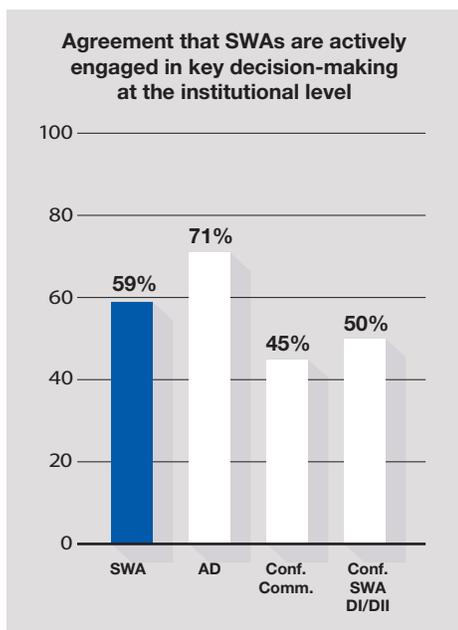


# Key Findings from the Study to Optimize the Role of the SWA

The senior woman administrator is defined as the highest-ranking female involved in the management of an institution's intercollegiate athletics program. The findings below are based on a survey completed by 61 percent of NCAA SWAs, 42 percent of athletics directors, 67 percent of conference commissioners and 64 percent of DI and DII conference SWAs.

## Impact on Decision-Making

- The SWA designation has encouraged meaningful involvement of female administrators in the decision-making process in intercollegiate athletics, **but a perception gap exists.**

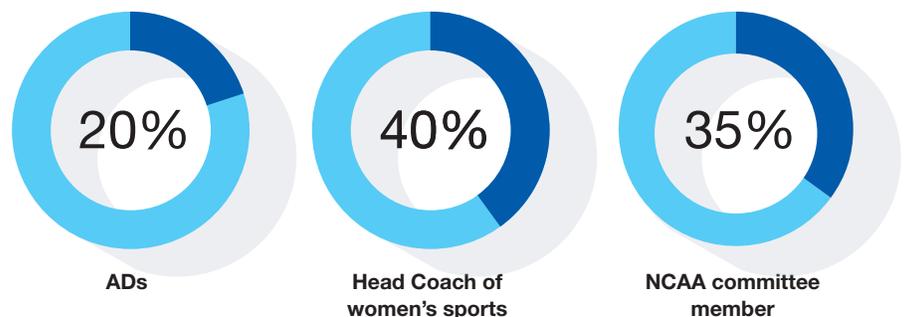


- Meaningful involvement varies by division.
- Seventy-five percent of SWAs report being actively engaged in the hiring process for senior-level positions, but only 46 percent are involved in major financial decisions.
- Sixty-six percent of SWAs have sport oversight responsibilities, but only 13 percent oversee football or men's basketball.

## Impact on Representation

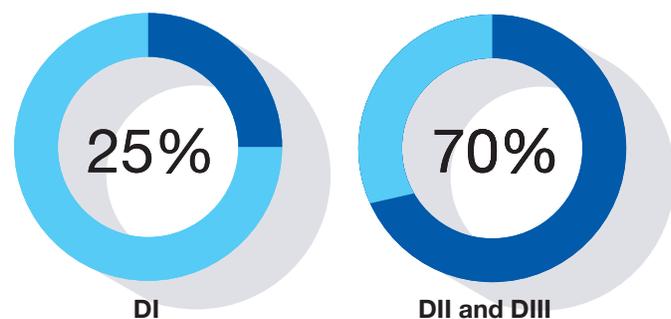
- The SWA designation has enhanced representation of female experience and perspective at the institutional, conference and national levels.
- Yet, women remain under-represented in the most visible positions** (AD, head coach and NCAA committee member).

PERCENTAGE OF WOMEN BY ROLE



- There is a lack of racial and ethnic diversity in the SWA population; 15 percent of SWAs are women of color.
- Eighty-four percent of SWAs, 56 percent of ADs and 61 percent of commissioners agree that without the SWA designation, some institutions would have no women involved in the management of their athletics program.
- The percent of women serving on NCAA committees went from nearly zero before 1981 to 35 percent in 1985. That figure remains near 35 percent today.
- In 2015-16, 25 percent of DI and more than 70 percent of **DII and DIII institutions reported having zero or one female administrator** (defined as assistant AD, associate AD or AD).

PERCENTAGE OF INSTITUTIONS WITH 0 TO 1 FEMALE ADMINISTRATORS\*

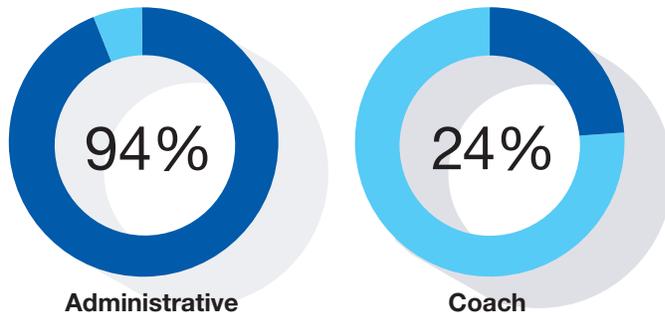


\* Assistant athletics directors, associate athletics directors and athletics directors.

## Experience of SWAs

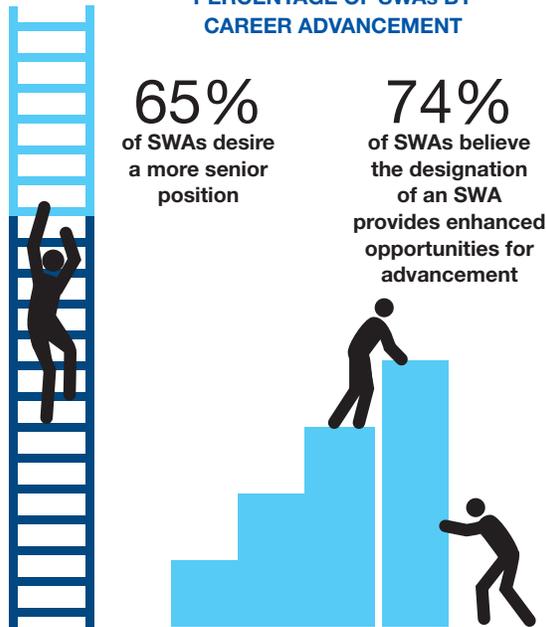
- The experiences of SWAs vary greatly by division.
- While there are perceptual challenges related to the role, **most SWAs find the designation to be desirable, and that it helps to advance their career.**

PERCENTAGE OF SWAs BY POSITION\*



\*Some SWAs have dual roles.

PERCENTAGE OF SWAs BY CAREER ADVANCEMENT



## SWA Common Misperceptions

- The SWA is NOT the senior women's administrator; it is the senior **woman** administrator. The purpose of the role is not to oversee women's sports or to focus only on gender equity compliance.
- The SWA designation is not a position.
- "Senior" refers to the highest-ranking female in the athletics department, and not the longest serving or oldest.
- The SWA designation is not a requirement. The NCAA Constitution defines the term, and does not technically require an institution to have an SWA.

## Opportunities to Optimize the SWA Designation

*A subcommittee of the Committee on Women's Athletics is currently creating action plans for these opportunities and will be engaging other NCAA membership committees in these efforts.*

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

## Role Clarity

- There is a **significant lack of understanding of the SWA role by the women who hold it**, as well as all other key constituent groups in intercollegiate athletics.
- **Ninety-two percent of ADs report understanding the SWA designation while 45 percent of SWAs report having an AD who understands the SWA role on campus.**
- Few SWAs receive training specific to the role.

PERCENTAGE OF SWAs UNDERSTANDING OF ROLE

