2018 NCAA Inclusion Forum
#NCAAINclusion
Optimizing the Senior Woman Administrator Designation
Panelists

• Sherika Montgomery (moderator): Associate Athletics Director for Student Success, Winthrop University

• Amanda Braun: Director of Athletics, University of Wisconsin-Milwaukee

• Kathy Litzau: Senior Associate Athletics Director/SWA, University of Wisconsin-Milwaukee

• Anthony Grant: Director of Athletics, Metropolitan State University of Denver

• Erin Hiltner: Associate Director of Athletics for Student Services/SWA, Metropolitan State University of Denver

• Adam Hertz: Marian Ware Director of Athletics, Swarthmore College

• Nnenna Akotaobi: Associate Athletics Director/Deputy Title IX Coordinator/SWA, Swarthmore College
SWA Report - Key Findings

**Decision Making**: A perception gap exists about SWA engagement.

![Bar chart showing perception gap](chart.png)
**SWA Report - Key Findings**

**Representation:** Women remain under-represented in the most visible positions.

- **Percentage of Women by Role:**
  - ADs: 20%
  - Head Coach of women’s sports: 40%
  - NCAA committee member: 35%

- **Percentage of Institutions with 0 to 1 Female Administrators:**
  - DI: 25%
  - DII and DIII: 70%

* Assistant athletics directors, associate athletics directors and athletics directors.
**Experience:** Most SWAs find the designation to be desirable, and that it helps to advance their career.

- **PERCENTAGE OF SWAs BY POSITION:**
  - Administrative: 94%
  - Coach: 24%

  *Some SWAs have dual roles.*

- **PERCENTAGE OF SWAs BY CAREER ADVANCEMENT:**
  - 65% of SWAs desire a more senior position
  - 74% of SWAs believe the designation of an SWA provides enhanced opportunities for advancement
SWA Report - Key Findings

Role Clarity: Significant lack of understanding of the SWA role by the women who hold it.

PERCENTAGE OF ADs UNDERSTANDING THEIR ROLE

92%

45% of SWAs report having an AD who understands the SWA role on campus.

PERCENTAGE OF SWAs UNDERSTANDING OF ROLE

50% understand their role on campus
41% understand their role at the conference
27% understand their role at national level
SWA Common Misperceptions

• The SWA is NOT the senior women’s administrator. It is the senior WOMAN administrator.

• The SWA designation is not a position.

• “Senior” refers to the highest-ranking female in the athletics department – not the longest serving or oldest.

• The SWA designation is not a requirement.
Opportunities to Optimize the SWA Designation

• Clarify the purpose of the designation.
• Communicate the purpose of the designation.
• Measure the experiences of women holding the designation.
• Address low representation of ethnic minority women within the SWA population.
• Acknowledge and accommodate divisional differences.
• Offer professional development programming to train SWAs.