



# TIDES

THE INSTITUTE FOR DIVERSITY AND ETHICS IN SPORT

**MAKING WAVES OF CHANGE**

**2019**

## **Racial and Gender Report Card**

*A comprehensive analysis of the hiring practices of Major League Baseball, the National Basketball Association, the Women's National Basketball Association, the National Football League, Major League Soccer and College Sport.*

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Presented by:

**The Institute for Diversity and Ethics in Sport**  
with the **DeVos Sport Business Management Program**  
in the **College of Business Administration** of the  
**University of Central Florida**



**DeVos Sport Business  
Management Program**

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# THE 2019 COMPLETE SPORT RACIAL AND GENDER REPORT CARD

*A comprehensive analysis of the hiring practices of Major League Baseball, the National Basketball Association, the Women's National Basketball Association, the National Football League, Major League Soccer and College Sport.*

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## Executive Summary

### Orlando, FL - June 24, 2020

Only the Women's National Basketball Association (WNBA) and National Basketball Association (NBA) received an A or better in the overall grade in the 2019 Racial and Gender Report Card. Major League Soccer (MLS) earned a B while Major League Baseball (MLB) and the National Football League (NFL) earned a B-. College Sport was again the lowest with a C+. While there were no huge shifts in the overall grades, four of the six reports showed a slight decline of between .1 and 2.8 points.

For racial hiring practices, the WNBA and NBA received an A+, MLS got an A, and MLB got an A-. The NFL and college sport received a B. The WNBA, MLS, MLB and college sport increased slightly by between 0.5 and 2.0 points. The NBA stayed the same while the NFL dropped precipitously by 6.7 points. This was the third year in a row where at least four leagues received at least an A- for racial hiring; by contrast five leagues received a C+ or lower for gender hiring.

The gender hiring practices remained more problematic. Only the WNBA received an A. The NBA received a B after four consecutive years of declines. Both college sport and the NFL increased their gender scores by 0.7 and 2.0 points, respectively and got a C+ while the MLS and MLB earned a C after dropping by 4.8 and 1.4 points, respectively.

The 2019 Complete Racial and Gender Report Card was published at a critical moment in American history as we faced both a pandemic with COVID-19 and an extraordinary focus on racism sparked by the murders of George Floyd, Ahmaud Arbery and Breonna Taylor in the first few months of 2020. The world of sport has been affected by both and the importance of measuring where we are in terms of race in sport became even more critical.

The Institute for Diversity and Ethics in Sport (TIDES) firmly believes that diversity and inclusion both on the playing field and off is key to the continued growth of sport not just in America, but around the world. With the release of each Racial and Gender Report Card and the compilation of all report cards, TIDES continues to educate and emphasize the value of diverse and inclusive hiring practices to all professional leagues and college sport that participate in our report card research.

Diversity is paramount off the playing field as well. Typically, other than coaches, general managers, team presidents and college athletic directors, the decision makers within this space are less visible to the public eye yet they help influence trends within the industry. It is paramount that professional leagues and college sport increase diverse and inclusive hiring practices when hiring league employees, front office and team professionals, and university



administrators alike. Moreover, it is the responsibilities of leagues, teams, colleges and universities to have strong diversity initiatives and programs put in place to help foster and encourage this growth.

Overall, the grades for the professional leagues are raised substantially because of the weight paid to the record of the league offices (and the NCAA office) and player opportunities.

However, the persistent focus of the public has rightly been on a few key categories including head coach, general manager and president. This is where, based on the records of their teams, that some of the leagues do not do as well. The head coaching grade for the NBA and MLS is an A+ with the leagues having 33.3 percent and 37.5 percent being coaches of color, respectively. Following these two leagues is the WNBA which earned an A- with 25.0 percent coaches of color. The grades drop for MLB with a B at 16.7 percent and the NFL with a D+ with 12.5 percent. That led to so much negative uproar at the end of the season and new policies being adopted in 2020.

The NFL got an F for general manager with 6.3 percent while MLB got a C- at 13.3 percent. The NBA (A- at 26.1 percent), WNBA (A- at 27.3 percent) and MLS (A+ at 33.3 percent) all did well.

Only MLS did well for president with a B while there were scattered Fs for everyone else.

The NBA and WNBA continue to set the standard for other professional leagues across America as they remain leaders in diverse and inclusive hiring practices. The WNBA received a combined grade of A+ while the NBA received a grade of an A. The WNBA earned the highest overall grade out of all the professional leagues maintaining their overall grade of an A+ despite a significant decrease in score for gender hiring practices. The NBA continues to be the only men's professional league with an overall A grade.

College Sport received a B for racial hiring practices

by earning 81.6 points, up from 79.6 points in the 2019 College Sport Racial and Gender Report Card. College Sport received a C+ for gender hiring practices by earning 75.8 points, an increase from the 75.1 points earned in the 2018 College Sport Racial and Gender Report Card. The combined grade for their 2019 College Sport Racial and Gender Report Card was a C+ with 78.7 points, trending up from an overall C+ with 77.3 points in 2018.

The opportunity for people of color among men's and women's head coaching positions remained poor although there were slight increases from 2018. For the 2019 season, 85.0 percent of Division I, 86.9 percent of Division II, and 91.1 percent of Division III men's coaches were white. On the women's side, whites held 83.2 percent, 85.5 percent, and 91.2 percent in Divisions I, II, and III, respectively.

The MLB Racial and Gender Report Card showed an increase in racial hiring practices, and a slight decrease in gender hiring practices. MLB earned an A- on the issue of racial hiring, a C for gender hiring practices, and an overall grade of B- in the 2019 Racial and Gender Report Card. MLB earned 79.5 points overall in 2019, a slight increase from 79.0 in 2018. They received 89.4 points for their racial hiring practices and 69.6 points for their gender hiring practices. There are still many improvements to be made with the MLB, especially regarding gender diversity at the team level. MLB scored a B for managers of color at 16.7 percent and an C- for general managers at 13.3 percent.

The NBA remains the industry leader among men's sports for racial and gender hiring practices. While the NBA managed to sustain its already high racial hiring grades, the league's score for gender hiring slipped for the fourth consecutive year. However, for a third year in a row women in leadership positions at the team level and in professional positions at the NBA Office improved. The NBA scored an A+ for head coaches of color at 33.3 percent and an A- for general managers at 26.1 percent.

In 2019, the NFL received a B for racial hiring practices, ending the streak of earning at least an A- for eight consecutive years. The NFL's score for race was 82.3 percent, 6.7 percentage points lower than last year and 10.8 percentage points lower than the league's all-time high score of 93.1 in 2015. The score for gender was 76.0 percent, a two percentage point increase from last year's total. The overall grade for the NFL was 79.3 percent in 2019, the lowest the league has recorded in the last 15 years. The NFL scored a D+ for head coaches of color at 12.5 percent and an F for general managers at 6.3 percent.

The WNBA once again displayed an outstanding record for both racial and gender hiring practices. The WNBA received an A+ for race and an A for gender hiring after earning an A+ for race and an A+ for gender in the 2018 WNBA Racial and Gender Report Card. The league recorded a score of 94.8 points overall, a decrease from last year's all-time high mark of 97.6 set. This marked the 15th consecutive year that the WNBA has received at least A's for their overall race, gender and combined grades. The WNBA scored an A- for head coaches of color at 25.0 percent and an A- for head coaches who were women at 41.7 percent. The WNBA got an A- for general managers of color at 27.3 percent. It got an A+ for general managers who were women at 45.5 percent.

Although there was continued success for the WNBA with high grades, there still were some notable declines. The percentages of women head coaches and assistant coaches of color percentages both declined. The WNBA also experienced a decline in the percentage of women who were general managers. Nonetheless, the league still is setting the pace for all professional leagues.

MLS had an outstanding record for racial hiring practices. MLS received a combined grade of an A with 93.9 points for race but got a C for gender hiring with only 72 points. MLS earned at least an A for racial hiring in the League Office, players, head coaches/managers, assistant coaches, and general managers,

and an A- for team professional administration. The league's lowest racial grade in this category was a B for team senior administration, which increased from the C+ earned in the 2018 report. As for gender hiring practices, which needs significant improvement compared to the success of racial hiring throughout the league, the MLS received a B for league office employees while team professional administration received a C+ and senior team administration earned a F. MLS scored an A+ for both head coaches and for general managers of color at 37.5 and 33.3 percent, respectively.

The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida publishes the Racial and Gender Report Card to indicate areas of improvement, stagnation, and regression in the racial and gender composition of professional and college sports personnel to contribute to the improvement of integration in front office and collegiate athletics department positions.

Every year, the TIDES team asks participating organizations in the Racial and Gender Report Card process: "Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to make and run the team?" While there have been some discouraging declines in 2019, TIDES believes that the leaders in both professional and collegiate sports are committed to diversity and inclusion and will make the right decision to provide opportunities for individuals from all walks of life to play and work within sports.



## The 2019 Racial and Gender Report Card: Major League Baseball

by Dr. Richard Lapchick  
with Brittany Barber, Meaghan Coleman, Nate  
Harvey, Daniel Martin, William Thomas II, and  
David Zimmerman

**Executive Summary** - The 2019 Major League Baseball Racial and Gender Report Card (RGRC) was released on April 15th, 2019 and showed a slight increase in racial hiring practices and a slight decrease in gender hiring practices. MLB earned an **A-** on the issue of racial hiring, a **C** for gender hiring practices, and an overall grade of **B-** in the 2019 RGRC. The report was released in conjunction with the 72nd anniversary of Jackie Robinson breaking MLB's color barrier.

Major League Baseball improved its racial hiring grade from 88 percentage points in 2018 to 89 percentage points in 2019. MLB's gender hiring practices grade decreased from 71 percentage points in 2018 to 70 percentage points in 2019. The combined grade of 79.5 points is an increase of 0.5 points from 2018. Dr. Richard Lapchick, the primary author of the study and the director of The Institute for Diversity and Ethics in Sport (TIDES or the Institute) at the University of Central Florida (UCF) said, "Jackie Robinson's legacy and vision carries on 72 years after he broke the color barrier in Major League Baseball. He played for a future of baseball where all people can participate on and off the field. The 2019 Major League Baseball Racial and Gender Report Card shows baseball is moving in the right direction, but there must be more urgency to make Jackie's vision a reality."

With 41 percent of all players being of color, Major League Baseball has continued to increase player diversity. However, there is a concern around baseball about the relatively small number of African-American players which was only 8.4 percent on Opening

### *Overall Grade*

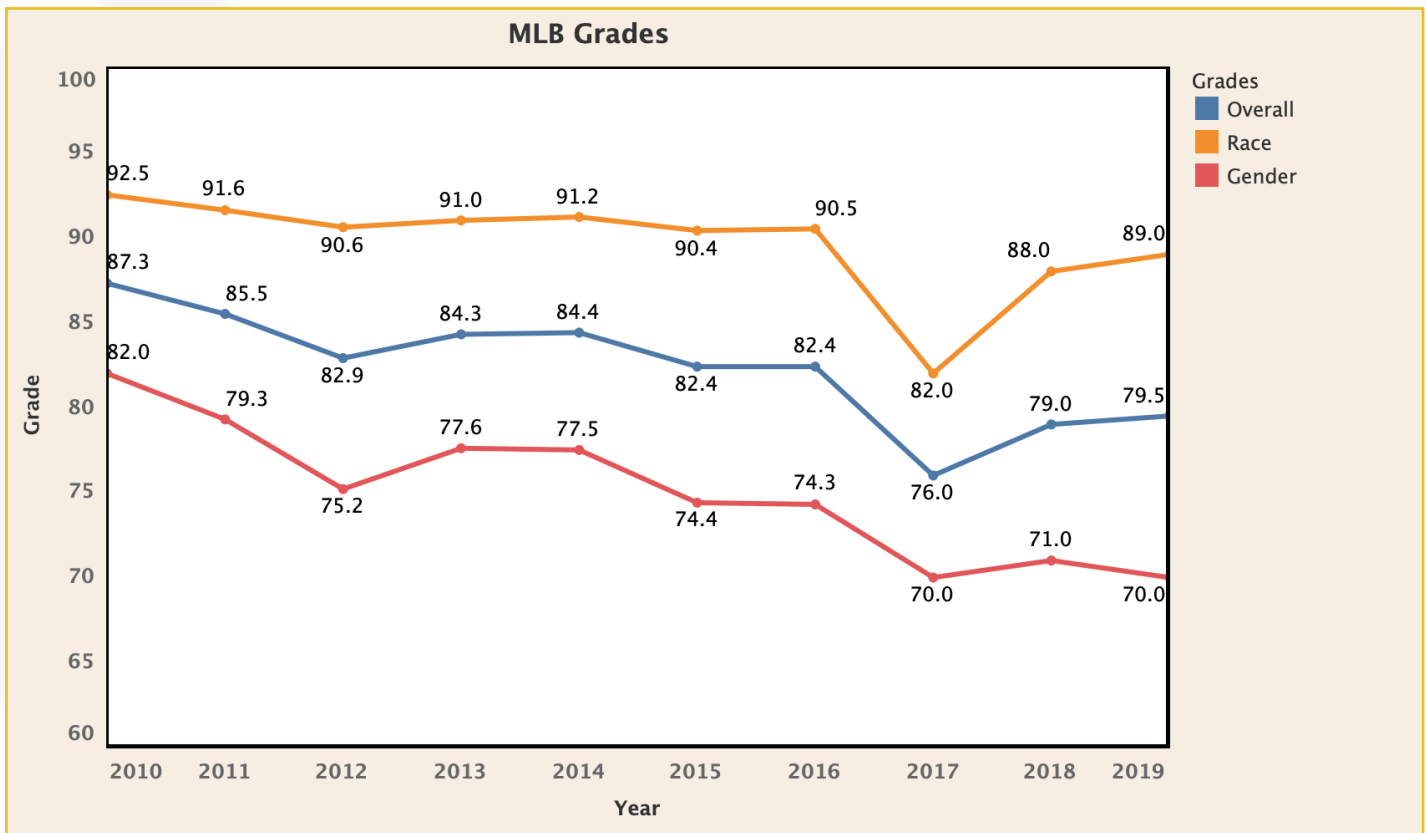
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### *Racial Hiring*

A yellow rectangular box with a black border containing the text "A-".

### *Gender Hiring*

A yellow rectangular box with a black border containing the text "C".



Day 2018, an increase from 7.7 percent in 2017. “In 1991, 18 percent of all players were African-American. Today we have seen that number slowly decline to less than half of that,” Lapchick said.

While current players on the field may not accurately represent American demographics, the MLB Draft continues to show promising signs for a future increase in African-American players.

“In the 2018 draft, 13 of the top 78 players selected were African-American (16.7 percent),” Lapchick said. Over the last seven years (2012-18), the first round of the MLB Draft has featured 44 African-American/black players out of 234 total selections (19 percent). Lapchick noted that this year, the Sports and Fitness Industry Association (SFIA) Annual Participation Report showed promising growth in baseball in general and among African-American youth in particular.

Commissioner Rob Manfred’s League Office received an A+ for racial hiring and a C for gender hiring practices, which were the same grades as in 2018. People of color comprised 33.3 percent and women comprised 30.8 percent of the total Central Office professional staff. There were 13 people of color and 15 women in positions of Vice President or higher at the Commissioner’s Office. Renée Tirado, MLB’s Vice President and Chief Diversity and Inclusion Officer, has effectively led the efforts since assuming this critical leadership position.

The team levels remain far behind the League Office. Of the six grades for race at the team level, the only A grade was for coaches which is at 43.9 percent. The teams received a B for racial hiring at the senior administration levels and a B+ at the professional administration levels, but a C- and a D+ for gender hiring at the same positions. The team grade for managers increased from a C in 2018 to a B in 2019 as there are now five managers of color in MLB. The grade of C- for general manager remained the same as there was



no change with only four people of color serving in those roles.

Lapchick urged, “Major League Baseball’s teams must improve inclusive hiring practices in order to accurately represent the players who play the game and the communities they serve. Though the percentage of managers of color continued to increase this year, the lack of diversity in this key position throughout MLB is of utmost concern, especially when looking at the level of diversity among the players,” Lapchick added. “The 2019 season opened with only five managers of color, which is half of the all-time high of 10 reached in 2002 and 2009.”

Commissioner Manfred’s league office has implemented a number of diversity initiatives in recent years to address this diversity and inclusion issue. These initiatives include the Diversity Pipeline Program, which seeks to identify, develop, and grow the pool of qualified minority and female candidates for on-field and baseball operations positions; the MLB Diversity Fellowship which provides the opportunity for young, diverse professionals to experience front office positions that have been traditionally influential in baseball operations decisions; The Diverse Business Partners program which has cultivated new and existing partnerships with minority and women-owned businesses, including veteran-owned, LGBT-owned and other underrepresented small businesses; as well as a number of other initiatives to engage people of all sexual-orientations, ages, abilities, and faiths.

All data was collected by the MLB Central Office and transmitted to the research team at The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida’s DeVos Sport Business Management Graduate Program. This was possible because of the in-depth human resource record-keeping being done by MLB. Using data as of December 31, 2018, TIDES conducted an analysis of the racial breakdown of the MLB players, managers and coaches. In addition, this MLB Report Card includes a ra-

cial and gender breakdown of the owners, management in the MLB Central Office as well as the team level, top team management, team senior administration and team professional administration. An overview of player positions is also included. Listings of professional owners, general managers, and managers were updated as of December 31, 2018. The MLB player demographics for the 2018 Opening Day rosters are also included.

It is imperative that teams play the best athletes they have available to win games. The Institute strives to emphasize the business value of diversity to sports organizations when they choose their team on the field and in the office. Diversity initiatives, like diversity and inclusion management training, can help change attitudes and increase the applicant pool for open positions. It is obviously the choice of the organization regarding which applicant is the best fit for their ball club, but the Institute wants to illustrate how important it is to have a diverse organization involving individuals who happen to be of a different race or gender because they can provide a different perspective, and possibly a competitive advantage for a win in the boardroom as well as on the field.





## The 2019 MLB Racial and Gender Report Card Statistics

### Overall Grade: B-

	Central Office	President's/CEO's	Head Coaches (MGR)
white	66.0%	100.0%	86.7%
African-American	9.8%	0.0%	0.0%
Hispanic/Latino	14.7%	0.0%	10.0%
Asian	5.6%	0.0%	0.0%
Native American	0.2%	0.0%	0.0%
Other	0.0%	0.0%	3.3%
Voluntary Non-Disclosure	0.7%	0.0%	0.0%
Total People of Color	33.3%	0.0%	13.3%
Women	30.8%	0.0%	0.0%
	Assistant Coaches	GMs	VPs
white	52.5%	86.7%	85.2%
African-American	7.5%	6.7%	6.3%
Hispanic/Latino	33.6%	3.3%	5.4%
Asian	1.0%	3.3%	1.6%
Native American	0.3%	0.0%	0.9%
Other	0.0%	0.0%	0.0%
Voluntary Non-Disclosure	3.6%	0.0%	0.7%
Total People of Color	43.9%	13.3%	14.1%
Women	0.5%	0.0%	19.2%
	Sr. Admin	Prof. Admin	Players
white	80.0%	75.1%	59.0%
African-American	5.3%	6.0%	8.4%
Hispanic/Latino	9.7%	11.0%	29.5%
Asian	2.7%	4.1%	1.5%
Other	1.3%	2.1%	1.6%
Voluntary Non-Disclosure	0.6%	1.3%	0.0%
Total People of Color	19.4%	23.6%	31.0%
Women	28.6%	26.0%	0.0%

Table 1: The 2019 MLB Racial and Gender Report Card Statistics

The 2019 MLB Racial and Gender Report Card Grades				
	Central Office	VPs	Sr. Admin	Prof. Admin
Total People of Color	33.3%	14.1%	19.4%	23.6%
Grade	A+	-	B	B+
Women	30.8%	19.2%	28.6%	26.0%
Grade	C	-	C-	D+
	GMs	Head Coaches (Mgr)	Assistant Coaches	Players
Total People of Color	13.3%	16.7%	43.9%	41.0%
Grade	C-	B	A+	A+

Table 2: The 2019 MLB Racial and Gender Report Card Grades

## The 2019 Racial and Gender Report Card: National Basketball Association

by Richard Lapchick  
with Meaghan Coleman, Deanna Glover, Kasimu  
Greenidge, Nate Harvey, Daniel Martin, Alex  
Noboa, Jacob Slayton, and David Zimmerman

**Executive Summary** - The 2019 National Basketball Association (NBA) Racial and Gender Report Card (RGRC) was released on June 18th, 2019 and it confirmed the League's continued leadership position in the sports industry with its commitment to inclusive racial and gender hiring practices. The new grading scale that was implemented in the 2017 Report Card to correspond with America's changing demographics was also used.

The NBA received an **A+** for racial hiring practices with a score of 98.7 points, which was the same score in 2018, and a **B** for gender hiring practices with 80.9 points, down from 81.1 points in 2018. The overall grade was an **A** with 89.8 points decreasing from 89.9 points last year. While there are slight decreases in some categories from last year, the NBA continues to be a frontrunner of diversity and inclusion amongst the professional sports landscape.

Using data from the 2018-2019 season, TIDES conducted an analysis of racial breakdowns of the players and coaches. In addition, the Report Card includes a racial and gender breakdown of management in the NBA League Office and referees, as well as at various levels within each NBA franchise such as top management, team managers, team professional staff, head trainers and broadcasters. The NBA gathered all the individual team data and transmitted it in aggregate to TIDES which then analyzed the data. The listing of owners, head coaches, team presidents and general managers of color for the 2019 Report Card was then updated to reflect changes through the end of the 2019 regular

### *Overall Grade*

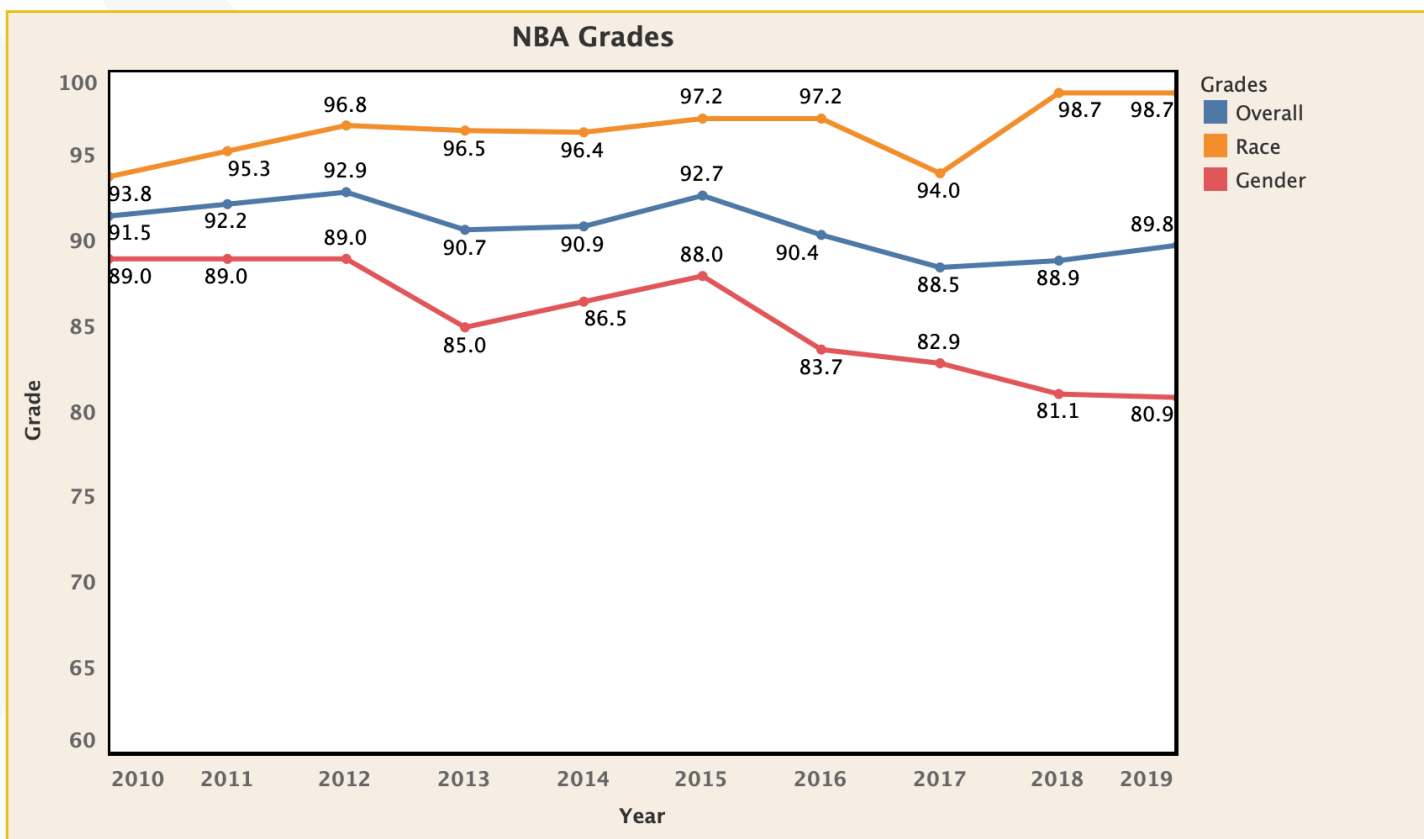
A large, bold, black letter 'A' centered within a yellow rectangular box with a black border.

### *Racial Hiring*

A large, bold, black 'A+' centered within a yellow rectangular box with a black border.

### *Gender Hiring*

A large, bold, black letter 'B' centered within a yellow rectangular box with a black border.



season. The 2019 Report also has the extensive list of NBA diversity initiatives.

Richard Lapchick, the Director of The Institute for Diversity and Ethics in Sport (TIDES or The Institute) at the University of Central Florida and primary author of the report, stated, “Based upon a thorough review of the data provided by the NBA, we find that the NBA continues to lead in men's professional sport in racial hiring practices. Despite continuing to be a leader with gender hiring practices amongst the other men's professional sport leagues, the NBA is trending downward with women in team management positions. As has been the history, we found that the NBA League Office had better racial and gender hiring percentages than the individual teams. People of color working in team professional staff positions represented the largest increase of any category in the past five years (+12.4%). The NBA continues to have the most owners of color and the most female majority owners.

The percentage of women CEO/Presidents has increased three years in a row, as there are more women serving in this leadership position (seven) than all other professional sport leagues combined. With respect to the diversity of players in the league, the percentage of white players has decreased to its lowest point since 2010 (18.1%). The NBA has the highest percentage of head coaches of color since 2014 and that has been trending upward over the past three years. Additionally, the NBA has seen a growth in the number of female assistant coaches leading to the highest number in league history (four), while the percentage of assistant coaches of color was the lowest it has been since the 2014-2015 season. Although still higher than the other professional leagues, the percentage of general managers of color is the lowest of the NBA's categories for the percent of people of color.”

At the team level, the percentage of people of color in team vice president positions and higher decreased from 25.4 percent in 2017-2018 to 23.9 percent in

2018-2019. In the team management category, the percentage of people of color increased from 31.2 percent to 31.9 percent, while they decreased from 39.5 percent to 38.1 percent at the team professional staff category.

Women who held team vice president and higher positions increased by 1.9 percentage points from 23.5 percent in 2017-2018 to 25.4 percent in 2018-2019. The percentage of women in team professional staff positions increased by 0.1 of a percentage point from 37.2 in 2017- 2018 to 37.3 percent in 2018-2019. There was a decrease in the percentage of women in team management positions from 31.6 percent last year to 30.9 percent this year. This is the fourth consecutive year that women lost ground at the team level. While trending downward in overall percentage over the past few years, the number of women hired for team management positions is significantly higher (912) compared to the number five years ago (196). The best category for the representation of women is in the NBA League Office with professional employees at 39.7 percent, an increase of 0.1 percentage points from the previous year.

In arguably one of the two the most closely watched positions, the percentage of people of color among general managers increased from 20 percent in the 2017- 2018 season to 26.1 percent this season. The NBA leads all men's professional leagues in this position. At the beginning of the season, people of color represented 33.3 percent of all NBA head coaches which was a 3.3 percent increase over the previous season.





The 2019 NBA Racial and Gender Report Card Statistics			
Overall Grade: A			
	League Offices	President's/CEO's	Head Coaches
white	62.4%	89.3%	66.7%
African-American	15.9%	8.9%	26.7%
Latino	6.7%	1.8%	3.3%
Asian	10.4%	0.0%	3.3%
Other	4.6%	0.0%	0.0%
Total People of Color	37.6%	10.7%	33.3%
Women	39.7%	12.5%	0.0%
	Assistant Coaches	GMs	VPs
white	57.5%	73.9%	76.1%
African-American	37.1%	21.7%	14.8%
Latino	3.0%	0.0%	4.6%
Asian	0.6%	0.0%	2.6%
Other	1.8%	4.3%	1.9%
Total People of Color	42.5%	26.1%	23.9%
Women	1.8%	0.0%	25.4%
	Sr. Admin	Prof. Admin	Players
white	68.8%	61.9%	18.1%
African-American	15.8%	20.0%	74.8%
Latino	5.8%	10.1%	2.4%
Asian	4.3%	3.6%	0.8%
American Indian	0.0%	0.3%	0.0%
Other	5.1%	4.2%	3.9%
Total People of Color	31.2%	38.1%	81.9%
Women	31.6%	37.3%	-

Table 3: The 2019 NBA Racial and Gender Report Card Statistics

The 2019 NBA Racial and Gender Report Card Grades				
	League Offices	VPs	Sr. Admin	Prof. Admin
Total People of Color	37.6%	23.9%	31.2%	38.1%
Grade	A+	B+	A+	A+
Women	39.7%	25.4%	31.6%	37.3%
Grade	B+	D+	C-	B-
	GMs	Head Coaches	Assistant Coaches	Players
Total People of Color	26.1%	33.3%	42.5%	81.9%
Grade	A-	A+	A+	A+

Table 4: The 2019 NBA Racial and Gender Report Card Grades

## The 2019 Racial and Gender Report Card: National Football League

by Richard Lapchick  
with Pedro Ariza, Carter Ellis, Dylan Gladney, Ivan Hudson, Mallika Mali, David Morrin, Nicholas Mutebi, Andre Vasquez, and David Zimmerman

**Executive Summary** - The National Football League (NFL) achieved a **B** for racial hiring practices and a **C+** for gender hiring practices in the 2019 NFL Racial and Gender Report Card, released by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida (UCF). This gave the NFL a combined **B-** grade. Their overall score of 79.3 percent is the lowest the League has recorded in the last 15 years. The B for racial hiring practices broke a streak of nine consecutive years of earning an A- or higher.

The NFL's score for race was 82.3 percent, 6.7 percentage points lower than last year's score of 89 percent in 2018. The score for gender was 76 percent, a two-percentage point increase from 2018. The overall grade for the NFL decreased from 81.6 percent in 2018 to 79.3 percent in 2019, resulting in a B-.

Using data from the 2019 season, provided by the NFL League Office, the Institute conducted an analysis of the racial breakdown of head coaches, assistant coaches and general managers, as well as a racial and gender breakdown of senior management, senior administration, and professional administration within the NFL League Office and at the club level. In this year's version of the report, there will be additional analysis of the racial and gender breakdown of personnel within the c-suite of each club. This represents the most influential personnel that are ultimately responsible for developing and executing the overall strategy and operations of the club. The c-suite category excludes CEOs and ownership as they are represented in their respective categories.

### *Overall Grade*

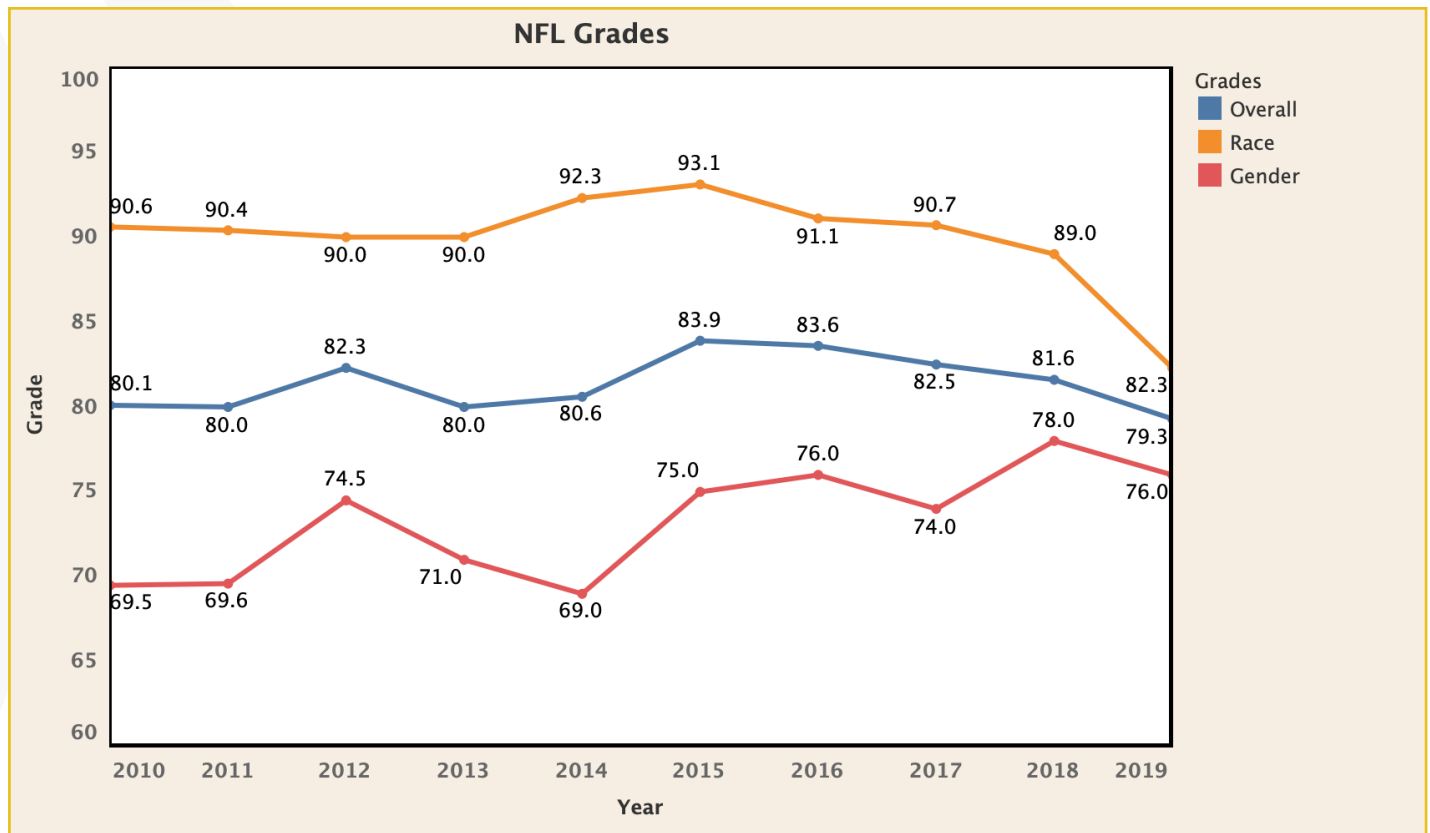
A yellow rectangular box with a black border containing the text "B-".

### *Racial Hiring*

A yellow rectangular box with a black border containing the text "B".

### *Gender Hiring*

A yellow rectangular box with a black border containing the text "C+".



Richard Lapchick, Director of TIDES and the primary author of the study, said, “The NFL had some bright spots in their 2019 racial and gender hiring practice results within the NFL League Office, but has continued to see lower scores within the leadership of participating clubs. There has been a lack of representation of women and people of color in President/CEO and C-Suite positions. People of color and women are seriously under-represented in significant decision-making positions at the team level.”

Lapchick continued, “The NFL’s League Office continues to effectively identify and hire people of color at the vice president and above level but a lack of diversity at the club level in the same position remains. At the NFL’s League Office, 22.5 percent of the vice presidents and above are people of color, an increase from last year. At the team level, only 12.8 percent are people of color. While this was an increase from the 11.7 percent representation last year, there is still room for improvement. The NFL has seen an improvement at the NFL League Office level regard-

ing recruitment of women throughout the entire office, seeing a steady growth each year since 2014, reaching a high of 36.8 percent in 2019. At the NFL League Office, 28.7 percent of the vice president and above positions are represented by a woman while only 20.7 of the vice president and above positions at the team level are filled by a woman. The NFL League Office has increased the percentage of women both in professional and senior management positions. In contrast, the number of women at or above the vice president level decreased from 50 in 2018 to 49 in 2019. Unfortunately, the number of people of color at or above the vice president level decreased slightly from 38 in 2018 to 37 in 2019.”

The percentage of people of color at the NFL League Office in a management role decreased from 28.3 percent in 2018 to 28.0 percent in 2019. This was the second straight decline after a record-high percentage of 28.4 percent in 2017.

Lapchick continued, “The NFL began the 2019 regular season with only four coaches of color which represented an enormous shift from the record of eight coaches that started the regular season in 2018. That all-time record was also achieved in 2011 and 2017. There were six coaches of color in 2015 and 2016.”

At the start of 2019 season, there were only two people of color who were general managers or performing the role of general manager, a decrease from four in 2018 and six in 2017. Among the good news stories from the Report Card, the percentage of people of color who were senior administrators within an NFL team increased to its highest recorded level. The percentage increased 2 percentage points from the second lowest recorded point of 16.2 percent in 2018, to 19.4 percent in 2019. Women senior administrators saw a record increase as well, holding 24.4 percent of the senior administrator positions during the 2019 NFL season, which was an increase of 2.3 percentage points from 2018.

Lapchick added, “There should be serious concern in the consistent decrease in representation of people of color within general manager roles on NFL teams. Although there was improvement in 2019 in senior administrators for both women and people of color, having representation at positions of influence is vital for improving racial and gender hiring practices within the League.”

In an attempt to progressively continue diversity and inclusion efforts, the NFL made improvements to the Rooney Rule. Teams are now required to go outside their own organizations to interview a candidate of color or to interview a candidate who is on the League’s career development advisory panel list.

The NFL League Office is preparing to announce an Executive Vice President and Chief People Officer to strategically lead all of the various initiatives related to diversity and inclusion across the NFL. This role, previously held by Robert Gulliver, highlights the increased emphasis on continuing the League’s progress when it comes to improving diversity and

inclusion as a work- place and in all aspects of its business. Additionally, NFL Human Resources has named Samantha Rapoport Senior Director of Diversity and Inclusion.

The Report Card asks, “Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to score a touchdown or operate the business of professional football?” The answer is “yes” to some degree for racial hiring practices and “not yet” for gender hiring practices.





The 2019 NFL Racial and Gender Report Card Statistics				
Overall Grade: B-				
	League Offices	CEO/President	C-Suite Personnel	Head Coaches
white	67.3%	95.0%	88.9%	87.5%
Black or African-American	10.2%	0.0%	6.1%	9.4%
Hispanic or Latino	6.6%	0.0%	5.1%	3.1%
Asian	9.2%	5.0%	0.0%	0.0%
Hawaiian or Pac. Islander	0.1%	0.0%	0.0%	0.0%
Am. Indian or Alaska Native	0.1%	0.0%	0.0%	0.0%
Two or More Races	1.7%	0.0%	0.0%	0.0%
Not Disclosed	4.7%	0.0%	0.0%	0.0%
Total People of Color	28.0%	5.0%	11.2%	12.5%
Women	36.8%	2.5%	21.8%	-
	Assistant Coaches	GMs	VPs	
white	62.3%	93.8%	86.7%	
Black or African-American	29.6%	6.3%	7.1%	
Hispanic or Latino	1.0%	0.0%	2.2%	
Asian	0.8%	0.0%	2.2%	
Hawaiian or Pac. Islander	0.5%	0.0%	0.0%	
Am. Indian or Alaska Native	0.2%	0.0%	0.3%	
Two or More Races	1.5%	0.0%	1.1%	
Not Disclosed	4.1%	0.0%	0.5%	
Total People of Color	33.6%	6.3%	12.8%	
Women	-	-	20.7%	
	Sr. Admin	Prof. Admin	Players	
white	80.0%	76.7%	26.8%	
Black or African-American	10.7%	8.8%	58.9%	
Hispanic or Latino	4.9%	6.6%	0.5%	
Asian	3.0%	2.8%	0.1%	
Hawaiian or Pac. Islander	0.3%	0.4%	1.5%	
Am. Indian or Alaska Native	0.2%	0.2%	0.2%	
Two or More Races	0.3%	1.7%	9.6%	
Not Disclosed	0.6%	2.6%	3.1%	
Total People of Color	19.4%	20.7%	70.1%	
Women	24.4%	35.9%	-	

Table 5: The 2019 NFL Racial and Gender Report Card Statistics

The 2019 NFL Racial and Gender Report Card Grades					
	League Office	VPs	Sr. Admin	Prof. Admin	C-Suite
Total People of Color	28.0%	12.8%	19.4%	20.7%	10.9%
Grade	A-	D+	B	B+	F
Women	36.8%	20.7%	24.4%	35.9%	21.8%
Grade	B-	F	D	B-	F
	GMs	Head Coaches	Assistant Coaches	Players	
Total People of Color	6.3%	12.5%	33.6%	70.1%	
Grade	F	D+	A+	A+	

Table 6: The 2019 NFL Racial and Gender Report Card Grades

## The 2019 Racial and Gender Report Card: Women's National Basketball Association

by Richard Lapchick  
with Brittany Barber, Lee Bowman, Yechang Fan,  
Nate Harvey, Daniel Martin, William Thomas II,  
Miranda Murphy, and David Zimmerman

**Executive Summary** - The 2019 Women's National Basketball Association Racial and Gender Report Card (RGRC) was released on October 16th, 2019 and it confirmed the WNBA continues to remain a leader in the industry among other professional leagues in terms of racial and gender hiring practices. Since the WNBA's inaugural season, it has held the top position in the Racial and Gender Report Cards (RGRC). In the 2019 Report, the WNBA accumulated 94.8 points for a combined grade of an A+. The WNBA earned an A+ for race and an A for gender in the 2019 WNBA Racial and Gender Report Card issued today by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida. The WNBA sets the example for a powerful, inclusive representation across their organization in terms of players, coaches, staff, and administration.

This was the 15th consecutive year that the WNBA has received at least an A for its overall race, gender and combined grades. The WNBA had 95.6 points for racial hiring practices and 94.0 points for gender hiring practices in 2019.

The WNBA received an A+ for gender in five categories including team vice presidents and above, assistant coaches, general managers, managers to senior directors and the WNBA League Office. The category of head coaches followed closely with a grade of A-, and the professional team staff category received a B+ grade. The WNBA received at least an A- for race in all categories.

### *Overall Grade*

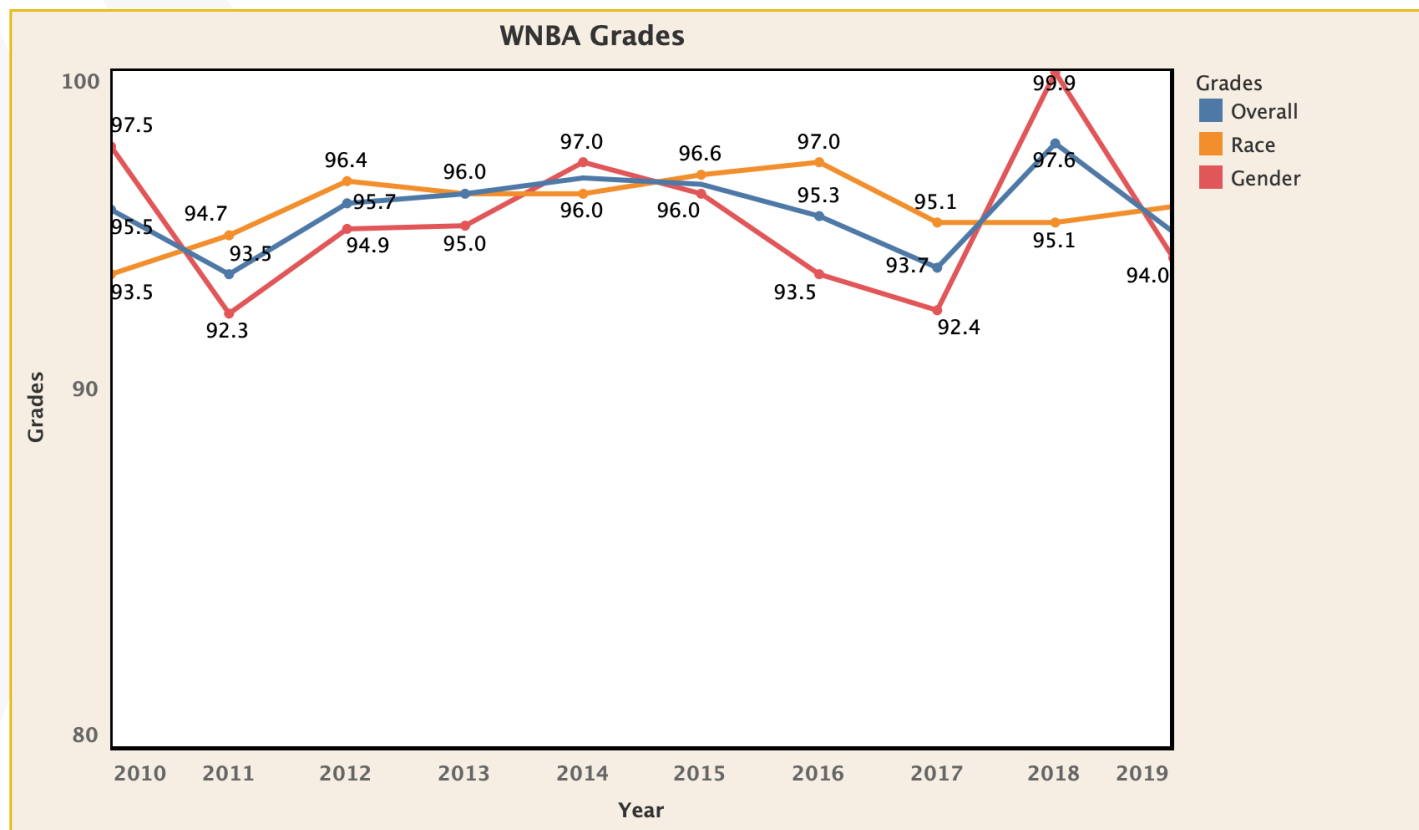
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### *Racial Hiring*

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### *Gender Hiring*

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Richard Lapchick, the director of TIDES and primary author of the report, said, “The WNBA continues to pave the way for racial and gender diversity amongst all professional leagues. The NBA was the only men’s league close in comparison with an A+ for racial hiring practices and a B for gender hiring practices in the 2019 NBA RGRC. The WNBA again received the highest number of A’s as well as the lowest number of grades below an A in all categories compared to men’s professional leagues. The WNBA experienced the most notable increases occurring in the racial hiring of the categories vice presidents and above this season. In terms of gender hiring, the percentage of women represented as assistant coaches experienced increases in 2019. The WNBA has also shown an increase in the representation of women and people of color in ownership roles for three straight seasons. Additionally, there were five women and only three African-American general managers.

The number of women holding WNBA league office positions has decreased for the fourth consecutive year, from 50.0 percent in 2018 to 48.9 percent in 2019. The representation of people of color as assistant coaches decreased by 7.7 percentage points from 50.0 percent to 42.3 percent in 2019.

Annually, the Report Card asks, “Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to score a basket and run the team?” The answer for the WNBA was a resounding “yes” and continues to be the best record in professional sports.

The WNBA, closely followed by the NBA, is the most diverse league in professional sports with 45.2 percent of all professional positions being held by women and 29.2 percent of all positions being held by people of color. There are 30 women and 17 people of color serving as vice presidents and above in the WNBA team front offices. The highest percentage

of women in any category was 61.5 percent of all assistant coaches.

In 2018, there were four positions that were reclassified for the WNBA Racial and Gender Report Card. In the previous editions of the Report Card, the positions categorized as team senior administration included, but were not restricted to titles similar to director, assistant general manager, chief legal counsel, chief operating officer, and chief financial officer. The new classification is managers to senior directors which includes positions from manager to the assistant vice president level. Previous editions included the category of team professional administration. Positions in this category included, but were not restricted to titles similar to manager, coordinator, supervisor or administrator. The new classification is team professional staff which includes anyone more junior than a manager but does not include administrative assistants. Team vice presidents and above include but are not restricted to titles similar to vice presidents, senior vice presidents, executive vice presidents, and assistant general managers. Several of the WNBA's teams changed management and/or ownership structures over the last year which had some impact on the results.

Using data from the 2019 season provided by the WNBA, the Institute conducted an analysis of the racial breakdown of the players as well as a racial and gender breakdown of the management in the WNBA League Office and at the team level, top team management, general managers, head coaches, assistant coaches, vice presidents and above, managers to senior directors, professional team staff, and head trainers.





The 2019 WNBA Racial and Gender Report Card Statistics				
Overall Grade: A+				
	League Offices	President's/CEO's	Head Coaches	
white	53.3%	72.7%	75.0%	
African-American	40.0%	27.3%	25.0%	
Latino	2.2%	0.0%	0.0%	
Asian	0.0%	0.0%	0.0%	
Other	4.4%	0.0%	0.0%	
Total People of Color	46.7%	27.3%	25.0%	
Women	48.9%	45.5%	41.7%	
	Assistant Coaches	GMs	VPs	
white	57.7%	72.7%	72.6%	
African-American	38.5%	27.3%	22.6%	
Latino	0.0%	0.0%	4.8%	
Asian	0.0%	0.0%	0.0%	
Other	3.8%	0.0%	0.0%	
Total People of Color	42.3%	27.3%	27.4%	
Women	61.5%	45.5%	48.4%	
	Sr. Admin	Prof. Admin	Players	
white	74.2%	68.3%	17.4%	
African-American	17.4%	15.8%	67.4%	
Latino	1.5%	7.1%	0.7%	
Asian	4.5%	4.4%	1.4%	
Other	2.3%	4.4%	13.2%	
Total People of Color	25.8%	31.7%	82.6%	
Women	51.5%	40.4%	100.0%	

Table 7: The 2019 WNBA Racial and Gender Report Card Statistics

The 2019 WNBA Racial and Gender Report Card Grades				
	League Office	VPs	Sr. Admin	Prof. Admin
Total People of Color	46.6%	27.4%	25.7%	31.7%
Grade	A+	A-	A-	A+
Women	48.9%	48.4%	51.5%	40.4%
Grade	A+	A+	A+	B+
	GMs	Head Coaches	Assistant Coaches	Players
Total People of Color	27.3%	25.0%	42.3%	82.7%
Grade	A-	A-	A+	A+
Women	45.5%	41.7%	61.5%	100.0%
Grade	A+	A-	A+	-

Table 8: The 2019 WNBA Racial and Gender Report Card Grades

## The 2019 Racial and Gender Report Card: Major League Soccer

by Richard Lapchick  
with Deanna Glover, Kasimu Greenidge, Nate  
Harvey, Daniel Martin, Alex Noboa, Jacob Slayton,  
and David Zimmerman

**Executive Summary** - Major League Soccer earned an **A** for racial hiring practices and a **C** for gender hiring practices in the 2019 MLS Racial and Gender Report Card (RGRC) issued on November 13th, 2019 by the Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida.

MLS earned 93.9 points for racial hiring practices in 2019, increasing by 1.4 percentage points from 92.5 in 2018. In 2019 MLS earned 72.0 points for gender hiring practices, down substantially from 76.8 points in 2018. This is the third decrease in a row. The League scored 81.0 points for gender hiring as recently as 2016.

MLS earned a combined grade of a **B** with 82.9 points in 2019, decreasing by 2.1 percentage points from 85 (B+) in the 2018 MLS RGRC.

For racial hiring practices, the MLS earned an A+ for the League Office, head coaches/managers, general managers, players, and assistant coaches, an A- for professional administration, and a B for senior administration. The League's lowest grade in this category was a B for team senior administration which increased from the C+ the League had in 2018.

For gender hiring practices, which continue to lag behind the success of racial hiring throughout the League, the MLS received a B for League Office employees while team professional administration received a C+ and senior team administration earned an F.

### *Overall Grade*

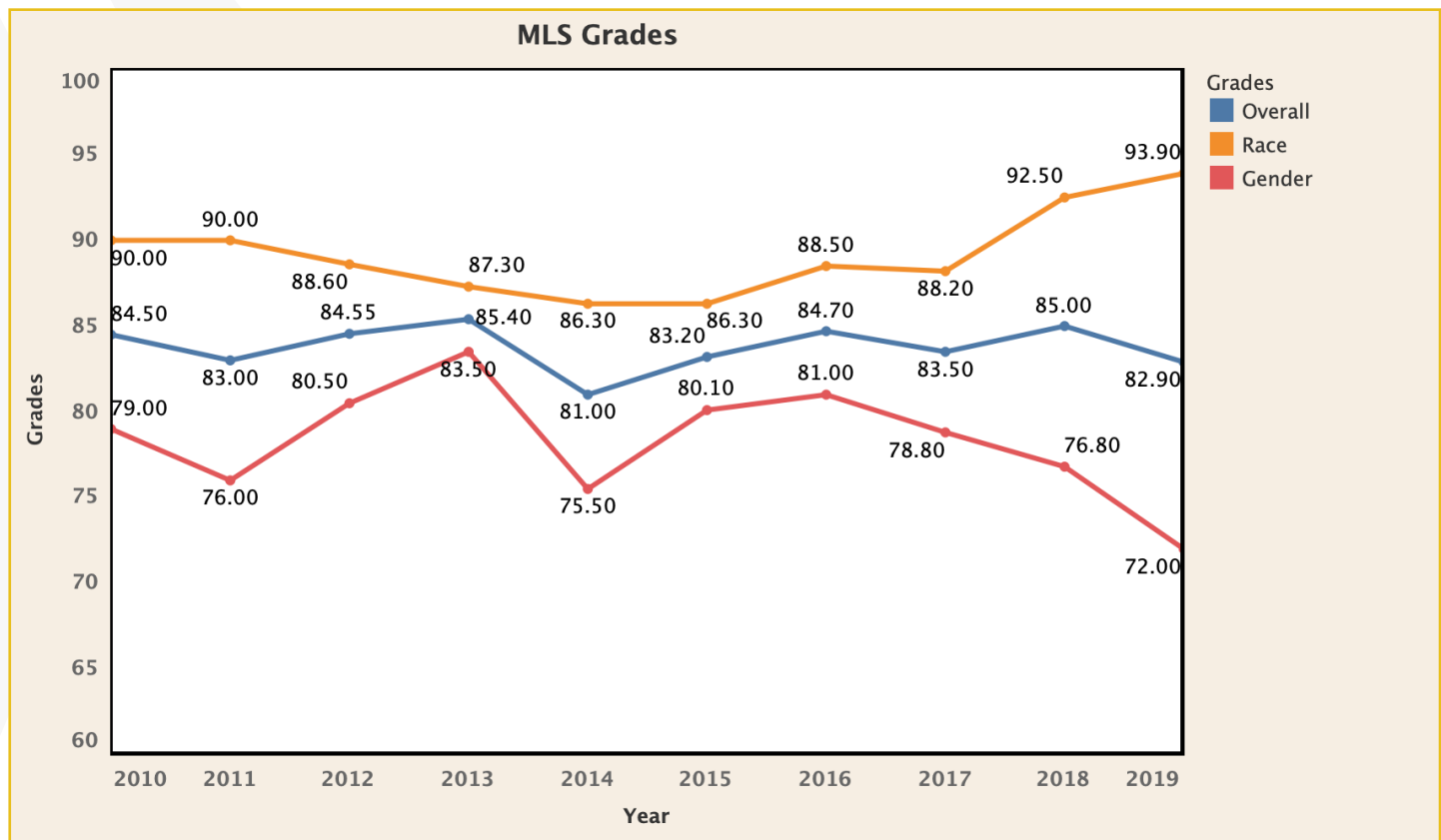
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### *Racial Hiring*

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### *Gender Hiring*

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MLS earned an A+ for its outstanding diversity initiatives for the tenth consecutive season.

Richard Lapchick, principal author of the study and director of TIDES, said, “Major League Soccer’s 2019 Racial and Gender Report Card displays mixed performance regarding racial and gender hiring practices overall. The increase in the racial hiring score of 1.4 percentage points gave MLS its highest grade for race in 15 years. There was an increase for people of color in the key positions of head coach, President/CEO and general manager. There were also increases for people of color in team senior administration positions and team professional positions. However, it is disappointing to see the overall gender score fall 4.8 percentage points. The League’s weakest area with great need for improvement continues to be in team senior administrative positions where MLS teams earned a B for race and an F for gender hiring.

Commissioner Don Garber’s MLS League Office once again performed strongly with an A+ in racial

hiring and a B in gender hiring. In fact, the MLS League Office has the highest percentage of people of color amongst all men’s professional sport leagues. The teams need to follow the League’s example more closely.”

Using data from the 2019 season, TIDES conducted an analysis of the racial composition of team general managers, players and coaches. In addition, The Report Card included a racial and gender breakdown of management in the MLS League Office and at various levels within each MLS franchise such as: the presidents/CEOs, team senior administration, team professional administration, and athletic trainers. In this year’s version of the report, there will be additional analysis of the racial and gender breakdown of personnel within the c-suite of each club. This represents the most influential personnel that are ultimately responsible for developing and executing the overall strategy and operations of the club. The c-suite category excludes CEOs and Presidents as they are represented in their respective category.

The 2019 MLS Racial and Gender Report Card Statistics			
Overall Grade: B			
	League Office	President's/CEO's	Head Coaches
white	59.1%	82.6%	62.5%
African-American	8.0%	0.0%	4.2%
Latino	21.3%	13.0%	25.0%
Asian	6.7%	4.3%	0.0%
Other	5.0%	0.0%	8.3%
Total People of Color	40.9%	17.4%	37.5%
Women	38.0%	0.0%	0.0%
	Assistant Coaches	GMs	VPs
white	53.6%	66.7%	81.4%
African-American	11.3%	4.2%	2.5%
Latino	24.7%	25.0%	8.5%
Asian	1.0%	0.0%	4.2%
Other	9.3%	4.2%	3.4%
Total People of Color	46.4%	33.3%	18.6%
Women	0.0%	0.0%	30.5%
	Sr. Admin	Prof. Admin	Players
white	82.8%	72.3%	38.3%
African-American	5.6%	5.4%	23.1%
Latino	7.2%	16.2%	33.4%
Asian	2.5%	4.0%	1.1%
Other	1.9%	2.1%	4.2%
Total People of Color	17.2%	27.7%	61.7%
Women	22.6%	32.2%	-

Table 9: The 2019 MLS Racial and Gender Report Card Statistics

The 2019 MLS Racial and Gender Report Card Grades				
	League Office	VPs	Sr. Admin	Prof. Admin
Total People of Color	40.9%	18.6%	17.2%	27.7%
Grade	A+	B	B	A-
Women	38.0%	30.5%	22.6%	32.2%
Grade	B	C-	F	C+
	GMs	Head Coaches	Assistant Coaches	Players
Total People of Color	33.3%	37.5%	46.4%	61.7%
Grade	A+	A+	A+	A+

Table 10: The 2019 MLS Racial and Gender Report Card Grades



## The 2019 Racial and Gender Report Card: College Sport

by Richard Lapchick  
with Pedro Ariza, Carter Ellis, Dylan Gladney, Ivan Hudson, Mallika Mali, David Morrin, Nicholas Mutebi, Andre Vasquez, and David Zimmerman

**Executive Summary** - The 2019 College Sport Racial and Gender Report Card (CSRGRC) was issued today by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida (UCF). The report showed the record of the National Collegiate Athletic Association (NCAA) and its member institutions for gender hiring practices, racial hiring practices, and the combined grade.

College Sport received a **B** for racial hiring practices by earning 81.6 points, an increase from 79.6 points in the 2018 CSRGRC. College Sport received a **C+** for gender hiring practices by earning 75.8 points, an increase from 75.1 points in the 2018 CSRGRC. The combined grade for the 2019 CSRGRC was a **C+** with 78.7 points, up from 77.3 points in 2018. Each of these scores were the highest College Sport has earned since the grading scale changed in 2016 due to changing American demographics.

Richard Lapchick, the Director of TIDES and the primary author of the CSRGRC, said, “College Sport has historically not been good at increasing opportunities for women and people of color. Outside of HBCU institutions, the representation of women and people of color in leadership positions within collegiate athletics has been weak. This year has been a year of growth for College Sport as race, gender, and overall grades have all seen increases. Even with this bright spot, College sport continues to be behind professional sport as seen in the respective Racial and Gender Report Cards.

This academic year saw a record of unprecedented landmarks within the collegiate athletics space. We

### *Overall Grade*

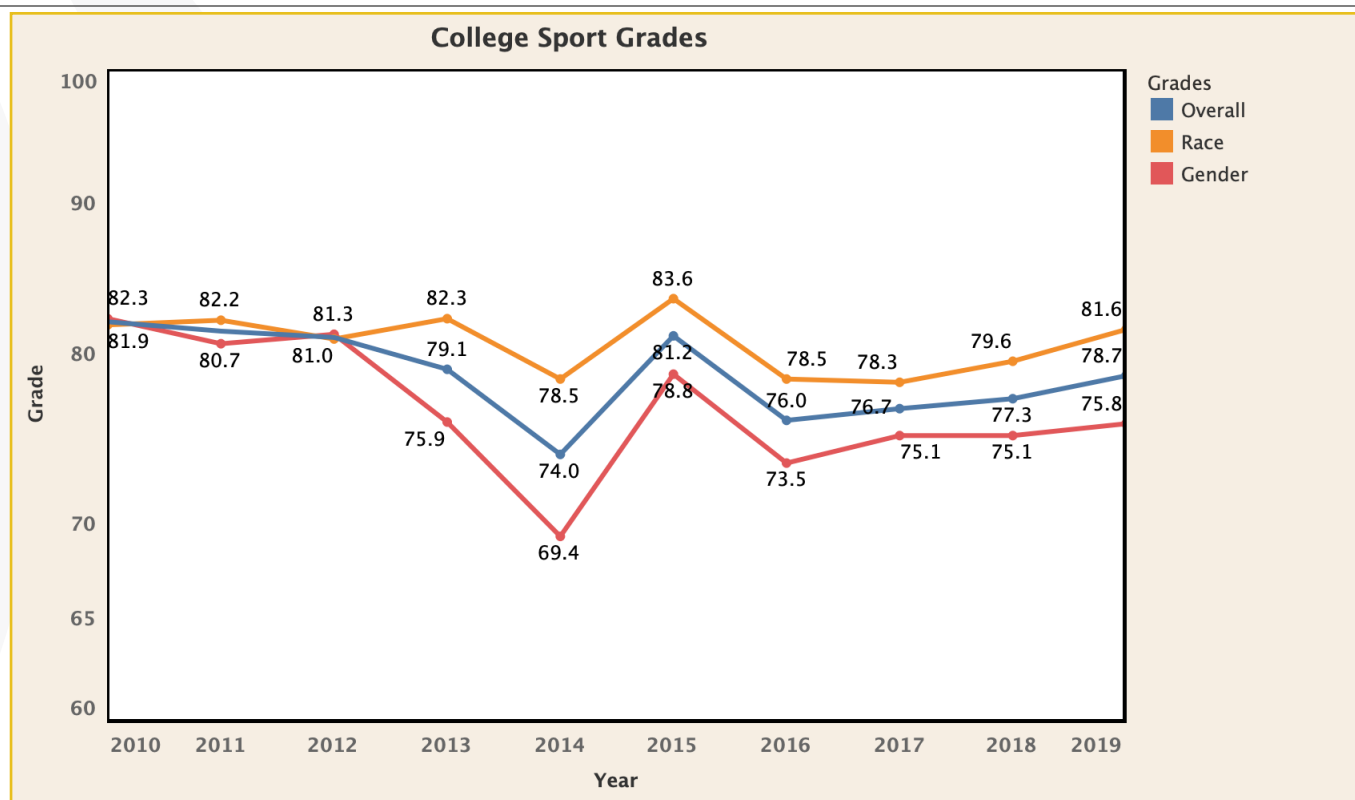
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### *Racial Hiring*

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### *Gender Hiring*

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saw a momentum culture shift as the NCAA Board of Governors, per recommendations from the appointed working group, expressed support for rule changes to be implemented for student-athletes to receive compensation for their name, image, and likeness. We have seen the Men's and Women's Basketball Tournament, as well as all of spring sports, be cancelled by a global pandemic due to COVID-19. We have seen athletics programs cut due to the loss of funding as a result of this virus. In times like this, it is necessary to have leadership that brings diverse thought and gives both the athletes and staff confidence that the right decisions are being made during these uncertain times."

The areas covered in the College Sport RGRC which had grade increases were the NCAA National Office and Division I Women's Basketball Head Coaches. The NCAA National Office had a B+ for race in both senior leadership and professional positions and an A or better for gender in both areas. Lapchick noted "that athletic departments at the Division I, II, and III levels need to follow the example being set by the

NCAA National Office. It is embarrassing to see the collegiate institutions who pride themselves on the idea of diverse and inclusive hiring practices not hold their athletic departments accountable in the same regard."

Lapchick emphasized, "Whites still dominate the head coaching ranks. However, there has been slight movement in a positive direction for coaches of color and the opportunities given to them to shine as we saw decreases across two of the three divisions for white coaches. For the 2018-2019 collection of data, 85.0 percent of Division I, 86.9 percent of Division II and 91.1 percent of Division III men's coaches were white, with Division III seeing the only increase compared to the 2017-18 report. On the women's side, whites held 83.2 percent, 85.5 percent and 91.2 percent in Divisions I, II, and III, respectively."

The representation of African-Americans as head coaches for all sports in Division I showed some improvement but continued to be unacceptable in 2018-19. African-Americans held 9.1 percent, 5.7 percent, and 5.0 percent of the head coaching posi-

tions for men's teams in Divisions I, II, and III, respectively. Compared to the figures in 2017-2018, African-Americans coaching men's teams increased by 1.0 percentage point in Division I, 1.1 percentage points in Division II, and by 0.1 percentage points in Division III.

Whites made up 82.3 percent, 90.6 percent, and 94.6 percent of men's basketball, football, and baseball head coaching positions, respectively, in all divisions combined during 2018-2019.

In men's Division I basketball, 23.6 percent of all head coaches were African-American. That is up 1.2 percentage points from last year but remains 1.6 percentage points shy of the all-time high of 25.2 percent reported in 2005-2006. To be behind where we were 14 years ago is not acceptable considering how much emphasis we are supposedly placing on diversity and inclusion in higher education.

Overall, 26.0 percent of the Division I men's basketball coaches were coaches of color which is an increase of 1.2 percentage points from 2017-2018. In 2018-2019, Division I men's basketball African-American student-athletes made up 53.2 percent, compared to the 23.6 percent of African-American head coaches. There are still currently no women coaching men's basketball teams at any level.

In 2018-19, Division I women's basketball African-American student-athletes made up 41.9 percent of the total, but only 14.0 percent of the head coaches are African-American women. African-American men held 5.5 percent of the Division I women's basketball positions for a combined percentage of 19.5 percent, a 2.4 percentage point increase from 2018-2019. Having such representation from a coaching standpoint does positively affect the student athlete success within the classroom and on the court. This was seen to be true in the TIDES released report on APR and GSR for Men's and Women's Basketball earlier this year.

The number of head football coaches of color at the FBS level decreased from 19 in 2018 to 18 in 2019. White men represented 112 of the 130 (86.2 percent) head coaches at the FBS level.

In Division I baseball, whites made up 78.9 percent of the student-athletes. Only 7.1 percent of Division I head baseball coaches were people of color, a 0.1 percentage point decrease from the 2018 report. Collegiate baseball has shown repeatedly that improving representation from a coaching standpoint is not a priority.

Overall, Division III institutions continue to show some improvements in terms of race and gender. But some results show how very far we have to go. African-Americans were so underrepresented as head coaches in Division III that the percentage of women coaching Division III men's teams was higher than the percentage of African-Americans coaching Division III men's teams (6.9 percent vs. 4.6 percent).

Women held only 40.6 percent of the head coaching jobs of women's teams in Division I, 36.3 percent in Division II and 44.5 percent in Division III. Overall women held 41.2 percent of head coaching positions for women's teams across all three divisions combined. Women held 46.8 percent, 49.8 percent, and 52.1 percent of assistant coaching positions of women's teams in Divisions I, II, and III, respectively. This remains a grossly unacceptable 47 years after the passage of Title IX.

While it has been common practice for men to coach women's teams, it is rare for a woman to coach a men's team.

The percentage of women head coaches for men's teams inched up to its all-time high in Division III institutions in 2018-2019 at 6.2 percent, an increase of 0.1 percentage points from last year. This is noteworthy, seeing that 277 women coach men's sports within Division III. This shows how relatively progressive the division is in comparison to Division I

and II in this regard. Women held 4.0 percent and 4.1 percent of head coaching positions of men's teams in Divisions I and II, respectively.

White men held the overwhelming percent of the decision-making athletics director positions during the 2018-2019 year at 73.6 percent, 74.0 percent, and 63.1 percent in Divisions I, II, and III, respectively. Women made up 13.6 percent of Division I athletics directors, an increase from 10.5 percent in 2017-2018. Women held 17.5 percent of the AD positions in Division II and 31.7 percent in Division III.

The 2019 report notes nine women and four people of color as conference commissioners in all of Division I out of 30 conferences. This indicates some progress for gender hiring in this male-dominated position. However, in the FBS there was only one female commissioner and two commissioners of color out of ten conferences. The two African-American FBS commissioners appointed in the last year was a significant breakthrough.

Every year, the NCAA updates their NCAA Demographics Database which includes self-reported data from active NCAA member schools via the NCAA Sport Sponsorship and Demographic forms given to each school to complete. Once the data is collected, it is then aggregated and filtered into various categories among both professional staff and the student athlete population. This data is used to examine the racial and gender demographics of NCAA head and assistant coaches, athletics directors, associate and assistant athletics directors, senior woman administrators, academic advisors, compliance coordinators and managers for business development, fundraising, facilities, marketing, ticket sales, media relations and an array of assistants and support staff.

The 2019 College Sport Racial and Gender Report Card featured updated racial and gender personnel data at the NCAA National Office, university presidents, athletics directors, coaching demographics within prominent Division I sports (Basketball, Football, Baseball), administrative staff throughout all athletic divisions, and faculty athletics representatives at

the 130 institutions in the Division I Football Bowl Subdivision (FBS). There are also updated sections pertaining to conference commissioners and NCAA student-athletes throughout all athletic divisions. The data utilized to update the 2019 Report Card sections were collected from several sources, including a NCAA Demographics Database provided by the NCAA National Office, the Division I FBS Campus Leadership Study published by TIDES in December 2019 titled The 2019 Racial and Gender Report Card: D1 FBS Leadership, self-reported demographic data from NCAA National Office personnel for the fiscal year 2018-2019, and information contained in previous studies by TIDES. In all cases regarding employment in college athletics, the data reported throughout the 2019 College Sport Racial and Gender Report Card excluded Historically Black Colleges and Universities (HBCUs).

It is important to note that the omission of Historically Black Colleges and Universities within this report is not to further the exclusion of these institutions, but rather to highlight the disproportionate hiring practices are reflected across college sports. Notably, HBCU athletic departments have high percentages of both ethnic minorities and women. If these institutions were accounted for within this report the data would be skewed—and ultimately misleading and ineffective.

Lapchick noted that, "College sport provides far more career prospects compared to those in the professional sports space. With more jobs available, it is critical for us to create additional opportunities in college sport for women and people of color. What we have done in the past is not working. We need to create new avenues to provide women and people of color the opportunity to flourish within collegiate athletic administrative positions."





The 2019 College Sport Racial and Gender Report Card Statistics						
Overall Grade: C+						
	D1 Conference Commissioners	NCAA Senior Leadership	NCAA Professional Administrators	Head Coaches D1 Mens Teams	Head Coaches D1 Women's	Head Coaches D1 Football
white	86.7%	76.4%	76.9%	85.0%	83.2%	89.7%
African-American	6.7%	20.3%	15.4%	9.1%	8.3%	7.3%
Hispanic/Latino	3.3%	0.8%	2.9%	1.9%	2.5%	0.0%
Asian	3.3%	2.4%	2.9%	0.6%	1.5%	0.0%
Hawaiian/Pac. Isl.	0.0%	0.0%	0.9%	0.1%	0.5%	0.9%
Am. Indian/Alaska Nat.	0.0%	0.0%	0.0%	0.2%	0.3%	0.4%
Two or More Races	0.0%	0.0%	0.9%	0.7%	0.8%	0.4%
Non-Resident Alien	0.0%	0.0%	0.0%	1.1%	1.7%	0.0%
Other	0.0%	0.0%	0.0%	1.4%	1.4%	1.3%
Total People of Color	13.3%	23.6%	23.1%	15.0%	16.8%	10.3%
Women	30.0%	48.8%	58.8%	4.0%	40.6%	0.0%
	Head Coaches D1 Men's Basketball	Head Coaches D1 Women's Basketball	Asst. Coaches D1 Men's Teams	Asst. Coaches D1 Women's Teams	D1 Athletic Directors	D1 Associate Athletic Directors
white	74.0%	77.5%	69.4%	72.6%	84.5%	85.1%
African-American	23.6%	19.5%	21.0%	14.8%	8.8%	9.5%
Hispanic/Latino	0.6%	1.2%	2.0%	2.7%	2.7%	2.1%
Asian	0.0%	0.6%	0.8%	1.6%	0.3%	0.9%
Hawaiian/Pac. Isl.	0.0%	0.0%	0.5%	0.3%	0.0%	0.2%
Am. Indian/Alaska Nat.	0.3%	0.3%	0.1%	0.1%	0.0%	0.0%
Two or More Races	0.3%	0.3%	1.0%	1.5%	1.5%	0.6%
Non-Resident Alien	0.0%	0.0%	1.5%	2.6%	0.0%	0.0%
Other	1.2%	0.6%	3.5%	3.8%	2.1%	1.5%
Total People of Color	26.0%	22.5%	30.6%	27.4%	15.5%	14.9%
Women	0.0%	62.3%	9.4%	46.8%	13.6%	32.3%
	D1 Sr. Woman Administrators	D1 Faculty Athletic Representative	D1 Sports Info Directors	D1 Professional Administration	Student Athlete Participation in all Divisions	
white	80.0%	87.7%	92.3%	80.2%	62.0%	70.2%
African-American	14.5%	8.5%	3.3%	10.0%	18.1%	9.3%
Hispanic/Latino	2.5%	1.7%	1.4%	3.6%	6.1%	5.8%
Asian	0.9%	0.9%	1.5%	1.4%	1.6%	2.2%
Hawaiian/Pac. Isl.	0.0%	0.3%	0.0%	0.1%	0.4%	0.3%
Am. Indian/Alaska Nat.	0.0%	0.3%	0.0%	0.2%	0.4%	0.4%
Two or More Races	1.2%	0.6%	0.2%	1.4%	4.2%	4.4%
Non-Resident Alien	0.0%	0.3%	0.3%	0.2%	4.1%	4.3%
Other	0.9%	0.9%	0.2%	3.0%	3.2%	3.1%
Total People of Color	20.0%	12.3%	7.7%	19.8%	38.0%	29.8%
Women	100.0%	33.5%	15.0%	35.3%	N/A	N/A

Table 11: The 2019 College Sport Racial and Gender Report Card Statistics



The 2019 College Sport Racial and Gender Report Card Grades				
	D1 Conference Commissioners	NCAA Senior Leadership	NCAA Professional Administrators	Head Coaches of D1 Men's Teams
Total People of Color	13.3%	23.6%	23.1%	15.0%
Grade	C-	B+	B+	C+
Women	30.0%	48.8%	58.8%	4.0%
Grade	C-	A+	A+	F
	Head Coaches of D1 Women's Teams	Head Coaches of D1 Football	Head Coaches of D1 Men's Basketball	Head Coaches of D1 Women's Basketball
Total People of Color	16.8%	10.3%	26.0%	22.5%
Grade	B-	F	A-	B+
Women	40.6%	N/A	0.0%	62.3%
Grade	D	N/A	F	A
	Assistant Coaches of D1 Men's Teams	Assistant Coaches of D1 Women's Teams	D1 Athletic Directors	D1 Associate Athletic Directors
Total People of Color	30.6%	27.3%	15.5%	14.9%
Grade	A+	A-	C+	C
Women	9.4%	46.8%	13.6%	32.3%
Grade	F	C+	F	C+
	D1 Faculty Athletic Representative	D1 Sports Information Directors	D1 Professional Administration	Student Athlete Participation - All Divisions
Total People of Color	12.3%	7.7%	19.8%	34.4%
Grade	D+	F	B+	A+
Women	33.5%	15.0%	35.3%	44.2%
Grade	C+	F	B-	A
	D1 Senior Women Administrator			
Total People of Color	20.0%			
Grade	B+			

Table 12: The 2019 College Sport Racial and Gender Report Card Grades

## Conclusion

Published by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida (UCF) in the midst of the nation's racial turmoil, this 2019 Racial and Gender Report Card is the latest part of more than 20 years of publications of the various Racial and Gender Report Cards.

The protests that started with the murders of George Floyd, Ahmaud Arbery and Breonna Taylor are about unequal treatment of and the lack of opportunities for people of color and women in America. The Report Card is the best reflection of that in sport as we issue grades for racial and gender hiring practices in MLB, the NBA, NFL, MLS, WNBA, and College Sport. The complete annual RGRC gives everyone in sport the ability to compare and contrast how they are doing against other sports.

TIDES strives to emphasize the value of diversity and inclusion to league offices, individual franchises and athletic departments when they choose their teams on the court and in the front office. Diversity initiatives such as diversity and inclusion management training can help change attitudes and increase the applicant pool for open positions. With each league publicizing its diversity initiatives and the NCAA establishing an Office of Diversity and Inclusion, TIDES is hopeful about the future regarding the emphasis on diversity and inclusion among the leadership in each sport.

TIDES offers a comprehensive view of all positions. However, the persistent focus of the public has rightly been on a few key categories including head coach, general manager and president at the professional level and athletic director and head coach at the college level. This is where, based on the records of their teams, the NFL and MLB do not do as well while the head coaching grade for the NBA and MLS is an A+ with the leagues having 33.3% and 37.5% being coaches of color, respectively. Following these two leagues is the WNBA which earned an A- with 25.0% coaches of color. The grades drop for MLB with a B

at 16.7% and the NFL with a D+ with 12.5%. That led to so much negative uproar at the end of the season and new policies being recently adopted.

The NFL got an F for general manager with 6.3% while MLB got a C- at 13.3%. The NBA (A- at 26.1%), WNBA (A- at 27.3%) and MLS (A+ at 33.3%) all did well.

Only MLS did well for president with a B while there were too many Fs amongst the other leagues.

The 2019 WNBA Racial and Gender Report Card (RGRC) showed that the Women's National Basketball Association continues to lead professional sports in race and gender hiring practices. They went from an A+ to an A in gender hiring, but was still able to hold onto their overall grade of an A+.

The NBA continues to have the best racial and gender hiring practices amongst men's professional sports teams according to the 2019 NBA Racial and Gender Report Card. They received an A+ grade for their racial hiring practices and were the only men's team to do so. However, they remained at a B in gender, which decreased by 0.2 percentage points.

Major League Baseball finished with a B- grade overall, an increase of 0.5 percentage points from the score they received in the 2018 MLB Racial and Gender Report Card. There was a significant increase in racial hiring resulting in an A- grade and their gender hiring this year resulted in a C grade.

The NFL received a B grade for their racial hiring practices in the 2019 NFL Racial and Gender Report Card which was a decrease from 2018. There was an increase in gender hiring practices, which again resulted in a C+ grade. Overall, the NFL received a B- on their RGRC this year.

The 2019 MLS Racial and Gender Report Card showed that the MLS has decreased its overall score by 2.1 points and finished this year with a B. Their ra-

cial hiring practices have increased by 1.4 percentage points, earning an A. They received a C grade in gender hiring practices with a decrease of 2.1 percentage points from 2018.

The 2019 College Sport Racial and Gender Report Card showed that college sport continued to have the lowest combined grades for gender and racial hiring practices. In 2019, they received a B- for racial hiring practices and a C+ for gender hiring practices. They received an overall grade of C+ which is a 0.6 percentage point increase from 2018.

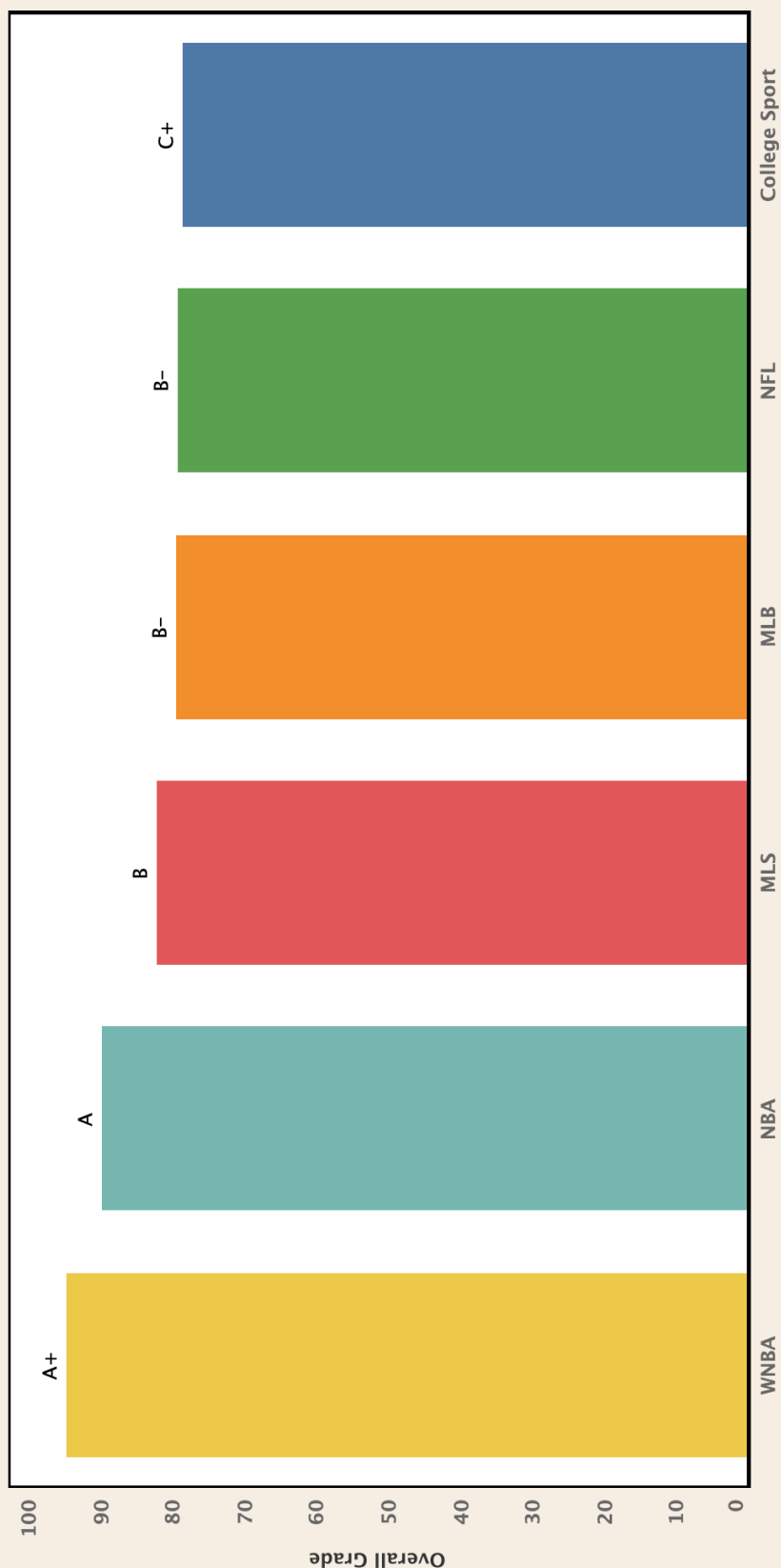
College sport continues to still offer most of the career opportunities in sport. Therefore, creating an environment where there is equal opportunity for everyone is especially important. Leaders in college sport have to hold each other accountable in creating this environment of equal opportunity. The questions, “Are we playing fair when it comes to sports? Does everyone, regardless of race or gender, have a chance to play or to operate a team?” need to be answered. It is unacceptable for college sport to continue to operate at this level, yet state that they are looking to bring change. College sport should make a more conscious effort at the membership level to improve their gender and racial hiring practices to increase diversity within athletic departments across the nation.

This year’s Racial and Gender Report Cards saw both some positive results and some negative results, but at the professional team and individual college levels, white men continue to control most of the decision-making jobs. The goal of TIDES in publishing the Racial and Gender Report Card is to help professional and college sport recognize that sport, which is America’s most integrated workplace for players, can do better than society as a whole in deciding who to hire in decision-making positions. There is widely acknowledged enlightened leadership on issues of diversity and inclusion in the league offices of the NBA, NFL, MLB, MLS, WNBA and at the NCAA. They need continue to assert that leadership wherever there are areas for improvement.

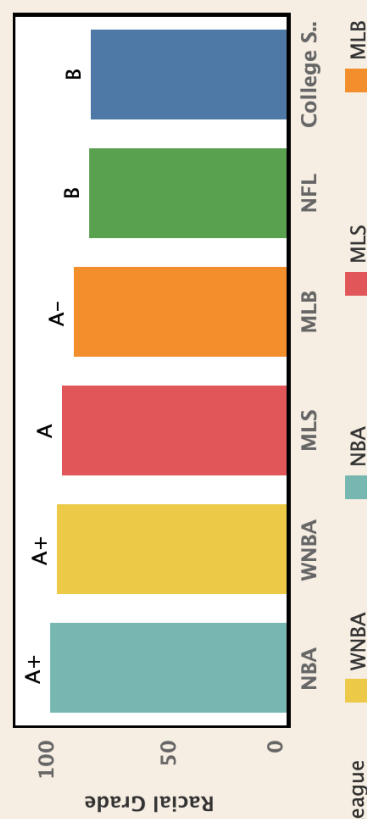
*It should be made clear that in 2017, TIDES officially changed the grading scale for the first time in the nearly 20 years of the Report Card because of America’s changing demographics. The result was that grades 2017 and 2018 Racial and Gender Report Cards were calculated at a higher standard than in previous reports. The increase was actually only a partial increase from our previous standards to current census data and in the coming years we will increase the requirements to fully reflect census data.*



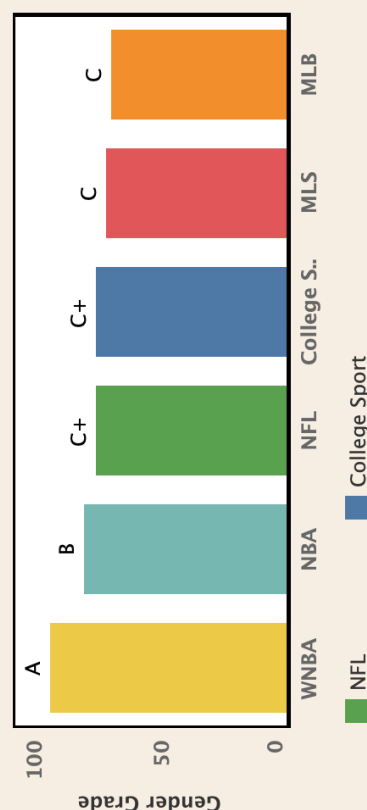
Overall Grade by League



Racial Grade by League



Gender Grade by League



## How Grades Were Calculated

As in previous reports, the 2019 Racial and Gender Report Card data shows that professional sport's front offices and college athletic department's hiring practices do not nearly reflect the number of players and student-athletes of color competing in the game. However, to give it perspective for sports fans, the Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state the workplace should reflect the percentage of the people in the racial group in the population. When we first published the Racial and Gender Report Card in the late 1980s, approximately 24 percent of the population was comprised of people of color. Thus, an **A** was achieved if 24 percent of the positions were held by people of color, **B** if 12 percent of the positions were held by people of color, **C** if it had 9 percent, a **D** if it was at least 6 percent and **F** for anything below 6 percent.

The change in the nation's demographics has been dramatic with the most recent census making all people of color and minorities closer to 35 percent. To be fair in transition to the organizations and sports we examine in the Racial and Gender Report Cards, we decided to increase the standards in two steps. The following chart shows the new scale we are using for race and gender. To get an A for race, the category now needs to have 30 percent people of color and to get an A for gender, 45 percent is needed.

<i><b>Race</b></i>		<i><b>Gender</b></i>	
<b>A+</b>	>30	<b>A+</b>	>45
<b>A</b>	28.6-30	<b>A</b>	44.1-45
<b>A-</b>	24.6-28.5	<b>A-</b>	41.6-44
<b>B+</b>	19.6-24.5	<b>B+</b>	39-41.5
<b>B</b>	17-19.5	<b>B</b>	37.6-38.9
<b>B-</b>	16.0-16.9	<b>B-</b>	34.6-37.5
<b>C+</b>	15.0-15.9	<b>C+</b>	32-34.5
<b>C</b>	14.0-14.9	<b>C</b>	30.6-31.9
<b>C-</b>	13.0-13.9	<b>C-</b>	27.6-30.5
<b>D+</b>	12.0-12.9	<b>D+</b>	25-27.5
<b>D</b>	11.0-11.9	<b>D</b>	24-24.9
<b>F</b>	<11	<b>F</b>	<24

## Methodology

All data for the college sport report was collected by the research team at The Institute for Diversity and Ethics in Sport in the University of Central Florida's DeVos Sport Business Management Graduate Program. All data for the professional sports leagues was collected by the respective professional league offices and passed on to the research team at The Institute for Diversity and Ethics in Sport.

The findings were compared to data from previous years. After evaluating the data, the report text was drafted and compared changes to statistics from previous years. The report draft was then sent to the respective organizations to be reviewed for accuracy. In addition, updates were requested for personnel changes that had occurred during or after the seasons being reported.

This report recaps the 2019 season for the National Basketball Association, Major League Soccer, Women's National Basketball Association, National Football League, Major League Baseball, and the National Collegiate Athletic Association. Grades were calculated according to the reporting periods noted within the respective reports.

## About the Racial and Gender Report Card

The **Racial and Gender Report Card** is the definitive assessment of hiring practices of women and people of color in most of the leading professional and amateur sports and sporting organizations in the United States. The report considers the composition – assessed by racial and gender makeup – of players, coaches and front office/athletic department employees in our country's leading sports organizations, including the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), Major League Soccer (MLS) and the Women's National Basketball Association (WNBA), as well as in collegiate athletics departments.



The Complete Racial and Gender Report Card, including all the Leagues and college sport, is issued after the release of individual reports on the NBA and WNBA, NFL, NHL, MLS and College Sport.

The **Racial and Gender Report Card** is published by The Institute for Diversity and Ethics in Sport, which is part of the College of Business Administration at the University of Central Florida (UCF) in Orlando. Dr. Richard Lapchick has authored all reports, first at Northeastern University and now at UCF. (Until 1998, the report was known as the Racial Report Card.) In addition to Lapchick, Pedro Ariza, Carter Ellis, Dylan Gladney, Ivan Hudson, Mallika Mali, David Morrin, Nicholas Mutebi, Andre Vasquez, and David Zimmerman contributed greatly to the completion of the 2019 Complete Sport Racial and Gender Report Card.

## The Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport (“TIDES” or the “Institute”) serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sport. The Institute researches and publishes a variety of studies, including annual studies of student-athlete graduation rates and racial attitudes in sport as well as the internationally recognized Racial and Gender Report Card, an assessment of hiring practices in professional and college sport. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport.

The Institute’s founder and director is Dr. Richard Lapchick, a scholar, author and internationally recognized human rights activist and pioneer for racial equality who is acknowledged as an expert on sports issues. Described as “the racial conscience of sport,” Dr. Lapchick is Chair of the DeVos Sport Business Management Program in the College of Business Administration at UCF, where

The Institute is located. In addition, Dr. Lapchick serves as President and CEO of the Institute for Sport and Social Justice (ISSJ), a group of more than 280 colleges and universities that helps student-athletes complete their college degrees while serving their communities on issues such as diversity, conflict resolution and men’s violence against women. It was formerly known as the National Consortium for Academics and Sports (NCAS).

## DeVos Sport Business Management Program

*College of Business Administration, University of Central Florida*

The DeVos Sport Business Management Program is a landmark program focusing on business skills necessary for graduates to conduct successful careers in the rapidly changing and dynamic sports industry while also emphasizing diversity, community service and social issues in sport. It offers a dual-degree option, allowing students to earn a Master of Business Administration (MBA) degree in addition to the Master of Sport Business Management (MSBM) degree. The program was funded by a gift from the Richard and Helen DeVos Foundation and RDV Sports, with matching funds from the State of Florida.

