



QUICK TAKES • Women in Sports

Title IX

"No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance."¹

- Despite common beliefs, Title IX applies not only to athletics, but to all aspects of federally funded educational programs, including access to higher education, career education, education for pregnant and parenting students, employment, learning environment, math and science, sexual harassment, standardized testing, and technology.²
- Before Title IX, fewer than 32,000 women participated in college sports, while today over 150,000 women participate in college sports--nearly 5 times the pre-Title IX rate.²
- Despite the success of Title IX, athletic programs are still not equitable. While 53% of Division I students are women, women's athletic programs receive 36% of the operating budgets, 43% of the scholarships, and in 2000, for every dollar spent at on women's sports at Division I schools, nearly two dollars were spent on men's athletics. When factoring in team size – some men's sports teams are *much* larger than women's teams – women receive 41% of the opportunities to play intercollegiate sports.²

Benefits of Athletics for a Future in Business

- In one survey, 82% of women executives played organized sports after elementary school.³
- Playing organized sports helps create better businesswomen, according to a MassMutual survey. Executive women believed that sports helped women in a variety of ways, including:
 - 59% of the participants thought sports gave them a competitive edge over others in the business world;
 - 86% of the women felt sports helped them to become more disciplined;
 - 81% felt participating in sports helped them function better as team players in the workplace;
 - 69% of the women felt sports helped them develop leadership skills; and
 - 68% of the women believed their past in sports helped them learn to deal with failure.³

Women in Sports Management, Ownership, and Coaching

- Women and people of color have a small role in the professional ownership of sports teams. White males accounted for 96.5% of NBA, NFL, and MLB team ownership.⁴
- 44.1% of coaches of women's intercollegiate teams were women; however, less than 2% of the coaches of men's intercollegiate teams are women.⁵
- In Major League Baseball (MLB), women occupy 34% of the director and managerial posts, and people of color occupy 20% of these posts. There are no women who hold a majority ownership of an MLB team, or serve as the general manager or as a coach. There has only been one person of color to own a MLB team. Only 6% of the CEOs/presidents of MLB teams were women.⁶
- The National Basketball Association (NBA) has three women (6%) who had majority ownerships of NBA franchises, and 3% of the CEOs/presidents are women. No women serve as head coaches or as general managers of the NBA.⁶

- Women have made the most strides in management areas in the Women’s National Basketball Association (WNBA). Women serve as 16% of the majority owners, 38% of the head coaches, 10% of the CEO/president positions, and 67% of the general managers. ⁶
- In the National Football League (NFL), women make up 11% of the majority owners and 2% of the CEO/president positions. No women served as head coaches or general managers. ⁶
- The Major League Soccer (MLS) did not have any women who were head coaches, owners (investors), CEO/presidents, or general managers. ⁶

Sources

1. U.S. Department of Labor, “Title IX: Education Amendments of 1972,” <http://www.dol.gov/oasam/regs/statutes/titleix.htm>
2. IExercise My Rights, “Facts and Myths,” http://www.titleix.info/content.jsp?content_KEY=179
3. MassMutual Financial Group, “Successful Women Business Executives Don’t Just Talk a Good Game...They Play(ed) One,” <http://www.massmutual.com/mmfg/pdf/boardroom.pdf>
4. Sports Business Journal, “Salary Survey,” Sunday, November 11-17, 2006.
5. The Women’s Sports Foundation, “Women’s Sports and Fitness Statistics,” www.womenssportsfoundation.org/binary-data/WSF_ARTICLE/pdf_file/54.pdf
6. “2005 Racial and Gender Report Card,” http://www.bus.ucf.edu/sport/public/downloads/2005_Racial_Gender_Report_Card_Final.pdf

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