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The 2015 Women's National Basketball Association Racial and Gender Report Card

by Richard Lapchick
with Natalie Nelson
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EXECUTIVE SUMMARY

Orlando, FL... October 20, 2015 – The WNBA remained the industry leader as it has throughout the history of the Racial and Gender Report Cards (RGRC) by accumulating 96.3 points for a combined grade of an **A+** for race and gender. The WNBA earned an **A+** for race and an **A+** for gender in the 2015 WNBA Racial and Gender Report Card issued today by *The Institute for Diversity and Ethics in Sport (TIDES)* at the University of Central Florida.

This marks the 11th consecutive year that the WNBA has received at least **As** for its overall race, gender and combined grades.

The WNBA received at least an **A** for gender in all categories except for team vice presidents and team senior administration. The WNBA received at least an **A** for race in all categories except for team vice presidents and senior team administration.

Richard Lapchick, the director of TIDES and primary author of the report, said, “Led by President Laurel Richie, the WNBA continues to be the standard setter for racial and gender diversity amongst all professional leagues. The WNBA again had the highest number of **A**'s as well as the lowest number of grades below an **A** in all categories compared to the men's professional leagues. The NBA was the only men's league that was comparable with an **A+** for racial hiring practices and a **B+** for gender hiring practices in the 2015 NBA RGRC. However, in spite of the continued success with long-term high grades, there were some notable declines including the percent of people of color holding head coaching positions decreased by 8.3 percentage points, while the percent of women holding assistant coaching positions decreased by 23 percentage points. The decrease in head coaches of color has been a trend across all of the men's professional leagues covered in the Report Cards and is a cause for concern.”

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?” The answer for the WNBA was a resounding “yes” with the best record in professional sports.

Using data from the 2015 season, 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 team administration, professional team administration, physicians and head trainers. Tables for the report are included in Appendix I. The Institute for Diversity and Ethics in Sport 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 fourth report issued in 2015 after the releases of the reports on Major League Baseball, National Basketball Association, and National Football League. Listing of professional owners, general managers and head coaches were updated as of September 10, 2015. Grades were calculated according to the reporting periods noted herein.

REPORT HIGHLIGHTS

- Fourteen women and seven people of color held ownership positions on WNBA franchises in 2015. This represented an increase of two women and one person of color from 2014. Most owners were limited partners.
- The percentage of people of color holding professional level staff positions in the WNBA League Office decreased from 29.2 percent in 2014 to 25 percent in 2015 and the percentage of women decreased from 79.2 percent in 2014 to 75 percent in 2015.
- WNBA players of color decreased by 0.9 percentage points in 2015. African-American or Black players increased from 69.3 percent in 2014 to 71.7 percent in 2015, white players increased from 23.3 percent to 24.3 percent and players classified as “other” decreased from six percent in 2014 to 3.3 percent in 2015. In 2015, there was only one Latina player (0.7 percent), which was a decrease from the two Latina players recorded in 2014. There has not been an Asian-American player since 2007. International players account for 16.4 percent of WNBA players.
- In June 2015, Oris Stuart was hired as Chief Diversity and Inclusion Officer. Stuart is responsible for overseeing diversity and inclusion strategies for the WNBA, NBA, and NBA D-League.
- For the 2015 season, there were three African-American head coaches (25 percent), one less than the 2014 season. There were six women as head coaches in the 2015 season, which was the same as the 2014 season.
- The percentage of people of color holding assistant-coaching positions decreased by 2 percentage points from 52 percent in 2014 to 50 percent in 2015. The percentage of women holding assistant coaching positions substantially decreased from 68 percent in 2014 to 46 percent in 2015.

- The number of women CEO/Presidents increased from four in 2014 to five in 2015. There were four people of color who held these positions in 2015, which was an increase from three in 2014.
- In the 2015 season, there were six women and three African-American general managers compared to four and three, respectively, in 2014.
- In the 2015 season, the percentage of people of color who held team vice president positions increased by 1.6 percent, going from 7.4 percent in 2014 to 9 percent in 2015. The percentage of women team vice presidents increased by 2.8% from 23.2 percent to 26 percent.
- The percentage of women who were senior team administrators decreased from 36.7 percent in 2014, to 34.4 percent in 2015. This percentage has decreased every year since 2012. There was an increase of 2.7 percentage points of African-American senior team administrators from 11.9 to 14.6 percent, while the percent of whites and Latinos decreased from 82.6 percent and 3.7 percent in 2014 to 78.1 percent and 2.1 percent in 2015, respectively.
- For the 2015 season, the percentage of people of color holding professional team positions increased from 23.2 in 2014 to 26.2 percent in 2015. The percentage of women in professional team administration roles increased from 41.5 percent in 2014 to 44.2 percent in 2015.

OVERALL GRADES

The WNBA once again received a combined grade of an **A+** for race and gender after earning an **A+** for race and an **A+** for gender in the 2015 WNBA Racial and Gender Report Card. The 96.3 points accumulated for the combined grade was 0.2 of a point below its own record set in the 2014 WNBA RGRC when it also received a combined **A+** with 96.5 points.

The WNBA received an **A+** for gender in the WNBA League Office, assistant coaches and team professional administration. The WNBA received an **A** for race in the WNBA League Office and head coaches.

An **A+** was given for race to players and general managers. It also received an **A+** for gender in professional team administration positions.

The WNBA received an **A+** for race in professional team staff while receiving an **A+** for gender in general managers and a **B+** for senior team administration.

The only grades below an **A-** were a **B+** for senior team administration in gender, and a **C** for race and a **C-** for gender in team vice presidents.

As it has had before, the WNBA once again had the highest number of **A+** and the lowest number of grades below an **A's** in all categories compared to the other professional leagues.

GRADES BY CATEGORY

Players*

In the 2015 WNBA season, 24.3 percent of the players were white, 71.7 percent were African-American or Black, and players classified as "other" represented 3.3 percent. In 2015, there was only one Latina player (0.7 percent), which was a decrease from the two Latina players recorded in 2014. There has not been an Asian-American player since 2007. International players account for 16.4 percent of WNBA players

WNBA Grade for Players Race: **A+** (75.7 percent)

See Table 1.

**Starting with the 2013 WNBA RGRC, reporting on international player data was no longer calculated in the overall player percentages. However, it remains part of the player table (see Table 1). An international player will be classified as both international and under her recognized race.*

WNBA League Office

The WNBA is operated as a separate and independent league from the National Basketball Association (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 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 functions for the NBA.

Laurel J. Richie has been the president of the WNBA since 2011, when she became the first woman of color to be named head of a professional sports league.

The percentage of people of color holding professional level staff positions in the WNBA League Office decreased by 4.2 percentage points to 25 percent in 2015 (down from 29.2 percent) and the percentage of women decreased by 4.2 percentage points to 75 percent (down from 79.2 percent). African-Americans occupied 25 percent of the positions in 2015 while whites held 75 percent. For the first time since 2012, there was not an Asian American who held a professional level staff position in the WNBA League Office. Since 2010 there have been no Latinos holding professional level staff positions in the WNBA League Office.

Grade for WNBA League Office:

Race: A (25 percent)

Gender: A+ (75 percent)

See Table 2.

WNBA Team Operations and Management

The Tulsa Shock, Connecticut Sun and Seattle Storm remained the only teams that do not share their markets with NBA teams. In 2015, the Indiana Fever, Minnesota Lynx, New York Liberty, Phoenix Mercury, San Antonio Silver Stars, and Washington Mystics were owned and operated by NBA teams. The NBA team front offices in those cities were responsible for many of the day-to-day operations for the WNBA teams. Each WNBA team employed dedicated coaches, trainers and public relations representatives and, like the League Office, “shared” most of its common non-player personnel with the NBA team operator.

Owners*

The “owners” category included majority owners, vice chairmen and minority owners listed by the team.

There were seven people of color in ownership during the 2015 season:

- Earvin “Magic” Johnson, Los Angeles Sparks
- Jahm Najafi, Phoenix Mercury
- Sam Combs, Tulsa Shock
- Rita Combs, Tulsa Shock
- Sheila C. Johnson, Washington Mystics
- Raul Fernandez, Washington Mystics
- David M. Robinson, San Antonio Stars

Fourteen women held ownership during the 2015 season:

- Mary Brock, Atlanta Dream
- Kelly Loeffler, Atlanta Dream
- Margaret Stender, Chicago Sky
- Lisa Brummel, Seattle Storm
- Ginny Gilder, Seattle Storm
- Dawn Trudeau, Seattle Storm
- Pat Chernicky, Tulsa Shock
- Rita Combs, Tulsa Shock
- Pat Hardin, Tulsa Shock
- Linda Price, Tulsa Shock
- Paula Marshall, Tulsa Shock
- Katie Schofield, Tulsa Shock
- Cassandra Carr, San Antonio Stars
- Sheila C. Johnson, Washington Mystics

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 five percent of Lincoln Holdings.

The Connecticut Sun was owned by the Mohegan Sun.

See Table 3.

Head Coaches

During the 2015 season, there were three African-American head coaches, one less than the 2014 season. The three African-American head coaches at the beginning of the 2015 season were:

- Michael Cooper, Atlanta Dream
- Pokey Chatman, Chicago Sky
- Fred Williams, Tulsa Shock

The African-Americans who held these positions in the 2014 season were:

- Michael Cooper, Atlanta Dream
- Pokey Chatman, Chicago Sky
- Penny Toler, Los Angeles Sparks
- Fred Williams, Tulsa Shock

The league had six women who were head coaches in the 2015 season, the same as the 2014 season. The six female head coaches in 2015 were:

- Anne Donovan, Connecticut Sun
- Pokey Chatman, Chicago Sky
- Stephanie White, Indiana Fever
- Cheryl Reeve, Minnesota Lynx

- Sandy Brondello, Phoenix Mercury
- Jenny Boucek, Seattle Storm

Anne Donovan, Pokey Chatman, Cheryl Reeve, and Sandy Brondello were head coaches for the 2014 season.

WNBA Grade for Head Coaches:

Race: A (25 percent)

Gender: A+ (50 percent)

See Table 4.

Assistant Coaches

The percentage of people of color who held assistant coaching positions decreased from 52 percent in 2014 to 50 percent in 2015. The percentage of women who held assistant coaching positions decreased significantly from 68 percent in 2014 to 45 percent in 2015.

In 2015, there was a decrease of two-percentage points in African-American assistant coaches from 52 percent to 50 percent. There have been no Latino or Asian assistant coaches since 2000. The percentage of white assistant coaches increased from 48 percent in 2014 to 50 percent in 2015.

In 2015, the percentage of women assistant coaches decreased by a significantly from 68 percent in 2014 to 46 percent in 2015. The 68 percent recorded in 2014 was the highest percent of assistant coaching positions held by women in the history of the WNBA.

WNBA Grade for Assistant Coaches:

Race: A+ (50 percent)

Gender: A+ (45 percent)

See Table 5.

Top Management

CEOs/Presidents

The number of women in the top management role increased from four women in CEO/President positions in 2014 to five in 2015. The women holding these positions at the start of the 2015 season were:

- Angela Taylor, President and General Manager, Atlanta Dream
- Kelly Krauskopf, President and General Manager, Indiana Fever
- Christine Simmons, President and COO, LA Sparks
- Alisha Valavanis, President and General Manager, Seattle Storm
- Sheila Johnson, Vice Chairman, President and Managing Partner, Washington Mystics

The women holding these positions in the 2014 season were:

- Ashley Preisignier, CEO Atlanta Dream
- Kelly Krauskopf, President and General Manager, Indiana Fever
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President and Managing Partner, Washington Mystics

People of color in CEO/President positions increased to four in 2015:

- Angela Taylor, President and General Manager, Atlanta Dream
- Christine Simmons, President and COO, LA Sparks
- Isiah Thomas, President and General Manager, New York Liberty
- Sheila Johnson, President and Managing Partner, Washington Mystics

The people of color holding these positions in the 2014 season were:

- Angela Taylor, President and General Manager, Atlanta Dream
- Karen Bryant, CEO and President, Seattle Storm
- Sheila Johnson, President and Managing Partner, Washington Mystics

See Table 6.

General Manager

The percent of general managers who were African-American remained unchanged as of the start of the 2015 season when compared to the 2014 season. The African-Americans who were general managers in 2015 were:

- Angela Taylor, President and General Manager, Atlanta Dream
- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Penny Toler, Executive Vice President and General Manager, Los Angeles Sparks

The people of color who held General Manager positions in the 2014 season were:

- Angela Taylor, Executive Vice President of Basketball Operations and General Manager, Atlanta Dream
- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Penny Toler, General Manager and Head Coach, Los Angeles Sparks

The number of women who were general managers in 2015 increased from four in 2014 to six in 2015. In addition to the three women mentioned above, Kelly Krauskopf was the president and general manager of the Indiana Fever, Kristin Bernert was the general manager of the New York Liberty, and Alisha Valavanis was the president and general manager of the Seattle Storm.

The women who held General Manager positions in the 2014 season were:

- Pokey Chatman, General Manager and Head Coach, Chicago Sky
- Kelley Krauskopf, General Manager, Indiana Fever
- Penny Toler, General Manager, Los Angeles Sparks
- Angela Taylor, Executive Vice President of Basketball Operations and General Manager, Atlanta Dream

WNBA Grade for General Manager:**Race: A+ (27.3 percent)****Gender: A+ (54.5 percent)***See Table 7.***Team Vice Presidents**

There were 25 women (26 percent) holding team vice president positions in 2015, which was an increase of 2.8 percentage points from 2014. The female vice presidents were:

- Michelle Henstock, Vice President, Marketing and Operations, Chicago Sky
- Julie Seyller, Vice President, Ticket Sales, Service and Marketing, Chicago Sky
- Donna Wilkinson, Vice President, Human Resources, Indiana Fever
- Julie Graue, Vice President of Business Operations and Sales, Indiana Fever
- Mel Raines, Senior Vice President, Facility Operations
- Penny Toler, Executive Vice President and General Manager, Los Angeles Sparks
- Danita Johnson, VP Ticket Sales, Los Angeles Sparks
- Kristy Badger, Vice President, Marketing, Minnesota Lynx
- Sharon Ottermon, Executive VP, CMO, New York Liberty
- Vicki Shapiro, Vice President, Digital, New York Liberty
- Lisa Aulebach, Vice President, Account Planning, New York Liberty
- Courtney Jeffries, Vice President Service and Retention
- Dashawnda Brown, Vice President, Corporate Hospitality Services, New York Liberty
- Laura Lash, Vice President, Business Operations, New York Liberty
- Kristin Bernert, Vice President, Marketing and Operations, New York Liberty
- Dr. Lisa Callahan, Vice President, Chief Medical Office and Player Care, New York Liberty
- Christina Song, Vice President, Legal and Business Affairs, New York Liberty
- Ann Meyers Drysdale, Vice President, Phoenix Mercury
- Carlissa Henry, Vice President, Sales and Operations, Phoenix Mercury
- Karen Rausch, Vice President, Human Resources, Phoenix Mercury
- Tammy Turner, Vice President, Human Resources and Corporate Administration, San Antonio Silver Stars
- Lorie Warren, Vice President of Corporate Finance and Strategy, San Antonio Silver Stars
- Shannon Burley, Senior Vice President, Marketing and Business Operations, Seattle Storm
- Tricia McLean, Vice President, Human Resources and Finance, Seattle Storm
- Kim Frank, Vice President, Marketing, Washington Mystics

There were nine team vice presidents of color in the 2015 season, which was an increase from the seven recorded in the 2014 season. The nine people of color were:

- Quinn Buckner, Vice President, Communications, Indiana Fever
- Carl Daniels, Vice President, Player Development, Indiana Fever
- Penny Toler, Executive Vice President and General Manager, Los Angeles Sparks
- Jamaal Lesane, Vice President, Legal and Business Affairs, Team and Sport Organizations, New York Liberty

- Christina Song, Vice President, Legal and Business Affairs, New York Liberty
- Carlissa Henry, Vice President, Sales and Operations, Phoenix Mercury
- Bobby Perez, Senior Vice President, General Counsel and Corporate Administration, San Antonio Stars
- Danita Johnson, VP Ticket Sales, Los Angeles Sparks
- Dashawnda Brown, Vice President, Corporate Hospitality Services, New York Liberty

WNBA Grade for Team Vice Presidents:

Race: C (9.3 percent)

Gender: C- (26 percent)

See Table 8.

Senior Team Administration

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

The percentage of African-American and Asian-Americans in senior team administrator positions increased from 2014 to 2015. African-Americans increased from 11.9 percent to 14.6 percent, and the percent of Asian-Americans increased from 1.8 percent to 4.2 percent. The percentage of whites decreased from 82.6 percent to 78.1 percent while the percentage of Latinos decreased from 3.7 percent to 2.1 percent.

The percentage of women who were senior team administrators decreased from 36.7 percent in 2014 to 34.4 percent in 2015.

WNBA Grade for Senior Team Administration:

Race: A- (21.9 percent)

Gender: B+ (34.4 percent)

See Table 9.

Professional Team Administration

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

In professional team administrative positions in the 2015 season, the percentage of whites decreased from 76.9 percent to 73.8 percent.

The percentage of African-Americans increased by 2.6 percentage points to 18.4 percent. The percentage of Latinos decreased significantly from 4.9 percent to 1.3 percent in 2015, while the

percentage of Asians increased 3.5 percent in 2015 from 1.7 percent to 5.2 percent. The percentage of those classified as “other” increased from 0.8 of a percent to 1.3 percent.

The percentage of women holding professional team administrative positions increased from 41.5 percent in 2014 percent to 44.2 percent in 2015.

WNBA Grade for Professional Team Administration:

Race: A+ (26.2 percent)

Gender: A+ (44.2 percent)

See Table 10.

Physicians

In 2015, the percent of white physicians increased from 86.4 percent to 88.5 percent. There were three physicians of color in 2015, which was the same in 2014. The number of women physicians increased from four in 2014 to nine in 2015.

See Table 11.

Head Trainers

The percent of white head trainers remained unchanged in 2015 at 76.9 percent, while the percent of African-Americans increased from 15.4 percent to 23.1 percent. The percent of women increased from 53.8 percent in 2014 to 61.5 percent in 2015.

See Table 12.

WNBA Diversity Initiatives

Combined with the NBA, the WNBA has a variety of diversity initiatives impacting a number of areas including employee training and development, employee recruitment, vendor diversity and community relations, as outlined in Appendix II.

WNBA Grade for Diversity Initiatives: A+

HOW GRADES WERE CALCULATED

As in previous reports, the 2015 Racial and Gender Report Card data demonstrates the inequity in the amount of people of color working in the front office of WNBA franchises and the WNBA League Office as compared to the number of people of color competing in the WNBA. Communicating this to the public, however, can be difficult without the proper perspective. In order to ease the communication process, The Institute issues letter 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. 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. Positions in which people of color held only six percent of positions earned a **D**, and any position below six percent was deemed to have earned a grade of **F**.

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 any position in which women comprise less than 22 percent of the available positions. Similar to the racial standards, the 40 percent threshold 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

The Institute for Diversity and Ethics in Sport (TIDES) in the University of Central Florida's DeVos Sport Business Management Graduate Program collected all data.

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 WNBA 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; it references changes to statistics from previous years.

The report draft was sent to the WNBA League Office to 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 2015 season for the Women's National Basketball Association. Listing of professional owners, general managers and head coaches were updated as of July 16, 2015. Grades were calculated according to the reporting periods noted herein.

ABOUT THE RACIAL AND GENDER REPORT CARD

This is the 23rd 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 full 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 the Women’s National Basketball Association (WNBA), as well as in collegiate athletics departments.

This marks the tenth time the Report Card is being issued sport-by-sport; the 2015 report for MLB and the NBA have already been released. The complete Racial and Gender Report Card, including all the leagues, will be issued after the release of subsequent individual reports on the NFL, MLS and college sport.

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 University and now at UCF (until 1998, the report was known as the *Racial Report Card*.)

In addition to Lapchick, Natalie Nelson contributed greatly to the WNBA Racial and Gender Report Card.

The Institute for Diversity and Ethics in Sport (TIDES)

The Institute for Diversity and Ethics in Sport (“TIDES” or the “Institute”) serves as a comprehensive resource for issues related to gender and race in amateur, collegiate and professional sport. The Institute researches and publishes a variety of studies, including annual studies of student-athlete graduation rates and racial attitudes in sport as well as the internationally recognized Racial and Gender Report Card, an assessment of hiring practices coaching and sport management in professional and college sport. The Institute also monitors some of the critical ethical issues in college and professional sport, including the potential for 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 260 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 social issues in sport. It offers a dual-

degree option, allowing students to earn a Master of Business Administration (MBA) degree in addition to the Master 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							
		%	#				
2015	White	24.3%	37	2007	White	35%	66
	African-American / Black	71.7%	109		African-American	63%	117
	Latino	0.7%	1		Latino	0%	0
	Asian	0.0%	0		Asian	1	1
	Other	3.3%	5		Other	2%	3
	International	16.4%	25		International	14%	27
2014	White	23.3%	35	2006	White	36%	75
	African-American	69.3%	104		African-American	63%	133
	Latino	1.3%	2		Latino	0%	0
	Asian	0.0%	0		Asian	0	1
	Other	6.0%	9		Other	1%	2
	International	14.0%	21		International	17%	36
2013	White	20.0%	28	2005	White	34%	64
	African-American	73.0%	103		African-American	63%	100
	Latino	0.0%	0		Latino	1%	3
	Asian	0.0%	0		Asian	0	0
	Other	7.0%	10		Other	1%	4
	International	8.5%	12		International	19%	39
2012	White	16.0%	22	2004	White	33%	66
	African-American	74.0%	100		African-American	66%	134
	Latino	0.0%	0		Latino	1%	2
	Asian	0.0%	0		Asian	0	0
	Other	1.0%	1		Other	0%	0
	International	9.0%	12		International	16%	33
2011	White	21.0%	31	2002	White	35%	x
	African-American	69.0%	101		African-American	61%	x
	Latino	3.0%	4		Latino	<3	x
	Asian	0.0%	0		Asian	<1	x
	Other	>1%	1		Other	<1	x
	International	6.0%	9				
2010	White	16.0%	26	2001	White	34%	x
	African-American	69.0%	112		African-American	63%	x
	Latino	1.0%	1		Latino	3%	x
	Asian	0.0%	0		Other	x	x
	Other	1.0%	1				
	International	14.0%	23				
2009	White	20.0%	38	2000	White	33%	x
	African-American	67.0%	126		African-American	65%	x
	Latino	0.0%	0		Latino	2	x
	Asian	0.0%	0		Other	0%	x
	Other	1.0%	1				
	International	12.0%	23				
2008	White	21.0%	44	1999	White	32%	x
	African-American	65.0%	139		African-American	64%	x
	Latino	0.0%	0		Latino	2%	x
	Asian	0.0%	0		Other	0%	x
	Other	0.0%	0				
	International	14.0%	31				

x=Data not recorded

TABLE 1

League Office: Professional Employees							
			%	#			
2015						2008	
	White	75.0%	18		White	67%	22
	African-American	25.0%	6		African-American	27%	9
	Latino	0.0%	0		Latino	3%	1
	Asian	0.0%	0		Asian	3%	1
	Other	0.0%	0		Other	0%	0
	Women	75.0%	18		Women	x	x
	Total	x	24		Total	x	33
2014						2007	
	White	70.8%	17		White	64%	27
	African-American	25.0%	6		African-American	21%	9
	Latino	0.0%	0		Latino	2%	1
	Asian	4.2%	1		Asian	12%	5
	Other	0.0%	0		Other	0%	0
	Women	79.2%	19		Women	74%	31
	Total	x	24		Total	x	42
2013						2006	
	White	67.0%	16		White	66%	29
	African-American	29.0%	7		African-American	20.5%	9
	Latino	0.0%	0		Latino	2.2%	1
	Asian	4.0%	1		Asian	11.3%	5
	Other	0.0%	0		Other	0%	0
	Women	79.0%	19		Women	75%	33
	Total	x	24		Total	x	44
2012						2005	
	White	71.0%	15		White	65%	15
	African-American	29.0%	6		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	71.0%	15		Women	70%	16
	Total	x	21		Total	x	23
2011						2004	
	White	71.0%	15		White	60%	6
	African-American	29.0%	6		African-American	40%	4
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	76.0%	16		Women	90%	9
	Total	x	21		Total	x	10
2010						2003	
	White	76.0%	22		Data Not Recorded		
	African-American	24.0%	7		2002		
	Latino	0.0%	0		White	55%	12
	Asian	0.0%	0		African-American	36%	8
	Other	0.0%	0		Latino	9%	2
	Women	69.0%	20		Asian	0%	0
	Total	x	29		Other	0%	0
2009						2001	
	White	67.0%	22		Data Not Recorded		
	African-American	27.0%	9		2000		
	Latino	3.0%	1		White	55%	11
	Asian	3.0%	1		African-American	35%	7
	Other	0.0%	0		Latino	5%	1
	Women	100.0%	33		Asian	0%	0
	Total	x	33		Other	5%	1
					Women	85%	17
					Total	x	20
					1999		
					Data Not Recorded		

x=Data not recorded

**Information submitted by the WNBA League Office

TABLE 2

Owners								
			%	#				
2015					2009			
	White		82.1%	32		White	100%	18
	African-American		12.8%	5		African-American	0%	0
	Latino		2.6%	1		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		2.6%	1		Other	0%	0
	Women		35.9%	14		Women	22%	4
2014					2008			
	White		83.3%	30		White	100%	20
	African-American		11.1%	4		African-American	0%	0
	Latino		2.8%	1		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		2.8%	1		Other	0%	0
	Women		33.3%	12		Women	20%	4
2013					2007			
	White		72.0%	18		White	100%	20
	African-American		20.0%	5		African-American	0%	0
	Latino		4.0%	1		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		4.0%	1		Other	0%	0
	Women		36.0%	9		Women	20%	4
2012					2006			
	White		72.0%	18		White	95%	18
	African-American		20.0%	5		African-American	5%	1
	Latino		4.0%	1		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		4.0%	1		Other	0%	0
	Women		40.0%	10		Women	11%	2
2011					2005			
	White		100.0%	13		White	92%	21
	African-American		0.0%	0		African-American	8%	2
	Latino		0.0%	0		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		0.0%	0		Other	0%	0
	Women		31.0%	4		Women	16%	4
2010					2004			
	White		100.0%	12		White	94%	16
	African-American		0.0%	0		African-American	6%	1
	Latino		0.0%	0		Latino	0%	0
	Asian		0.0%	0		Asian	0%	0
	Other		0.0%	0		Other	0%	0
	Women		25.0%	3		Women	18%	3
					2001-2003			
					Data Not Recorded			

TABLE 3

Head Coaches								
			%	#				
2015	White	75.0%	9	2006	White	86%	12	
	African-American	25.0%	3		African-American	14%	2	
	Latino	0.0%	0		Asian	0%	0	
	Asian	0.0%	0		Latino	0%	0	
	Other	0.0%	0		Other	0%	0	
	Women	50.0%	6		Women	21%	3	
2014	White	66.7%	8	2005	White	85%	11	
	African-American	33.3%	4		African-American	15%	2	
	Latino	0.0%	0		Asian	0%	0	
	Asian	0.0%	0		Latino	0%	0	
	Other	0.0%	0		Other	0%	0	
	Women	50.0%	6		Women	38%	5	
2013	White	75.0%	9	2004	White	69%	9	
	African-American	25.0%	3		African-American	31%	4	
	Latino	0.0%	0		Asian	0%	0	
	Asian	0.0%	0		Latino	0%	0	
	Other	0.0%	0		Other	0%	0	
	Women	42.0%	5		Women	38%	5	
2012	White	67.0%	8	2003	Data Not			
	African-American	33.0%	4		2002	White	82%	14
	Latino	0.0%	0			African-American	18%	3
	Asian	0.0%	0			Asian	0%	0
	Other	0.0%	0			Latino	0%	0
	Women	42.0%	5			Other	0%	0
2011	White	58.0%	7	2001		Women	41%	7
	African-American	42.0%	5		2000	White	75%	12
	Asian	0.0%	0			African-American	25%	4
	Latino	0.0%	0			Asian	0%	0
	Other	0.0%	0			Latino	0%	0
	Women	50.0%	6			Other	0%	0
2010	White	67.0%	8	1999		Women	44%	7
	African-American	33.0%	4		1998	White	75%	9
	Asian	0.0%	0			African-American	25%	3
	Latino	0.0%	0			Asian	0%	0
	Other	0.0%	0			Latino	0%	0
	Women	58.0%	7			Other	0%	0
2009	White	77.0%	10	1997		Women	50%	6
	African-American	23.0%	3		1996	White	43	3
	Asian	0.0%	0			African-American	57	4
	Latino	0.0%	0			Asian	0%	0
	Other	0.0%	0			Latino	0%	0
	Women	38.0%	5			Other	0%	0
2008	White	64.0%	9	1995		Women	70%	7
	African-American	36.0%	5		1994	White	77.0%	10
	Asian	0.0%	0			African-American	23.0%	3
	Latino	0.0%	0			Asian	0.0%	0
	Other	0.0%	0			Latino	0.0%	0
	Women	36.0%	5			Other	0.0%	0
2007	White	77.0%	10	1993		Women	31.0%	4
	African-American	23.0%	3		1992	White	77.0%	10
	Asian	0.0%	0			African-American	23.0%	3
	Latino	0.0%	0			Asian	0.0%	0
	Other	0.0%	0			Latino	0.0%	0
	Women	31.0%	4			Other	0.0%	0

TABLE 4

Assistant Coaches							
			%	#			
2015					2007		
	White	50.0%	20		White	61%	19
	African-American	50.0%	20		African-American	39%	12
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	45.0%	18		Women	52%	16
2014					2006		
	White	48.0%	12		White	59%	16
	African-American	52.0%	13		African-American	41%	11
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	68.0%	17		Women	56%	15
2013					2005		
	White	63.0%	15		White	65%	17
	African-American	38.0%	9		African-American	35%	9
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	67.0%	16		Women	65%	17
2012					2004		
	White	60.0%	15		White	55%	18
	African-American	40.0%	10		African-American	45%	15
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	64.0%	16		Women	58%	19
2011					2003		
	White	63.0%	12		Data Not		
	African-American	36.0%	7		2002		
	Latino	0.0%	0		White	68%	27
	Asian	0.0%	0		African-American	33%	13
	Other	0.0%	0		Latino	0%	0
	Women	63.0%	12		Asian	0%	0
					Other	0%	0
					Women	55%	19
2010					2001		
	White	56.0%	9		Data Not		
	African-American	44.0%	7		2000		
	Latino	0.0%	0		White	75%	27
	Asian	0.0%	0		African-American	22%	13
	Other	0.0%	0		Latino	3%	0
	Women	56.0%	9		Asian	0%	0
					Other	0%	0
					Women	61%	22
2009					1999		
	White	59.0%	16		White	74%	17
	African-American	41.0%	11		African-American	22%	5
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	4%	1
	Other	0.0%	0		Other	0%	0
	Women	59.0%	16		Women	52%	12
2008					1998		
	White	58.0%	18		White	63%	2
	African-American	42.0%	13		African-American	31%	5
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	6%	1
	Other	0.0%	0		Other	0%	0
	Women	55.0%	17		Women	50%	8
	Women	52.0%	16				

NOTE: Percentages may not equal 100 percent due to rounding.

TABLE 5

CEO/President							
			%	#			
2015	White	77.8%	14	2009	White	88%	14
	African-American	22.2%	4		African-American	6%	1
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	6%	1
	Women	27.8%	5		Women	38%	6
2014	White	85.0%	17	2008	White	80%	12
	African-American	10.0%	2		African-American	13%	2
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	5.0%	1		Other	7%	1
	Women	20.0%	4		Women	33%	5
2013	White	79.0%	11	2007	White	87%	13
	African-American	14.0%	2		African-American	13%	2
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	7.0%	1		Other	0%	0
	Women	36.0%	5		Women	27%	4
2012	White	93.0%	14	2006	White	89%	16
	African-American	0.0%	0		African-American	11%	2
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	7.0%	1		Other	0%	0
	Women	13.0%	2		Women	22%	4
2011	White	91.0%	20	2005	White	90%	14
	African-American	5.0%	1		African-American	10%	2
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	5.0%	1		Other	0%	0
	Women	9.0%	2		Women	10%	2
2010	White	87.0%	13	2004	White	85%	11
	African-American	7.0%	1		African-American	15%	2
	Latino	0.0%	0		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	7.0%	1		Other	0%	0
	Women	40.0%	6		Women	8%	1

TABLE 6

General Manager									
			%	#				%	#
2015	White	72.7%	8	2009	White	75%	9		
	African-American	27.3%	3		African-American	25%	3		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	54.5%	6		Women	50%	6		
2014	White	70.0%	7	2008	White	77%	10		
	African-American	30.0%	3		African-American	21%	3		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	40.0%	4		Women	54%	7		
2013	White	64.0%	7	2007	White	85%	11		
	African-American	36.0%	4		African-American	15%	2		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	36.0%	4		Women	54%	7		
2012	White	58.0%	7	2006	White	82%	9		
	African-American	42.0%	5		African-American	18%	2		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	33.0%	4		Women	55%	6		
2011	White	67.0%	8	2005	White	73%	9		
	African-American	33.0%	4		African-American	27%	3		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	67.0%	8		Women	67%	8		
2010	White	67.0%	8	2004	White	77%	10		
	African-American	33.0%	4		African-American	23%	3		
	Latino	0.0%	0		Latino	0%	0		
	Asian	0.0%	0		Asian	0%	0		
	Other	0.0%	0		Other	0%	0		
	Women	67.0%	6		Women	77%	10		

Table 7

Vice Presidents							
2015			%	#	2009		
	White	90.6%	87		White	93%	54
	African-American	8.3%	8		African-American	3%	2
	Latino	0.0%	0		Latino	3%	2
	Asian	1.0%	1		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	26.0%	25		Women	28%	16
2014			%	#	2008		
	White	92.6%	88		White	92%	61
	African-American	6.3%	6		African-American	6%	4
	Latino	1.1%	1		Latino	2%	1
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	23.2%	22		Women	30%	20
2013			%	#	2007		
	White	94.0%	47		White	94%	61
	African-American	4.0%	2		African-American	6%	4
	Latino	2.0%	1		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	26.0%	14		Women	26%	17
2012			%	#	2006		
	White	89.0%	47		White	90%	80
	African-American	8.0%	4		African-American	10%	9
	Latino	4.0%	2		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	25.0%	13		Women	20%	18
2011			%	#	2005		
	White	94.0%	34		White	91%	77
	African-American	3.0%	1		African-American	8%	7
	Latino	3.0%	1		Latino	0%	0
	Asian	0.0%	0		Asian	1%	1
	Other	0.0%	0		Other	0%	0
	Women	25.0%	9		Women	27%	23
2010			%	#	2004		
	White	91.0%	21		White	89%	42
	African-American	4.0%	1		African-American	11%	5
	Latino	4.0%	1		Latino	0%	0
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	13.0%	3		Women	28%	13

TABLE 8

Senior Team Administration							
			%	#			
2015	White	78.1%	75	2009	White	81%	42
	African-American	14.6%	14		African-American	12%	6
	Latino	2.1%	2		Latino	6%	3
	Asian	4.2%	4		Asian	2%	1
	Other	1.0%	1		Other	0%	0
	Women	34.4%	33		Women	44%	23
2014	White	82.6%	90	2008	White	78%	56
	African-American	11.9%	13		African-American	13%	9
	Latino	3.7%	4		Latino	4%	3
	Asian	1.8%	2		Asian	4%	3
	Other	0.0%	0		Other	1%	1
	Women	36.7%	40		Women	49%	35
2013	White	80.0%	43	2007	White	82%	50
	African-American	13.0%	7		African-American	11%	7
	Latino	2.0%	1		Latino	5%	3
	Asian	2.0%	1		Asian	2%	1
	Other	4.0%	2		Other	0%	0
	Women	48.0%	26		Women	43%	26
2012	White	79.0%	46	2006	White	81%	94
	African-American	19.0%	11		African-American	9%	11
	Latino	0.0%	0		Latino	7%	8
	Asian	0.0%	0		Asian	2%	2
	Other	2.0%	1		Other	1%	1
	Women	52.0%	30		Women	28%	33
2011	White	72.0%	43	2005	White	80%	99
	African-American	7.0%	4		African-American	11%	14
	Latino	18.0%	11		Latino	6%	7
	Asian	3.0%	2		Asian	2%	3
	Other	0.0%	0		Other	0%	0
	Women	33.0%	20		Women	37%	45
2010	White	72.0%	12	2004	White	81%	74
	African-American	22.0%	4		African-American	12%	11
	Latino	6.0%	1		Latino	3%	3
	Asian	0.0%	0		Asian	2%	2
	Other	0.0%	0		Other	1%	1
	Women	61.0%	11		Women	42%	38

NOTE: Percentages may not equal 100 percent due to rounding

TABLE 9

Professional Team Administration							
			%	#			
2015	White	73.8%	329	2009	White	77%	79
	African-American	18.4%	82		African-American	15%	15
	Latino	1.3%	6		Latino	3%	3
	Asian	5.2%	23		Asian	5%	5
	Other	1.3%	6		Other	>1%	1
	Women	44.2%	197		Women	49%	50
2014	White	76.9%	409	2008	White	72%	115
	African-American	15.8%	84		African-American	14%	23
	Latino	4.9%	26		Latino	10%	16
	Asian	1.7%	9		Asian	1%	2
	Other	0.8%	4		Other	2%	3
	Women	41.5%	221		Women	52%	83
2013	White	71.0%	157	2007	White	71%	132
	African-American	22.0%	48		African-American	13%	25
	Latino	4.0%	8		Latino	15%	28
	Asian	2.0%	5		Asian	1%	1
	Other	2.0%	4		Other	1%	1
	Women	49.0%	109		Women	48%	90
2012	White	72.0%	67	2006	White	68%	159
	African-American	20.0%	19		African-American	16%	38
	Latino	3.0%	3		Latino	11%	26
	Asian	4.0%	4		Asian	3%	7
	Other	0.0%	0		Other	2%	5
	Women	44.0%	41		Women	44%	103
2011	White	86.0%	77	2005	White	70%	165
	African-American	10.0%	9		African-American	17%	41
	Latino	4.0%	4		Latino	8%	19
	Asian	0.0%	0		Asian	4%	10
	Other	0.0%	0		Other	0%	1
	Women	40.0%	36		Women	50%	118
2010	White	80.0%	28	2004	White	69%	268
	African-American	17.0%	6		African-American	22%	86
	Latino	0.0%	0		Latino	5%	18
	Asian	0.0%	0		Asian	3%	14
	Other	3.0%	1		Other	<1%	3
	Women	54.0%	19		Women	44%	170

TABLE 10

Physicians							
			%	#			
2015					2008		
	White	88.5%	23		White	80%	12
	African-American	3.8%	1		African-American	7%	1
	Latino	3.8%	1		Latino	13%	2
	Asian	0.0%	0		Asian	0%	0
	Other	3.8%	1		Other	0%	0
	Women	34.6%	9		Women	27%	4
2014					2007		
	White	86.4%	19		White	82%	18
	African-American	4.5%	1		African-American	9%	2
	Latino	4.5%	1		Latino	9%	2
	Asian	0.0%	0		Asian	0%	0
	Other	50.0%	1		Other	0%	0
	Women	18.2%	4		Women	23%	5
2013					2006		
	White	60.0%	6		White	82%	18
	African-American	10.0%	1		African-American	5%	1
	Latino	0.0%	0		Latino	14%	3
	Asian	10.0%	1		Asian	0%	0
	Other	20.0%	2		Other	0%	0
	Women	20.0%	2		Women	27%	6
2012					2005		
	White	100.0%	11		White	82%	14
	African-American	0.0%	0		African-American	6%	1
	Latino	0.0%	0		Latino	12%	2
	Asian	0.0%	0		Asian	0%	0
	Other	0.0%	0		Other	0%	0
	Women	27.0%	3		Women	18%	3
2011					2004		
	White	88.0%	7		White	100%	13
	African-American	0.0%	0		African-American	0%	0
	Latino	12.0%	1		Latino	0%	0
	Asian	0.0%	0		Asian	0	0
	Other	0.0%	0		Other	0%	0
	Women	12.0%	1		Women	8%	1
2010					2003		
	White	80.0%	8		Data Not Recorded		
	African-American	10.0%	1		Recorded		
	Latino	0.0%	0				
	Asian	10.0%	1				
	Other	0.0%	0				
	Women	20.0%	2				
2009					2002		
	White	78.0%	7		White	88%	x
	African-American	11.0%	1		African-American	6%	x
	Latino	11.0%	1		Latino	0%	x
	Asian	0.0%	0		Asian	6%	x
	Other	0.0%	0		Other	0%	x
	Women	33.0%	3		Women	22%	x

x=Data not recorded

TABLE 11

Head Athletic Trainers								
			%	#				
2015	White	76.9%	10	2007	White	65%	13	
	African-American	23.1%	3		African-American	20%	4	
	Latino	0.0%	0		Latino	10%	2	
	Asian	0.0%	0		Asian	0%	0	
	Other	0.0%	0		Other	5%	1	
	Women	61.5%	8		Women	45%	9	
2014	White	76.9%	10	2006	White	68%	15	
	African-American	15.4%	2		African-American	18%	4	
	Latino	0.0%	0		Latino	9%	2	
	Asian	7.7%	1		Asian	0%	0	
	Other	0.0%	0		Other	5%	1	
	Women	53.8%	7		Women	59%	13	
2013	White	70.0%	7	2005	White	70%	16	
	African-American	20.0%	2		African-American	22%	5	
	Latino	0.0%	0		Latino	9%	2	
	Asian	10.0%	1		Asian	0%	0	
	Other	0.0%	0		Other	0%	0	
	Women	40.0%	4		Women	70%	16	
2012	White	75.0%	12	2004	White	77%	10	
	African-American	19.0%	3		African-American	15%	2	
	Latino	0.0%	0		Latino	0%	0	
	Asian	0.0%	0		Asian	8%	1	
	Other	6.0%	1		Other	0%	0	
	Women	63.0%	10		Women	92%	12	
2011	White	67.0%	8	2003	Data Not Recorded			
	African-American	33.0%	4		2002	White	86%	12
	Latino	0.0%	0			African-American	7%	1
	Asian	0.0%	0			Latino	0%	0
	Other	0.0%	0			Asian	7%	1
	Women	50.0%	6			Other	0%	0
2010	White	65.0%	11	2001	Data Not Recorded			
	African-American	29.0%	5		2000	White	88%	1
	Latino	0.0%	0			African-American	6%	1
	Asian	0.0%	0			Latino	0%	0
	Other	6.0%	1			Asian	0%	0
	Women	53.0%	9			Other	6%	1
2009	White	65.0%	13	1999	White	88%	10	
	African-American	25.0%	5		White	92%	11	
	Latino	0.0%	0		African-American	0%	0	
	Asian	0.0%	0		Latino	1%	0	
	Other	10.0%	2		Asian	0%	0	
	Women	22.0%	4		Other	1%	0	
2008	White	67.0%	14		Women	83%	11	
	African-American	29.0%	6					
	Latino	0.0%	0					
	Asian	0.0%	0					
	Other	5.0%	1					
	Women	52.0%	11					
	Women	45.0%	9					

TABLE 12

APPENDIX II

NATIONAL BASKETBALL ASSOCIATION/ WOMEN'S NATIONAL BASKETBALL ASSOCIATION DIVERSITY INITIATIVES

The National Basketball Association and Women's National Basketball Association have a variety of diversity initiatives impacting a number of areas including employee training and development, employee recruitment, vendor diversity and community relations. Below is a summary of various ways the NBA and WNBA have sought to promote diversity at their league offices and through their social responsibility and grassroots initiatives:

Employee Learning & Development

- The NBA and WNBA conduct live and online diversity and "Respect in the Workplace" training. The live training is completed by all of the leagues' employees every two years, with a separate track for managers focusing on manager accountability. The content is focused on one of the NBA's and WNBA's core values – respect – and sessions are conducted in small groups to encourage dialogue on respectful treatment and diversity awareness. All new hires must attend the live training during their first several months of employment. In addition to the live training, all new employees are required to complete an online "Respect in the Workplace" program as part of their new hire orientation.
- To support NBA and WNBA teams' efforts to maintain and adhere to comprehensive policies and procedures in the areas of anti-discrimination and anti-harassment, the leagues have issued to all teams recommended best practices regarding respect in the workplace policies and training.
- Since 2006, the NBA has provided all league and team employees, and the WNBA has provided all league employees, with access to GlobeSmart, a web-based tool that provides information on countries and cultures from around the world. This tool helps users better understand the diverse world in which they work and live. Each year, during the NBA Global Games, the NBA communicates to employees key content pertaining to the countries and cultures that employees will visit. Using the GlobeSmart Assessment Profile, the leagues developed the Cultural Self Awareness workshop in 2008. Available to all employees, this workshop is designed to increase individual awareness on business styles, resulting in enhanced communication with others. This program has been delivered in league offices in the U.S., Europe, and Asia. In addition, in 2012, the NBA partnered with Aperian Global, creators of GlobeSmart, to create and deliver cross-cultural diversity training. The first program in this series, "Working Effectively Across Cultures," was delivered in NBA China and focused on cultural and diversity challenges associated with working with Western cultures. The NBA and WNBA view diversity management and inclusion as business imperatives and key facilitators of success in building the NBA and WNBA brand globally.
- The NBA's and WNBA's Employee Resource Teams (ERTs) are designed to welcome and value the ideas and contributions of all of their members. ERTs provide an opportunity to facilitate connections between employees with shared interests or backgrounds committed to furthering the NBA's and WNBA's Mission and Values, supporting the strategic priorities of the NBA's and WNBA's league offices, and providing networking and professional development opportunities. The NBA and

WNBA currently have two Employee Resource Teams that have been in existence since 2011: NBA Women's Network and Conexión éne-bé-a. The NBA Women's Network has over 200 global members and aims to create a community for women at the league that fosters dialogue and promotes professional growth through empowerment, networking, and leveraging of talents and expertise to drive the NBA's and WNBA's global growth. Conexión éne-bé-a has over 40 members and aims to promote the development of Latino/Hispanic cultural awareness within the NBA and WNBA while contributing to the leagues' success, diversity, and business objectives through career development, education, and community involvement.

Recruiting

- The NBA and WNBA have continued to embrace a multi-faceted approach to maintaining a globally diverse workforce. Year after year, the leagues have attained a high level of success in staffing a workforce that is balanced in terms of gender and broad in terms of ethnic classification. The NBA and WNBA maintain a globally diverse applicant pool in their hiring processes and encourage all NBA and WNBA teams to do the same. This is accomplished by the use of targeted conferences, social networking sites, and on-line job postings with a variety of diverse organizations.
- The NBA was instrumental in the forming of the **Thurgood Marshall Scholarship Fund** (now Thurgood Marshall College Fund - TMCF) in 1987 and has provided steady leadership to the organization since its inception. NBA Commissioner Emeritus David Stern serves on the TMCF Board and the NBA, TMCF, and NBA players collaborate on a number of events and public awareness campaigns. NBA spokesmen for TMCF, Ray Allen and Shane Battier, have appeared in PSAs for the fund and provide on-going support for the fund's activities.
- As part of the NBA's and WNBA's league-wide efforts to support military members and their families, the NBA and WNBA continue to highlight career opportunities posted on the NBA Cares Hoops for Troops website, which promotes NBA and WNBA job opportunities to veterans and reservists. The NBA also participated in the Fourth Annual Veterans On Wall Street Conference in November 2014. During the conference, the NBA received notable mention from General Martin Dempsey, Chairman of the Joint Chiefs of Staff, for its overall commitment to veterans and reservists. The NBA continues to partner with the Chamber of Commerce and has established new relationships with the Office of the Secretary of Defense, the Wounded Warrior Project, the New York National Guard, and Paralyzed Veterans of America to further its efforts to support military members and their families.
- In staffing the NBA's U.S.-based associate and intern programs, the NBA uses a number of sources as a feeder pool for diverse candidates. The 2015 Associate class is 34% diverse and 42% female, and the 2015 Intern class is 37% diverse and 40% female. Recruiting sources include diversity partners such as Prep for Prep, A Better Chance, and the T. Howard Foundation. The NBA continues to establish relationships with schools that have a diverse student body and has conducted on-campus recruiting visits at some of those schools, including Howard University, Spelman College, Morehouse College, and Florida A&M University. In addition, the NBA participated in programs with the Black Student Association and Women in Business group at Harvard University. The NBA also participates in a variety of events and career fairs that target a diverse set of candidates through organizations including Management Leadership for Tomorrow (MLT), the International Radio and Television Society Foundation (IRTS), the National Black MBA Association, and the National Society for Hispanic

MBAs. 2015 also marks the inaugural year of the David J. Stern Scholarship through the Thurgood Marshall College Fund and Leadership Institute (TMCF), which will provide financial and scholastic support, internships, and mentoring opportunities for under-represented minority students interested in pursuing careers in the sports industry. The league will continue to partner with TMCF on other career and professional developmental initiatives.

- In addition to the league's U.S.-based university initiatives, the NBA also offers international intern opportunities through its Global Intern Program. The expansion of the program continues to highlight the skills of diverse and talented collegiate-level professionals throughout China (Beijing and Shanghai), Asia (Hong Kong), the U.K. (London), Spain (Madrid), and most recently India (Mumbai).

Supplier Diversity

- The NBA takes steps to further its goal of maximizing contracting opportunities for Women/Minority Business Enterprises to participate in business opportunities generated by the NBA. The NBA maintains the following supplier diversity and inclusion sourcing initiatives for Women/Minority Business Enterprises in connection with the NBA's annual All-Star event: (i) building alliances in the All-Star host city with business advocacy organizations, tourism officials, and local business regulatory agencies; (ii) informing prospective local business entities of the types of contracting opportunities available by conducting a diversity and inclusion Business Opportunity Fair in the host city; and (iii) compiling and publishing a comprehensive supplier resource guide that serves as the central resource to help the NBA, its sponsors, and its contractors identify prospective suppliers. Based on alliances that have been built in All-Star host cities, the NBA continues to provide opportunities to those businesses when it hosts other events in those cities.

NBA and WNBA Social Responsibility Initiatives

- The NBA and WNBA pursue global social responsibility initiatives that build on the organizations' long tradition of addressing important issues worldwide through philanthropy, hands-on service, and legacy projects. The NBA and WNBA work to use their unique position to bring attention to important social issues focusing on **inclusion and equality, education, youth and family development, health and wellness, protecting the environment, and supporting military members and their families.**

Inclusion and Equality

- In March 2015, the NBA and WNBA teamed up with **LeanIn.org** to launch a public awareness campaign focused on gender equality. The campaign features NBA and WNBA players using #LeanInTogether to emphasize how men benefit from supporting women at home and at work — happier marriages, more successful children, and better team outcomes — and provide practical information on how men can do their part.
- In May 2012, **The Gay, Lesbian, and Straight Education Network (GLSEN)** presented the NBA with the **"Commitment to Diversity and Inclusion Award"** at the 9th Annual Respect Awards for a joint PSA featuring Phoenix Suns players Grant Hill and Jared Dudley that addresses the use of anti-gay

language among teens. The PSA launched during the 2011 NBA Conference Finals and is an extension of the award-winning “Think B4 You Speak” campaign and GLSEN's "Changing the Game" initiative.

- The NBA has worked closely with **GLAAD** to ensure a safe environment is created for all fans, employees, and players, and together, they have provided diversity and inclusion training to all rookies attending the NBA Rookie Transition Program. The NBA joins millions of Americans and GLAAD on Spirit Day (October 17) and takes a stand against bullying by “going purple” in support of lesbian, gay, bisexual, and transgender youth. WNBA player Brittney Griner and NBA player Jason Collins serve as Spirit Day Ambassadors, joining other leading figures in the entertainment industry.
- Denver Nugget Kenneth Faried became the first NBA player to serve as an ambassador of **Athlete Ally**. Athlete Ally is an organization focused on ending homophobia in sports by educating allies in the athletic community and empowering them to take a stand. Athlete Ally provides public awareness campaigns, education programming, and tools and resources to help foster inclusive sports communities. Dallas Mavericks owner Mark Cuban also serves on Athlete Ally’s National Advisory Board.
- As part of **WNBA Pride**, the WNBA, its teams, and its players celebrate inclusion and equality in support of the LGBT community. The WNBA Pride game (hosted on June 30) will air on ESPN2 and engage community members and partners to highlight the importance of inclusion and equality through grassroots programs, broadcast and digital ads, retail activation, and in-arena and online programming.
- Each year, the NBA celebrates the life and legacy of **Dr. Martin Luther King, Jr.** through a variety of programs and activities. In addition to focusing attention on the life and legacy of Martin Luther King, Jr. and other leaders of the civil and human rights movements, the NBA’s grassroots events, fundraising, and leadership supported the building of the **MLK, Jr. Memorial**.

Education

- Through NBA and WNBA Cares, the leagues work to combat global illiteracy and encourage young people to develop a life-long love of reading. Teams and players participate in reading events during visits to schools and community organizations. The NBA, WNBA, and their teams also create **NBA Cares Learn and Play Centers** in schools and community organizations in need. These projects include reading rooms, libraries, computer centers, and more. They also include extensive renovations, book donations, educational software, and resources. These centers provide children and families with the opportunity to access educational and technological resources and a stimulating and safe place to learn.
- The NBA partnered with the U.S. Department of Education on the national Public Service Announcement for its **TEACH campaign**. Los Angeles Clippers All-Star Chris Paul filmed a PSA, in which he talked about his 10th grade biology teacher. The TEACH campaign seeks to raise awareness of teaching as a valuable profession and to increase the number, quality, and diversity of educators by providing aspiring teachers with the tools they need to launch their careers.

- BBVA Compass and NBA Cares are partnering for the fifth year and will be educating more than **25,000 students in 19 markets and 6 states** on the importance of **financial literacy**. BBVA and NBA Cares continue to partner with EverFi, an award winning financial education learning platform designed to teach K-12 students the concepts and skills to manage their personal finances. At the conclusion of the 2013-14 school year, NBA Cares and BBVA Compass had more than 440 schools active on the EverFi Financial Literacy platform.

Youth and Family Development

- In support of My Brother's Keeper, President Obama's multi-sector effort launched to put boys and young men of color on a pathway to success, the NBA, the National Basketball Players Association, and the National Basketball Retired Players Association announced a five-year commitment to support My Brother's Keeper: (i) by helping **recruit 25,000 new male mentors** in partnership with MENTOR: The National Mentoring Partnership; and (ii) by helping work with educators and students in at-risk schools to increase attendance and performance in partnership with Team Turnaround and the Council of Great City Schools.
- Through NBA Cares, in partnership with various community-based and youth-serving organizations, the league and its teams and players have **built more than 915 places in 26 countries and territories** where kids and families can live, learn, or play, contributing to the development of urban communities. These projects include new and refurbished basketball courts, houses, playgrounds, technology centers and more.
- The **Jr. NBA program** supports youth basketball through programs and events that are designed to teach basketball fundamentals, promote the values of the game (including leadership, discipline, teamwork, and sportsmanship), and encourage healthy lifestyle choices among boys and girls ages 6-14. The program aims to reach 5 million youth throughout the U.S. and Canada.

Health and Wellness

- **NBA/WNBA FIT** is the leagues' comprehensive health and wellness platform promoting healthy, active lifestyles for children, adults, and families. These initiatives encourage physical activity and healthy living through products, events, and programs reaching more than 1,600 organizations and 2.5 million children and families. NBA/WNBA FIT utilizes current and former players, coaches, trainers, and nutritionists to share important health and fitness tips focused around encouraging youth and their families to "Be Active, Eat Healthy and Play Together".
- During **NBA FIT Live Healthy Week Presented by Kaiser Permanente**, the NBA family – led by the NBA FIT Team – joins community members and partners to highlight the importance of healthy living and to encourage fans to pledge that they will lead healthy lifestyles through grassroots programs and events, broadcast and digital ads, retail activation, special Adidas on-court apparel, and in-arena and online programming.
- In celebration of NBA All-Star 2015, the NBA family **engaged more than 1 million youth** in New York City through season-long outreach, hosting more than 750 fun fitness and basketball-related activities including tournaments, open gyms, clinics, and health fairs. These efforts culminated on

the Friday of NBA All-Star 2015, when the NBA family hosted **100 basketball clinics in 100 New York City public schools** and **repacked 10,000 pounds of food** in partnership with City Harvest to support New Yorkers in need.

- NBA/WNBA FIT launched **NBA FIT Food** in partnership with Wal-Mart in January 2014. NBA FIT branded oranges are sold in more than **3,600 Wal-Mart stores** nationwide. Additionally, the NBA hosted NBA FIT clinics at various Wal-Mart stores.
- NBA Cares has partnered with **Share Our Strength's No Kid Hungry Campaign** to raise awareness and funds to help end childhood hunger in America, including a PSA campaign with Los Angeles Clippers All-Star Chris Paul. Additionally, in 2012, the NBA made a commitment to connect 50,000 children across the country with free summer meals.
- Through NBA/WNBA FIT, the NBA and WNBA continue to partner with the **First Lady's Let's Move! Active Schools campaign**, the Presidential Council on Fitness, Sports, and Nutrition, and the Partnership for a Healthier America. The effort tipped off in 2011 with the debut of the NBA FIT/Let's Move! public service announcement featuring First Lady Michelle Obama and continues to support the annual White House Easter Egg Roll. In 2015, the NBA and WNBA continued to support Let's Move Active Schools encouraging schools across the country to register their school. Additionally, NBA players and legends Chris Paul, Grant Hill, Alonzo Mourning, and Jason Collins serve on the President's Council on Fitness, Sports, and Nutrition.
- NBA/WNBA Cares are founding partners of the United Nations Foundation's **Nothing But Nets** campaign, a grassroots movement to save lives by preventing malaria (the leading killer of children in Africa). The NBA and WNBA have helped raise more than \$56 million to distribute more than 9 million life-saving bed nets. In July 2013, NBA player Stephen Curry traveled to Tanzania to support the Nothing But Nets campaign.
- The NBA/WNBA and its players have been active in the global fight against AIDS in a variety of ways, including through partnerships with Greater Than AIDS, GBCHealth, Elizabeth Glaser Pediatric AIDS, and UNICEF, through grassroots events, and through extensive charitable donations. Through the Emmy award winning awareness campaign "**Get Tested,**" the NBA, HBO, the Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria (GBC), and the Kaiser Family Foundation came together to produce a series of television, radio, and print PSAs that encouraged people in urban communities to learn about their HIV/AIDS status.
- The **WNBA Breast Health Awareness** program focuses on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised more than **\$3.6 million** to aid in the **fight against breast cancer**.

Military Support

- Hoops for Troops is a comprehensive partnership with the Department of Defense to show the NBA's commitment to service. Using the sport of basketball, the partnership supports local communities and hundreds of thousands of active and retired armed forces members and their families each year. The program focuses on four pillars – **Transition, Community, Leadership, and Health** – and features a full schedule of events across the country including USO Tours with legends

of the game, exhibition games, clinics, open practices, speaking engagements, meet-and-greets, game tickets, and more.

- During **Veterans Day weekend**, the NBA family joins military communities to highlight the importance of honoring and supporting active and retired service men, women and their families. Teams and players host events around the country and all players wear special Hoops for Troops shooting shirts throughout the weekend.

Environment

- Through NBA Green, the NBA has partnered with **the Green Sports Alliance** to generate awareness for protecting the environment. The NBA is the only professional sports league to dedicate an entire week to educating fans about responsible environmental stewardship.
- During NBA Green Week presented by Sprint, the league, its teams, and its players take part in a variety of “greening” programs and events, including recycling programs, community service projects, and sustainability education programs. As part of NBA Green Week 2015, the NBA partnered with the Arbor Day Foundation in a commitment to **plant three trees for every 3 pointer hit during NBA Green Week** and **one tree for each time #NBAGreen** was used, which **resulted in more than 22,000 trees planted** at the conclusion of the week.

Grassroots Programs

- **Basketball Without Borders (BWB)** is the NBA’s and FIBA’s global basketball development and community outreach program that unites young basketball players to promote the sport and encourage positive social change in the areas of education and health. Since its inaugural year in 2001, **41 BWB camps** have taken place in **23 cities and 20 countries on six continents**. To promote friendship and diversity, participating campers are divided into teams without regard to race or nationality. As part of BWB, the NBA has created 66 places to live, learn, or play.
- In partnership with the **U.S. Department of State’s Bureau of Educational and Cultural Affairs’ SportsUnited Program as well as the Empowering Women and Girls Through Sport Initiative**, more than 78 current and former NBA and WNBA players and coaches have traveled to 44 countries as ambassadors of sport, conducting clinics, visiting schools and speaking to youth. Additionally, the NBA and WNBA support the U.S. State Department’s Sports Visitor Program by partnering to host youth and coaches during their visits to the U.S.
- In April 2011, **the Alliance for Sport and Development between the Inter-American Development Bank (IDB)**, the NBA, the FC Barcelona Foundation, Visa, Colgate, and the City of Rio, Brazil announced a new sports partnership that seeks to provide programming into favela sports complexes (called Vilas Olimpicas) to 5,000 children and youth.
- The NBA in partnership with the **USAID** has developed **Live, Learn and Play: Sustainable, Scalable Basketball for Youth Development (LLP)**, a four-year public-private partnership to foster youth development in Africa through sustainable basketball and life skills development. In its second year in Senegal, LLP has trained 50 coaches and partnered with 21 schools and youth clubs, and reached

a total of 975 youth. LLP programs will use sport to transcend social, economic, and political barriers bringing youth together and encouraging healthy lifestyles and community development.

- The NBA, in partnership with ExxonMobil and Africare, in 2013 launched **Power Forward** in Abuja, Nigeria, a program which has trained **20 coaches**, partnered with **10 schools** and reached more than **440 youth** with weekly programming. This youth development program, which is in its second year, leverages the power of basketball and the NBA to teach health, leadership, and life skills.
- Together with the **Reliance Foundation**, the **NBA launched the Jr. NBA** in Mumbai and Kerala (India) for youth ages 8-16. In its second year, the program reached more than **810,000 youth and more than 1,000 physical education coaches in 1,000 local schools**. The Reliance Foundation Jr. NBA program focuses on inspiring youth to adopt a healthy, active lifestyle by integrating basketball into each participating school's physical education curriculum.
- Jr. NBA Asia, in partnership with FrieslandCampina, Alaska Milk, and Dutch Lady, hosts youth basketball programming for youth ages 7-14 to develop basketball skills and promote the values of the game through instructional camps and clinics in the Philippines, Indonesia, Malaysia, Thailand, and Vietnam. In 2014, **Jr. NBA Asia engaged more than 35,000 youth and 2,800 coaches** through nearly 1,100 local schools and community organizations.

Other Community Programs

- Since October 2005, through NBA Cares, the league, players, and teams have raised and contributed more than **\$242 million** for charity and provided **3 million hours** of hands-on service to communities worldwide.
- As part of rebuilding efforts following the earthquakes which struck the Sichuan Province, China in 2008 and 2013, the NBA has refurbished **13 basketball courts**, committed to building **3 Project Hope Schools**, and provided portable classrooms and financial assistance to affected families in partnership with the China Youth Development Foundation. Additionally, as of last year, the NBA has supported the Yao Foundation Hope Primary School Basketball Season for the second consecutive year, which has been hosted in approximately **80 Hope Schools across** China, and which has provided more than **40,000 underprivileged students** with basketball programming and life skills in the areas of teamwork, sportsmanship and health and wellness.