

Supporting the Underrepresented Athletic Administrators in Our Profession

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Michael Harris II 2023 NL Rookie Of the Year



The Layout

- Data
- Supports
- Retention
- Professional Development/Empowering



What does the World of athletic directors look like?

- There are over 5,883 athletic directors currently employed in the United States
- 21.8% of all athletic directors are women, while 78.2% are men
- The average age of an athletic director is 47 years of age.
- The most common ethnicity of athletic directors is white 65.7%, Hispanic or Latino 13.8%, African American 11.5% and Asian 4.3%
- 16% of all athletic directors are LGBT.

What does the world of athletic directors look like?

White, 65.7%
Hispanic or Latino, 13.8%
Black or African American, 11.5%
Asian, 4.3%
Unknown, 4.0%
American Indian and Alaska Native, 0.7%



Athletic Director Race

[*https://www.zippia.com/athletic-director-jobs/demographics/](https://www.zippia.com/athletic-director-jobs/demographics/)



What challenges have you faced as an minority athletic administrator when entering the profession?

share responses with neighbors



Why does representation matter?

- Helps connect student-athletes feel connected and not alone.
- Reflection of the athletic department, connects cultures and help set expectations.
- Increases opportunities for minorities.
- Diverse athletic departments allow student athletes to see themselves represented (role models). Supports academic, social and emotional outcomes.
- Lead to girls and minorities becoming athletic administrators.



Supports for the Underrepresented Athletic Administrators

HIRING

Develop Networks (State Association)

NIAAA

NADC

NFHS

NOMAD (National Organization of Minority Athletic Directors)

GCWHSS (Global Community of Women in High School Sports)

Develop a list of athletic administrators that you can pull from
(internally/externally)

Willing to take chances on those coaches early in their careers.



Supports For the Underrepresented Athletic Administrators

Mentoring

Place a new AD /athletic administrator with someone who has a similar background (meeting frequently/shadowing)

Listening

Provide direction

Provided care and reflections

Joining a various networks or associations

Create welcoming environments, information sessions, building relationships



Retention

Plan for additional coverage from an out of season coach or staff member to help with athletic events to help prevent burnout of the athletic director

Use of flex time with approval

Providing an assistant if possible

Develop and mentor, meet consistently, create a culture of growing/learning

Show care, reward success

Communicate but don't be controlling



Professional Development

Opportunities for network

Creating a culture of learning and improving

Encourage memberships in professional organizations

Attend workshops



How do you get more minorities to consider athletic administration?



How to get others to consider being athletic administrators

Provide information about athletic administration in coaches meetings

Allow opportunities for coaches to shadow

Building relationships in the community (providing information/workshops about athletic administration)

Share positive experiences

Positioning / constant growth



What approaches would you recommend for someone to prepare for this position?



Ways to prepare for athletic administration

Positioning/networking

Job shadow

Mentoring



Are there any resources that can help minority athletic administrators adjust to the profession ?



Resources

NOMAD/GCWHSS

National Conferences

State conferences

State webinars

National podcast

Other Athletic Administrators



Steps to Empowering Underrepresented Athletic Administrators

Create community through mentorship

Engage in difficult conversations

Provide support through training

Values affirmations

Promoting self advocacy

Creating a true sense of belonging in your community

Getting connected to NOMAD



Sources

<https://www.zippia.com/athletic-director-jobs/demographics/>



Questions and Contact

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