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The 2010 Women's National Basketball Association Racial and Gender Report Card:

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EXECUTIVE SUMMARY

The 2010 WNBA Racial and Gender Report Card received a combined grade for race and gender of an **A+** by earning an **A+** for gender and an **A** for race for the second consecutive Report Card. They tied their highest grade ever for gender with 97.5 points out of 100. The WNBA has earned the highest combined grade for any sport in the Racial and Gender Report Card since 2004.

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?" Consistently, the answer for the WNBA is an emphatic "yes" with the best record in professional sport.

In the 2001, 2004, 2005, 2006-07, 2008, 2009 and now the 2010 Racial and Gender Report Cards, the WNBA received **A's** for their race, gender and combined grades.

The WNBA remained as the best employer overall for women and people of color in sport. In 2010, the WNBA gained ground for people of color as general managers, assistant coaches and senior administrators.

When the Report was updated for 2010, there was an eight percentage point increase for African-American general managers to 33 percent.

In 2010, women made gains in terms of percentage as head coaches, CEO/president positions, senior administration, professional administration, and head trainers.

The 2010 season's numbers show women gained further ground with a 12 percentage point increase of head coaches at 58 percent, a 21 percentage point increase of senior administrators to 65 percent, a five percent increase of professional administrators to 54 percent, a 31 percent increase of head trainers to 53 percent, and a two percentage point increase of CEO/president to 40 percent.

Using data from the 2009 and 2010 seasons, The Institute conducted an analysis of the racial breakdown of the players. In addition, the Report includes 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, senior administration, professional administration, physicians and head trainers. Tables for the Report are included in Appendix I.

The Institute for Diversity and Ethics in Sport (TIDES) located 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 and to contribute to the improvement of integration in front office and college athletics department positions. The WNBA Racial and Gender Report Card is the third report issued so far in 2010 after the releases of the reports on Major League Baseball and the National Basketball Association.

REPORT HIGHLIGHTS

- The 2010 WNBA Racial and Gender Report Card received a combined grade for race and gender of an **A+** by earning an **A+** for gender and an **A** for race. The WNBA has earned the highest combined grade for any sport in the Racial and Gender Report Card since 2004.
- For the second consecutive Report Card, the WNBA had the highest number of **A**'s as well as the lowest number of grades below an **A** in all categories in the history of the Racial and Gender Report Card.
- The number of white players decreased by one percentage point during the 2009 season, and decreased another four percentage points in the 2010 season.
- Sheila Johnson was the only person of color considered an owner during the 2009 and 2010 seasons. In 2006, Johnson became the first African-American woman to hold any ownership in a WNBA team when she was named managing partner of the Washington Mystics when Lincoln Holdings, LLC acquired the team from Abe and Irene Pollin. Ms. Johnson owns approximately 6-7 percent of Lincoln Holdings.
- There were no people of color considered as majority owners during the 2009 or 2010 season.
- Donna Orender remains the only woman president of a professional sports league.
- At the start of the 2010 season, there were four African-American head coaches, a five percentage point decrease from the 2009 season. There were six women head coaches in the 2009 season and seven women head coaches at the start of the 2010 season, representing a 12 percentage point increase.
- Since the last WNBA Report Card, the percentage of African-American assistant coaches increased from 42 to 44 percent in 2010 while the percentage of white assistant coaches decreased from 58 to 56 percent. The percentage of women as assistant coaches rose slightly from 55 to 56 percent, though the number was nearly half. In 2010, WNBA teams in general reduced the number of assistant coaches hired due to several factors, including the league's new restriction on the number of coaches allowed on the bench.
- The number of women in the CEO/presidents role increased from five to six in 2009, and remained at six in 2010.
- In the 2010 season, there were six women and four African-Americans as general managers (two were African-American women).
- With the relocation of the Tulsa Shock from Detroit, and the subsequent hiring of Nolan Richardson as the head coach and general manager, the league added an African-American to increase the people of color holding leadership positions.
- During the 2010 season, 30 percent of team senior administrators were people of color (up 10 percentage points), including 24 percent African-American (up 12 percentage points). Sixty five

- In the professional administration category in the 2010 season, whites increased by three percentage points to 80 percent, and African-Americans increased by two percentage points to 17 percent. Latinos decreased from three percent to zero percent in 2010, while the percentage of women increased from 49 to 54 percent.

OVERALL GRADES

The WNBA received an **A** for race with 93.5 points, down slightly from 94, and an **A+** for gender with a 97.5. In the combined grade for race and gender, the WNBA earned an **A+** with 95.5 points, the same as in the previous Report Card. This was tied with the second highest combined grade for any sport in the history of the Racial and Gender Report Card, only topped by the 2008 WNBA Report Card when the WNBA had a combined 96 points.

The WNBA received **A's** for race in the WNBA League Office, head and assistant coaches, general managers, team senior administration and player opportunities. It received **A+'s** for gender in the WNBA League Office, head and assistant coaches, general managers, team senior administration and team professional administration. As in the 2008 Report, the WNBA only had one category below an **A** for gender and race (team vice-presidents) and one other for race in team professional positions where it received a **B+**.

The WNBA once again had the highest number of **A's** as well as the lowest number of grades below an **A** in all categories in the history of the Racial and Gender Report Card.

GRADES BY CATEGORY

Players

In the 2009 WNBA season, 20 percent of the players were white, 67 percent were African-American, and there were no Asian or Latina players. Twelve percent of the players were international, which was a two percentage point decrease from the 2008 season. The percentage of African-American players increased by two percentage points, while white players decreased by one percentage point. "Other" people of color increased by one percentage point.

In the 2010 WNBA season, 16 percent of players were white, 69 percent were African-American, and there was one Latina. There were no Asian players. Fourteen percent of the players were international, which was a two percentage point increase from the 2009 season and identical to the 2008 season. The percentage of African-American players increased by two percentage points, while white players decreased by four percentage points. Other people of color decreased from one player to none, while there was an increase from no Latina players to one.

WNBA Grade for Players:

Race: A+

See Table 1.

WNBA League Office

The WNBA is operated as a separate and independent league from the NBA. According to information provided by the league, the WNBA League Office has a dedicated full-time staff that includes personnel in basketball and business operations, player personnel, marketing partnership, sales and services, and

public relations. However, with respect to other staff services, the league decided there would be significant cost saving opportunities arising from common ownership and related functions that must be performed by both leagues. As a result, WNBA staffing needs with respect to administration, advertising, product licensing, legal services, broadcasting, international development, event management, team operations, internet/technology services and general services are performed on a "shared" basis by personnel who perform the same or similar functions for the National Basketball Association.

Donna Orendor, the WNBA President, remains as the only head of a major professional sports league who is a woman.

In 2009 at the professional staff level in the WNBA League Office, African-Americans occupied 27 percent of the positions, Asians and Latinos held three percent each, while whites held 67 percent. People of color decreased by two percentage points from 35 to 33 for the League Office. Asians decreased by nine percentage points, while the percentage of whites increased by three percentage points. The percentage of Latinos occupied in a professional position in the League Office increased one percentage point.

Women filled 100 percent of WNBA professional staff positions in 2009, which was a 26 percentage point increase from 2008. Renee Brown, an African-American woman, is Chief of Basketball Operations and Player Relations. She was the only person of color in a vice president position. In addition to Brown, Rachael Jacobson, vice president, Business Development, and Hilary Shaev, vice president, Marketing were the other female executives at the vice president level in the WNBA League Office.

In 2010, at the professional staff level in the WNBA League Office, African-Americans occupied 24 percent of the positions and whites held 76 percent. People of color decreased by nine percentage points from 33 to 24 percent. The percentage of Asians, African-Americans, and Latinos all decreased by three percentage points.

Women filled 69 percent of the WNBA professional staff positions in 2010, which was a 31 percentage point decrease from 2009. Renee Brown returned as the only African-American woman in a vice president as the chief of basketball operations and player relations. Joining Brown in vice president positions were once again Rachel Jacobsen, Senior Vice President of Marketing Partnerships, and Hilary Shaev, Vice President of Marketing. Christine Godelski is the chief operating officer of the WNBA.

Grade for WNBA League Office:

Race:	A
Gender:	A+

See Table 2.

WNBA Team Operations and Management

The number of independently run WNBA teams now exceeds the number of WNBA teams operated by NBA teams. The Tulsa Shock, Connecticut Sun, Washington Mystics, Los Angeles Sparks, Atlanta Dream, Seattle Storm and Chicago Sky are operated by the NBA teams in their respective cities. NBA team front offices in those cities are responsible for many of the day-to-day operations of the WNBA teams. Each

WNBA team employs dedicated coaches, trainers and public relations representatives and, like the League Office, “shares” most of its common non-player personnel with the NBA team operator.

Owners

There were zero people of color considered as majority owners during the 2009 season. There were four women who held majority ownership in a WNBA franchise:

- Carla Christofferson, Los Angeles Sparks
- Katherine Goodman, Los Angeles Sparks
- Colleen J. Maloof, Sacramento Monarchs
- Adrienne Maloof-Nassif, Sacramento Monarchs

The female majority owners did not change from the 2008 season to the 2009 season.

There were zero people of color considered as majority owners during the 2010 season either. There were three women who held majority ownership in a WNBA franchise, a decrease of one from the previous season.

- Carla Christofferson, Los Angeles Sparks
- Katherine Goodman, Los Angeles Sparks
- Kathy Betty, Atlanta Dream

With the disbandment of the Sacramento Monarchs franchise after the 2009 season, the league lost two female owners in Collen J. Maloof and Adrienne Maloof-Nassif. However, Kathy Betty acquired primary ownership in the Atlanta Dream.

In 2006, Sheila Johnson became the first African-American woman to hold any ownership in a WNBA team. Ms. Johnson was named managing partner of the Washington Mystics when Lincoln Holdings, LLC acquired the team from Abe and Irene Pollin. Ms. Johnson owns approximately 6-7 percent of Lincoln Holdings.

See Table 3.

Head Coaches

For the 2009 season, the Houston Comets were no longer in the league, which resulted in the loss of African-American head coach, Karleen Thompson. Also, during the 2009 season Julie Plank, a white female from the Washington Mystics, replaced Tree Rollins. The Detroit Shock and Minnesota Lynx hired Rick Mahorn and Jennifer Gillom, respectively both African-American head coaches. Thus, the five African-American head coaches in the 2009 season were:

- Michael Cooper, Los Angeles Sparks
- Steven Key, Chicago Sky
- Corey Gaines, Phoenix Mercury
- Rick Mahorn, Detroit Shock
- Jennifer Gillom, Minnesota Lynx

In addition to Karleen Thompson no longer coaching and Julie Plank replacing Tree Rollins, Jennifer Gillom also took over for Don Zierden of the Minnesota Lynx during the 2009 season, increasing the number of female head coaches to six. Thus, the women head coaches in 2009 were:

- Lin Dunn, Indiana Fever
- Pat Coyle, New York Liberty
- Jenny Boucek, Sacramento Monarchs
- Marynell Meadors, Atlanta Dream
- Julie Plank, Washington Mystics
- Jennifer Gillom, Minnesota Lynx

For the 2010 season, the Detroit Shock relocated to Tulsa, Oklahoma and changed coaches from Rick Mahorn to Nolan Richardson, who is also African-American. However, Cheryl Reeve, a white female replaced Jennifer Gillom as head coach of the Minnesota Lynx, decreasing the number of African-American head coaches for the 2010 season to four. Jennifer Gillom also replaced Michael Cooper, an African-American as head coach of the Los Angeles Sparks. The four African-American head coaches in the 2010 season were:

- Jennifer Gillom, Los Angeles Sparks
- Steven Key, Chicago Sky
- Nolan Richardson, Tulsa Shock
- Corey Gaines, Phoenix Mercury

African-Americans comprised 33 percent of the head coaches in the WNBA in 2010.

With the disbandment of the Sacramento Monarchs after the 2009 season, the league lost Jenny Boucek as a female head coach. However, the league gained one new female coach in Sandy Bordello of the San Antonio Silver Stars, and replaced two other female coaches with new female coaches in Anne Donovan taking over for Pat Coyle for the New York Liberty, and Cheryl Reeve replacing Jennifer Gillom for the Minnesota Lynx. Jennifer Gillom was then hired as the head coach of the Los Angeles Sparks bringing the league total of female coaches up to seven. The seven female head coaches in the 2010 season were:

- Cheryl Reeve, Minnesota Lynx
- Anne Donovan, New York Liberty
- Jennifer Gillom, Los Angeles Sparks
- Marynell Meadors, Atlanta Dream
- Lin Dunn, Indiana Fever
- Sandy Bordello, San Antonio Silver Stars
- Julie Plank, Washington Mystics

Women made up 58 percent of the total head coaches.

WNBA Grade for Head Coaches:

Race: A+
Gender: A+

See Table 4.

Assistant Coaches

In 2009, there was a one percentage point decrease for African-American assistant coaches from 42 percent to 41 percent. There were zero Latino or Asian assistant coaches. The percentage of white assistant coaches increased from 58 to 59 percent.

In 2010, there was a three percentage point increase for African-American assistant coaches from 41 percent to 44 percent. There were once again zero Latino or Asian assistant coaches. The percentage of white assistant coaches decreased three percentage points from 59 to 56 percent.

In 2009, the percentage of female assistant coaches increased from 55 to 59 percent, up four percentage points since last year's Report Card.

In 2010, the percentage of female assistant coaches decreased from 59 to 56 percent, down three percentage points from 2009. The 65 percent in the 2005 season was the highest percent of women as assistant coaches in WNBA history.

WNBA Grade for Assistant Coaches:

Race: A+
Gender: A+

See Table 5.

Top Management

CEOs/Presidents

The number of women in a top management role increased from five to six at the start of the 2009 season. They were:

- Margaret Stender, president, Chicago Sky
- Jay L. Parry, president, Phoenix Mercury
- Sheila Johnson, president, Washington Mystics
- Karen Bryant, CEO, Seattle Storm
- Carol Blazejowski, president, New York Liberty
- Kristen Bernert, president, Los Angeles Sparks

In 2009, Shelia Johnson was the only person of color to hold a President or CEO position in the WNBA. She was President of the Washington Mystics.

In 2010, all six of the female Presidents/CEO in the WNBA remained the same. They were:

- Margaret Stender, president, Chicago Sky
- Jay L. Parry, president, Phoenix Mercury
- Sheila Johnson, president, Washington Mystics
- Karen Bryant, CEO, Seattle Storm
- Carol Blazejowski, president, New York Liberty
- Kristen Bernert, president, Los Angeles Sparks

In 2010, Shelia Johnson remained the only person of color to hold a president or CEO position in the WNBA as president of the Washington Mystics.

See Table 6.

General Manager/Principal-in-Charge

The WNBA had two African-American female general managers in 2009, the same as reported in 2008. There was also one African-American male general manager in 2009, bringing the percent total for African-Americans to 25. The African-American general managers were:

- Angela Taylor, general manager and vice president, Washington Mystics
- Penny Toler, general manager, Los Angeles Sparks
- Steven Key, general manager and head coach, Chicago Sky

Including Taylor and Toler, there were six women in this position in the WNBA in 2009, a decrease of one from 2008. These six women accounted for 50 percent of the individuals in this position. The other four women were:

- Carol Blazejowski, senior vice president and general manager, New York Liberty
- Kelly Krauskopf, general manager, Indiana Fever
- Ann Meyers Drysdale, general manager, Phoenix Mercury
- Marynell Meadors, general manager and head coach, Atlanta Dream

For the 2009 season, Karleen Thompson lost her general manager and head coach position because the Houston Comets are no longer with the WNBA. In addition, Angela Taylor replaced Linda Hargrove of the Washington Mystics, keeping the total number of three African-Americans in the general manager position.

For the 2010 season, the WNBA had two African-American female general managers, the same as reported in 2009. There were also two African-American male general managers in 2010, bringing the percent total for African-Americans to 33. The African-American general managers were:

- Angela Taylor, general manager and vice president, Washington Mystics
- Penny Toler, general manager, Los Angeles Sparks
- Steven Key, general manager and head coach, Chicago Sky
- Nolan Richardson, general manager, Tulsa Shock

The six women in this position in the WNBA in 2010 held constant from the 2009 season, still representing 50 percent of the general managers.

WNBA Grade for Top Management:

Race: A+
Gender: A+

See Table 7.

Team Vice Presidents

There were two African-American team vice presidents and two Latino team vice presidents in the 2009 season. The four were:

- Quinn Buckner, vice president, Communications, Indiana Fever
- Tonya Alleyne, vice president, Media Relations, Atlanta Dream
- Mario Etemad, vice president, Executive, Detroit Shock
- Leo Gomez, vice president, External Affairs and Corporate Development, San Antonio Silver Stars

There were 16 women as team vice presidents, decreasing from 30 percent in 2008 to 28 percent in 2009. In addition to Alleyne, the other female vice presidents were:

- Marilyn Hauser, executive vice president, Detroit Shock
- Ellen Gahagan, vice president, Marketing, Detroit Shock
- Susan Greenfield, vice president, Legal, Detroit Shock
- Donna Wilkinson, vice president, Human Resources, Indiana Fever
- Julie Graue, vice president, Business Operations, Indiana Fever
- Donna Ruiz, vice president, Human Resources, Sacramento Monarchs
- Susan Ross, vice president, Retail Sales, Sacramento Monarchs
- Danette Leighton, vice president, Marketing and Monarchs Business Operations, Sacramento Monarchs
- Alison Fox, vice president, Community Relations, San Antonio Silver Stars
- Lori Warren, vice president, Finance, San Antonio Silver Stars
- Danielle Donehew, executive vice president, Atlanta Dream
- Paige Blakenship, vice president, Marketing and Business Development, Atlanta Dream
- Allison Fillmore, vice president, Ticket Sales and Service, Atlanta Dream
- Diane Ferranti, vice president, Multi Media, Detroit Shock
- Ruth Hill, vice president, Finance, Sacramento Monarchs

There were two people of color team vice presidents in the 2010 season, a decrease of two from the 2009 season. The two were:

- Quinn Buckner, vice president, Communications, Indiana Fever
- Leo Gomez, vice president, External Affairs and Corporate Development, San Antonio Silver Stars

Due to the relocation of the Detroit Shock to Tulsa, along with the disbandment of the Sacramento Monarchs, there were only three women as team vice presidents, decreasing from 28 to 13 percent in 2010. The female vice presidents were:

- Donna Wilkinson, vice president, Human Resources, Indiana Fever
- Julie Graue, vice president, Business Operations, Indiana Fever
- Lori Warren, vice president, Finance, San Antonio Silver Stars

WNBA Grade for Team Vice Presidents:

Race: C-
Gender: F

See Table 8.

Senior Administration

This category includes the following titles, but is not restricted to: directors, assistant general managers, chief legal counsel, chief operating officer, chief financial officer, public relations director and director of community relations.

During the 2009 WNBA season, 20 percent of team senior administrators were people of color including 12 percent African-American (down one percentage point), six percent Latino (up two percentage points) and two percent Asian (down two percentage points). Whites held 81 percent of the senior team administrative positions (up three percentage points).

Forty four percent of senior team administrators in the WNBA were women, down from 49 percent in 2008.

During the 2010 WNBA season, 30 percent of team senior administrators were people of color including 24 percent African-American (up 12 percentage points), six percent Latino (no change), and zero Asians (down two percentage points). Whites held 71 percent of the senior team administrative positions (down 10 percentage points).

Sixty five percent of the senior team administrators in the WNBA were women, up from 44 percent in 2009.

WNBA Grade for Senior Administration:

Race:	A+
Gender:	A+

See Table 9.

Professional Administration

Positions categorized as professional team administration include, but are not restricted to: professionals who hold titles similar to manager, coordinator, supervisor, or administrator in business operations, marketing, promotions, publications and various other departments. The category excludes the traditional support staff positions such as secretaries, administrative assistants, staff assistants and receptionists.

In team professional administrative positions in the 2009 season, whites had a five percentage point increase from 72 to 77 percent. African-Americans increased by one percentage point to 15 percent. Latinos decreased from 10 percent in 2008 to three percent in 2009, while Asians increased four percentage points to five percent.

The percentage of women holding team professional administrative positions decreased from 52 to 49 percent.

In the professional administration category, in the 2010 season, whites increased by three percentage points to 80, and African-Americans increased by two percentage points to 17 percent. Latinos

decreased from three percent to zero percent in 2010. Three percent were categorized as “other” while the percentage of women increased from 49 to 54 percent.

WNBA Grade for Professional Administration:

Race:	B+
Gender:	A+

See Table 10.

Physicians

In 2009, there was a four percentage point increase in African-American team physicians and a two percentage point decrease of Latino physicians. There were no Asian physicians.

Females in these positions increased from 27 percent to 33 percent in 2009.

In 2010, there was a one percentage point decrease in African-American team physicians, an 11 percentage point decrease in Latino team physicians, a 10 percentage point increase in Asian team physicians, and a 13 percentage point decrease in women as team physicians. Women held 20 percent of the positions as team physicians, while African-Americans and Asians each held 10 percent, respectively. See Table 11.

Head Trainers

In the WNBA, African-American head trainers decreased four percentage points from 29 to 25 percent during the 2009 season. There were again no Latino or Asian head trainers. Whites decreased two percentage points from 67 to 65 percent. Head trainers categorized as “other” represented 10 percent, an increase of five percentage points from 2008.

The percentage of women decreased 30 percentage points from 52 percent in 2008 to 22 percent in 2009.

During the 2010 season, African-American head trainers increased four percentage points from 25 to 29 percent. There were again no Latino or Asian head trainers in 2010. Whites remained constant with 65 percentage points. Head trainers categorized as “other” dropped from 10 to six percent in the 2010 season.

The percentage of women head trainers rebounded back with 31 percentage points by increasing from 22 to 53 percent in 2010.

See Table 12.

HOW GRADES WERE CALCULATED

As in previous reports, the 2010 Racial and Gender Report Card data shows that professional sport's front offices hiring practices do not nearly reflect the number of players 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 that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 24 percent of the population being people of color, 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, and **C** if it had only nine percent. Grades for race below this level were assigned a **D** for six percent or **F** for any percent equal to or below five percent.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B** for 32 percent, **C** for 27 percent, **D** for 22 percent and **F** for anything below that. The 40 percent is also taken from the federal affirmative action standards. The Institute once again acknowledges that even those sports where grades are low generally have better records on race and gender than society as a whole.

METHODOLOGY

All data was collected by a research team at The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida's DeVos School of Sport Business Management.

Baseline data was gathered from media guides for Women's National Basketball Association teams. The data was placed in spreadsheets; each team had its own spreadsheet, with each position broken down by race and gender. The team data was then combined into one master spreadsheet.

In addition to team data, the League Office provided data on its personnel. The findings were put into spreadsheets and compared to data from previous years. After evaluating the data, the report text was drafted referencing changes in statistics from previous years.

The Report draft was sent to the League Office, so the draft could be reviewed for accuracy. In addition, updates were requested for personnel changes that had occurred during or after the seasons being reported. The WNBA responded with updates and corrections that were then incorporated into the final report.

The Report covers the 2009 and 2010 seasons for the Women's National Basketball Association.

ABOUT THE RACIAL AND GENDER REPORT CARD...

This is the 18th issue of the ***Racial and Gender Report Card (RGRC)***, which 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 Women's National Basketball Association (WNBA), as well as in collegiate athletic departments.

The Report Card is issued sport-by-sport. The WNBA Racial and Gender Report Card is the third report issued so far in 2010 after the releases of reports on Major League Baseball and the National Basketball Association. The complete Racial and Gender Report Card will be issued after the release of the NFL, MLS and college sport reports.

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 and now at UCF. (Until 1998, the report was known as the *Racial Report Card*.) In addition to Lapchick, Daniel Caudy and Christina Russell contributed greatly to this report. Their research efforts were invaluable.

Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sports. TIDES researches and publishes annual studies on hiring practices in coaching and sport management, student-athlete graduation rates and racial attitudes in sports. Additionally, The Institute conducts diversity management training. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for the 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," 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, Lapchick serves as president and CEO of the National Consortium for Academics and Sports (NCAS), a group of more than 240 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.

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 sport and social issues. It is the only program in a business college to offer a two degree option, allowing students to earn a master's of business administration (MBA) degree in addition to the master's 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.

APPENDIX I

Players							
			%	#			
2010					2005		
	White	16%	26		White	34%	64
	African-American	69%	113		African-American	63%	100
	Latina	1%	1		Latina	1%	3
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	1%	4
	International	14%	23		International	19%	39
2009					2004		
	White	20%	38		White	33%	66
	African-American	67%	126		African-American	66%	134
	Latina	0%	0		Latina	1%	2
	Asian	0%	0		Asian	0%	0
	Other	1%	1		Other	0%	0
	International	12%	23		International	16%	33
2008					2003		
	White	21%	44		Data Not Recorded		
	African-American	65%	139		2002		
	Latina	0%	0		White	35%	x
	Asian	0%	0		African-American	61%	x
	Other	0%	0		Latina	<3%	x
	International	14%	31		Asian	<1%	x
					Other	<1%	x
2007					2001		
	White	35%	66		White	34%	x
	African-American	63%	117		African-American	63%	x
	Latina	0%	0		Latina	3%	x
	Asian	1%	1		Other	x	x
	Other	2%	3		2000		
	International	14%	27		White	33%	x
2006					African-American	65%	x
	White	36%	75		Latina	2%	x
	African-American	63%	133		Other	0%	x
	Latina	0%	0		1999		
	Asian	0%	1		White	32%	x
	Other	1%	2		African-American	64%	x
	International	17%	36		Latina	2%	x
					Other	0%	x

Table 1

League Office: Professional Employees					
	%	#		%	#
2010			2005		
White	76.0%	22	White	65%	15
African-American	24.0%	7	African-American	26%	6
Latino	0.0%	0	Latino	0%	0
Asian	0.0%	0	Asian	9%	2
Other	0.0%	0	Other	0%	0
Women	69.0%	20	Women	70%	16
Total	x	29	Total	x	23
2009			2004		
White	67.0%	22	White	60%	6
African-American	27.0%	9	African-American	40%	4
Latino	3.0%	1	Latino	0%	0
Asian	3.0%	1	Asian	0%	0
Other	0.0%	0	Other	0%	0
Women	x	x	Women	90%	9
Total	x	33	Total	x	10
2008			2003		
White	67.0%	22	Data Not Recorded		
African-American	27.0%	9	2002		
Latino	3.0%	1	White	55%	12
Asian	3.0%	1	African-American	36%	8
Other	0.0%	0	Latino	9%	2
Women	x	x	Asian	0%	0
Total	x	33	Other	0%	0
2007			2001		
White	64.0%	27	Data Not Recorded		
African-American	21.0%	9	2000		
Latino	2.0%	1	White	55%	11
Asian	12.0%	5	African-American	35%	7
Other	0.0%	0	Latino	5%	1
Women	74.0%	31	Asian	0%	0
Total	x	42	Other	5%	1
2006			1998		
White	66.0%	29	White	69%	9
African-American	20.5%	9	African-American	23%	3
Latino	2.2%	1	Latino	0%	0
Asian	11.3%	5	Asian	8%	1
Other	0.0%	0	Other	0%	0
Women	75.0%	33	Women	69%	9
Total	x	44	Total	x	13
<i>*Data Provided by League Office</i>					

Table 2

Majority Owners							
			%	#			
2010					2006		
	White	100%	12		White	95%	18
	African-American	0%	0		African-American	5%	1
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	25%	3		Women	11%	2
2009					2005		
	White	100%	18		White	92%	21
	African-American	0%	0		African-American	8%	2
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	22%	4		Women	16%	4
2008					2004		
	White	100%	20		White	94%	16
	African-American	0%	0		African-American	6%	1
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	20%	4		Women	18%	3
2007					2001 - 2003		
	White	100%	20		Data Not Recorded		
	African-American	0%	0				
	Latino	0%	0				
	Asian	0%	0				
	Other	0%	0				
	Women	20%	4				

Table 3

Head Coaches					
	%	#		%	#
2010 (as of 7/12/10)			2004		
White	67%	8	White	69%	9
African-American	33%	4	African-American	31%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Other	0%	0	Women	38%	5
Women	58%	7	2003		
2009			Data Not Recorded		
White	62%	8	2002		
African-American	38%	5	White	82%	14
Asian	0%	0	African-American	18%	3
Latino	0%	0	Asian	0%	0
Other	0%	0	Latino	0%	0
Women	46%	6	Women	41%	7
2008			2001		
White	64%	9	White	75%	12
African-American	36%	5	African-American	25%	4
Asian	0%	0	Asian	0%	0
Latino	0%	0	Latino	0%	0
Other	0%	0	Women	44%	7
Women	36%	5	2000		
2007			White	69%	11
White	77%	10	African-American	31%	5
African-American	23%	3	Asian	0%	0
Asian	0%	0	Latino	0%	0
Latino	0%	0	Women	44%	7
Other	0%	0	1999		
Women	31%	4	White	75%	9
2006			African-American	25%	3
White	86%	12	Asian	0%	0
African-American	14%	2	Latino	0%	0
Asian	0%	0	Women	50%	6
Latino	0%	0	1998		
Other	0%	0	White	60%	3
Women	21%	3	African-American	40%	4
2005			Asian	0%	0
White	85%	11	Latino	0%	0
African-American	15%	2	Women	70%	7
Asian	0%	0			
Latino	0%	0			
Other	0%	0			
Women	38%	5			

Table 4

Assistant Coaches							
		%	#		%	#	
2010				2004			
	White	56%	9		White	55%	18
	African-American	44%	7		African-American	45%	15
	Latino	0%	0		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	56%	9		Women	58%	19
2009				2003			
	White	59%	16		Data Not Recorded		
	African-American	41%	11	2002			
	Latino	0%	0		White	68%	27
	Asian	0%	0		African-American	33%	13
	Other	0%	0		Latino	0%	0
	Women	59%	16		Asian	0%	0
2008					Other	0%	0
	White	58%	18		Women	55%	22
	African-American	42%	13	2001			
	Latino	0%	0		Data Not Recorded		
	Asian	0%	0	2000			
	Other	0%	0		White	75%	27
	Women	55%	17		African-American	22%	8
2007					Latino	3%	1
	White	61%	19		Asian	0%	0
	African-American	39%	12		Other	0%	0
	Latino	0%	0		Women	61%	22
	Asian	0%	0	1999			
	Other	0%	0		White	74%	17
	Women	52%	16		African-American	22%	5
2006					Latino	0%	0
	White	59%	16		Asian	4%	1
	African-American	41%	11		Other	0%	0
	Latino	0%	0		Women	52%	12
	Asian	0%	0	1998			
	Other	0%	0		White	63%	2
	Women	56%	15		African-American	31%	5
2005					Latino	0%	0
	White	65%	17		Asian	6%	1
	African-American	35%	9		Other	0%	0
	Latino	0%	0		Women	50%	8
	Asian	0%	0				
	Other	0%	0				
	Women	65%	17				

Table 5

CEO/President		
	%	#
2010 (as of 7/12/10)		
White	93%	14
African-American	7%	1
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	40%	6
2009		
White	94%	15
African-American	6%	1
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	38%	6
2008		
White	87%	13
African-American	13%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	33%	5
2007		
White	87%	13
African-American	13%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	27%	4
2006		
White	89%	16
African-American	11%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	22%	4
2005		
White	90%	14
African-American	10%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	10%	2
2004		
White	85%	11
African-American	15%	2
Latino	0%	0
Asian	0%	0
Women	8%	1

Table 6

General Manager/ Director of Player Personnel		
	%	#
2010 (as of 7/12/10)		
White	67%	8
African-American	33%	4
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	50%	6
2009		
White	75%	9
African-American	25%	3
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	50%	6
2008		
White	77%	10
African-American	21%	3
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	54%	7
2007		
White	85%	11
African-American	15%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	54%	7
2006		
White	82%	9
African-American	18%	2
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	55%	6
2005		
White	73%	9
African-American	27%	3
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	67%	8
2004		
White	77%	10
African-American	23%	3
Latino	0%	0
Asian	0%	0
Women	77%	10

Table 7

Vice Presidents		
	%	#
2010		
White	91%	21
African-American	4%	1
Latino	4%	1
Asian	0%	0
Other	0%	0
Women	13%	3
2009		
White	93%	54
African-American	3%	2
Latino	3%	2
Asian	0%	0
Other	0%	0
Women	28%	16
2008		
White	92%	61
African-American	6%	4
Latino	2%	1
Asian	0%	0
Other	0%	0
Women	30%	20
2007		
White	94%	61
African-American	6%	4
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	26%	17
2006		
White	90%	80
African-American	10%	9
Latino	0%	0
Asian	0%	0
Other	0%	0
Women	20%	18
2005		
White	91%	77
African-American	8%	7
Latino	0%	0
Asian	1%	1
Other	0%	0
Women	27%	23
2004		
White	89%	42
African-American	11%	5
Latino	0%	0
Asian	0%	0
Women	28%	13

Table 8

Senior Administrators		
	%	#
2010		
White	71%	12
African-American	24%	4
Latino	6%	1
Asian	0%	0
Other	0%	0
Women	65%	11
2009		
White	81%	42
African-American	12%	6
Latino	6%	3
Asian	2%	1
Other	0%	0
Women	44%	23
2008		
White	78%	56
African-American	13%	9
Latino	4%	3
Asian	4%	3
Other	1%	1
Women	49%	35
2007		
White	82%	50
African-American	11%	7
Latino	5%	3
Asian	2%	1
Other	0%	0
Women	43%	26
2006		
White	81%	94
African-American	9%	11
Latino	7%	8
Asian	2%	2
Other	1%	1
Women	28%	33
2005		
White	80%	99
African-American	11%	14
Latino	6%	7
Asian	2%	3
Other	0%	0
Women	37%	45
2004		
White	81%	74
African-American	12%	11
Latino	3%	3
Asian	2%	2
Other	1%	1
Women	42%	38

Table 9

Professional Administration					
	%	#		%	#
2010			2006		
White	80%	28	White	68%	159
African-American	17%	6	African-American	16%	38
Latino	0%	0	Latino	11%	26
Asian	0%	0	Asian	3%	7
Other	3%	1	Other	2%	5
Women	54%	19	Women	44%	103
2009			2005		
White	77%	79	White	70%	165
African-American	15%	15	African-American	17%	41
Latino	3%	3	Latino	8%	19
Asian	5%	5	Asian	4%	10
Other	>1%	1	Other	0%	1
Women	49%	50	Women	50%	118
2008			2004		
White	72%	115	White	69%	268
African-American	14%	23	African-American	22%	86
Latino	10%	16	Latino	5%	18
Asian	1%	2	Asian	3%	14
Other	2%	3	Other	<1%	3
Women	52%	83	Women	44%	170
2007			2001 - 2003		
White	71%	132	Data Not Recorded		
African-American	13%	25			
Latino	15%	28			
Asian	1%	1			
Other	1%	1			
Women	48%	90			

Table 10

Physicians							
		%	#		%	#	
2010				2006			
	White	80%	8		White	82%	18
	African-American	10%	1		African-American	5%	1
	Latino	0%	0		Latino	14%	3
	Asian	10%	1		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	20%	2		Women	27%	6
2009				2005			
	White	78%	7		White	82%	14
	African-American	11%	1		African-American	6%	1
	Latino	11%	1		Latino	12%	2
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	33%	3		Women	18%	3
2008				2004			
	White	80%	12		White	100%	13
	African-American	7%	1		African-American	0%	0
	Latino	13%	2		Latino	0%	0
	Asian	0%	0		Asian	0%	0
	Other	0%	0		Other	0%	0
	Women	27%	4		Women	8%	1
2007				2003			
	White	82%	18		Data Not Recorded		
	African-American	9%	2	2002			
	Latino	9%	2		White	88%	x
	Asian	0%	0		African-American	6%	x
	Other	0%	0		Latino	0%	x
	Women	23%	5		Asian	6%	x
					Other	0%	x
					Women	22%	x
<i>x= Data not recorded</i>							

Table 11

Head Trainers					
	%	#		%	#
2010			2004		
White	65%	11	White	77%	10
African-American	29%	5	African-American	15%	2
Latino	0%	0	Latino	0%	0
Asian	0%	0	Asian	8%	1
Other	6%	1	Other	0%	0
Women	53%	9	Women	92%	12
2009			2003		
White	65%	13	Data Not Recorded		
African-American	25%	5	2002		
Latino	0%	0	White	86%	12
Asian	0%	0	African-American	7%	1
Other	10%	2	Latino	0%	0
Women	22%	4	Asian	7%	1
2008			2001		
White	67%	14	Data Not Recorded		
African-American	29%	6	2000		
Latino	0%	0	White	88%	1
Asian	0%	0	African-American	6%	1
Other	5%	1	Latino	0%	0
Women	52%	11	Other	6%	1
2007			1999		
White	65%	13	White	92%	11
African-American	20%	4	African-American	0%	0
Latino	10%	2	Latino	1%	0
Asian	0%	0	Other	1%	0
Other	5%	1	Women	83%	11
Women	45%	9	1998		
2006			White	100%	10
White	68%	15	African-American	0%	0
African-American	18%	4	Latino	0%	0
Latino	9%	2	Other	0%	0
Asian	0%	0	Women	100%	10
Other	5%	1	2005		
Women	59%	13	White	70%	16
2005			African-American	22%	5
White	70%	16	Latino	9%	2
African-American	22%	5	Asian	0%	0
Latino	9%	2	Other	0%	0
Asian	0%	0	Women	70%	16
Other	0%	0			
Women	70%	16			

Table 12