

# INCLUSION FORUM 2016

#NCAAInclusion

# The Senior Woman Administrator

## Why, What and How

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Senior Woman Administrator**



# NCAA Senior Woman Administrator

- **History**
- **Misunderstandings**
- **Legislation**
- **Sample Responsibilities**
- **Discussion**



# History

**1981 PWA (Primary Woman Administrator)**

**1989 SWA (Senior Woman Administrator)**



# Misunderstandings

- **SWA = Senior “Women’s” Administrator**
  - Individual responsible for women’s athletics
- **SWA = A job title**
- **Senior means oldest or longest tenure**
- **SWA position can be filled by a male**



# NCAA SWA Definition

An institutional senior woman administrator is the highest ranking female involved with the management of a member institution's intercollegiate athletics program.



# NCAA Legislation

An institution with a female director of athletics may designate another female administrator involved with the management of the member's program as a fifth representative to the NCAA governance system.



# Important!

- Job descriptions must be written and hiring decisions must be made without regard to gender, race, religious affiliations, etc.
- Job advertisements should not include SWA language. Advertisements that state that the position may carry the SWA designation suggest an inherent bias in the screening and hiring process.
- Schools are permitted and even encouraged to use their best efforts to attract a diverse and qualified applicant pool.
- SWA designation is a fluid designation to be applied to whomever is the highest ranking female administrator involved with the management of the institution's intercollegiate athletics program at any given time.





# Intent of SWA Designation

The intent of SWA designation is to encourage an active involvement of female administrators as part of the athletics management team with program-wide administrative responsibilities, including decision-making at the institutional, conference and national levels.



# Goals

To encourage and promote the involvement of female administrators in meaningful ways in the decision-making process in intercollegiate athletics. The designation is intended to enhance representation of female experience and perspective at the institutional, conference and national levels.



# Potential Areas of Involvement

- A member of the senior management team.
- A key decision-maker directly involved with the athletics department.
- A management team member collaboratively addressing department goals.
- A management team member collaboratively supporting and managing gender equity and Title IX matters.
- Budget development, fund-raising, marketing, campus committees, sport oversight, other administrative functions.



# Potential Areas of Involvement (cont.)

- An advocate of issues important to female and male student-athletes, coaches and staff.
- An educator on issues concerning both men and women.
- A role model and resource for students, coaches, administrators and others.
- An administrator assisting student-athletes in balancing academics and athletics.
- Involvement with the Equity in Athletics Disclosure Act Report.



# Institutional Benefits

The SWA aids senior management with a broad-based range of experiences in sport and in the world of intercollegiate athletics.

The institution obtains a female voice and perspective, and a role model for diversity, inclusion and gender equity.



# Sample Responsibilities for SWA

- **Sport program supervision.**
- **Budget management and capital projects.**
- **Fund-Raising and/or marketing.**
- **Administration, compliance and governance of the athletics program.**
- **Recruitment, hiring, training and supervision of department personnel.**



# Sample Responsibilities for SWA (cont.)

- **Monitoring implementation of gender-equity plan.**
- **Advocate for the needs and interests of women within the intercollegiate athletics department.**
- **Role model and mentor for student-athletes, educating them on athletics issues.**
- **Active member of appropriate professional organizations (NACWAA, NACDA and others).**



# Involvement in the NCAA and Conference Structures

- Participate in key decision making on issues impacting the governance of the conference and NCAA, and its membership.
- Voice in vote of institution.
- Participant on NCAA and conference committees and leadership roles.
- Advocate for the needs and interests of student-athletes and coaches within the conference and NCAA.





# Moving Forward

Questions?

Comments?

Concerns?

Suggestions?



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## **Senior Woman Administrator Key Points**

An institutional senior woman administrator (SWA) is the highest ranking female involved with the management of a member institution's intercollegiate athletics program.

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Prepared by Judith M. Sweet, Former NCAA Senior Vice President and SWA

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