

## 2009 North American Society for Sport Management Conference (NASSM 2009)

### **Are we doing enough? Promoting diversity within NASSM.**

*Heidi Grappendorf, North Carolina State University*

*Willie Burden, Georgia Southern University*

**Diversity**

**May 28, 2009**

**75-minute symposium**

**Abstract 2009-043**

**3:30 PM**

**(Lexington A)**

Numerous articles, conference presentations, and textbooks have been dedicated to the topic of diversity in sport management in recent years (e.g., Cunningham, 2007; Cunningham & Sagas, 2004; Doherty & Chelladurai, 1999; Fink & Pastore, 1999; Moore, Parkhouse & Konrad, 2004; Ross & Parks, 2007; Whisenant, Miller & Pedersen, 2005). Additionally, Acosta and Carpenter have continued to conduct their longitudinal analysis of women in intercollegiate athletics, while Richard Lapchick continues to produce the Race and Gender report card.

Despite these publications, the dilemma continues as discrimination and the inequities in sport management persist. Researchers in sport management have examined various issues related to various under-represented populations including those with disabilities (Wolff & Hums, 2005; Wolff, Hums, & Fay, 2005), Latinos and Hispanics (Sosa & Sagas, 2008), women of color (Armstrong & O'Bryant, 2007) and African Americans (Cunningham & Sagas, 2004) to name a few. Specific to NASSM, Grappendorf & Lough (2003) found that approximately 20% of NASSM members were female. However, the research related to the diversity or make up of NASSM is scarce. Thus, it has been difficult to discuss equity, representation, and diversity related to membership within NASSM. In 2005, a NASSM session was held where issues related to diversity were discussed. Concerns regarding the diversity of NASSM membership, as well as strategies to recruit and retain members were topics of conversation. The Diversity Committee held a session in 2006 to discuss the goals, progress, and future initiatives of the committee. According to the NASSM operating codes, one of the purposes of the diversity committee is to "Promote diversity and inclusiveness through a variety of programs and initiatives" (p.43). Therefore, this session is intended to provide a forum for NASSM members to discuss their concerns related to diversity issues within NASSM. Additionally, an update will be provided by the Diversity Committee detailing the work done in the three years since the meeting where NASSM members concerns were voiced.