

**America East Conference
Senior Woman Administrators
June 6, 2019
1 to 5 p.m.**

AGENDA

Saratoga Hilton
Broadway 3

1. Welcome.

2. Executive Committee update.

Background: Updates from the Executive Committee meeting will be shared by the chair.

3. Preview key Administration Group agenda items.

Background: SWAs will discuss key agenda items ahead of Friday's Administration Group meeting. Please refer to Administration Group Agenda.

4. Presentation by Julie Muller, 3 Fold Group.

- a. Review of NCAA SWA Report. (Supplement 1)
- b. Review of SWA Committee responsibilities. (Supplement 2)

Background: SWAs will receive a presentation from Julie Muller regarding SWA roles and conference responsibilities.

5. Leadership initiatives.

Background: SWAs will receive an update on leadership initiatives from the conference.

6. Scheduling for the 2019-20 year.

- a. In-person meeting.
- b. Conference calls.

Background: SWAs will discuss preferred scheduling method for in-person meeting and conference call schedule for the 2019-20 year.

7. SWA Chair rotation. (Supplement 3)

Background: Review rotation list for SWA chair.

8. Other business.

9. Adjournment.

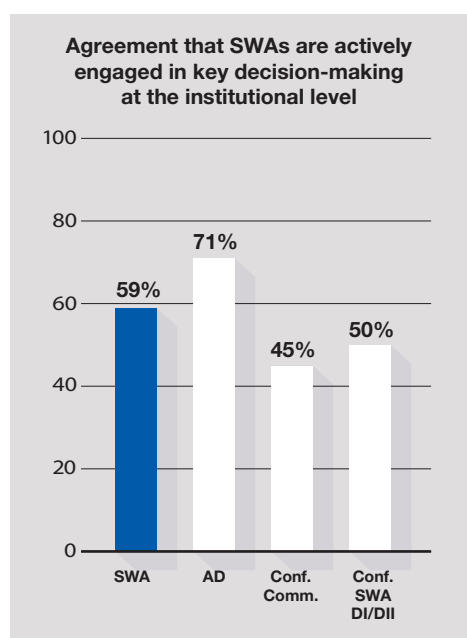
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Key Findings from the Study to Optimize the Role of the SWA

The senior woman administrator is defined as the highest-ranking female involved in the management of an institution's intercollegiate athletics program. The findings below are based on a survey completed by 61 percent of NCAA SWAs, 42 percent of athletics directors, 67 percent of conference commissioners and 64 percent of DI and DII conference SWAs.

Impact on Decision-Making

- The SWA designation has encouraged meaningful involvement of female administrators in the decision-making process in intercollegiate athletics, **but a perception gap exists.**

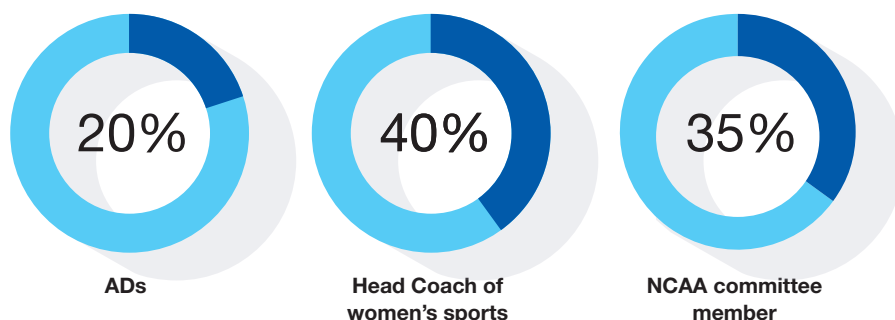


- Meaningful involvement varies by division.
- Seventy-five percent of SWAs report being actively engaged in the hiring process for senior-level positions, but only 46 percent are involved in major financial decisions.
- Sixty-six percent of SWAs have sport oversight responsibilities, but only 13 percent oversee football or men's basketball.

Impact on Representation

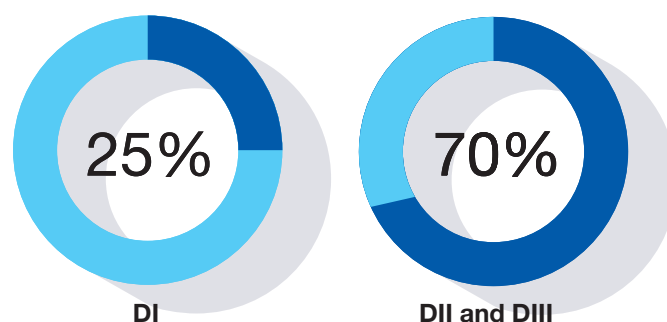
- The SWA designation has enhanced representation of female experience and perspective at the institutional, conference and national levels.
- Yet, women remain under-represented in the most visible positions** (AD, head coach and NCAA committee member).

PERCENTAGE OF WOMEN BY ROLE



- There is a lack of racial and ethnic diversity in the SWA population; 15 percent of SWAs are women of color.
- Eighty-four percent of SWAs, 56 percent of ADs and 61 percent of commissioners agree that without the SWA designation, some institutions would have no women involved in the management of their athletics program.
- The percent of women serving on NCAA committees went from nearly zero before 1981 to 35 percent in 1985. That figure remains near 35 percent today.
- In 2015-16, 25 percent of DI and more than 70 percent of **DII and DIII institutions reported having zero or one female administrator** (defined as assistant AD, associate AD or AD).

PERCENTAGE OF INSTITUTIONS WITH 0 TO 1 FEMALE ADMINISTRATORS*

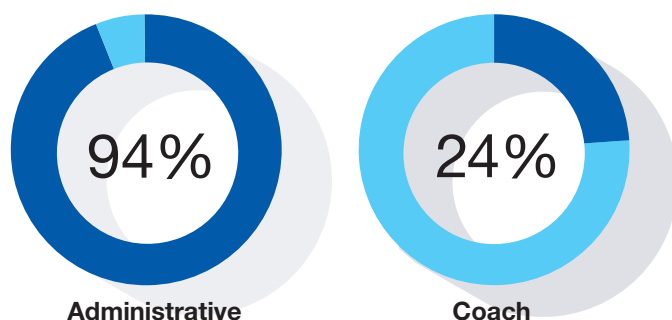


* Assistant athletics directors, associate athletics directors and athletics directors.

Experience of SWAs

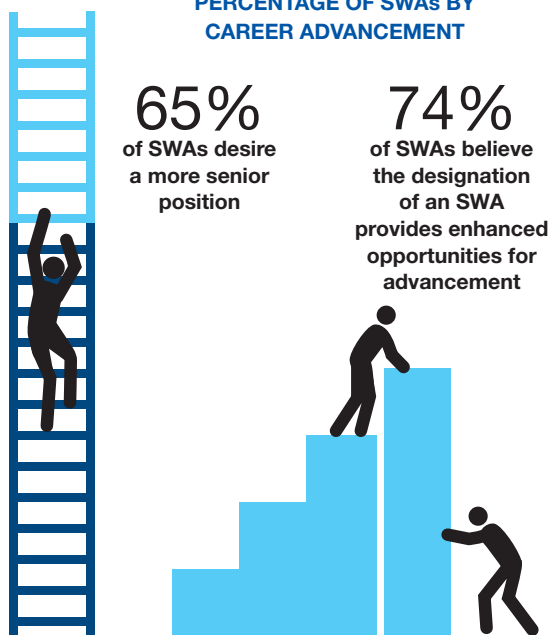
- The experiences of SWAs vary greatly by division.
- While there are perceptual challenges related to the role, **most SWAs find the designation to be desirable, and that it helps to advance their career.**

PERCENTAGE OF SWAs BY POSITION*



*Some SWAs have dual roles.

PERCENTAGE OF SWAs BY CAREER ADVANCEMENT



SWA Common Misperceptions

- The SWA is NOT the senior women's administrator; it is the senior **woman** administrator. The purpose of the role is not to oversee women's sports or to focus only on gender equity compliance.
- The SWA designation is not a position.
- "Senior" refers to the highest-ranking female in the athletics department, and not the longest serving or oldest.
- The SWA designation is not a requirement. The NCAA Constitution defines the term, and does not technically require an institution to have an SWA.

Opportunities to Optimize the SWA Designation

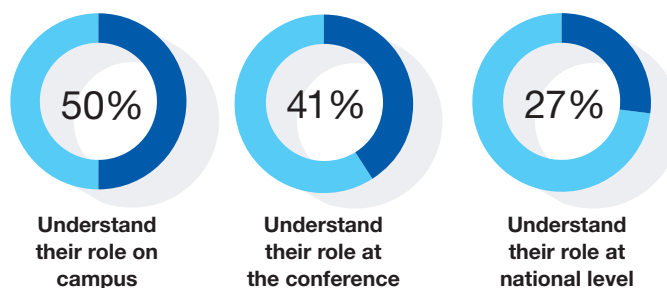
A subcommittee of the Committee on Women's Athletics is currently creating action plans for these opportunities and will be engaging other NCAA membership committees in these efforts.

1. Clarify the purpose of the designation.
2. Communicate the purpose of the designation.
3. Measure the experiences of women holding the designation.
4. Address low representation of ethnic minority women within the SWA population.
5. Acknowledge and accommodate divisional differences.
6. Offer professional development programming to train SWAs.

Role Clarity

- There is a **significant lack of understanding of the SWA role by the women who hold it**, as well as all other key constituent groups in intercollegiate athletics.
- **Ninety-two percent of ADs report understanding the SWA designation while 45 percent of SWAs report having an AD who understands the SWA role on campus.**
- Few SWAs receive training specific to the role.

PERCENTAGE OF SWAs UNDERSTANDING OF ROLE





SENIOR WOMAN ADMINISTRATOR 101

The SWA Designation

What is the SWA?

The senior woman administrator (SWA) is the highest-ranking female involved in the management of an institution's intercollegiate athletics program. The intent of the SWA designation is to promote meaningful representation of women in the leadership and management of college sports.

✓ YES

- Senior **Woman** Administrator
- Highest-ranking woman*
- Provides leadership to men's and women's sports and issues
- Designation — A leadership role

✗ NO

- Senior **Women's** Administrator
- Longest-serving or oldest woman**
- Leads only women's sports and gender equity
- Position — A job with specific responsibilities

This resource was written about institutional SWAs. Some information may be applicable to conference SWAs.

* A school with a female director of athletics may designate a different woman as SWA.

** The longest-serving or oldest woman may be designated the SWA if she is the highest-ranking woman, but not solely because of her length of service.

Why is the SWA Designation Important?



Including the unique perspectives of women in senior management has many benefits:

- Enhanced decision-making across the athletics program.
- Increased visibility of female role models in athletics leadership.
- Diverse point of contact for student-athletes and staff to bring concerns.
- Affirmation for involvement and contribution of women in intercollegiate athletics.
- Training opportunities for women to advance to more senior roles, ultimately creating leadership demographics more consistent with the student-athlete population.

Are You Maximizing the SWA's Impact?

Open communication is critical to clarify expectations and optimize the SWA's role. Athletics directors, SWAs, and conference office personnel should discuss maximizing the SWA's impact with each other, and include presidents/chancellors or athletics direct reports as appropriate.

A document that will help you start the conversation and define success in your efforts — “Are You Maximizing the SWA's Impact?” — can be [found here](#).



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1 Capitalize on Diverse Leadership Perspectives

DISCUSSION POINTS:

- What are the most significant priorities for athletics and how is the SWA engaged in leading related initiatives?
- How are the SWA's strengths and interests leveraged to provide leadership in the department?
- How is the SWA engaged in senior-level discussions and decision-making?
- How is the SWA engaged in leadership opportunities outside the athletics department (e.g., across campus, external community)?

WHAT SUCCESS LOOKS LIKE:

- The AD and SWA collaborate to define the SWA's leadership role and to manage critical departmental issues impacting men and women.
- The SWA makes meaningful decisions on the senior management team (e.g., budget oversight, sport supervision of men's and women's sports, external relations, key personnel decisions and strategic planning).
- The SWA has time and access to information and resources to fulfill the leadership role accompanying the designation.
- The SWA's job title reflects her administrative and leadership responsibilities.
- The SWA's leadership impact and visibility extend beyond the athletics department.

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2

Share Commitment to Equity and Well-Being

DISCUSSION POINTS:

- Which athletics department employees have specific responsibilities for gender equity, diversity and other advocacy work? Is this team appropriately diverse and inclusive?
- Which athletics department employees have specific responsibilities for student-athlete or staff well-being? Is this team appropriately diverse and inclusive?

WHAT SUCCESS LOOKS LIKE:

- The responsibility for gender equity and diversity oversight is shared across the athletics department, including senior management.
- The responsibility for student-athlete and staff well-being is shared across the athletics department, including senior management.
- The AD and president/chancellor support SWA engagement with issues and initiatives important to male and female student-athletes, coaches and staff.

3

Support Training and Mentoring Opportunities

DISCUSSION POINTS:

- What professional development resources and opportunities are available to the SWA?
- How will the professional development advance the SWA's impact in her administrative position?
- How is the SWA exposed to potential mentors and encouraged to mentor others?

WHAT SUCCESS LOOKS LIKE:

- The SWA receives training specific to this leadership designation (e.g., navigating NCAA and conference committee service, grant opportunities, SWA networking, etc.).
- The SWA engages in professional development opportunities specific to her professional position.
- Athletics department and conference leadership support opportunities for SWAs to receive and provide mentoring.

4

Involve SWAs in Conference Governance

DISCUSSION POINTS:

- Do SWAs in the conference meet regularly? Does this group have a formal role in the conference governance structure?
- Do the SWA meeting agendas reflect the range of expertise of the SWAs in the conference?
- How else are SWAs engaged in conference committee service (e.g., sport committees, championships committee)?

WHAT SUCCESS LOOKS LIKE:

- Conference commissioners, ADs and SWAs collaborate to ensure that SWAs have clear and significant responsibilities in conference governance.
- Agendas for SWA meetings reflect the varied job responsibilities held by each SWA and address a wide range of conference issues.
- SWAs participate on a variety of conference committees.

5

Engage SWAs in National Issues

DISCUSSION POINTS:

- In what ways does senior leadership (AD, athletics direct report, president/chancellor) empower the SWA to pursue national leadership opportunities or exposure?
- How is the SWA engaged in institutional discussions about legislative issues or other national hot topics?

WHAT SUCCESS LOOKS LIKE:

- The SWA receives information and stays up to date on NCAA communications and important national issues.
- The AD and president/chancellor support SWA participation on national committees and attendance at national conferences.
- The institution considers the perspective of the SWA in its position or vote on national issues.

America East SWA Committee Bylaw

2.4.5 Senior Woman Administrators Committee. There shall be a Senior Woman Administrators Committee (SWA Committee), comprised of the SWAs from each member institution. The SWA chair will rotate a two year term through the conference member institutions, with their term ending on July 1. The SWA chair shall represent the group at meetings of the Administration Group in a non-voting capacity and serve on the Coordinating Committee. The SWA Committee shall meet three times per year and shall make recommendations and reports to the ADC. *(Revised: October 2001; June 2004; June 2008)*

It is a goal of the Conference to strengthen, enhance and maintain a strong role for the SWAs as a conference entity and to include the SWA Committee in the management and administration of the Conference on both operational and philosophical levels by:

- (a) Continuing to endorse regularly scheduled meetings of the SWA Committee three times per year.
- (b) Including the full SWA Committee in joint sessions with the Administration Group meetings and conference calls.
- (c) Including at least one SWA representative in all conference committees and task forces, whenever possible.
- (d) Involving the SWA Committee in monitoring conference standards in sportsmanship, ethical conduct, and in the sports of emphasis by including them in the ongoing development and review of pertinent conference policies and procedures.
- (e) Charging the SWA Committee with decision-making authority on recommendations that come from select Conference committees, including SAAC and Compliance while continuing to have the group serve as the Woman of the Year and Man of the Year selection committee. *(Revised: June 2015; July 2017)*
- (f) Ensuring that the SWA Committee has active involvement in fostering the continued success of America East Women's Basketball.
- (g) The SWA Committee shall be involved in assisting the Conference to address national hot topic issues by remaining informed about such issues as outlined in articles, publications and studies of importance.
- (h) Encouraging and supporting SWA participation on NCAA committees, while charging the SWA Committee to promote the submission of qualified institutional nominees for positions throughout the NCAA committee structure, focusing on soliciting gender and minority representation in the nomination process.

(i) Encouraging and supporting SWA attendance at national meetings and other professional seminars.

America East SWA Chair Rotation

The SWA chair will rotate on a two-year term through the conference member institutions in alphabetical order, with the term beginning July 1 and ending June 30. The SWA chair shall represent the group at meetings of the Administration Group in a non-voting capacity and serve on the Executive Committee.

School	Chair Year
University of Albany	July 1, 2025 - June 30, 2027
Binghamton University	July 1, 2027 - June 30, 2029
Hartford University	July 1, 2029 - June 30, 2031
University of Maine	July 1, 2031 - June 30, 2033
University of Maryland, Baltimore County	July 1, 2033 - June 30, 2035
University of Massachusetts, Lowell	July 1, 2035 - June 30, 2037
University of New Hampshire	July 1, 2019 - June 30, 2021
Stony Brook University	July 1, 2021 - June 30, 2023
University of Vermont	July 1, 2023 - June 30, 2025