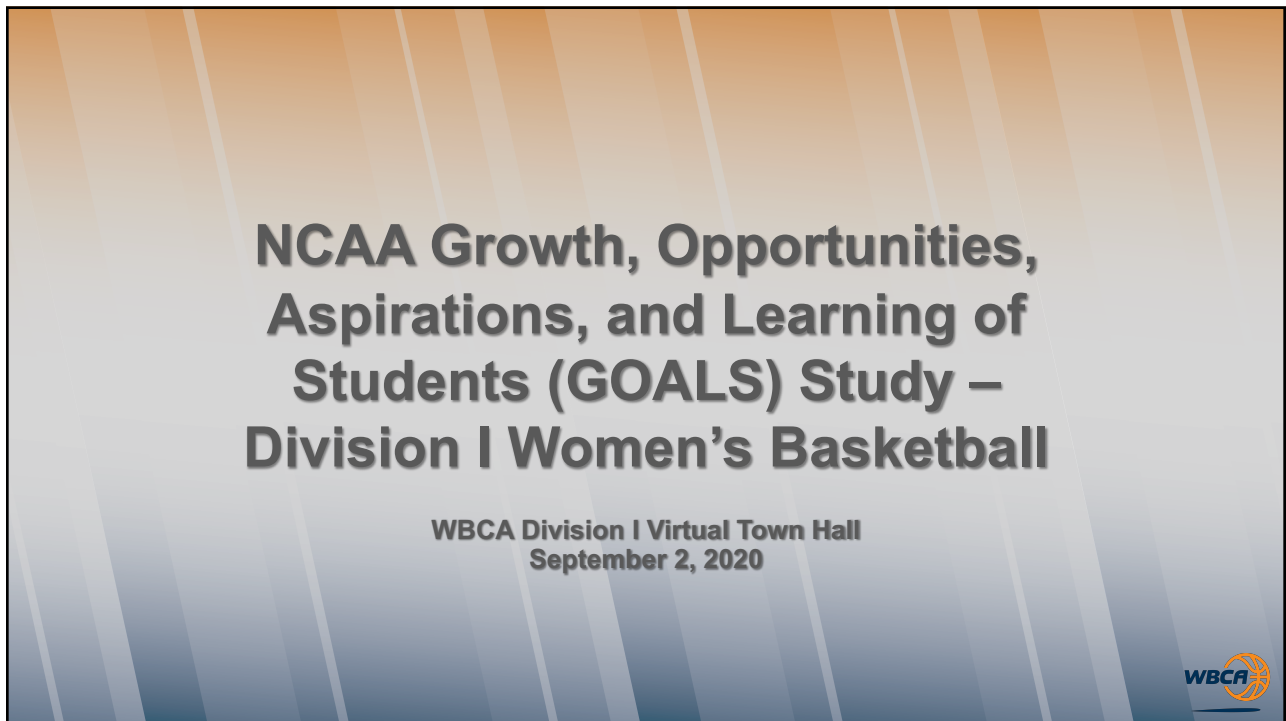




1



2

## 2019 GOALS Topics

- Athletics experiences
- Academic experiences
- Social experiences
- Recruitment process
- Health and well-being
- Time commitments
- On-campus support
- Finances
- Comments

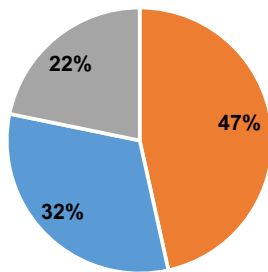


3

## Division I Women's Basketball Student-Athlete Demographics

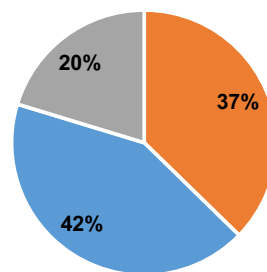
### NCAA Demographics

DI WBB Student-Athlete N=5,059



### GOALS Study

DI WBB Student-Athlete N=295



■ Black ■ White ■ Other

Sources: 2018 NCAA Demographics Data and 2019 NCAA GOALS Study  
Note: NCAA demographic data was collected in August of 2018. The GOALS survey was administered in the spring of 2019.



5

## Summary of Findings for Division I Women's Basketball Student-Athletes

- ▶ Athletics factors are key drivers in student-athletes' college choice and transfer considerations.
- ▶ Coaches play an important role in recruitment and college selection, setting of expectations, retention and overall college satisfaction.
- ▶ Division I women's basketball student-athletes report less positive social experiences and team connections as compared to other sports.
- ▶ Perceptions of coach concern and comfort in talking to coaches about mental health issues are lower among Division I women's basketball student-athletes in comparison to other sports.
  - ▶ These findings also vary by student-athlete race/ethnicity and head coach gender and race/ethnicity.



6

## Recruitment



7

## College Choice Factors

(Division I)

	Women's Basketball	Women Overall
Athletics	90%	87%
NCAA division	80%	78%
Playing time/competition	73%	71%
Develop athletic skills	73%	70%
Academics	71%	72%
Strong team connection	60%	56%
Proximity to home	57%	50%
Specific coach	54%	45%
Expectations of others	50%	44%
Athletics facilities	49%	50%
Cost	45%	55%

- In 2019, 60% of DI WBB student-athletes of color endorsed the presence of a particular coach as an important college choice factor compared to 46% of white DI WBB student-athletes.

Notes: College choice factors sorted by Women's Basketball results. Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.



8

## "I would have attended this college even if a different coach was here"

(% Responding Agree or Strongly Agree)

Baseball	Men's Basketball	Football (FBS / FCS)	Men's Other	Women's Basketball	Women's Other
Division I					
58%	47%	62%	65%	43%	54%
Division II					
61%	51%	54%	61%	47%	58%
Division III					
61%	57%	62%	68%	60%	66%

- DI WBB ranked 2<sup>nd</sup> lowest among all DI men's and women's sports.
- In 2019, 38% of DI WBB student-athletes of color agreed to this item compared to 50% of white DI WBB student-athletes.

Note: Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.



Yellow indicates an increase of 5 percentage points or more from 2015

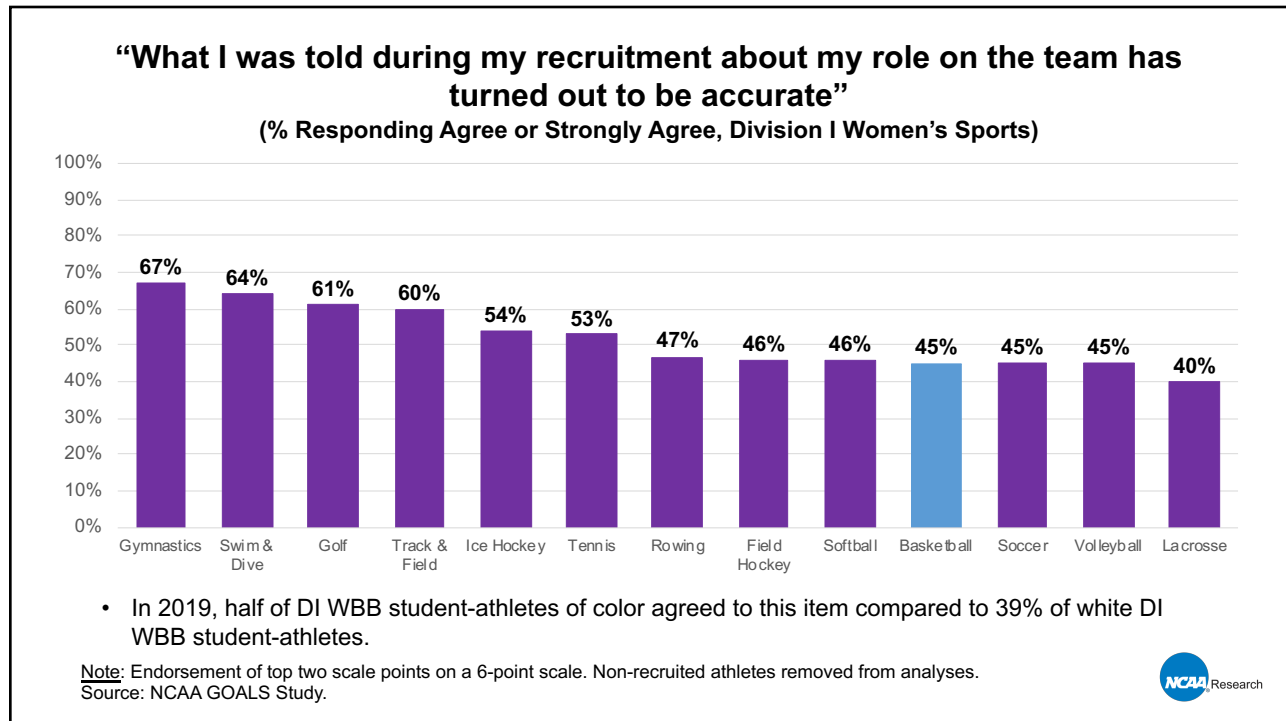


Green indicates a decrease of 5 percentage points or more from 2015

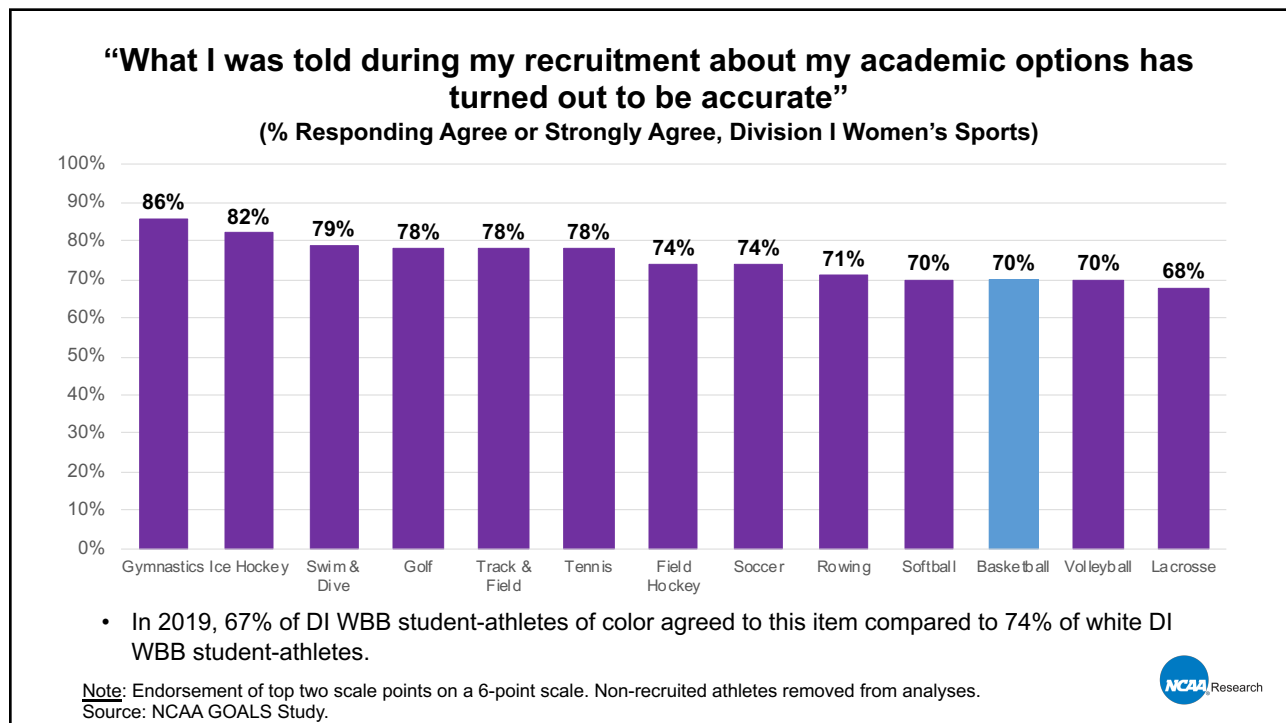


9





10



11

## Reasons for Transfer



12

### Reasons for Transferring Among 4-4 Transfers (Women's Sports, All Divisions)

	Athletics	Academics	Medical, Financial, or Personal
Basketball	82%	23%	38%
Golf	86%	14%	38%
Lacrosse	61%	47%	52%
Soccer	84%	35%	43%
Softball	74%	28%	48%
Swim & Dive	75%	33%	47%
Tennis	79%	30%	35%
Track & Field	78%	40%	39%
Volleyball	80%	34%	40%

Notes: Sports listed in alphabetical order. Restricted to those who indicated having transferred from another 4-year institution and limited to sports with at least 50 4-4 transfers in the data. Participants able to select multiple reasons for transfer. Source: NCAA GOALS Study, 2019.




13


**“If my current coach left this school, I would consider transferring”**  
(% Responding Agree or Strongly Agree)

Baseball	Men's Basketball	Football (FBS / FCS)	Men's Other	Women's Basketball	Women's Other
Division I					
27%	48%	42%	31%	23%	20%
Division II					
26%	44%	30%	27%	21%	15%
Division III					
27%	28%	23%	21%	9%	9%

- DI WBB 2<sup>nd</sup> highest among DI women's sports.
- In 2019, 26% of DI WBB student-athletes of color agreed to this item compared to 12% of white DI WBB student-athletes.

**Note:** Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.

 Yellow indicates an increase of 5 percentage points or more from 2015

 Green indicates a decrease of 5 percentage points or more from 2015

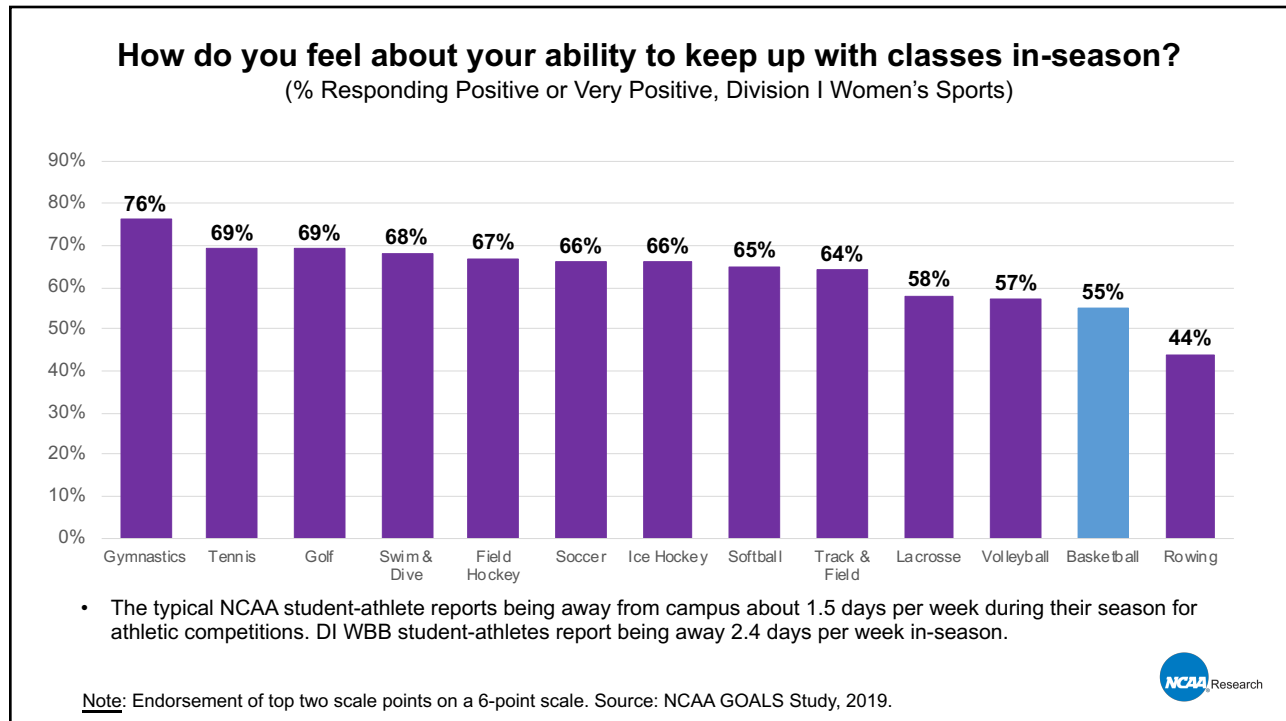


14

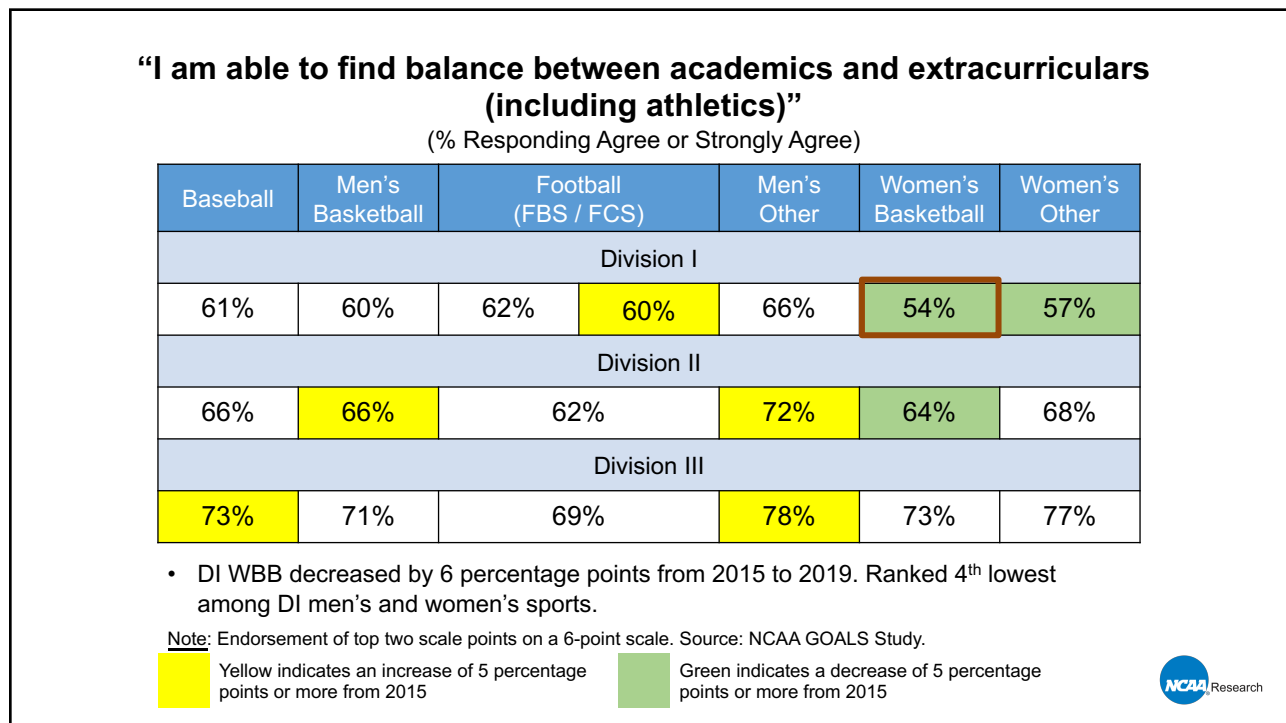
## Impact of Athletics on Academics



15



16



17

### How do you feel about your overall college...to this point?

(% Responding Positive or Very Positive, Division I Women's Sports)

	Athletics Experience	Academic Experience
Gymnastics	83%	88%
Golf	81%	90%
Field Hockey	75%	82%
Swim & Dive	74%	83%
Ice Hockey	71%	82%
Track & Field	69%	82%
Tennis	67%	79%
Softball	66%	82%
Soccer	66%	80%
Lacrosse	65%	82%
Volleyball	61%	81%
Rowing	60%	72%
<b>Basketball</b>	<b>59%</b>	<b>76%</b>

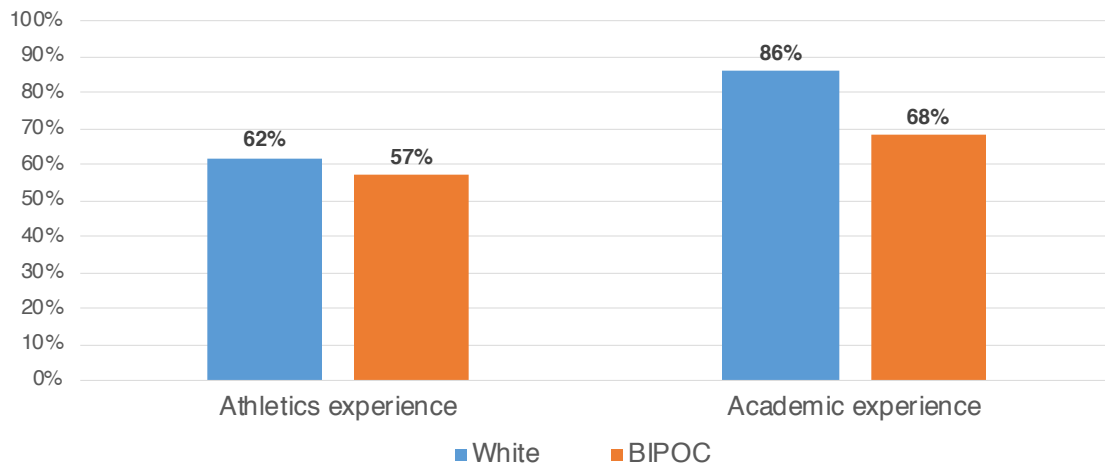
Note: Endorsement of top two scale points on a 6-point scale. Data sorted by "Athletics Experience."  
Source: NCAA GOALS Study, 2019.



18

### How do you feel about your overall college...to this point?

(% Responding Positive or Very Positive, Division I Women's Basketball)



Note: BIPOC refers to Black, Indigenous and People of Color. Endorsement of top two scale points on a 6-point scale.  
Data sorted by "Athletics Experience." Source: NCAA GOALS Study, 2019.



19

# Social Experiences



20

## Engage in Community Service a Few Hours Per Month or More

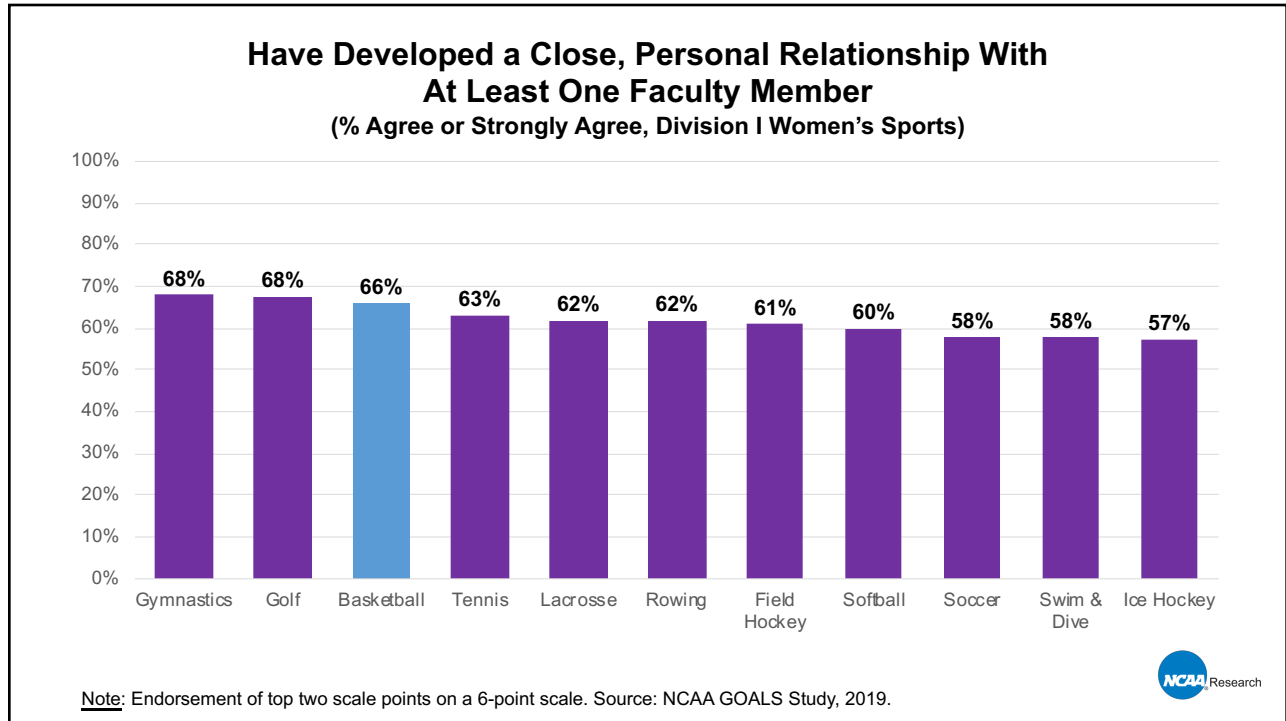
Baseball	Men's Basketball	Football (FBS / FCS)	Men's Other	Women's Basketball	Women's Other
Division I					
50%	53%	51%	54%	43%	62%
Division II					
48%	58%	50%	49%	59%	56%
Division III					
40%	49%	51%	45%	49%	48%

- DI WBB ranked 1<sup>st</sup> among all DI men's and women's sports.

Source: NCAA GOALS Study.



21



22

### “I have a sense of belonging at this college”

(% Responding Agree or Strongly Agree)

Baseball	Men's Basketball	Football (FBS / FCS)	Men's Other	Women's Basketball	Women's Other
Division I					
80%	76%	76%	74%	71%	79%
Division II					
76%	74%	69%	76%	74%	78%
Division III					
80%	78%	80%	82%	82%	85%

- DI WBB ranked 3<sup>rd</sup> lowest among all DI men's and women's sports.
- In 2019, 67% of DI WBB student-athletes of color agreed to this item compared to 75% of white DI WBB student-athletes.

**Note:** Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.

Yellow indicates an increase of 5 percentage points or more from 2015

Green indicates a decrease of 5 percentage points or more from 2015

23

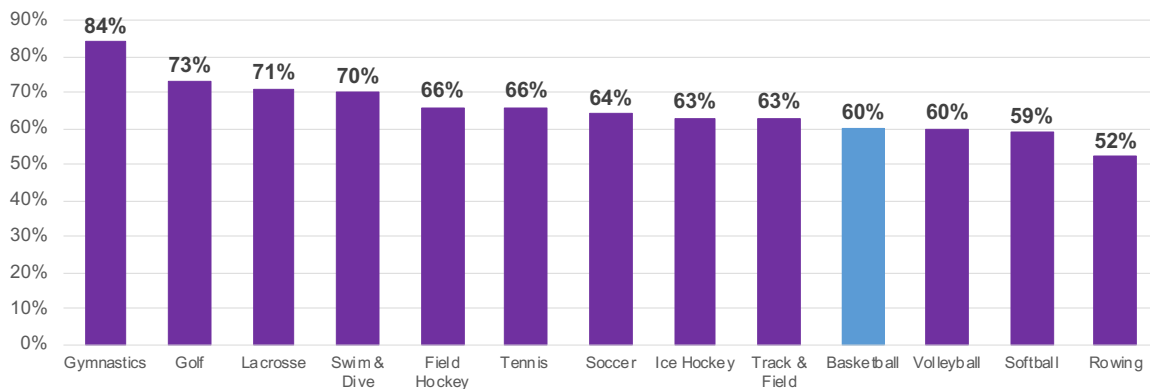
## Team Environment



24

### **“My coaches and teammates have created an inclusive environment for all members of the team”**

(% Responding Agree or Strongly Agree, Division I Women’s Sports)



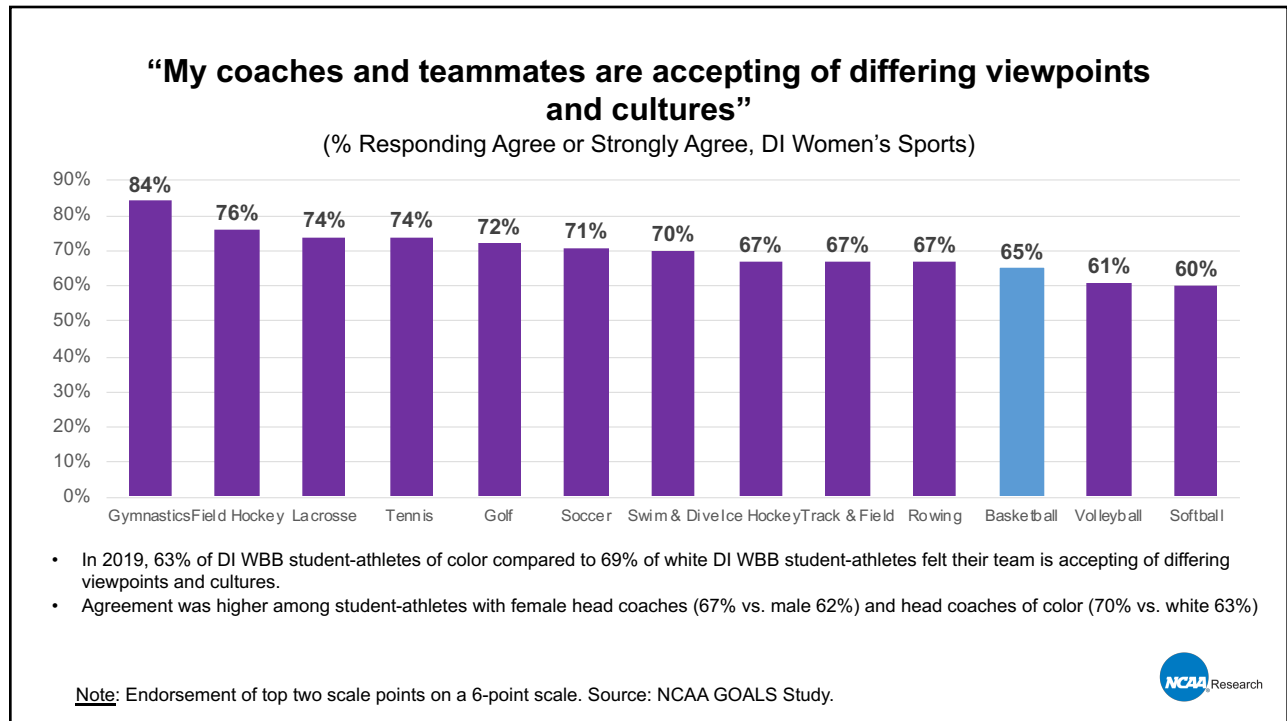
- In 2019, 58% of DI WBB student-athletes of color compared to 62% of white DI WBB student-athletes felt their team was inclusive.
- Agreement was higher among student-athletes with female head coaches (61% vs. male 57%) and head coaches of color (64% vs. white 58%).

Note: Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.

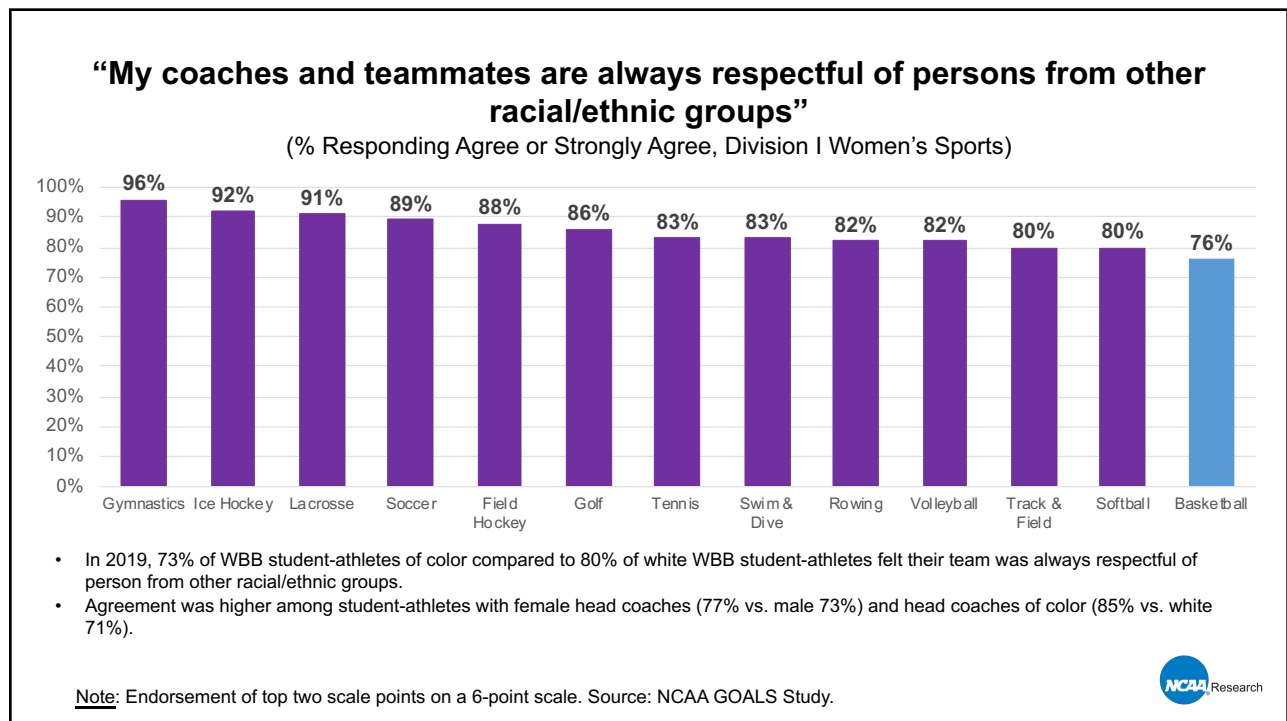


25





26



27

## Mental Well-being



32

### In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?

(% Responding Very Often or Fairly Often)

Baseball	Men's Basketball	Football (FBS / FCS)		Men's Other	Women's Basketball	Women's Other
Division I						
21%	24%	33%	31%	22%	29%	28%
Division II						
20%	26%	27%		25%	27%	31%
Division III						
26%	26%	25%		22%	25%	27%

- In 2019, 32% of DI WBB student-athletes of color compared to 26% of white DI WBB student-athletes frequently felt difficulties piling up in the month prior to taking the survey.

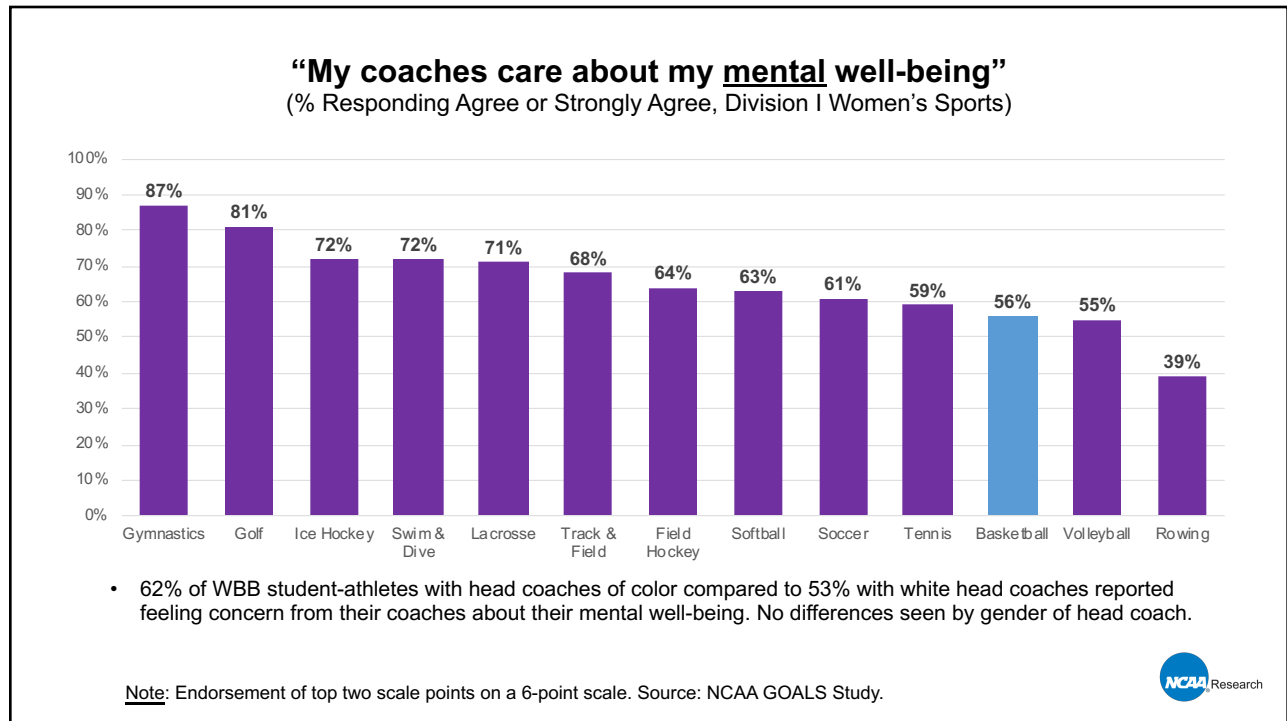
Note: Endorsement of top two scale points on a 6-point scale. Source: NCAA GOALS Study.

Yellow indicates an increase of 5 percentage points or more from 2015

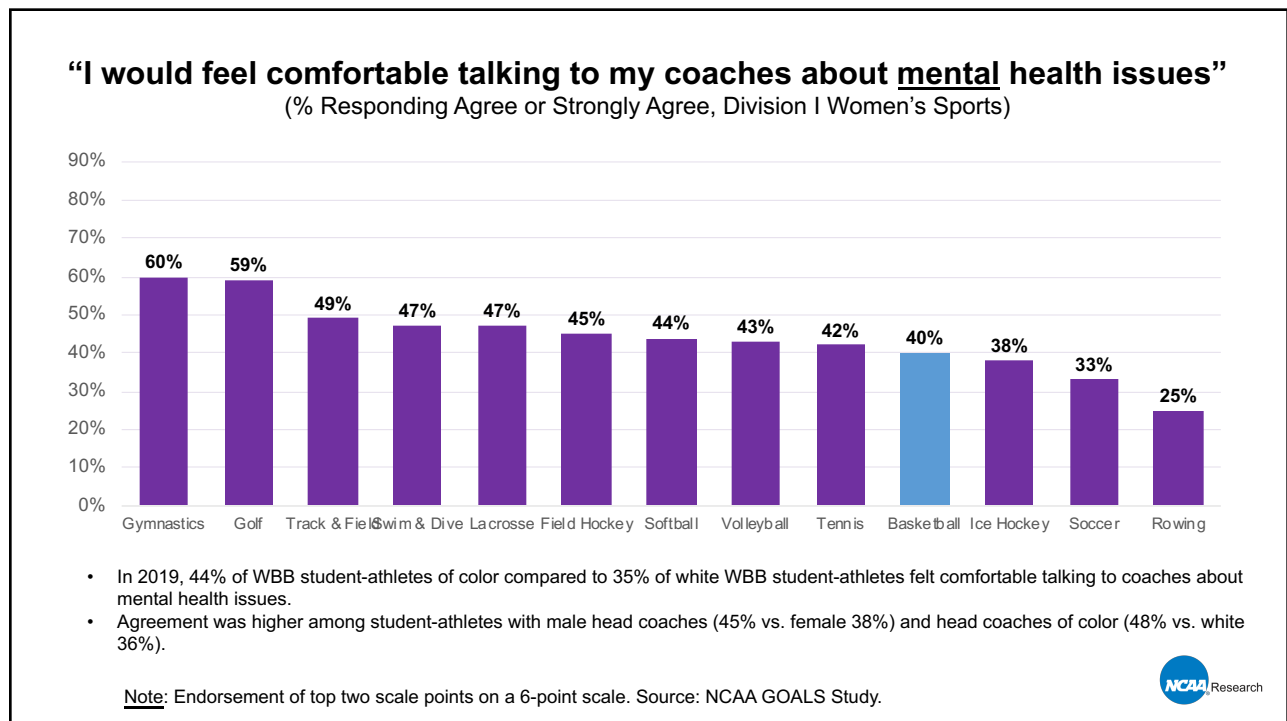
Green indicates a decrease of 5 percentage points or more from 2015



35



36



37



39

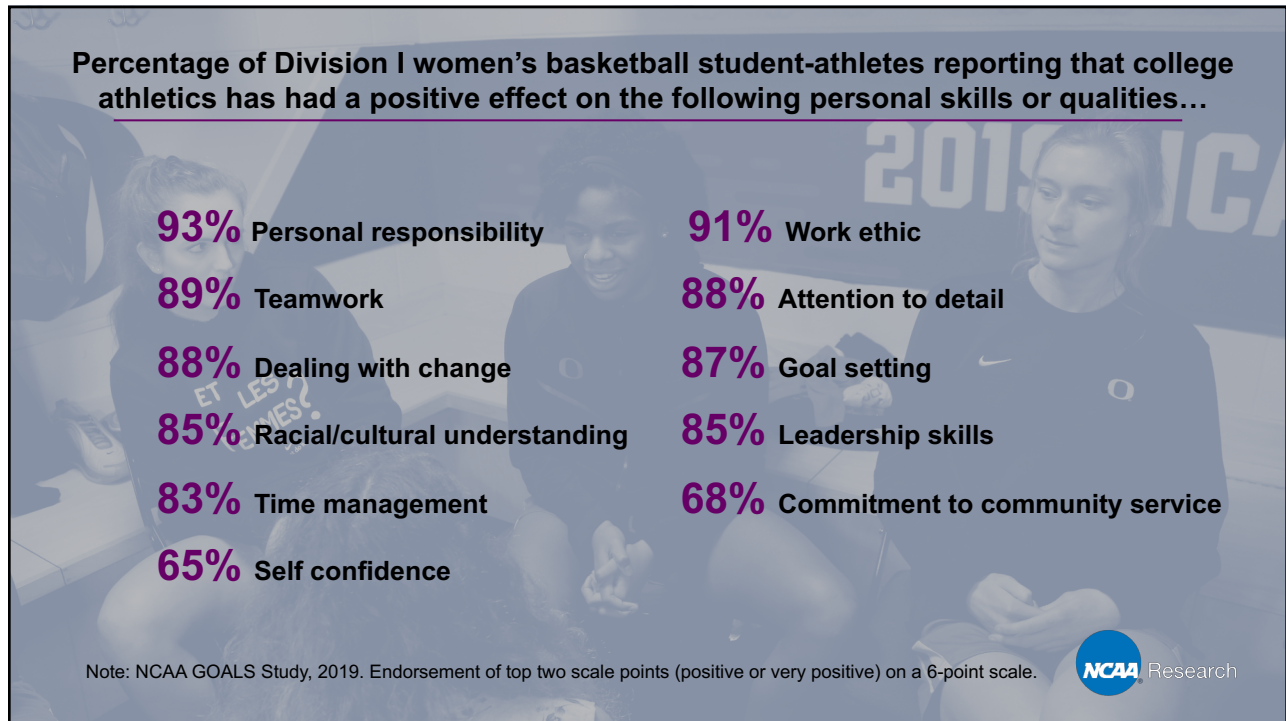
**“I wish our coaches and athletics administrators talked more about...”**

Division I Women's Basketball Student-Athletes	
Preparing for a career after college	63%
Budgeting/financial management	51%
Mental wellness	49%
Proper nutrition	46%
Getting good sleep	35%
Time management	28%
Living away from home	23%
Academic resources	23%
Study habits	20%

Note: Only items with >20% endorsement listed. Other items included: Sexual violence prevention, conducting ourselves appropriately, drinking/substance use and concussion awareness. Source: NCAA GOALS Study.

NCAA Research

40



42



43