



Empowering Underrepresented Groups Within the Profession

Jeremy Schlitz, CAA Madison, WI
Anthony Thomas, CAA San Diego, CA





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Why does representation matter?

Representation in our Athletic Departments matters. Having a diverse, empowered department connects cultures, sets high expectations, and reduces implicit bias. Far too often, students of color/girls feel isolated, underrepresented or mistreated, which leads to lower graduation and higher dropout rates.

- Research has demonstrated that administrators of color can help close access and opportunity gaps for students of color while being vital to the well-being of students of all races and gender.
- When an athletic department is diverse, students of color/girls see themselves represented and identify with them as role models. A diverse athletic department not only supports a student's academic and social and emotional outcomes, it can lead students to consider becoming athletic administrators and coaches themselves.

Who we are and how we got here

Making connections and opening doors - how to get experience and feel welcomed

- Encouraged
- Invited
- Gratitude
- WADA/Big 8 systems to increase connections
 - Affinity spaces
 - Identified roles
- What gets a foot in the door
- Diversity in the workforce is a business imperative (Hunt, Layton, & Prince, 2015), and athletic departments should not be the exception.
- How did you get here? (Group and share)

Something to Think About

“The opposite of racist isn't 'not racist.' It is 'anti-racist.' What's the difference? One endorses either the idea of a racial hierarchy as a racist, or racial equality as an anti-racist. One either believes problems are rooted in groups of people, as a racist, or locates the roots of problems in power and policies, as an anti-racist. One either allows racial inequities to persevere, as a racist, or confronts racial inequities, as an anti-racist. There is no in-between safe space of 'not racist.’”

— **Ibram X. Kendi, How to Be an Antiracist**

Recruiting and Retaining Coaches - supports

Navigating hiring and employment?

- Experience/Be explicit, intentional and unapologetic in communicating inclusive culture
- New resources
- New pools to draw from/Build & reach out to diverse networks (NOMAD /GCWHSS)
- Develop a succession list of talented coaches of color and women.
- Be willing to take chances on those coaches early in their career.
- Develop and mentor.

Why does someone want to be an AD?

- Personal journeys

Providing Professional Development and career advancement opportunities

- Taking a deep look into our Policies and Procedures through the equity and anti-racist lens?
 - Equity language
 - Seniority policies
 - Job prerequisites
 - Educate and participate - United Way 21 week challenge examples
- **Continuum on Becoming an Anti-Racist Multicultural Organization** (2-minute read/reference)
 - This graphic provides a way to assess an organization and think about the way workplaces, government institutions and community groups can evolve to become fully inclusive, anti-racist multicultural organizations.
- **Inequity Data**
- **Companies are Speaking Out Against Racism, but Here's What it Really Looks Like to Lead an Anti-racist Organization** (5-minute read)
 - This article features interviews with experts and leaders about what it means to be an anti-racist employer and what it looks like in practice.

Intentionality of recruiting and mentoring programs, gratitude

Untapped resources

- Hosting information sessions at universities/community colleges, churches, and cultural centers can help educate/recruit candidates of color/women to the coaching/athletic administration positions.
- Mentoring programs and affinity groups on college campuses are effective ways to provide candidates of color/women a place to engage with those of the same race, ethnicity, or cultural background. Students can share lived experiences, create spaces where they feel acknowledged and respected, and celebrate a common passion.

Outside Communication and supports

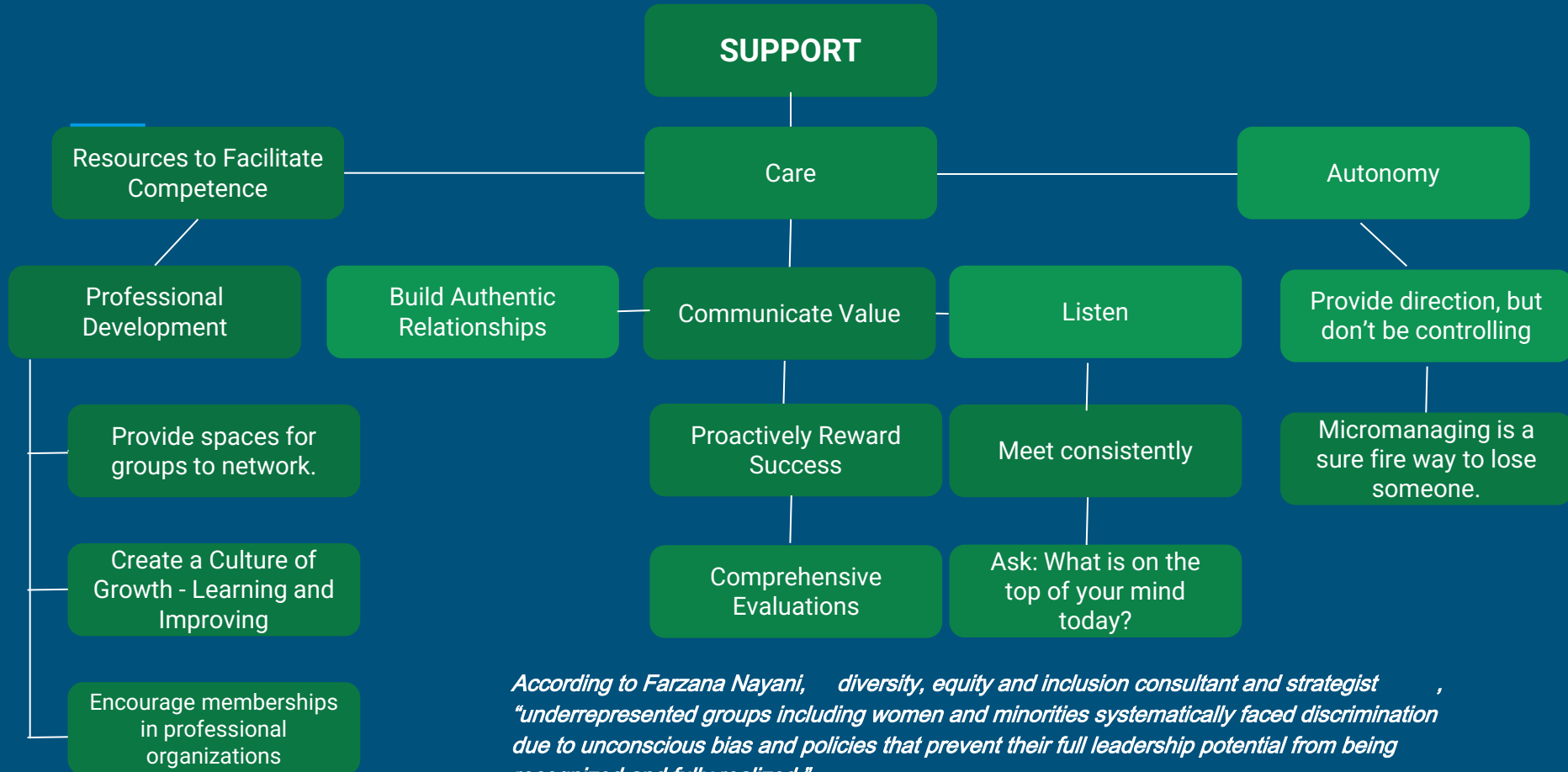
AD best practices for school boards

Creating welcoming spaces

Doing the work

- How to show
- The Parker Example

What does support look like?



According to Farzana Nayani, diversity, equity and inclusion consultant and strategist, "underrepresented groups including women and minorities systematically faced discrimination due to unconscious bias and policies that prevent their full leadership potential from being recognized and fully realized."

Connection with education based athletics

- Regular captains/leadership topic
 - What does as AD do to engage athletes in career opportunities
- Discuss our current practices for inclusion and recruitment.
 - Take a deep look at how we are mentoring all ADs and coaches.
 - Value diversity authentically
 - Acknowledge and address personal bias
 - Embrace that our students need to see themselves in their role models.
 - Believe that competent administrators of color exist.

Providing Professional Development and career advancement opportunities

Resources

- Tucker Center, University of Minnesota
- The Institute for Diversity and Ethics in Sport
- Nemnet - Minority Recruitment Firm
- Atomic Habits by James Clear.

Takeaways

- Be vulnerable and honest.
 - What weighs most on your mind right now in terms of your job?
- “Take the first step in faith. You don't have to see the whole staircase, just take the first step.”
- Martin Luther King, Jr.



Steps to Empowering Underrepresented Groups

Create Community Through Mentorship

Engage In Difficult Conversations

Provide Support Through Training

Values Affirmations - Short statement about why certain values are important.

Promoting Self Advocacy

Creating a true sense of belonging within your building.

Connect them to resources and opportunities - i.e., NOMAD

Taking steps like these empowers the underrepresented group and makes it more likely to retain them. But the ultimate goal, which we have to be ok with, is that the right opportunity comes for them and they move on because it was the right opportunity and not because we failed to support them.

Questions and contact information

Anthony Thomas, CAA
San Diego, CA

President Elect

National Organization of
Minority Athletic Directors
(NOMAD)

athomas@francisparker.org
(415) 713-5445 Cell

Jeremy Schlitz, CAA
Madison, WI

Past President and Mentoring
coordinator (WADA)
jschlitz@madison.k12.wi.us
(608) 213-4272 Cell