 4 percent (up 0.6 percentage point), American Indian/Alaskan Natives held

Student-Athletes: Division I								
			Male	Female				
<b>2003-04</b>					<b>1999-00</b>			
	White		62.3%	70.6%		White	64.4%	72.6%
	African-American		24.6%	14.9%		African-American	22.9%	13.8%
	Latino		3.6%	3.3%		Latino	2.8%	2.4%
	American Indian/Alaskan Native		0.4%	0.4%		American Indian/Alaskan Native	0.3%	0.3%
	Asian		1.6%	2.1%		Asian	1.4%	1.6%
	Non-Resident Aliens		4.4%	5.0%		Non-Resident Aliens	2.4%	2.4%
	Other		3.2%	3.7%		Other	5.8%	6.7%
<b>2002-03</b>					<b>1998-99</b>			
	White		62.6%	71.9%		White	61.6%	75.8%
	African-American		24.6%	14.8%		African-American	25.5%	10.7%
	Latino		3.3%	2.9%		Latino	3.1%	2.9%
	American Indian/Alaskan Native		0.4%	0.3%		American Indian/Alaskan Native	0.4%	0.6%
	Asian		1.6%	2.0%		Asian	1.3%	1.6%
	Non-Resident Aliens		4.1%	4.5%		Non-Resident Aliens	6.0%	6.3%
	Other		3.4%	3.7%		Other	2.0%	2.5%
<b>2001-02</b>					<b>1996-97</b>			
	White		63.1%	72.1%		White	62.3%	78.2%
	African-American		24.3%	14.7%		African-American	26.2%	11.1%
	Latino		3.4%	2.8%		Latino	3.1%	2.8%
	American Indian/Alaskan Native		0.4%	0.4%		American Indian/Alaskan Native	0.5%	0.5%
	Asian		1.5%	1.8%		Asian	1.6%	1.9%
	Non-Resident Aliens		3.8%	4.2%		Non-Resident Aliens	4.5%	3.8%
	Other		3.7%	3.9%		Other	1.8%	1.8%
<b>2000-01</b>					<b>1991-92</b>			
	White		61.6%	70.4%		White	66.2%	79.8%
	African-American		24.3%	14.8%		African-American	26.5%	12.8%
	Latino		3.3%	2.6%		Latino	2.5%	2.2%
	American Indian/Alaskan Native		0.4%	0.4%		American Indian/Alaskan Native	0.3%	0.3%
	Asian		1.4%	1.7%		Asian	0.2%	1.5%
	Non-Resident Aliens		4.7%	5.4%		Non-Resident Aliens	x	x
	Other		4.4%	4.8%		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 92

1.2 percent (up .8 of a percentage point), Asian/Pacific Islander held .5 (down .8 of a percentage point), non-resident aliens held 4.1 percent (up .6 percentage point) and “others” held 3.2 percent (down .9 percentage point). This was the lowest percentage of African-American women since 1999-2000 when they had 22.1 percent of the positions. It was the highest percentage for American Indian/Alaskan Natives.

In all Division I women’s sports, the percentage of white women was down slightly to 71.9 percent. It has been between 70-72 percent since the 2000-01 year. It is still far below the 79.8 percent in 1991-92. The percentages of white women was down slightly in basketball and track/cross country, while the percentages of African-American women went up

in basketball and down in track/cross country. In all sports combined, African-Americans had 14.8 percent of the slots, which was their all-time RGRC high. Latinas held 2.9 percent of the female student-athlete positions which was also their all-time best. Asian women held 2.0 percent, also their highest ever percent. Native American women had .3 of a percent.

When the percentages of female student-athletes in all sports in Division I were combined, whites held 71.9 percent, African-Americans held 14.8 percent, Latinos held 2.9 percent, American Indian/Alaskan Native were at 0.3 percent, Asian/Pacific Islanders held 2 percent, non-resident aliens held 4.5 percent and “others” held 3.7 percent.

The percentages of white student-

athletes increased from Division I to Division II while the percentages for African-American student-athletes decrease. The same is true only in a more dramatic change from both Divisions I and II to Division III. In Division I, white male student-athletes comprise 62.3 percent of the total male student-athletes. In Division II, they make up 67.1 percent and in Division III, 83.3 percent. In Division I, white female student-athletes comprise 70.6 percent of the total female student-athletes. In Division II, they make up 77.5 percent and in Division III, 87.4 percent.

In Division I, African-American male student-athletes make up 24.6 percent of the total male student-athletes. In Division II, they comprise 22.6 percent and in Division III, 8.8 percent. In Division I, African-American female



student-athletes comprise 14.9 percent of the total female student-athletes. In Division II, they make up 12.1 percent and in Division III, only 4.9 percent.

All student-athlete data came from the NCAA 2003-04 Student-athlete Ethnicity Report. In all, 45 percent of NCAA Division I student-athletes are female and 55 percent are male.

**Grade for Student-Athlete Participation:**

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

See Tables 90, 91 and 92.

**Head Coaches**

College sports continued to receive considerable scrutiny for its poor performance in hiring people of color in head coaching positions in both men's and women's sports. The Black Coaches Association (BCA) issued a Hiring Report Card in October 2004 to assess how universities handle the process for hiring head football coaches. It evaluated 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.

As has been the case, men's Division I basketball did very well for diversity with 23.2 percent of all head coaches who were African-American, an all time high percentage. It rose from 22.9 percent. Native American men once again held 0.4 percent of the head coaching positions in Division I basketball. The 62 people of color set a new record for basketball coaches.

However, aside from men's Division I basketball, opportunities for people of color in other men's and women's sports remained poor.

By the start of the 2004 season, African-Americans held 4.2 percent and Latinos held 1.8 percent of Division IA football coaching positions. There were two African-American Division I baseball coaches and only 3.6 percent of head baseball coaches were people of color, with 2.7 percent Latino.

The numbers were worse for these sports in other divisions. For basketball in all divisions combined, African-Americans held 12.3 percent

96.2 percent of the head positions in basketball, football and baseball, respectively.

But Division IA college football continues to get the most attention. In Division IA football, the percentage of African-American head coaches increased to 4.2 percent for the 2004 season. Mississippi State hired Sylvester Croom, making him the 19th African-American head coach in the history of Division IA football.

The African-American football head coaches at the start of the 2004 season were:

- Fitz Hill, San Jose State
- Tony Samuel, New Mexico State
- Tyrone Willingham, Notre Dame
- Karl Dorrell, UCLA
- Sylvester Croom, Mississippi State

Listed above were the only African-American football coaches in all Division IA and IAA, the 2004 season. In 2003, St. Mary's head coach Vincent White was the only African-American head coach in Division IAA. St. Mary's dropped its football program before the start of the 2004 season. Jerome Souers, a Native American who is head coach at Northern Arizona University, was the only head coach of color in Division IAA during the season. After the 2004 season ended, Indiana State hired Lou West, who is African-American. *This excludes the Historically Black Colleges and Universities.*

Barry Alvarez at the University of Wisconsin, Madison was the only Latino head coach in Division IA football.

In the last three weeks of the 2004 season, Fitz Hill resigned and Tony Samuel and Tyrone Willingham were fired. Willingham became the first African-American head coach who had been fired to get another post when he became head coach at the University of Washington. All told, only three of the 117 Division IA head coaches were African-American as of this publication, the lowest point in a decade.

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	4	19-37-0
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	0	First season
Karl Dorrell	UCLA	2	12-12
Sylvester Croom	Mississippi State	1	3-8
Barry Alvarez	Wisconsin	14	99-67-4

TABLE 93

**College Head Coaches: Men's Teams**

	Basketball		Football		Baseball	
	%	#	%	#	%	#
<b>Division I</b>						
<b>2003-04</b>						
White	76.4%	201	96.0%	179	96.4%	217
African-American	23.2%	61	2.9%	4	0.9%	2
Other	0.4%	1	1.1%	2	2.7%	6
<b>2000-01</b>						
White	76.7%	x	96.9%	x	97.5%	x
African-American	22.9%	x	2.1%	x	0.0%	x
Other	0.4%	x	1.0%	x	2.5%	x
<b>1999-2000</b>						
White	78.0%	x	95.3%	x	95.2%	x
African-American	21.6%	x	4.7%	x	0.4%	x
Other	0.3%	x	0.0%	x	4.4%	x
<b>1997-98</b>						
White	79.9%	x	92.2%	x	96.7%	x
African-American	19.4%	x	7.8%	x	0.4%	x
Other	0.7%	x	0.0%	x	2.9%	x
<b>1995-96</b>						
White	81.5%	x	94.4%	x	97.6%	x
African-American	17.4%	x	5.6%	x	0.0%	x
Other	1.0%	x	0.0%	x	2.4%	x
<b>Division I, II, III</b>						
<b>2003-04</b>						
White	86.0%	713	97.7%	502	96.2%	702
African-American	12.3%	102	1.6%	8	0.7%	5
Other	1.7%	14	0.8%	4	3.1%	23
<b>2000-01</b>						
White	86.6%	x	97.1%	x	96.8%	x
African-American	12.7%	x	2.0%	x	0.4%	x
Other	0.7%	x	0.9%	x	2.8%	x
<b>1999-2000</b>						
White	85.9%	x	97.3%	x	96.0%	x
African-American	12.7%	x	1.8%	x	0.4%	x
Other	1.4%	x	0.9%	x	3.6%	x
<b>1997-98</b>						
White	87.2%	x	97.0%	x	96.7%	x
African-American	12.2%	x	2.6%	x	0.7%	x
Other	0.6%	x	0.4%	x	2.6%	x
<b>1995-96</b>						
White	87.3%	x	96.5%	x	97.6%	x
African-American	11.3%	x	2.7%	x	0.8%	x
Other	1.5%	x	0.7%	x	1.6%	x

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

**TABLE 94**

Clearly, we have an even longer way to go in all divisions when you look at both males and females in all sports combined in each division. On the men's teams, whites held 89.5 percent, 90.5 percent and 93 percent of all head coaching positions in Divisions I, II and III,

respectively. African-Americans held only 7.7 percent, 3.4 percent and 4.1 percent of the men's head coaching positions in the three NCAA divisions, respectively. Latinos held 1.5 percent, 3.4 percent and 1.5 percent of head coaching positions for men's teams in the respective divisions. Asians

and Native Americans had almost no representation. These figures accounted for male and female head coaches of men's teams.

In fact, African-Americans were so underrepresented as head coaches, that the percent of women coaching men's teams actually exceeded that of African-Americans in Division III (4.4 percent versus 4.1 percent). In Division II, the percentage of women coaching men's teams almost matched the percentage of African Americans (3.0 percent versus 3.4 percent).

More than three 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. The same was true for African-American women in these respective categories. Although they lost some ground, women were strong in Division I basketball with 67.5 percent of the head jobs (down 0.9 percentage point). However, they held only 21.7 percent of the track/cross country head jobs. Women held 67.3 percent of the head softball coaching jobs in Division I.

In all sports combined, women held only 41.9 percent (down 0.4 percentage point), 35.5 percent (down 0.9 percentage point) and 43.9 percent (down 0.8 percentage point) of the head coaching positions in Division I, II and III, respectively. More than 30 years after the passing of Title IX, women are yet to occupy even half of the head coaching positions of women's college teams. They lost ground in all three divisions.

In order to obtain a balanced view of coaching positions on the women's teams, The Racial and Gender Report Card examines the head coaching percentages in women's basketball, cross-country/indoor and outdoor track and in a combination of all of the other women's sports programs.

Whites held 89.3 percent (up from 86.9 percent) of Division I women's basketball head coaching positions.

African-Americans held 9.6 percent (down 1.8 percentage points). Asian men and women held 0.8 percent, Native-Americans made up 0.4 percent. Women held 67.5 percent of these positions, a 0.7 percentage point decrease. The percentage of white women increased 1.7 percentage points from 57.7 to 59.4 percent, while white men increased slightly to 29.9 percent. African-American women held 7.7 percent, dropping a significant 2.2 percentage points from the last RGRC. In the 2004 women's Sweet 16, no team had a permanent African-American head coach. LSU had an interim head coach, Pokey Chatman, who was African-American. She was hired as the new LSU head coach after the season. Asian women were

**“African-American women held 7.7 percent [Division I women’s basketball head coaching positions], dropping a significant 2.2 percentage points from the last RGRC. In the 2004 women’s Sweet 16, no team had a permanent African-American head coach.”**

College Head Coaches: Division I								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
<b>2003-04</b>								
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	2.4%	60	58.7%	1522	41.3%	1100
<b>2000-01</b>								
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
<b>1998-99</b>								
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 NCAA. Historically Black Institutions excluded.  
x= Data not recorded*

TABLE 95

College Head Coaches: Division II								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
<b>2003-04</b>								
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
<b>2000-01</b>								
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
<b>1998-99</b>								
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 NCAA. Historically Black Institutions excluded.  
x= Data not recorded*

TABLE 96

the only females representing “other” minorities at this position with 0.4 percent.

Head coaches in NCAA Division I track/cross-country teams continued

to have the highest percent of people of color in head coaching positions for women’s college sports. Whites held 80.3 percent of these posts (up 0.3 percentage point), African-Americans held 17.3 percent (up 0.6 percentage

point). Asian men represented 0.4 percent, Latino men 1.4 percent, and "other" men had 0.1 percent of the jobs. There were no Native Americans holding this position. Women overall held 21.7 percent of these positions which was down 0.4 percentage point from the last report. Asian women did not hold any of these positions, Latino women held 0.3 percent and Native American women held 0.1 percent. African-American women held 6.3 percent, while white women filled 15 percent of these positions. Men coached 78.3 percent of the men's and women's track/cross country teams, up one percentage point from the last report.

In all of the other women's sports combined, excluding track/cross-country and basketball, white men continued to have the largest percentage of the jobs. This percentage is down 3.5 percentage points from last year to 47.1 percent.

Combining male and female head coaches, whites held a dominating 93.6 percent of the head coaching jobs. African-Americans held 2.5 percent. Asian men held 0.8 percent, Latino men held 1.2 percent, and "other" men held 0.8 percent of these positions. African-American men have decreased since the last Racial and Gender Report Card.

Among the women holding the head coaching positions in these women's sports, white women continued to dominate holding 46.5 percent of these posts, while African-American women held 1.1 percent.

College Head Coaches: Division III									
	Men's Sports				Women's Sports				
	Men		Women		Men		Women		
	%	#	%	#	%	#	%	#	
<b>2003-04</b>									
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	
<b>2000-01</b>									
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	
<b>1998-99</b>									
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 NCAA. Historically Black Institutions excluded.  
x= Data not recorded

TABLE 97

College Head Coaches: Division I Women's Teams												
	Basketball				Cross Country/Track				All Other Sports			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
<b>2003-04</b>												
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
<b>2000-01</b>												
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
<b>1998-99</b>												
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 NCAA. Historically Black Institutions excluded.  
x= Data not recorded

TABLE 98

This was a 3.1 percentage point increase for white women and a 0.5 percentage point increase for African-American women. Overall, with women's basketball and track/cross

country excluded, women held 48.8 percent of these positions, an increase of 4.6 percentage points. Asian women held 0.4 percent, Latinas and Native American women each held 0.2

and 0.1 percent respectively of these positions.

On the women's teams in all divisions, whites held 91.3 percent, 90.8 percent and 93 percent of all head coaching positions in Divisions I, II and III, respectively. African-Americans held only 5 percent, 3.7 percent and 4 percent of the men's head coaching positions in the three NCAA divisions, respectively. Latinos held 1.7 percent, 3.1 percent and 1.2 percent of head coaching positions for women's teams in the respective divisions. Asians held 1.2, 1 and 1 percent of head coaching positions for women's teams in the respective divisions. Native Americans had almost no representation. These figures accounted for male and female head coaches of women's teams.

*As in all cases regarding employment in college athletics, the data reported here and throughout the 2004 Racial and Gender Report Card excludes the Historically Black Colleges and Universities (HBCUs).*

**Grade for Head Coaches for all Division I Men's Teams:**

**Race: B-**

**Grade for Head Coaches for all Division I Women's Teams:**

**Race: C**  
**Gender: A**

**Grade for Head Coaches for all Division IA Football Teams:**

**Race: F**

**Grade for Head Coaches for all Division I Men's Basketball Teams:**

**Race: A**

**Grade for Head Coaches for all Division I Women's Basketball Teams:**

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

College Assistant Coaches: Division I								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
<b>2003-04</b>								
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
<b>2000-01</b>								
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
<b>1999-2000</b>								
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 99**

College Assistant Coaches: Division II								
	Men's Sports				Women's Sports			
	Men		Women		Men		Women	
	%	#	%	#	%	#	%	#
<b>2003-04</b>								
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
<b>2000-01</b>								
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
<b>1999-2000</b>								
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 100**

See Tables 93, 94, 95, 96, 97 and 98.

College Assistant Coaches: Division III									
	Men's Sports				Women's Sports				
	Men		Women		Men		Women		
	%	#	%	#	%	#	%	#	
<b>2003-04</b>									
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	
<b>Total</b>	<b>91.4%</b>	<b>4649</b>	<b>8.6%</b>	<b>438</b>	<b>47.6%</b>	<b>1985</b>	<b>52.5%</b>	<b>2194</b>	
<b>2000-01</b>									
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	
<b>Total Women</b>	<b>x</b>	<b>x</b>	<b>7.9%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>50.2%</b>	<b>x</b>	
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	
<b>Total Women</b>	<b>x</b>	<b>x</b>	<b>7.7%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>50.7%</b>	<b>x</b>	

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

TABLE 101

**Assistant Coaches**

The position of an assistant coach is obviously a direct pipeline to the coveted head coaching jobs. There is a general belief that African-Americans hold a large percentage of the assistant positions on men's teams. This appears to be true only in Division I basketball and football where 36 and 24 percent of the jobs were held by African-Americans, respectively. The percentage drops to 26 for basketball and 17 percent for football in all Divisions combined.

When we look at assistant jobs in all sports combined in each of the divisions, hope for African-Americans plummets once again. This is true for both men's and women's teams. On the men's teams, whites held 78.2, 82.5, and 88.9 percent of the assistant positions in the three divisions, respectively. African-Americans held 18.2, 11.5, and 8.5 percent, respectively. There are more women (8.6 percent) as assistants on Division III on men's teams than African-Americans. Women held 7.6, 7.4, and 8.6 percent of the assistant men's jobs in Division I, II, and III, respectively.

Among the women's teams, whites held 80.9, 83.3 and 90.8 percent of the assistant positions in Divisions I, II and III, respectively. African-Americans had 13.3, 8.1, and 6.6 percent, respectively. As assistants, women held slightly more than half of the jobs on women's teams with 51.5 in Division I, 50.2 in Division II and 52.5 percent in Division III.

**Grade for Assistant Coaches on men's teams:**

Race: A-

**Grade for Assistant Coaches on women's teams:**

Race: B+

Gender: A

See Tables 99, 100, 101, 102 and 103.

**College Athletics Directors**

*As in all cases regarding employment in college athletics, the data reported here and throughout the 2004 Racial and Gender Report Card excludes the Historically Black Colleges and Universities (HBCUs).*

Division IA had some major

breakthroughs in the period being reported. Damon Evans became the first African-American athletics director in the SEC and Daryl Gross became the first African-American athletics director in the Big East. As of the May 1, 2005 there was an all-time high of 12 (10.3 percent) athletics directors of color in Division IA.

However, people of color and women continued to be underrepresented in the top administrative positions throughout Division I. Whites held 95 percent (down 0.3 percentage point) of Division I athletics director jobs. White men held 88.5 percent and white women held 6.5 percent. African-American men held 3.4 percent, (up 0.5 percentage point). Latino men held 1.2 percent; there were no Asian male athletics directors.

**“...there was an all-time high of 12 (10.3 percent) athletics directors of color in Division IA.”**

Women had the fewest opportunities to be athletics directors in Division I, once again holding only 7.3 percent. White women held 6.5 percent, Asian women held 0.4 percent and Native American women held 0.4 percent. There were no African-American female ADs in Division I.

As of May 2005, there were nine African-American athletics directors at Division IA institutions:

- Eugene Smith, The Ohio State University
- Damon Evans, University of Georgia
- Herman R. Frazier, University of

College Assistant Coaches: Men's Teams													
	Basketball				Football				Baseball				
	Men		Women		Men		Women		Men		Women		
	%	#	%	#	%	#	%	#	%	#	%	#	
<b>Division I</b>													
<b>2003-04</b>													
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	
<b>2000-01</b>													
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	
<b>1999-2000</b>													
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	
<b>Division I, II, III</b>													
<b>2003-04</b>													
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 Women	99.8%	1879	0.2%	3	100.0%	3655	0.0%	0	100.0%	1357	0.0%	0	
<b>2000-01</b>													
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	
<b>1999-2000</b>													
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 102

Hawaii, Manoa

- Daryl Gross, Syracuse University
- Michael Garrett, University of Southern California
- David Williams II, Vanderbilt University
- Craig Littlepage, University of Virginia
- Kevin Anderson, West Point
- McKinley Boston, New Mexico State

There were three Latino athletics

directors at Division IA institutions:

- Daniel G. Guerrero, University of California, Los Angeles
- Rudy Davalos, University of New Mexico
- Barry Alvarez, University of Wisconsin, Madison

In May 2005, Arizona State University hired Lisa Love as the athletics director. This is not included in the College Athletics Directors chart because she was hired by ASU after

the period covered.

In addition to Love, the following nine women were Division IA athletics directors:

- Anne "Sandy" Barbour, University of California, Berkeley
- Kathy Beauregard, Western Michigan University
- Joan C. Cronan, University of Tennessee, Knoxville
- Cary Groth, Northern Illinois University

College Assistant Coaches: Division I Women's Teams

	Basketball				Cross Country/ Track				All Other Sports			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
<b>2003-04</b>												
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
<b>Total</b>	<b>30.0%</b>	<b>226</b>	<b>70.0%</b>	<b>528</b>	<b>68.2%</b>	<b>992</b>	<b>31.8%</b>	<b>463</b>	<b>47.1%</b>	<b>961</b>	<b>57.9%</b>	<b>1321</b>
<b>2000-01</b>												
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
<b>Total Women</b>	<b>x</b>	<b>x</b>	<b>71.7%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>28.9%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>50.1%</b>	<b>x</b>
<b>1999-2000</b>												
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
<b>Total Women</b>	<b>x</b>	<b>x</b>	<b>75.3%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>32.0%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>57.6%</b>	<b>x</b>

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

TABLE 103

College Athletics Directors: Division I

	Men		Women	
	%	#	%	#
<b>2003-04</b>				
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
<b>Total</b>	<b>92.7%</b>	<b>243</b>	<b>7.3%</b>	<b>19</b>
<b>2000-01</b>				
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
<b>Total</b>	<b>92.8%</b>	<b>x</b>	<b>7.2%</b>	<b>x</b>
<b>1999-2000</b>				
White	86.9%	x	9.0%	x
African-American	2.4%	x	0.0%	x
Other	1.7%	x	0.0%	x
<b>Total</b>	<b>91.0%</b>	<b>x</b>	<b>9.0%</b>	<b>x</b>

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

TABLE 104

College Athletics Directors: Division II

	Men		Women	
	%	#	%	#
<b>2003-04</b>				
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
<b>Total</b>	<b>83.8%</b>	<b>197</b>	<b>16.2%</b>	<b>38</b>
<b>2000-01</b>				
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
<b>Total</b>	<b>86.3%</b>	<b>x</b>	<b>14.4%</b>	<b>x</b>
<b>1999-2000</b>				
White	79.6%	x	13.7%	x
African-American	1.6%	x	1.2%	x
Other	3.5%	x	0.4%	x
<b>Total</b>	<b>x</b>	<b>x</b>	<b>15.3%</b>	<b>x</b>

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

TABLE 105



**College Athletics Directors: Division III**

	Men		Women	
	%	#	%	#
<b>2003-04</b>				
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
<b>Total</b>	<b>72.9%</b>	<b>274</b>	<b>27.1%</b>	<b>102</b>
<b>2000-01</b>				
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
<b>Total</b>	<b>74.7%</b>	<b>x</b>	<b>25.4%</b>	<b>x</b>
<b>1999-2000</b>				
White	71.3%	x	24.3%	x
African-American	3.0%	x	0.5%	x
Other	0.7%	x	0.2%	x
<b>Total</b>	<b>x</b>	<b>x</b>	<b>25.0%</b>	<b>x</b>

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

**TABLE 106**

- Beverly R. Lewis, University of Arkansas, Fayetteville
- Lisa Love, Arizona State University
- Judy MacLeod, University of Tulsa
- Christine Plonsky, University of Texas, Austin
- Deborah A. Yow, University of Maryland, College Park

Cronan, Lewis and Plonsky headed separate women's athletics departments. Thus, only seven women headed entire Division I departments.

When looking at all divisions, the position of athletics director was one of the whitest positions in all of sport when HBCUs were excluded. Whites held 95 percent (down .3 percentage point) of the athletics director jobs in Division I, 94.1 percent in Division II (down 1.2 percentage points) and 95.5 percent in Division III (up 2.3 percentage points). Women gained ground as athletics directors in all three divisions since the last Report Card. In Division I there was an increase from 7.2 to 7.3 percent, in Division II there was an increase from

14.4 to 16.2 percent and in Division III there was an increase from 25.4 to 27.1 percent.

In Division II, excluding the HBCUs, whites held 94.1 percent of the athletics directors jobs, African-Americans held 2.2 percent, Latinos held 2.6 percent, Asians 0.9 percent and Native Americans 0.4 percent. This represented a 1.1 percentage point loss for whites, a 0.2 percentage point drop for African-Americans and a 1.1 percentage point increase for Latinos. White men held 79.6 percent, African-American men held 1.3 percent and Latino men held 2.6 percent.

Women held 16.2 percent (up 1.8 percentage points)

of Division II athletics director posts. White women comprised 14.5 percent; 0.9 percent were African-American women; and 0.9 percent were Asian women.

Whites continued to dominate athletics director positions in Division III during the 2003-2004 academic year. Whites held 95.5 percent and African-Americans held 3.2 percent of these posts, while Asians held 0.6 percent and Native Americans held 0.3 percent. Latino men held 0.5 percent of the positions; Asian women held 0.3 percent. This was a 2.3 percentage point increase for whites while African-Americans dropped 1.9 percentage points.

Women were strongest in Division III, holding 27.1 percent of the athletics director jobs, an increase of 1.7 percentage points. Among the female athletics directors, white women held 26.9 percent while the remaining 0.3 percent were Asian. This was a three percentage point jump for white women while African-American, Latinas and Asian women represented in the 2003 RGRC declined. There

were no African-American, Latina or Native American female athletics directors.

When HBCUs were included, women held 7.9 percent of Division I athletics director jobs, 16.7 percent in Division II and 27 percent in Division III, and overall held 18.3 of athletics director jobs. The percentages for women ADs in the respective divisions were virtually the same as when HBCUs were excluded (7.3, 16.2 and 27.1 percent respectively).

**Grade for Division I Athletics Directors:**

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

See Tables 104, 105 and 106.

If we examine the leadership at the top of the colleges and universities leading Division IA institutions, we also see little diversity.

**University Presidents in Division IA**

In Division IA, 94.9 percent of university presidents were white, 3.4 percent were African-American men and two percent were Latino. There were no Asian or Native American university presidents. There were 13 females in this position (11.1 percent). The presidents list was as of December 2004.

The four African-American presidents were:

- Sidney A. Ribeau, Bowling Green State University
- Adam W. Herbert, Indiana University, Bloomington
- Sidney McPhee, Middle Tennessee State University
- Roderick McDavis, Ohio University

The two Latino presidents were:

- Luis Proenza, University of Akron
- Louis Caldera, University of New Mexico

The 13 women presidents were:

- Carol Garrison, University of Alabama at Birmingham

- Jo Ann M. Gora, Ball State University
- Nancy L. Zimpher, University of Cincinnati
- Carol A. Cartwright, Kent State University
- Shirley Raines, University of Memphis
- Donna E. Shalala, University of Miami (Florida)
- Mary Sue Coleman, University of Michigan
- Carol C. Harter, University of Nevada, Las Vegas
- Nancy Cantor, Syracuse University
- Diana S. Natalicio, University of Texas at El Paso
- Judith Bailey, Western Michigan University
- Judy Genshaft, University of South Florida
- Karen Holbook, The Ohio State University

94.4 percent in Division III (up 0.6 percentage point).

The percent of women associate or assistant athletics directors decreased 0.2 of a percentage point in Division I to 30.2 percent and increased by 1.7 percentage points in Division II to 37.9 percent. In Division III women decreased two percentage points from 46 to 44 percent.

In Division I, 89.9 percent of the combined associate and assistant athletics director positions were held by whites (down 0.7 percentage point), 7.9 percent were African-Americans (up 0.8 percentage point), 0.4 percent were Asian, 1.2 percent were Latino, and 0.1 percent were Native American. White men held 62.6 percent, African-American men held 6 percent, an increase of 0.7 percentage point, Latinos held 0.7 percent, and Asian men held 0.3 percent.

White women held 27.3 percent (down 0.3 percentage point) of these jobs, African-American women held 1.9 percent (up 0.1 percentage point), Asian women held 0.1 percent, Latinas held 0.5 percent, and Native American women held 0.1 percent. The total percentage of women decreased to 30.2 percent from 30.4 percent since the last Racial and Gender Report Card.

At Division II schools where 89.2 percent of the associate and assistant athletics directors were white, white women occupied 34 percent (up 0.7 percentage point), African-American men occupied 2.7 percent (down 0.6 percentage point), and African-American women reached 2.1 percent, up from 1.6 percent. Asian men held 0.3 percent and Latinos held three percent of these posts. African-Americans held 4.8 percent, (down 0.1 percentage point), and people of color as a whole held 10.8 percent, (up 1.9 percentage points). Women gained 1.7 percent to reach 37.9 percent of the total assistant and associate athletics director positions. African-American women held 2.1 percent, Asian women held 0.3 percent, and

Latinas held 1.2 percent of these positions.

In the Division III, whites held 94.4 percent of these positions (up 0.6 percentage point). African-Americans held 4.4 percent of these posts (down 0.4 percentage point). White men held 51.8 percent, white women 42.6 percent, African-American men held 3.4 percent (down 0.1 percentage point), and African-American women held 1 percent (down 0.3 percentage point) from the last Racial and Gender Report Card. Latinos held 0.4 and Latinas 0.2 percent.

Women occupied 44 percent of all of these posts, the highest in all three divisions. The overall percentage of women associate and assistant athletics directors decreased two percentage points in Division III since the last RGRC.

**Grade for Division IA Presidents:**

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

**College Associate and Assistant Athletics Directors**

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

At the college level, the senior administrative positions would be the associate and assistant athletics director posts. The numbers in these two positions were combined to give a percentage that would be equivalent to the senior administrations in the professional leagues. These are the pipeline positions for the athletics director positions. Although the percentages for people of color went up slightly in Divisions I and II, they do not show much promise with whites holding an overwhelming 89.9 percent in Division I, (down 0.7 percentage point), 89.2 percent (down 1.7 percentage points) in Division II (down 1.9 percentage points), and

**Grade for Division I Associate and Assistant Athletics Directors:**

**Race:** C  
**Gender:** C

See Table 107.

**Senior Women's Administrators**

Another key position in the administration of an athletic department is the post of senior women administrator. As would be expected women held 99.6, 100 and 98.8 percent of the Senior Women's Administrator jobs in Division I, II and III, respectively. White women dominated at 88.5, 92.6 and 95.4 percent in Division I, II and III, respectively.

In Division I, African-American women held 8.3 percent, Latinas held 1.6 and Native-American women .4 percent. Overall a total of 11.1 percent of the positions were occupied by females of color, an increase of 2.5 percentage points. White men were 0.4 percent and there were no men of color holding this position. The percentage of women in this post increased 1.4 percentage points to 99.6 percent.

**College Senior Athletic Administrators: Associate and Assistant Athletics Director**

	Division I				Division II				Division III			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
<b>2003-04</b>												
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
<b>Total</b>	<b>69.7%</b>	<b>1051</b>	<b>30.2%</b>	<b>456</b>	<b>62.1%</b>	<b>208</b>	<b>37.9%</b>	<b>127</b>	<b>56.0%</b>	<b>280</b>	<b>44.0%</b>	<b>220</b>
<b>2000-01</b>												
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
<b>Total</b>	<b>x</b>	<b>x</b>	<b>30.4%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>36.2%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>46.0%</b>	<b>x</b>
<b>1999-2000</b>												
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
<b>Total</b>	<b>x</b>	<b>x</b>	<b>29.3%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>36.2%</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>44.3%</b>	<b>x</b>

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

**TABLE 107**

**NCAA Senior Woman Administrators**

	Division I				Division II				Division III			
	Men		Women		Men		Women		Men		Women	
	%	#	%	#	%	#	%	#	%	#	%	#
<b>2003-04</b>												
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
<b>Total</b>	<b>0.4%</b>	<b>1</b>	<b>99.6%</b>	<b>252</b>	<b>0.0%</b>	<b>0</b>	<b>100.0%</b>	<b>217</b>	<b>1.2%</b>	<b>4</b>	<b>98.8%</b>	<b>323</b>
<b>2000-01</b>												
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
<b>Total</b>	<b>1.8%</b>	<b>x</b>	<b>98.2%</b>	<b>x</b>	<b>0.5%</b>	<b>x</b>	<b>99.5%</b>	<b>x</b>	<b>1.1%</b>	<b>x</b>	<b>99.1%</b>	<b>x</b>
<b>1999-2000</b>												
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
<b>Total</b>	<b>1.9%</b>	<b>x</b>	<b>98.1%</b>	<b>x</b>	<b>2.4%</b>	<b>x</b>	<b>97.6%</b>	<b>x</b>	<b>0.0%</b>	<b>x</b>	<b>100.0%</b>	<b>x</b>

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

**TABLE 108**

At the Senior Women's Administrator's post in Division II, white women held 92.6 percent of these positions. African-American women held 4.6 percent, Asians held 0.5 percent and Latinas held 2.3 percent. There were no men holding this position in Division II. People of color lost 0.9 percentage point, falling from 8.3 percent to 7.4 percent. The percentage of women in these positions increased from 99.5 percent to 100 percent.

Of the senior women's posts in Division III, 98.8 percent were held by women (down 0.3 percentage point). Of these, 95.4 percent of the senior women's administrators were white women, 2.4 percent were African-American women, 0.6 percent were Latina, and 0.3 percent were Asian. The percentage of African-Americans dropped 0.8 of a percentage point from 3.2 to 2.4 while people of color decreased from 5.4 percent to 3.3 percent.

**Grade for Division I Senior Women Administrators:**

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

See Table 108.

**Faculty Athletics Representatives**

The faculty athletics representative (FAR) is another key position, especially since the person filling this position is usually appointed by the president of the university. Whites filled most of the FAR positions with 92, 92.5, and 95.7 percent in the respective divisions.

In Division I, whites held 92 percent (up 0.7 percentage point) of the FAR positions (21.1 percent were white women and 70.9 percent were men). Among African-Americans serving as FAR, 4.2 percent were men and 0.8 percent were women. Also among the FAR positions in Division I, 0.8 percent were Latino, 1.1 percent were Asian men, and 0.4 percent were Native American men. Women held 21.9 percent of these posts, (up

2.3 percentage points) while people of color held 8.1 percent, (down 0.8 percentage point). There were no Asian, Latina or Native American women in this position.

In Division II schools, whites held 92.5 percent of the FAR posts, African-Americans held 1.7 percent, Asians held 1.8 percent, and Latinos held 3.6 percent. This represented a 2.7 percentage point loss for whites, while people of color gained 4.5 percentage points. African-American men held 1.3 percent (up 0.3 percentage point) while Latinos and Asian men held 1.8 percent each. Women overall gained an impressive 4.5 percentage points, climbing from 18.3 percent to 22.8 percent with white women holding 20.6 percent (up 3.3 percentage points). African-American women held 0.4 percent and Latinas held 1.8 percent.

In the Division III, whites held 95.7 percent, African-Americans held 3.3 percent, and Latinos held 0.8 percent of the FAR appointments. This represented a 0.9 of a percentage point increase for whites. African-American men dropped 0.1 of a

NCAA Faculty Athletics Representative													
	Division I				Division II				Division III				
	Men		Women		Men		Women		Men		Women		
	%	#	%	#	%	#	%	#	%	#	%	#	
<b>2003-04</b>													
White	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	
<b>2000-01</b>													
White	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	
<b>1999-2000</b>													
White	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 109

percentage point to 3 percent. African-American women lost 0.3 percentage point, dropping from 0.6 percent to 0.3 percent, while Latinos fell from 0.9 percent to 0.5 percent. Latina women again represented 0.3 percent of these jobs. Women held 27.5 percent of the FAR posts in Division III, a loss of 1.2 percentage points.

**Grade for Division I Faculty Athletics Representatives:**

**Race:** D+  
**Gender:** F

See Table 109.

**Professional Administration**

At NCAA member institutions, jobs that fit in this category are academic advisor, counselor, compliance coordinator, managers for business, equipment, fundraiser/development, facilities, promotions/marketing, and tickets, the sports information director and assistant directors, and strength coaches. As in all cases regarding employment in college athletics, the data reported in this section excludes the HBCUs. These are obviously the training grounds for those who will rise in the professional ranks. In all Divisions combined, overall opportunities for women decreased from 31.5 percent to 30.8 percent while opportunities for people of color also decreased from 10.9 to 10.6 percent of these jobs in college athletics.

In Division I, 87.9 percent of these jobs categories were filled by whites, 8.2 percent were filled by African-Americans (up 1.1 percentage points), 1.9 percent by Latinos, 0.9 percent by Asians, and 1 percent was held by other men and women of color combined. Of these, in Division I, 60.4 percent of these job categories were filled

by white men, 5.9 percent were African-American men, Asian men held 0.6 percent, Latino men held 1.1 percent, Native American men held 0.04 percent and "other" men held 0.4 percent of these positions.

Women in these positions gained 1.3 percentage points, from 30.2 to 31.5, with white women holding 27.5 percent. African-American women held 2.3 percent (up 0.5 percentage point), Asian women held 0.3 percent, Latinas held 0.8 percent, Native American women held 0.01 percent and "other" women held 0.6 percent of these jobs. Asian, Latina, Native-Americans and "other" women together decreased 0.3 of a percentage point.

In Division II, whites held 89.2 percent

of these jobs, down 1.9 percentage points. African-Americans held 5 percent, up 0.1 percentage point, and all other minorities held 5.7 percent, up 1.6 percentage points. Women held 37.8 percent, up 1.6 percentage points.

In Division III, whites held 94.4 percent, up 0.6 percentage point. African-Americans held 4.4 percent, down 0.4 percentage point. Women decreased from 46 to 44.5 percent.

**Grade for Division I Professional Administrators:**

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

See Table 110.

College Professional Administration									
	Division I		Division II		Division III		All Divisions		
	Men	Women	Men	Women	Men	Women	Men	Women	
<b>2003-04</b>									
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%	
<b>2000-01</b>									
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%	
<b>1999-2000</b>									
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 110**

## Chapter 8: Conclusion

---

The period under review showed that the leadership at the top levels of the pro leagues and the NCAA regarding diversity issues was paying off with many improvements. While the results continue to filter down to teams and colleges at a slow pace, there were also improvements at the professional levels on teams where most of the positions in sport are located. Nonetheless, it is not surprising that 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.

---

**“As in society itself, we have a long way to go to achieve equality in sport.”**

---

However, it was especially notable that there were improvements for gender in the 2004 Report in the NBA, NFL, MLB, and MLS with significant jumps in the NBA, MLB and MLS. The WNBA and college sport remained about the same overall for gender.

There were improvements for race in the 2004 Report in the NFL and WNBA. The NBA and MLB maintained their **A** and **B+** grades; MLS and college sport lost ground slightly overall on race.

With all categories combined for the men’s leagues, the NBA had the only **A** for race. The NBA was tied with Major League Soccer for gender with a **B**. As stated earlier, MLS was one of the top stories for the 2004 Racial and Gender Report Card going from last to first in gender after receiving the only **F** in the history of the Report. The WNBA had **A**’s in both for the second time. As Val Ackerman announced her resignation as WNBA president, in

addition to launching the league itself, she clearly left an impressive legacy regarding issues of diversity for the WNBA.

College sport showed an improvement in gender from a **B** to a **B+** but dropped slightly in race from a **B** to a **B-**. For the 2004 Report, it had a strong combined **B**, third among all the categories surveyed.

Some of the high and low points were:

- The percentage of African-American players reached an historic high of 69 percent in the NFL. African-American men reached their highest level in more than a decade in NCAA Division I basketball. African-American women were at all-time highs in the WNBA and in college basketball (41 percent). At nine percent, African-American players in MLB were at their lowest point since the 1980s.
- At 29 percent, the NBA again had the best professional opportunities for people of color in men’s league offices, the highest percentage in the history of the NBA.
- At the NCAA headquarters opportunities for people of color and women at the highest professional levels declined after several years of progress.
- Records for all-time highs for people of color were set in the coaching ranks in professional sport and in Division I Men’s college basketball and in Women’s Track/Cross Country.
- At the end of the 2003-2004 seasons, there were 26 head coaches/managers who were people of color in the three biggest professional leagues.
- At the college level, Division I men’s college basketball set a new high with 23.2 percent of the head coaching jobs held by African-Americans.

- Only three of the 117 Division IA head football coaches were African-American at the end of the 2003-2004 seasons, the lowest point in a decade.
- More than thirty years since the passing of Title IX, women held just over 41 percent of the head coaching positions of women’s college teams in all the NCAA divisions for all sports combined.

---

**“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 were three African-American CEO/presidents in the men's leagues, which is two less than the record high of five. All were in the NBA. Five women led men's teams.
- At the end of the 2003-2004 seasons, there were 10 people of color holding the general manager or its equivalent position in the men's leagues.
- There was an all-time high of 12 athletics directors of color (10.3 percent) in Division IA.
- However, in all of Division I, in what was one of the whitest positions in all of sport, people of color only held 4.6 percent and women held 7.3 percent of the position of athletics director.
- All of the 11 Division IA conference commissioners were white men.
- Pro leagues did not do well at the team level for senior team administrators. MLB was the best of the men's leagues for people of color at 17 percent and MLS had the best record for women at 44 percent.
- In the category of professional (but not senior) administration, the NBA had the best record for people of color (24 percent). MLS had the best record among men's sports for women at 42 percent.
- People of color are still very well represented on the staff of both the NBPA as well as the NFLPA. Unfortunately, the data on the office of the MLBPA was yet again not available to the Institute.

widely acknowledged enlightened leadership on issues of diversity in the league offices of the NBA, the NFL, MLB, NHL, MLS and at the NCAA. Nevertheless, white men control the operations on most teams and athletics departments.

---

**“The results in the 2004 Racial and Gender Report Card are encouraging after the setbacks reported in 2003.”**

---

The results in the 2004 Racial and Gender Report Card are encouraging after the setbacks reported in 2003. What the WNBA, NBA and various parts of college athletics have done can be looked at as an example by other sports organizations and leagues. With many improvements and record highs in most of the other leagues, it shows that if you set goals for diversity both in the league and on individual teams and in our institutions of higher education, they can be reached with persistent effort.

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

## Chapter 9: Diversity Initiatives

### NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

- The NBA League office was the first to undertake mandatory diversity management training. In 1997, all 730 employees at the time went through an eight-hour session in groups of 25 or less.
- The NBA conducts periodic mandatory diversity and respectful workplace training programs for league employees. The NBA's new employee orientation also includes a diversity awareness component.
- The NBA maintains diverse applicant pools in its hiring process and encourages all NBA teams to do so as well. This includes, among other things, active recruitment at historically black colleges and universities and posting job openings on diversity websites.
- Consistent with the National Basketball Association'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.

---

**“The NBA League office was the first to undertake mandatory diversity management training.”**

---

### MAJOR LEAGUE BASEBALL 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. These are few highlights of those commitments:

#### Employment/Workforce Diversity

Since 1995 MLB has aggressively addressed workplace diversity primarily through its Human Resources practices at 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.

#### 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 hundreds of millions of dollars 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." MLB was the first sport to receive this prestigious award for the second year in a row.

#### 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 the development of minority communities,
- 2) to provide safe and organized recreational activities for urban youth, and
- 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 Youth Baseball 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 scheduled for its "opening day" by the fall of 2005. The Academy will be 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.

---

**“[MLB’s] DBP program has been awarded the recognition of being listed with ‘America’s TOP 50 Organizations for Multicultural Business Opportunities.’ MLB was the first sport to receive this prestigious award for the second year in a row.”**

---

Another example is one of MLB’s longest on-going urban youth initiatives, the RBI program. Reviving Baseball in the Inner Cities 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 and in 2004 gave nearly 95,000 young women and men the opportunity to play the game. In 2004, over 75 percent of RBI’s targeted age group (13 to 18 year olds) were minorities.

**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 K-12 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 \$7 million and has benefited almost 88,000 youth participating in more than 150 baseball and softball programs across the US, Canada, Puerto Rico, Dominican Republic, U.S. Virgin Islands and Europe. In 2004, 70 percent of the award recipients provided programs with at least 50 percent minority participation and 38 percent provided programs with over 90 percent minority participation.

**MAJOR LEAGUE SOCCER DIVERSITY INITIATIVES**

MLS is committed to developing all of its employees and provide training that will promote professionalism, respect and diversity throughout the league. MLS was the first professional league to provide diversity management training to all employees and all players in 1998.

**Diversity Initiative**

MLS has demonstrated a commitment to diversity by embracing a Diversity Initiative designed to improve diversity on a league-wide basis. The 2005 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 Committee**

MLS has created a Diversity Committee consisting of a representative of each team’s front office and the League’s senior vice president for business affairs/general counsel. The goal of the Diversity Committee is to share best practices to increase the diversity of our applicant pools and to share the

---

**“MLS was the first professional league to provide diversity management training to all employees and all players in 1998.”**

---

names of qualified diverse applicants amongst teams and the League to further enhance our applicant pool.

### Diversity Education

In early 2005, MLS conducted sexual harassment and diversity awareness training for the League office and will complete such training for all of teams by year end. The workshop provides training to increase awareness of the value of mutual respect in the workplace, discusses the elements of diversity and its impact when interacting with others, and provides an understanding of cross culture differences and the value of these differences.

---

**“In early 2005, MLS conducted sexual harassment and diversity awareness training for the League office and will complete such training for all of teams by year end.”**

---

### 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 percent in 2004 with over 90 percent of the participants of Hispanic decent.

MLS Budweiser Hispanic Heritage Nights - The 2004 season marked the fourth anniversary of the MLS Budweiser Hispanic Heritage Night, in which each of the 10 MLS teams hosted cultural events to highlight the Hispanic leaders in their communities. Total attendance for the events exceeded 165,000.

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 event was attended by government officials and political dignitaries from both the United States and abroad.

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! - 2004 marked the second year of the Get a Kick Out of

Reading 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.

### NCAA DIVERSITY INITIATIVES

The NCAA Minority Opportunities and Interests Committee is evaluating the following NCAA programs that identify, provide and enhance opportunities for ethnic minorities and women in intercollegiate athletics. The initiatives are designed to serve one of three basic purposes: (1) increasing the pool of ethnic minorities and women in the field; (2) assisting current staff with career advancement; and (3) keeping the membership informed of issues relating to diversity.

In 2000-01 and 2001-02, the NCAA allocated \$4,528,000 to these diversity efforts.

#### Ethnic Minority Postgraduate Scholarship for Careers in Athletics

The NCAA awards \$6,000 scholarships to ethnic minority college graduates at all NCAA member institutions that will be entering into their first year of initial postgraduate studies. All applicants must be entering a sports related program. One hundred and forty scholarships have been awarded since the program's inception.

#### Women's Postgraduate Scholarship for Careers in Athletics

The NCAA awards \$6,000 scholarships to women college graduates at all NCAA member institutions that will be entering into their first year of initial post graduate studies. All applicants must be entering a sports-related program. Since the program's inception, 136 scholarships have been awarded.

#### Ethnic Minority and Women's Enhancement Internship Program

The NCAA offers one-year internships at the national office, providing on-the-job learning for ethnic minorities and

women college graduates pursuing careers in intercollegiate athletics. One hundred and nine interns participated since the program's inception including nine in 2000-01.

**Strategic Alliance Matching Grant Enhancement Program**

The strategic alliance matching grant provides funding to Divisions II and III institutions and conference offices to hire a full-time administrator to increase gender and ethnic diversity. The grant provides 75% of the position in the first year, 50% in the second year, and 25% in the third year. After the NCAA funding expires, the institution or conference office must maintain the position for a minimum of two additional years. Division II funded seven positions in the inaugural year of the program. Six positions will be funded during 2002-03.

**Division III Internship Grant Program**

The Ethnic Minority and Women's Internship Grant Program is designated for Division III institutions and conference offices to hire interns in coaching/administration. Active members are eligible to apply for a \$15,000 annual grant to fund a two-year internship. The grant will fund 15 institutions and five conference office internships.

**NCAA Fellows Program**

The purpose of the 18-month fellows program is to identify minorities and women who aspire to hold positions such as athletics directors and conference commissioners and to involve them in various senior-level administrative experiences in intercollegiate athletics. Seven fellows were selected for the 2001-02 program and 19 participants have graduated since the program's inception.

**NCAA Leadership Institute for Ethnic Minority Males**

The NCAA Leadership Institute for Ethnic Minority Males prepares dynamic leaders through a 14-month leadership training and skills development experience. The Institute

enhances job-related competencies in selected areas through the completion of four professional development sessions, practical work experiences and weeklong intensive workshops. Twenty five men were selected to participate in the inaugural year of the Institute.

---

**“The NCAA Leadership Institute for Ethnic Minority Males prepares dynamic leaders through a 14-month leadership training and skills development experience.”**

---

**NACWAA/HERS Scholarships**

The NCAA contributes funds to help defray costs for women enrolling in the National Association of Collegiate Women in Athletics Administration NACWAA/HERS Administrative Advancement Institute. \$420,000 has been contributed to the NACWAA/HERS program since 1995.

**NACDA Management Institute Scholarships**

The NCAA contributes funds to help defray costs for minority men at Division III institutions enrolling in the National Association of Collegiate Directors of Athletics (NACDA) Management Institute. Fourteen of the available 24 \$1,000 scholarships were awarded in the inaugural year of

the program.

**Matching Grants for Minority Women Coaches**

The NCAA provides matching grants to sports organizations and coaches associations to help fund professional development initiatives for minority women coaches at all levels.

**NCAA Coaches Academy**

The NCAA provides comprehensive workshops designed to enhance skills necessary for career advancement in football coaching. The workshop will focus on interview preparation, networking, resume building, media training and booster relations, and other areas that will assist in the professional development of ethnic minority coaches.

**Diversity Education**

The NCAA annually conducts diversity education workshops for athletic personnel. The diversity workshops provide opportunities for athletics administrators and coaching staffs to enhance their understanding and respect for multiculturalism and diversity. In 2000-01, 187 administrators and coaches completed diversity education. The projected attendance for diversity education in 2001-02 including on-site campus diversity education is in excess of 800 administrators, coaches and student-athletes.

---

**“The NCAA annually conducts diversity education workshops for athletic personnel.”**

---

### **NCAA Summit on Athletics Opportunities for Minority Women**

The NCAA hosts sports organizations and coaching associations to collaborate on advancement opportunities for minority women at the grass roots, high-school and college levels. Seven organizations participated in the 2001 Summit; 13 organizations participated in 2002.

### **Careers in Athletics Video**

The NCAA produced and distributed to member institutions the video "Whoever Thought a Passion Could Turn into a Career?" to encourage ethnic minorities and women to consider careers in intercollegiate athletics.

### **Title IX Seminar**

The NCAA hosts an annual Title IX seminar to assist member institutions with their efforts to comply with the federal mandate of Title IX. One hundred and fifty administrators attended the 2001 Title IX Seminar; 1,045 since 1997. The program began in 1995, but complete attendance data only exists since 1997.

### **Girls' Sports Initiative**

Through the National Youth Sports Corporation, the NCAA exposes girls to instruction in nontraditional sports in one-half day clinics led by college coaches and student-athletes. Two thousand one hundred and sixty three girls participated in the 21 conference clinics offered in 2000-01. Since the programs inception 6,415 girls have participated in 59 conference clinics. Six thousand three hundred and sixty girls participated in the 22 NYSP Extended Girls Sports Clinics offered in 2000-01. Sixteen thousand five hundred and fifteen girls have participated in 46 camps offered since 1998.

### **Boys' Sports Initiative**

Through the National Youth Sports Corporation, the NCAA exposes minority boys to instruction in nontraditional sports in one-half day clinics led by college coaches and student-athletes. Six hundred and eighteen boys participated in the six

conference clinics offered in 2000-01.

---

**“Through the National Youth Sports Corporation, the NCAA exposes girls to instruction in nontraditional sports in one-half day clinics led by college coaches and student-athletes.”**

---

### **Initiative Grants**

Initiative grants to support the education and professional development of students, faculty, staff and administrators at Division III member institutions and conferences are available annually. Proposals addressing diversity may be written on an individual or collaborative basis by institutions or conferences or regional groups. Grant amounts vary. Twelve applications were received and awarded impacting 42 institutions.

## Chapter 10: Terms

---

### 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>MAJORITY PARTNER:</b>	An individual who owns more than half of the team or franchise.
<b>MEDICAL STAFF:</b>	Physician, head trainer, assistant trainer and dentist.
<b>MINORITY OWNER/ LIMITED PARTNER:</b>	An individual who owns less than half of the team or franchise.
<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>SUPPORT STAFF:</b>	The personnel who assist team management through the positions of administrative assistant, receptionist, secretary and staff assistant.
<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.

# Acknowledgements

---

## **AUTHOR**

**Richard E. Lapchick**

## **RESEARCH COORDINATORS**

**Lindsay Beddow**

**Katie Troutman**

## **RESEARCH ASSISTANTS**

**Erin Alexander**

**Keri Boyce**

**Jennifer Frahm**

**Morgan Marr**

**Justin Miller**

**Molly Myers**

**Tyechia Smith**

**Sarah Wong**

## **REPORT DESIGNERS**

**Jessica Bartter**

**Katie Troutman**

**Randi Weiss**

## **LOGO DESIGNER**

**Ben Goodman**

## **MARKETING/PUBLIC RELATIONS CONSULTANT**

**Jay Porcher Yasuda**

**The Institute for Diversity and Ethics in Sport would like to thank the following individuals for their contributions to this report:**

**Val Ackerman, WNBA**

**Doug Allen, NFLPA**

**Bernard Franklin, NCAA**

**Don Garber, MLS**

**Michelle Leftwich, MLB**

**Wendy Lewis, MLB**

**Bernadette Mansur, NHL**

**Bud Selig, MLB**

**David Stern, NBA**

**Ron Stratten, NCAA**

**Gene Upshaw, NFLPA**

# THINK



## BEYOND THE COMPETITION

**INSTITUTE FOR DIVERSITY AND ETHICS IN SPORT / DEVOS SPORT BUSINESS MANAGEMENT PROGRAM**  
**COLLEGE OF BUSINESS ADMINISTRATION / UNIVERSITY OF CENTRAL FLORIDA / P.O. BOX 161400 > ORLANDO, FL 32816-1400**

**T 407.823.4770 / F 407.823.4771 / [WWW.BUS.UCF.EDU/SPORT](http://WWW.BUS.UCF.EDU/SPORT)**

*AN EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION INSTITUTION*