

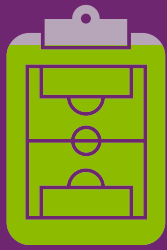
# BEYOND X's AND O's

GENDER BIAS AND COACHES OF WOMEN'S COLLEGE SPORTS

LARGEST NATIONALLY REPRESENTATIVE SURVEY OF FEMALE AND MALE COACHES OF WOMEN'S COLLEGE SPORTS

**2,219** | **326**  
CURRENT COACHES | FORMER COACHES

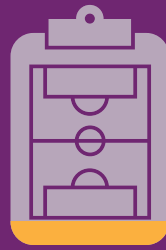
## DECLINE OF FEMALE HEAD COACHES



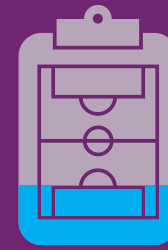
1971  
**90%**  
of Women's  
teams coached  
by women



TODAY  
**43%**  
of Women's  
teams coached  
by women



TODAY  
**3%**  
of Men's  
teams coached  
by women



TODAY  
**23%**  
of all  
teams coached  
by women

Source: Acosta & Carpenter, 2014.

## KEY FINDINGS

- 1** Bias is associated with the gender of the coach; not the gender of the team. Many female coaches perceive gender bias; fewer of their male counterparts recognize it.
- 2** Findings confirm there is systemic gender bias; it's not sporadic or limited to a few institutions.
- 3** Leadership and support from college governance organizations, college presidents, chancellors, coaches, athletic and academic administrators are needed for meaningful change to occur.

### MEN ARE GIVEN MORE PROFESSIONAL ADVANTAGES

Women believe it is easier for men to secure high level jobs, salary increases, promotions, and multi-year contracts.



4 out of 5 women think it is easier for men to get top-level coaching jobs.

### ADVOCATING FOR FAIRNESS HAS CONSEQUENCES

More women fear unfair treatment, retaliation and loss of their jobs if they express Title IX concerns.



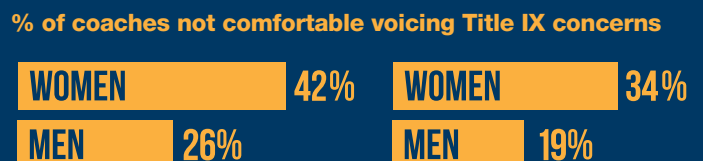
### WOMEN EXPERIENCE MORE GENDER BIAS ON THE JOB

Many more female coaches believe that male coaches are favored over female coaches by management.



### FEMALE COACHES HOLD BACK

Women are less willing to voice their opinions outside of the athletic department and are less involved in decision-making inside the athletic department.



To administrators  
outside athletics

To administrators  
inside athletics

# GAME PLANS TO ELIMINATE GENDER BIAS AGAINST FEMALE COACHES OF COLLEGE SPORTS

## GAME PLAN FOR COLLEGE LEADERSHIP

Establish an institutional task force that brings together representatives of athletics and academics to identify and implement interdisciplinary, institutional solutions to gender bias.

Institutionalize lines of communication and oversight of athletics.

Regularly audit compensation practices of athletic programs around gender, race/ethnicity, disability and LGBTQ individuals. Ensure the institutional Office of Human Resources oversees that compensation for men and women coaches is equitable and comply with state and federal laws.

Require Title IX Compliance Officers to conduct regular comprehensive Title IX athletics program assessments; including timetables to address identified deficiencies.

## GAME PLAN FOR COLLEGE ATHLETIC ADMINISTRATORS

Recruit gender diverse pools of applicants for open positions developed by administrators and search committee members who are diverse themselves, knowledgeable in recognizing the subtleties of discrimination and committed to overcoming it.

Standardize HR policies and procedures to ensure neutral outcomes with regard to gender, race/ethnicity, disability and LGBTQ individuals.

Establish policies and processes governing communication, performance expectations and evaluation for all coaches.

Have an ongoing program of education and Title IX monitoring, gender equity compliance and all related issues including who, how and where to report problems and complaints.

## HERE ARE SOME COMMENTS FROM FEMALE COACHES

There are a few women in powerful positions but not enough.

In almost 30 years of coaching, I feel as though I have only had one powerful woman administrator/mentor who could actually make decisions.

My biggest concern is the salary differences between men and women, and the number of men vs. women coaching women's sports.

Men have more leverage because they have opportunities for coaching in both men's and women's sports.

Identifying as a lesbian in the workplace is very hard right now. Although the student athletes are very supportive, I do not feel comfortable being forward about my sexual orientation with my athletic administrators.

As a young female in coaching, one of the biggest concerns for me is family issues. How will I be treated if and when I choose to start a family?

Our Athletic Director is always willing to listen, but he never is willing to stir the pot or really navigate "real" issues.

I feel that we overlook females with strong personalities because they will be "tough to handle" even though such things are never mentioned when hiring a male.