MISSION:
Provide career services and developmental opportunities for members of racial, ethnic, religious and gender minorities, and those with special needs pertaining to their physical and mental capabilities.

OBJECTIVE:
Create activities and services for groups who are under-represented in sport business, sport media, recreation, fitness, and athletic administration.

WHY ARE WE DIFFERENT?:
We are the only on-campus organization to focus on addressing disparities in sport careers, sport participation, and sport leadership.
LACK OF DIVERSITY WITHIN COLLEGIATE ATHLETIC LEADERSHIP

Our goal is to create more equity and opportunities within this field.

Women only make up 10.5% of Athletic Directors in the Division I NCAA schools.
Only 44% of women’s NCAA teams are coached by females.
Only 2.5% of Athletic Directors at NCAA schools are women of color.

LACK OF DIVERSITY WITHIN PROFESSIONAL SPORT ORGANIZATIONS

Our goal is to increase long term career opportunities in professional sport leagues.

Currently there is only 11% of female ownership in the NBA.
Only 3% racial minority ownership in the NBA.
Only 20.7% of NFL Vice Presidents are female.
Only 28.6% of Senior Administrators the MLB are female.
Only 9.7% of Senior Administrators in the MLB are Latinos.

SPORTS MEDIA

Our goal is to increase representation across all sport media.

Women receive only 3.2% of sport media coverage.
Women make up only 10% of sports editors.
Women make up only 11.5% of sports reporters.

WE ARE COMMITTED TO INCREASING OPPORTUNITY TO PARTICIPATE IN SPORT ACROSS SOCIOECONOMIC AND DISABILITY STATUS, AND TO ENSURE SPORT BECOMES A MORE INCLUSIVE CULTURE.

**All relevant information from 2018 and 2019 Tides Racial and Gender Report Cards, Women’s Sports Foundation, and Women in Intercollegiate Sport Longitudinal Study**