On April 27, 2010, Mark Emmert was named the fifth CEO of the NCAA. He announced new national office priorities and began restructuring the national office staff. The three focus areas he identified were: (a) the academic and athletic success of student-athletes; (b) a continuation of national office assistance to help member schools with governance; and (c) support and understanding for the collegiate model of sport.

Emmert’s work to restructure the national office included “streamlining NCAA operations” which included letting go of a number of staff members including senior staff members (e.g., Legal Counsel Elsa Cole, Vice President for Diversity and Inclusion Charlotte Westerhaus, and Executive Vice President Tom Jernstedt) and hiring for new positions. According to USA Today (2010), this entailed the departure of about 5% of the NCAA national office staff (24 of the nearly 500 employees). Soon after, Emmert announced the formation of his senior management group consisting of 7 individuals (4 serving in permanent positions and 3 serving in interim positions). The seven members of the new NCAA management group included only one minority and one female.

The current mission statement of the NCAA (2010), one of the NCAA’s stated values and one of the NCAA’s goals focuses on diversity. According to the NCAA mission statement…” the national office staff is dedicated to maintaining the highest standards of quality and professionalism… [including] by seeking out diversity.” Diversity is identified as one of the seven stated values of the NCAA (“Diversity: We embrace diverse experiences, backgrounds and perspectives so that all voices are heard.”) And one of the eleven goals is on promoting diversity and reads as follows: “Promote Diversity – To seek a broad diversity of experience and background, at both the membership and national office levels, in addressing the issues facing intercollegiate athletics.”

For a number of years, Acosta & Carpenter (2010) and Lapchick (2010) have provided research reports on female and minority representation as coaches and administrators on college campuses. With the transition in leadership at the national office and the recent departure of a number of key administrators, it is important to revisit the issue of female and minority representation, with a focus on the representation of females and minorities within the NCAA leadership.

This presentation therefore includes the sharing of current and historical data on female and minority representation in the national office staff. It also includes an examination of historical data and current data on female and minority representation within the NCAA governance structure (e.g., committees, councils, etc.). A review of baseline data and continued attention to gender equity issues and diversity issues is necessary if progress toward equality is to be achieved.