



2011 National Convention News Clips

Nine Area Institutions Assist in Planning and Welcoming 500+ Attendees, National Sports Figures

NACWAA.org

October 5, 2011

PITTSBURGH – The National Association of Collegiate Women Athletics Administrators (NACWAA) will bring more than 500 attendees, speakers and special guests to Pittsburgh October 9-11 for its 2011 National Convention. NCAA President Mark Emmert and U.S. Soccer's Women's National Team captain Christie Rampone will headline the event at the historic Omni William Penn Hotel.

"We are honored to bring the premier conference for women in intercollegiate athletics to Pittsburgh," said Susan Bassett, director of athletics at Carnegie Mellon University, NACWAA board of directors president and co-chair of the convention Local Organizing Committee. "It's important that we continue to see the rise of women in athletics departments, institutions and communities--and bringing together so many capable women for professional development in Pittsburgh is a testament to this movement."

Bassett and Donna Sanft, senior associate athletics director at the University of Pittsburgh, have led a team of volunteers from Carnegie Mellon, Pitt, UPMC Center for Sports Medicine, Duquesne University, Slippery Rock University, VisitPittsburgh, Allegheny Mountain Conference and Women and Girls Foundation through a year-long process of convention planning and support. The three-day event brings together women working in all areas and levels of intercollegiate athletics for professional development, leadership training and networking opportunities.

Lisa Caputo, Executive Vice President, Marketing and Communications, at the Travelers Companies, Inc., will give the opening keynote address Sunday at 4 p.m., and Dr. Vonda Wright, UPMC orthopedic surgeon, will give the Tuesday keynote at 9:15 a.m.

President Emmert will join Radford University President Penelope Kyle, Ohio State University Athletics Director Gene Smith and Duke University Athletics Director Kevin White Tuesday at 10:30 a.m. for a panel discussion on the recent NCAA Division I Presidential Retreat and key outcomes to drive change in NCAA Division I athletics.

"Throughout my career in higher education, I have worked to champion diversity and inclusion, including efforts to promote women into leadership positions," President Emmert said. "I am proud of those efforts. Now, I have the opportunity to champion the role of women in the leadership of intercollegiate athletics, and this is a major part of my focus as president of the NCAA."

The Jostens Administrator of the Year Dinner will close out the convention general sessions Tuesday at 6 p.m. with Rampone receiving the 2011 NACWAA Honor Award on behalf of the 1999 Women's World Cup team. Rampone is the longest-standing active women's soccer player in the world and the only remaining player from the 1999 Women's World Cup championship squad to still don a United States uniform.

"NACWAA is thrilled and honored to celebrate the inspiring, game-changing heroes of the 1999 Women's World Cup," said Phillips. "This team has not just dedicated their lives to a sport--they've changed the way an entire nation views women in athletics."

Carolyn O'Connell Named NACWAA Administrator of the Year

Loyola University Chicago Athletics

October 5, 2011

CHICAGO - Carolyn O'Connell, a veteran administrator at Loyola University Chicago, has been selected as one of eight recipients of the 2011 National Association of Collegiate Women Athletics Administrators (NACWAA) Administrator of the Year award. O'Connell, who serves as the Ramblers' senior associate athletics director and senior woman administrator, will be recognized at the annual NACWAA National Convention in Pittsburgh on October 11.



One of the most well-respected administrators in the Midwest, O'Connell, who is in her 32nd year at Loyola, has served on numerous committees, including the Horizon League Championships and Facilities Committee and the Membership Committee. She has also served on the local organizing committee for the Women's Leadership Symposium.

"I cannot think of a more deserving individual for this award than Carolyn O'Connell," Loyola Assistant Vice President and Director of Athletics Dr. M. Grace Calhoun said. "Carolyn has dedicated her life to helping student-athletes and coaches at Loyola and is one of the most beloved individuals on our campus."

A former member of the NCAA Initial Eligibility Waiver Committee and the NCAA Student-Athlete Reinstatement Committee, she also completed the NCAA Fellows Leadership Development Program.

From 1979-83, O'Connell served as the head women's volleyball coach at Loyola and compiled a 173-87 record, and guided the Ramblers to the 1983 North Star Conference championship, while collecting conference coach of the year accolades.

Sponsored by Jostens, the NACWAA presents Administrator of the Year awards to members for their significant contributions made as administrators in intercollegiate athletics. Selected by the NACWAA Awards Committee, nominees are awarded from seven categories: NCAA Division I FBS, FCS, and Division I; NCAA Division II; NCAA Division III; NAIA/NJCAA/Community College and Association/Organization.

Joining O'Connell as NACWAA Administrator of the Year award winners are: Themy Adachi (Mills College), Wendy Taylor May (UC San Diego), Karen Morrison (NCAA), Susan Delaney-Scheetz (Penn State), Carol Howe-Veenstra (College of Saint Benedict), Donna Woodruff (Stony Brook) and Theresa Yetmar (Baker).

Women's Athletic Administrators Event Set To Begin Here

Pittsburgh-Tribune Review

October 8, 2011

By Karen Price

Close to 500 people are expected to take part in the three-day National Association of Collegiate Women Athletic Administrators national conference being held at the Omni William Penn, Downtown beginning Sunday.

Speakers for the 32nd annual event include NCAA president Mark Emmert, who will join Ohio State athletic director Gene Smith and Duke athletic director Kevin White for a panel discussion; Dr. Vonda Wright of UPMC; and U.S. women's soccer team captain Christie Rampone.

"The convention is about professional development opportunities and we have educational programs on all kinds of different topics pertaining to athletic administration," said NACWAA president and Carnegie Mellon athletic director Susan Bassett. "We're interested in empowering women to advance up the ladder in terms of athletic leadership. It's also a time of fellowship, to get together with colleagues and compare notes, and we also have a recognition program with two major award ceremonies."

This is the first time the convention has been held in Pittsburgh, to the delight of Bassett and other members of the local organizing committee, including Pitt senior associate athletic director Donna Sanft.

"Several of Pitt's student athletes will be attending. Members of our staff are going to be able to attend as well as Duquesne, Robert Morris, Cal, CMU, the list goes on," Sanft said. "There are so many local colleges and universities that will be able to take advantage."

NACWAA National Convention: Day 1

NACWAA.org, College Athletics Clips, WomenTalkSports.com

October 9, 2011

By Jen Fried

The moment I walked into the Omni, it was game on. With so many of my mentors and friends to see, I was delayed even getting to the check-in desk. I attended the "Lesbian, Gay, Bisexual & Transgender Student-Athletes: An Update on Legal Policy and Educational Resources for Athletic Administrators" and listened to Karen Morrison, director of gender inclusion for the NCAA and Helen Carroll, Director of the National Center for Lesbian Rights discuss new NCAA policy for transgender student-athletes and other LGBT issues within intercollegiate athletics.

Karen highlighted the NCAA's new Transgender and Inclusion Policy and Best Practices. Karen defined transgender within the context of student-athlete participation as "someone whose sex at birth does not match their gender identity, or the gender they perceive themselves to be." Now that an official policy exists, the NCAA can direct institutions on transgender issues they may have on their campuses.

In her opening statement, Helen Carroll described her job as "working with people on how including LGBT individuals makes all our athletes and athletic departments so much stronger." She celebrated the presence of multiple mainstream organizations working together to tackle LGBT issues. While there were previously feelings of isolation when tackling these issues, Helen described organizations like NACWAA, the NCLR, GLSEN, and the Women's Sports Foundation as critical pieces in moving LGBT issues forward in ways that are strategically sound. According to Helen, the measure of positive change was highlighted by LGBT student-athletes, coaches, and allies proactively contacting the NCLR about issues on their campuses. Helen also cheered the presence of more "out" role models and student-athletes on campuses and said she "looks forward to the day that an AD says, 'I would really like to have an out coach on our staff to better serve as a role model for our student-athletes and entire athletic department.'"

Although there have been considerable strides made at the policy level regarding transgender student-athletes, the presence of negative recruiting based on sexual orientation or perceived sexual orientation remains a major issue on many campuses. Helen called for

feedback in proactive and strategic ways to try to quell this issue that hurts all women in athletics.

Despite the tremendous amount of work to be done, I left this session encouraged that there was policy in place to provide fair opportunities for transgender student athletes and equally happy to hear that the NCLR was celebrating more heterosexual teammates as allies and increasing numbers of athletic departments doing the educating on LGBT topics on campus.

“So many of our campuses are already doing this work but homophobia is deeply imbedded in athletics” stated Gina Sperry, Associate Director of Athletics at the University of Rhode Island. “It’s time for us in athletics to step up to do the right thing for our student-athletes because they need strong role models and allies to look up to in order to feel comfortable and perform to their full potential.”

Lisa Caputo, Executive Vice President, Marketing and Communications for Travelers Companies spoke immediately of the need to reach out to the next generation to make sure they have the tools to succeed. Lisa spoke of the work-life balance in a way that must have resonated with almost everyone in the room. It struck a chord with Julie Muller, Commissioner of the North Atlantic Conference. “Lisa stated that each of us has the right to set what balance is in our own lives and that we must be supportive of that balance for each other. We as women must step up and take care of each other.”

I was struck when this accomplished woman who was a deputy assistant to the first lady expressed concern in taking a job she was not sure she was “qualified for.” Lisa was hesitant to take a job because she did not possess an MBA (she eventually got the job). As a woman in athletics, I have been taught to “go for it” even if I think I’m not qualified but Lisa’s hesitation amidst her considerable success reinforced the pressures and doubts we all too often place on ourselves.

Lisa described the most important traits of a business leader as integrity, ethics, honesty, transparency, will to do the right thing, depth of purpose, and vision and emphasized that intercollegiate athletics helps to develop these traits. Innovation, investment, and infrastructure are the three words she used to describe her political platform, should she ever run.

“Women must stand up for themselves but also stand up for each other, not tear each other down, but reinforce each other and help one another to succeed.” This statement by Lisa Caputo is the epitome of NACWAA’s mission.



Pictured: (l-r) Susan Bassett, NACWAA President; Carrie McCaw, Ice Miller, presenting sponsor of the opening keynote session; Lisa Caputo; Julie Hermann, NACWAA President-Elect; Carolayne Henry, NACWAA Past President.

Inspiring and Empowering: A Missive From the NACWAA Convention

College Athletics Clips

October 10, 2011

By Ellen J. Staurowsky, Ed.D., Professor, Department of Sport Management, Drexel University

Inspired. Resilient. Empowered. These are three of the defining characteristics of the National Association of Collegiate Women Athletics Administrators (NACWAA), an organization of 1,700 members strong whose mission is to advance the success of women working in all fields of intercollegiate athletics. From its earliest beginnings in 1979 to the present, NACWAA has been a touchstone for women to develop professionally, to be recognized for their contributions to the field, to network and to establish mentoring relationships. At its fall convention at the Omni William Penn in the heart of Pittsburgh, Pa., over 400 women athletics administrators and aspirants have attended sessions led by some of the finest leaders in college sport and higher education during the past three days.

While the opportunities to gain new knowledge through sessions and to think through the current issues of the day that face all of us is always important, the moments in the program where the accomplishments of women athletics administrators are celebrated serve as the highlight of the convention each year. And this year so far has not disappointed.

At the Nike Lifetime Achievement Awards Luncheon yesterday afternoon, four women who have led exemplary careers and built legacies for the upcoming generations to preserve and foster were honored, including Nan Nichols, Director of Athletics at the College of Wooster (Wooster, Ohio) from 1974 to 1995; Louise O'Neal, professor, coach, and athletics administrator at Southern Connecticut State University, Yale University, Dartmouth College and Wellesley College; Judy Sweet, currently a consultant and Co-director of the Alliance for Women Coaches and former NCAA Senior Vice President for Championships and Education Services; former Director of Athletics, University of California, San Diego; and Chris Voelz, currently a

speaker, consultant, and Leadership Gift Officer and Ambassador for Billie Jean King's Women's Sports Foundation and former Director of Athletics-Women, University of Minnesota.

As I listened to their introductions and acceptance speeches, I could not help but reflect upon the influence each of these women had on my own career, whether they were aware of it or not. As a new coach at Oberlin College fresh out of a master's program in the late 1970s, the College of Wooster's Nan Nichols was a presence in my life, a role model to observe and a leader to listen to, who was shaping the way that we thought about women's college sport in the state of Ohio and in the nation. Her leadership would help to create the foundation for the North Coast Athletic Conference (NCAC) where the governance structure provided for equal vote on all issues for women and men, a structure well ahead of its time.

As a young coach turned athletics director in the 1980s, my fears about fundraising and public speaking would be forever challenged by the dynamic and inspiring messages that flowed forth from Chris Voelz, who was then Director of Athletics for Women at the University of Minnesota. How many other shy professionals struggling to find their voices have been the beneficiaries over the years of her exuberant but poignant delivery that somehow allowed us to drink in a bit of courage to go out and try on our own.

As an athletics administrator encountering the ups and downs that come with the career, I took heart in the legend that was Louise O'Neal, someone who I have never met and yet, was aware of in terms of impact and reputation. She was a strong woman, a force to be reckoned with, and in the male dominated athletic departments of the 1970s and 1980s when so many of us were working in isolation or had no peer in the neighborhood, knowing there were women out there fighting the fight, and winning, was important to hold onto.

And as a young professional looking out at the landscape to assess how high the bar could be set and who was pressing that limit, Judy Sweet, one of the first women in the United States to direct a combined men's and women's athletics program, was going places none of us had dreamed of – and proceeding with a level of grace and elegance that remains unparalleled. In January of 1991, I was in the audience when Judy was elected the first woman and first Division III athletics director to serve as President of the NCAA. That event remains in my memory as electrifying because of what it symbolized about the status of women in the profession.

NACWAA Executive Director Patti Phillips has said that each of these women tirelessly dedicated their lives to helping women achieve greatness in sport and athletics administration. That is so true but I would extend that sentiment to add that their motivations were focused entirely on advancing the interests of women and men for the betterment of society overall. As coaches, educators and administrators, each of these women were about the work of using sport in service to the highest ideals of the academy – to realize social good,

to ensure the educational interests of students and to encourage effort that would bring out our best selves.

In this time when the integrity of the college sport enterprise has been the subject of considerable debate and scrutiny, it seems fitting to pause and reflect on the lives and contributions of these women. As Susan Bassett, Director of Athletics, Carnegie Mellon University, and NACWAA President wrote in her welcome, "Intercollegiate athletics never needed strong women leaders more than it does today." The stories of these women represent our past, our present, and our future. To honor them is to honor what they stand for.

NACWAA National Convention Day 2

NACWAA.org, College Athletics Clips, WomenTalkSports.com

October 10, 2011

By Jen Fried

The day began with COFFEE.

"It has to start with the presidents." I have heard this statement regarding commitments to diversity and inclusion in more presentations than I can count. If all presidents shared Carnegie Mellon President Jared Cohon's commitment to diversity so many doors would open. "Diversity is a priority of mine, not only because it is the right thing to do but it also makes the institution so much stronger. He described his cabinet, half of which was filled by women and explained "women know how to empower and help a team to be effective and discover their multiple talents."

In the General Session: No Football? No Problem! Lynn Hickey of USTA and Cheryl Levick of Georgia State talked candidly about adding football to their campuses. Cheryl immediately challenged the attendees stating, "everyone in the room should consider leadership opportunities that include intercollegiate football in their careers. Women should have total professional career options, just like the men do. Cheryl shared that she hired a female director of football operations as well as a female SID and athletic trainers, emphasizing new professional opportunities for women administrators on her campus due to the addition of football. Lynn spoke of "adding a program that must build a culture that is appropriate and positive, building a program the right way that most importantly will center on all student-athletes so that they have the best experience possible" Lynn exhorted the audience to "please get involved in football, in building buildings, in raising money. You can do it and you need that experience on your resume."

In the next session Stephanie Rempe of the University of Washington, Tom Waggoner and Jane Meyer of the University of Iowa presented "Facilities: Get in the Conversation and Take a Seat at the Table." They took the audience through the entire process of building facilities including financing, engineering and design, and budgeting. In order to get a seat at the facilities

building table, Stephanie Rempe encouraged the audience to “make sure you are seen throughout your department. You must know the ones who are making the decisions. Represent yourself well, follow through, do excellent work and keep up your network. If you do all of these things then we would want to help you because you are doing such a great job.”

There is no way I could do justice to the Nike Lifetime Achievement Awards Luncheon other than to say that I am so gratefully indebted to my foremothers in athletics and I know that I stand upon their shoulders. The 2011 NACWAA Lifetime Achievement Award Recipients:

Nan Nichols: “I’ve had a very fulfilling life with all the people I taught and coached and played with and smiled with, and sometimes even cried with.”

Louise O’Neal: “I’ve been proud to be part of the very early stages of developing opportunities for women in sports. I’m bowled over by what is happening today. I hope today’s leaders will be able to look back in thirty years and feel they did things to better opportunities for women in sports. The duty of all of us is to leave the level of excellence in women’s athletics at a higher level than we received it. Although things are very exciting now, we have a great deal more to strive for.”

Judy Sweet: “The quote ‘Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has’ by Margaret Mead so appropriately recognizes what NACWAA is all about. We have changed our part of the world and have the CCWA to thank for having the vision to recognize that an organization of women’s administrators needed to exist. NACWAA is women helping women. NACWAA is collaboration, advocacy for equity and inclusion, Title IX protection, enacting legislative strategies, and determining how we could truly represent the voice of female student athletes and helping to ensure they have the opportunities they deserve. NACWAA also represents the willingness to ask for help, support growth, celebrate successes and an opportunity to enjoy the ride. This award represents to me the true value of teamwork, learning from one another, and maximizing opportunities for all to participate in and contribute to a truly great profession.”

Chris Voelz: “While there were difficult times, it was not difficult while one was surrounded by generations of young people whose future you helped to shape and while one was surrounded by great professional colleagues. I have some wonderful leaders who handed me their baton and said ‘go for it.’ Now I take that baton and hand it to you, the only difference is that the baton I’m handing you is a pencil that has everything you need to ‘go for it.’ This pencil will help you erase the inevitable mistakes, this pencil requires sharpening once in a while just like you, it will remind you to get the lead out if you ever get to sedentary, will show you how firmly to hold and how firmly to be held, will remind you it has a point and you need a point of view. It will remind you that what matters most is always inside. It’s your time, go for it!”

Title IX: The Emerging Sports Debate was presented by Janet Judge, Karen Morrison and Barbara Osborne. Janet examined emerging sports within the context of Title IX compliance.

Specifically she reviewed how the three prongs of Title IX (substantial proportionality, history and continuing practice of program expansion, and full and effective accommodation of interests and ability applied to emerging sports. Janet highlighted that adding emerging sports to athletic departments presented opportunities to comply with Title IX but also discussed the numerous questions that athletic departments face in their efforts in this proves. Janet presented the “reason to do it” by stating that when Fresno State added women’s lacrosse, a regional girls lacrosse was developed and an entire community of high school girls now had the opportunity to play the game.



(L-R) Lynn Hickey, UTSA Athletic Director; Susan Bassett, Carnegie Mellon Athletic Director; Cheryl Levick, Georgia State University Athletic Director; following the *No Football? No Problem!* session.

Cohon, NACWAA Welcome National Convention to Pittsburgh

Carnegie Mellon Athletics

October 10, 2011



(PITTSBURGH, Pa.) – The National Association of Collegiate Women Athletics Administrators (NACWAA) is hosting its annual convention in Pittsburgh this week. Carnegie Mellon President Jared Cohon welcomed Convention attendees on Monday morning. Cohon, who has been president of the university since 1997, spoke about the importance of intercollegiate athletics within the mission of higher education. Cohon also discussed the importance of diversity on college campuses and commended the athletics administrators for their efforts on behalf of students.

Carnegie Mellon Director of Athletics, Physical Education and Recreation Susan Bassett is president of NACWAA and welcomed more than 500 colleagues to the event at the historic Omni William Penn Hotel. Bassett is the first active Division III athletics director to serve as NACWAA president.

"We are honored to bring the premier conference for women in intercollegiate athletics to Pittsburgh," Bassett said. "It's important that we continue to see the rise of women in athletics departments, institutions and communities--and bringing together so many capable women for professional development in Pittsburgh is a testament to this movement."

On Monday afternoon, Carnegie Mellon Vice President of University Advancement Robbie Baker Kosak addressed attendees about leading a capital campaign and fundraising for athletics. At the forefront of Carnegie Mellon's \$1 billion Inspire Innovation campaign, Kosak spoke about ways athletics administrators can most effectively raise funds on their respective campuses. Kosak also impressed upon attendees the importance of building relationships.

Bassett and Donna Sanft, Executive Associate Athletics Director at the University of Pittsburgh, have led a team of volunteers from Carnegie Mellon, Pitt, UPMC Center for Sports Medicine, Duquesne University, Slippery Rock University, VisitPittsburgh, Allegheny Mountain Conference and Women and Girls Foundation through a year-long process of convention planning and support. The three-day event brings together women working in all areas and levels of intercollegiate athletics for professional development, leadership training and networking opportunities.

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"Throughout my career in higher education, I have worked to champion diversity and inclusion, including efforts to promote women into leadership positions," President Emmert said. "I am proud of those efforts. Now, I have the opportunity to champion the role of women in the leadership of intercollegiate athletics, and this is a major part of my focus as president of the NCAA."

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"NACWAA is thrilled and honored to celebrate the inspiring, game-changing heroes of the 1999 Women's World Cup," said Phillips. "This team has not just dedicated their lives to a sport-- they've changed the way an entire nation views women in athletics."

WSF's Chris Voelz Awarded With NACWAA Lifetime Achievement Honor

WomensSportsFoundation.org

October 10, 2011

By Lindsay Hock

Today, our very own Chris Voelz was recognized with the National Association of Collegiate Women's Athletic Administrators' (NACWAA) Lifetime Achievement Award. Voelz, the current WSF Leadership Gifts Officer, is a former athletics administrator at both the University of Oregon and the University of Minnesota, where she served as the Athletics Director for Women. Currently, Voelz travels the country, spreading the WSF cause and fundraising for our programs.

Voelz was both a four sport, stand-out athlete in college, (volleyball, softball, basketball and golf). She is in various Halls of Fame and has led several national professional organizations over the course of her career.

NACWAA's Lifetime Achievement Award, presented by Nike, is bestowed annually to administrators and professionals who have dedicated their professional careers to advancing women in sport. Because of their tireless efforts, girls and women participating in sport can enjoy competitive athletics and/or athletic career opportunities. This award is given to individuals who have rendered meritorious service and have retired from or are no longer directly involved in the profession.

Congratulations, Chris! It is a proud day for you and the WSF.



Pictured: Voelz and Judy Sweet, WSF Advocacy Committee Member, who also received a NACWAA Lifetime Achievement Award.

Former Women's Director Battled Stigma, Inequality

Minnesota Daily

October 10, 2011

By Andrew Krammer

Reading the name "Chris Voelz" under a list of athletic administrators didn't shock anyone in the 1980s. The surprise came when a woman showed up.

"I got through the door because my name was Chris," Voelz said.

Years before Voelz became the longest-tenured women's athletic director at the University of Minnesota, she battled the stigma that women did not belong in athletics, let alone athletic administration.

"There were many times I'd call to meet with fellow administrators," Voelz said, "and they thought the secretary was calling."

The staunch Title IX supporter and leader in women's athletics received a lifetime achievement award from the National Association of Collegiate Women Athletics Administrators Monday in Pittsburgh.

Prior to taking a job with Minnesota, she served as senior associate athletic director at the University of Oregon, where she often had to remind people who she was.

"They would see me when the meeting was scheduled and ask, 'Well is Chris going to be here?'" she said. "And I'd have to tell them, 'Well actually I'm Chris Voelz.'"

Her "life work," as she calls it — she insists it was never a job — has included not only being the women's athletic director at the University of Minnesota from 1988 to 2002, but co-authoring the definition of gender equity that the NCAA has used for almost 20 years to date.

A clean slate

Her humble beginnings as a volleyball coach for the University of Oregon quickly brought her to the peak of the sport, as she eventually became the president of the American Volleyball Coaches Association.

"At that time, I thought I should be serving more than 13 or 14 women," Voelz said. "I really had this bigger drive for social justice."

She then moved up from coach and president and became the senior associate athletic director at Oregon. After Voelz left, she received two job offers in one week.

She had the choice between becoming the women's athletic director at the University and becoming the overall athletic director at the University of Rhode Island.

She chose the Twin Cities.

"I remember the president at Minnesota telling me, 'We are investing in women and we really want somebody to take us to the next level,'" Voelz said. "I wanted that responsibility. As soon as you took the job at Minnesota, you automatically became a spokesperson for women."

Before she signed the contract, Voelz demanded that the hundreds of thousands of dollars the women's athletic department had in debt be eliminated. The administration told her they would give the bill to the men's department, she said.

Voelz told them no.

"I am not starting my career here with the men having to pay the women's bills. I know you have discretionary dollars that could easily make this debt disappear."

The University wiped the debt and hired her in 1988.

Voelz turned that clean slate into a whole new infrastructure for women's athletics. She was vital in building the University Aquatic Center in 1990, as well as the Sports Pavilion in 1993.

The Aquatic Center is home to the men's and women's diving teams; and the Sports Pavilion houses the women's basketball, gymnastics and volleyball teams, and the men's wrestling and gymnastics teams.

"Chris was a whirlwind when she came to the U," long-time friend and advisory council member Peggy Lucas said. "Women's sports were under the radar and she single-handedly changed that."

Voelz solicited some of the largest donations in school history for Ridder Arena in 2002 — the first of its kind built exclusively for collegiate women's hockey — which also includes the Baseline Tennis Center for the men's and women's tennis teams.

Aside from those landmark facilities, Voelz led the effort to build Elizabeth Lyle Robbie Stadium for soccer and Jane Sage Cowles Stadium for softball in 2000.

Voelz faced with adversity, too

Within her time at the University, Voelz encountered many opponents to Title IX, including wrestling coach J Robinson who opposed extra funding and the expansion of women's athletics.

Title IX of the Education Amendments — commonly referred to as “title nine” — of 1972 protects people from sex-based discrimination in education programs and demands equal opportunity in athletics.

When the departments merged in 2002, President Mark G. Yudof announced he would cut three sports — men’s gymnastics and men’s and women’s golf — to coincide with the athletic department merger.

Those sports were reinstated quickly and many question the validity in Yudof’s announcement.

“It was a distracter,” Voelz said. “People rallied to save the sports and quickly forgot about the merger.”

When the departments merged, Voelz went to Yudof and told him it was not the right time.

“The women have a great following and that passion for women’s sports will never be the same if this merger goes through,” Voelz said. “He told me ‘Well if you can’t get along, we have to merge you.’”

Yudof declined comment for this story.

Voelz says that when she took part in the NCAA Gender Equity Task Force to write the laws on gender equality for all collegiate sports, she received a lot of friction.

During a lunch break, the men of the group circled around her and said, “Look Chris, we need you to move the women in a different direction.”

After she didn’t budge, according to Voelz, one of them said, “Do you like Minnesota? I hope so, because you will never get another job in college athletics.”

There were four male athletic directors during Voelz’s 14-year tenure: Rick Bay (1989-91), McKinley Boston (1992-95), Mark Dienhart (1995-99) and Tom Moe (1999-02).

Voelz’s furious desire to build a new infrastructure for women’s sports led many to believe at the time she was the reason sports such as Gopher men’s baseball have been playing in the same stadium for the past 40 years.

NCAA President Mark Emmert recently held a meeting of three women, which included Voelz, to discuss paying collegiate athletes.

“We told him these are educational institutions; you give them tutoring, great coaching, food, housing, free education, but you do not pay them,” Voelz said.

The right way

Voelz's creativity led to innovations in such facilities as the Sports Pavilion, where she made changes in the way score was kept.

Before every game, the public address announcer would ask the audience to "look at the scoreboard on the east end of the Pavilion. There you will see the active GPA for Gopher women's athletics," Voelz said.

"It was the only scoreboard in the nation that had that," Voelz said. "We kept score of the right things."

During her 14-year tenure, the women's athletic program saw more than 25 consecutive semesters of 3.0 GPA or higher.

Another highlight was the hiring of legendary volleyball coach Mike Hebert, one of the best coaches in Gopher history. Hebert coached Minnesota to three Final Four appearances during his 15-year tenure before retiring in December 2010.

Voelz also added women's hockey, soccer and rowing — the 10th, 11th and 12th women's sports at the University.

"All of those people mad about Title IX should have been thanking me," Voelz said. "As long as we were adding sports, the men didn't have to drop any."

Another signature of the Voelz era was hosting seven NCAA national championships, the most famous of which was the 1995 women's basketball Final Four.

"By that time, the NCAA had immense confidence in us," Voelz said. "We were doing things with the women's tournament that they hadn't even dreamed of."

At the time, Linda Mona and Peggy Lucas were serving as co-chairs for the 1995 Final Four under Voelz.

"Chris built a phenomenal dynasty for women's sports in Minnesota," long-time friend and coworker Mona said. "I say Minnesota because she affected high schools and other colleges. She changed the way people thought of women's athletics."

In 1999, years before Voelz left Minnesota, the Star Tribune listed her as No. 22 on a list of Minnesota's 100 most important sports figures of the century — a list that included men and women, players and coaches alike.

Voelz made it a point to surround herself with advisers who were not only as driven as she was, but as qualified.

"Chris knew how to align herself with the right people," Lucas said. "Besides some of the greatest female leaders in the Twin Cities, she worked with a lot of men who wanted to see women's athletics prosper."

When the Gopher women's hockey team began in 1997, Voelz did not want to just add another sport.

"We wanted to do it the right way," Voelz said. "Nike gave us a better deal than the men's hockey team on apparel and equipment, because here they saw Herb Brooks and Rob Ridder were on my advisory group."

In 2002, when University President Mark Yudof announced that the men's and women's athletic departments would be merging due to budget problems, Voelz rallied with her closest advisory group, nicknamed "the posse," to prevent it.

"We were sort of her 'kitchen' cabinet," Mona said jokingly. "We worked night and day to present to the Board of Regents against merging."

But the trend was against them. Minnesota was one of only five schools in the nation that had separate athletic departments.

"There may have been a time [to merge]," Voelz said. "But that was not the right time ... considering the uncertainties in the men's department and the solid place the women were in."

After months of campaigning, Voelz conceded and decided, along with then-men's athletic director Tom Moe, to not apply for the new position.

"It was not to be," Voelz said. "It was two presidents later, and I had very little institutional memory. At that point, the entire program needed a fresh start."

Now, Voelz continues to play a role in collegiate athletics from afar. She owns and operates her own athletic consulting firm and works with the Women's Sports Foundation as their Leadership Gifts Officer.

"I'm most proud of the fact that we had scholar athletes," Voelz said. "We had a culture where the young woman was valued. There were outstanding women who became tremendous leaders because they did not have to be number two."

NCAA Chief: Conference Realignment Should Aid Athletes

Pittsburgh Post-Gazette

October 11, 2011

By Ray Fittipaldo

NCAA president Mark Emmert said in Pittsburgh this morning he supports Division I conference realignment if student-athletes benefit from the increased revenue streams that come as a result of schools changing leagues.

"This is about student-athletes," Emmert said after speaking at the National Association of Collegiate Women Athletics Administrators' national convention meeting Downtown at the Omni William Penn Hotel. "If conference realignment creates stronger revenue streams that allows them to support students better then that's a good thing."

But his support is conditional, he said.

"If it means you have to fly students across the country in the middle of the night to get them back to class after a volleyball match then it's not necessarily a good thing," he said. "We've always had conference realignment. We'll continue to have it, but we need people to demonstrate why they're doing it. ... If it's just about money and nothing else then that's a challenge."

Emmert, who is entering his second year as NCAA president, said the NCAA does not have a formal role in conference realignment.

"But what I have been doing is I've been talking to presidents constantly, trying to get them to look at the big picture, trying to get them to understand what the real facts are and aren't and to act deliberately and not in a reactive fashion," he said. "Right now, people are calmer and they're thinking these things through. We had a moment a few weeks back when people were getting kind of panicky."

Emmert was referring to the change in the BCS conference landscape that occurred when Pitt and Syracuse announced they were leaving the Big East for the Atlantic Coast Conference. Since then, Texas Christian University has announced it will move from the Mountain West Conference to the Big 12 instead of the Big East. More universities are expected to change conferences in the coming weeks and months, including the possibility of West Virginia leaving the Big East.

Emmert's talk in Pittsburgh centered around a retreat he attended with 55 university presidents in August. He said the three main points to come out of the retreat were a stronger commitment to stressing the academic experience for the student-athlete, a commitment examining how resources are allocated in athletic departments and integrity and ethics.

On that last topic, Emmert said: "That has been such a frustration to everybody. We've had a bad year."

NACWAA National Convention Day 3

NACWAA.org, College Athletics Clips, WomenTalkSports.com

October 11, 2011

By Jen Fried

Day three started with more COFFEE.

The morning kicked off with Dr. Vonda Wright presenting "A Guide to Thrive: How to Achieve with Vision, Action and Attitude." Vonda immediately addressed a paradox that so many of us in this career face. According to Vonda, we have built our lives around athletics and protecting the well-being of our student-athletes but we all too often turn into couch potatoes while doing it. "It's not just about your glory days, it's about living that way your whole life," Vonda challenged. She highlighted the fact that we should strive for vitality and health our entire lives and must transmit this message to our student-athletes. "Nobody strives for mediocrity, you are coaches and AD's, you want championships and to excel and that's what you should be strategically doing with your own health by taking the time to plan to thrive through physical activity," stated Vonda.

The next session of the morning featured an address by NCAA President Mark Emmert. President Emmert updated NACWAA on the recent Presidential Retreat and the resultant recommendations to drive change in intercollegiate athletics. He discussed three basic areas of focus:

The Presidents expressed a strong commitment that student-athletes must be students who happen to be athletes. "The core principles of intercollegiate athletics have to be restated and those principles must be adhered to," continued President Emmert.

The University presidents addressed the need to address the "allocation of resources and the way we utilize resources that are available to us," furthered President Emmert.

There was a directive to focus specifically on areas that are threats to our integrity. In a question to Radford University President Penelope Kyle, Gene Smith Director of Athletics at the Ohio State University, and Kevin White Vice President and Director of Athletics at Duke University, Chris Voelz thanked the panel for their efforts and asked, "What is it going to take to get President Emmert to mention gender equity in his second year and what will it take in your minds for great communicators like the three of you to influence your colleagues?" Gene Smith responded by saying "Those who continue to use Title IX as an excuse for resource allocation use that as an excuse. It's about prioritization. If you believe that women should have the same opportunities as men in athletics, then you can't use that as an excuse." Kevin White discussed his life-long awareness of Title IX while President Penelope Kyle emphasized the need for gender equity in facility development.



(l-r) Patti Phillips, Gene Smith, Julie Hermann, Robin Harris, Susan Bassett, Penelope Kyle, Joni Comstock, Kevin White

It was on to the New and Young Professionals group lunch where the most recent generation of athletics administrators got to meet and mentor one another. At this early stage in our careers, we were able to look to one another to get advice and encouragement in ways that were born from our recent shared experiences as new professionals on our campuses. I'm pumped to grow in my career with this ambitious and striving group of women that I will work with for years to come.

I attended Penny Semaia's roundtable session on "Promoting and Working with SAAC" and left with ideas to better serve our SAAC and help them to actualize and realize their power as a collective group. In the roundtable titled "Adapt, Migrate, or Perish...Adjusting to the Ever-Changing Athletics Landscape," Nona Richardson pushed all of us to remember why we choose to be in the field, to check in with our value structures, and to talk about hard hitting issues on campuses.

"If you didn't leave the Jostens Administrator of the Year and Honor Award Dinner without feeling inspired, then you don't have a pulse," joked Emcee Mimi Griffin. Despite the vastly different backgrounds and positions of the honorees, common themes emerged: Total commitment to the well-being of their student-athletes, integrity and vision, commitments to and appreciation for Title IX, gratitude for mentors, the ability to inspire and do the right thing because it is the right thing to do, among so many others.

Christie Rampone, member of the 1999 women's World Cup Championship team and 2011 World Cup team captain received NACWAA's Honor Award. No one will ever forget watching the 1999 Women's World Cup as these women who were direct beneficiaries of Title IX captivated the nation and the world. The team became the face of Title IX in a way that elevated Title IX in the national consciousness. They made the most powerful statement about the need for and potential of equal opportunities for women and girls in athletics. On behalf of the US National Team, Christie expressed her gratitude to the NACWAA attendees whose advocacy for women in sport cleared the way for them. She directly thanked Dr. Marilyn McNeil, Director of Athletics at Monmouth University, for supporting and encouraging her to tryout for the US National Team. Christie spoke of the National Team's commitment to continuing to support and enhance opportunities for women and girls in soccer. She left the room's AD's eager to one day hire her as their next women's soccer coach.

Emmert Urges Ethics In Athletics

Pittsburgh Post-Gazette

October 12, 2011

By Ray Fittipaldo

NCAA president Mark Emmert has a message for University of Pittsburgh chancellor Mark Nordenberg and any other university administrator who has recently changed conferences or is thinking about doing so.

Emmert wants them to show him the money. Specifically, Emmert is interested in where the increased revenue streams generated from switching conference affiliation are going.

"First and foremost, with conference realignment, I have been urging university presidents to keep their eye on the ball," Emmert said Tuesday morning after a speaking engagement at the national convention of the National Association of Collegiate Women Athletics Administrators at the Omni William Penn Hotel, Downtown. "This is about student-athletes. If conference realignment creates stronger revenue streams that allows them to support students better, then that's a good thing.

"If it means you have to fly students across the country in the middle of the night to get them back to class after a volleyball match then it's not necessarily a good thing. We've always had conference realignment. We'll continue to have it, but we need people to demonstrate why they're doing it. Why are you engaging in this activity? If it's going to do good things for students then I'm all about it. If it's just about money and nothing else then that's a challenge."

Pitt, which announced last month it was leaving the Big East Conference for the Atlantic Coast Conference, stands to make millions of dollars more every year by competing in the ACC because the ACC has a more lucrative television contract.

Emmert's comments are significant because Pitt athletic director Steve Pederson said the university does not plan on spending up to the NCAA scholarship limit in many of its non-revenue sports, which are currently operating without being fully funded.

Emmert, the former president of the University of Washington who has been NCAA president for the past 13 months, also touched on the double standard that schools can fund extravagant athletic facilities but not find money for scholarships during his speech before the NACWAA.

"We have all of these spectacular facilities and locker rooms," Emmert said during his speech. "I'm responsible for some of those facilities. But we can't turn around and say we don't have the money for summer school or to fund scholarships. We have to put the money where it supports student-athletes."

It should be noted that Emmert has no formal role in conference realignment, nor does he have the ability to penalize institutions for not directing the increased revenue streams toward students and their interests. Recent studies have shown that the increased revenue from switching conferences is usually spent on higher salaries for coaches and athletic directors and on new facilities or improvements to existing facilities.

Pitt and other universities have no commitment to spend the money they earn from their new conferences on more scholarships for student-athletes.

"The NCAA never has and probably never will tell institutions what conference they should be a part of," Emmert said. "I don't think we should. But what I have been doing is I've been talking to presidents constantly, trying to get them to look at the big picture, trying to get them to understand what the real facts are and aren't, and to act deliberately and not in a reactive fashion. Right now, people are calmer and they're thinking these things through. We had a moment a few weeks back when people were getting kind of panicky."

Emmert was referencing the change in the Division I landscape when Pitt and Syracuse announced they were leaving the Big East for the ACC. On Monday, Texas Christian University announced it will move from the Mountain West Conference to the Big 12 next season instead of the Big East. TCU announced last year that it would compete in the Big East.

More universities are expected to change conferences in the coming weeks and months, including the possibility of West Virginia leaving the Big East.

Emmert's talk at the NACWAA convention centered around a retreat he attended with 55 university presidents in August. He said the three main points to come out of the retreat were a stronger commitment to stressing the academic experience for the student-athlete, a commitment examining how resources are allocated in athletic departments and integrity and ethics.

On the topic of academics, Emmert noted that the minimum standard score in the Academic Progress Rate increased from 900 to 930, and he expected legislation on eligibility requirements, such as grade point average standards, to be raised as early as next month.

On the topic of integrity and ethics, Emmert said: "That has been such a frustration to everybody. We've had a bad year."

Emmert made those comments with Ohio State athletic director Gene Smith, who was speaking to the convention later in the afternoon, sitting at a table a few feet away. Ohio State is one of several universities to be embroiled in scandals involving the ethics of its coaches and players in the past year.

Jim Tressel resigned from his post as head coach of the Ohio State football team after not being forthright with NCAA investigators about his knowledge of Buckeyes players receiving extra benefits. One of those players was Jeannette High School graduate Terrelle Pryor, the

Buckeyes' starting quarterback the past two years who is playing for the Oakland Raiders in the NFL.

Emmert said he is against paying student-athletes for their services.

NCAA President Stays Abreast of Realignment

Pittsburgh Tribute-Review

October 12, 2011

By Karen Price

The NCAA doesn't have a role in formal conference configuration, and president Mark Emmert doesn't believe they should.

But the NCAA does believe that the best interests of the student-athletes must be taken into consideration in the conference realignment that's shaking up the college landscape, and to that end he has been talking to university presidents "pretty constantly" in recent weeks.

"If conference realignment creates stronger revenue streams that allows them to support students better, then that's a good thing," said Emmert, who briefly spoke to reporters Tuesday following his address to the National Association of Collegiate Women Athletics Administrators convention in Pittsburgh. "If it means you have to fly students across the country in the middle of the night to get them back to class after a volleyball match, then it's not necessarily a good thing."

The initial panic and reaction to schools' movement — including Pitt's dash to the Atlantic Coast Conference from the Big East — seems to have calmed, Emmert said, but realignment will continue to be an issue. And despite the NCAA not having authority over which conferences its universities belong to, Emmert believes schools still need to justify their reasons for moving.

"If it's going to do good things for students, I'm all about it," he said. "If it's just about money and nothing else, then that's a challenge."

Emmert's convention address provided a recap of the presidential retreat in August, which included 55 university presidents plus a handful of administrators and conference officials. The retreat focused on three basic areas, first and foremost of which was emphasizing a strong commitment that student-athletes have to be just that — students who compete.

"The collegiate model has to be defended," he told the room of several hundred attendees to the conference, which concluded yesterday. "The student-athletes have to enter the institutions ready to participate academically, and there has to be an expectation of success in the classroom."

The retreat also focused on the allocation of resources as well as integrity and ethics. That included a look at re-writing the rule book and stricter enforcement of the rules already in place. While not commenting on specific schools that have been hit with violations this year, Emmert discussed the need to deal with the issues and questions surrounding college athletics today.

"We have to focus on the things we stand for, and it's going to take a while," said Emmert, who just celebrated his one-year anniversary on the job. "But 'a while' means this year. Next year, I want to be talking about it being done."

As The Sun Sets on NACWAA 2011

College Athletics Clips

October 12, 2011

By Ellen Staurowsky

In one of the most heavily attended sessions of the NACWAA Convention, NCAA President Mark Emmert spoke about the initiatives that are coming forward in the aftermath of a summit he convened last August to engage 55 college and university presidents from a cross-section of Division I institutions and a handful of athletics administrators and commissioners in serious conversation about the state of intercollegiate athletics from their perspective and where they wished to go in the future. Acknowledging the context in which that meeting took place was influenced by the number of high profile scandals that had made national news, Emmert said that presidents coming out of the meeting exhibited a stronger sense of commitment and passion for what needed to happen going forward than any presidential conversation that he had had on any subject.

According to Emmert, efforts are being directed to facilitate a transformation in intercollegiate athletics through a strong commitment to a student-athlete model that places primary emphasis on the student role, principles that serve as the foundation for intercollegiate athletics, the intercollegiate athletic model as a distinctly American one differentiated from other forms of athletics, and a framework of integrity and ethical conduct.

Through a set of working committees, proposals are currently under consideration and in the pipeline for adoption and implementation in three key areas – academics, resources, and rules/enforcement. Citing the decision by the NCAA Board of Directors just days after the Summit ended to bar Division I teams with academic progress rates (APR) below 930 from postseason competition, Emmert described prevailing presidential sentiment as one driven by the need to act quickly on several fronts in order to respond to the mandate of the moment. Within a few weeks, the Board will be considering a proposal to apply the 930 APR threshold to football teams eligible to participate in postseason bowls through the NCAA's bowl licensing

process along with possible increases in standards for initial eligibility, a partial-qualifier model, and changes in transfer rules that could affect athletes transferring from two-year to four-year institutions.

With significant changes expected in the intercollegiate landscape in the near future, two committees are examining resource allocation issues. One committee, chaired by Penn State University President Graham Spanier, is exploring proposals that would allow conferences that have the financial stamina to offer full cost of attendance scholarships to do so along with the possibility of multi-year grant awards while another chaired by University of Georgia President Mike Adams examines potential budgetary cost efficiencies in transportation, scheduling, and other operational and staffing lines.

In the area of integrity and ethics, President Emmert stated that the focus is on “activities that are truly threats to our integrity and those things that threaten the collegiate model”. With a view to once again revisiting the morass of NCAA rules that frustrate many along with an enforcement process that results at times in collateral damage due to limitations associated with the complexities of how to hold bad actors accountable, committees are delving into streamlining the manual and reworking the process of enforcement.

During a panel session featuring Duke University Vice President and Director of Athletics, Kevin White, the Ohio State University Associate Vice President and Director of Athletics, Gene Smith, and Radford University President Penelope Kyle immediately following President Emmert's presentation, audience members raised several concerns about the path to change that is currently being pursued. Women's Sports Foundation Ambassador and Major Gifts Officer Chris Voelz observed that there was a great deal of conversation about competitive equity with little consideration for gender equity within the conversation. Others raised questions regarding the degree to which input was being sought from the membership in terms of the decisions being made, the assessment of the impact those decisions would have on the membership overall, and the dangers of bypassing the legislative process.

All three of the panelists were in agreement that this was a defining moment for the college sport enterprise that warranted support of President Emmert's leadership. About the necessity for swift action in light of the inability of the intercollegiate athletics community to deal effectively with these issues for many years Kevin White commented, “Put a stake in the ground and do something even if it's wrong.” In turn, Gene Smith said, “This is a critical time for our industry”. He went on to observe that in previous eras when change was eminent, college athletics officials had backed off from taking steps to ensure its health and viability.

While there is a feeling that in an association the size of the NCAA, one-size fits all solutions simply do not work, there is validity to the position that as the NCAA leadership attempts to be responsive to the issues that threaten the enterprise which emanate out of Division I football

and men's basketball, those solutions may marginalize groups that are already marginalized (women, Olympic sports, racial and ethnic minorities). NACWAA members were left with the message that as the efforts to transform intercollegiate athletics move forward, there is a need for their voices to be exerted.

Rampone Impresses at NACWAA Convention

U.S. Soccer Women's National Team Blog, SoccerBlogs.net

October 12, 2011



U.S. WNT captain Christie Rampone, the last active member of the 1999 FIFA Women's World Cup championship team, accepted the Honor Award on behalf of that 1999 team from the National Association of Collegiate Women's Athletics Administrators last Tuesday and by some accounts, might have set up some post-soccer career opportunities for herself!

From NACWAA:

On behalf of the U.S. Women's National Team, Christie expressed her gratitude to the NACWAA

attendees whose advocacy for women in sport cleared the way for them.

No one will ever forget watching the 1999 Women's World Cup as these women who were direct beneficiaries of Title IX captivated the nation and the world. The team became the face of Title IX in a way that elevated Title IX in the national consciousness. They made the most powerful statement about the need for and potential of equal opportunities for women and girls in athletics.

Christie directly thanked Dr. Marilyn McNeil, Director of Athletics at her alma mater Monmouth University, for supporting and encouraging her to tryout for the U.S. Women's National Team. Christie spoke of the National Team's commitment to continuing to support and enhance opportunities for women and girls in soccer. She left the room's AD's eager to one day hire her as their next women's soccer coach.

Woodruff Receives NACWAA Administrator of the Year Award

Stony Brook Athletics

October 12, 2011

Donna (Mulhern) Woodruff, the Executive Associate Director of Athletics at Stony Brook, received her 2011 NACWAA Administrator of the Year Award for the NCAA Div. I FCS Tuesday night at the Omni William Penn Hotel in Pittsburgh. Woodruff had been named a recipient of the award in July.

The Administrator of the Year Award, sponsored by Jostens, is presented annually to NACWAA members for significant contributions made as administrators in intercollegiate athletics. Selected by the NACWAA Awards Committee, top nominees are awarded from seven categories: NCAA Division I FBS, FCS, and Division I; NCAA Division II; NCAA Division III; NAIA/NJCAA/Community College and Association/Organization.

"I want to congratulate Donna on her much deserved recognition," Stony Brook Director of Athletics Jim Fiore said. "Donna runs the daily operation of our department and in that role she has proven to be a spectacular resource to our University community, our staff and our student-athletes. Her loyalty to Stony Brook, work ethic, leadership and her ability to continually go above and beyond what has been asked of her is unprecedented. She is a rising star in this industry and will make an incredible Division I athletics director one day."

Woodruff, who was promoted to executive associate director of athletics in July 2010, currently serves as Fiore's chief of staff and as a member of the senior management team, she manages the daily operation of Stony Brook's athletics department. She oversees student-athlete development, compliance, facilities & events operations while also supervising the men's and women's basketball, men's soccer and women's lacrosse teams.

This past athletic year Woodruff has had facility project oversight responsibility for Stony Brook's \$3 million University Track project, \$1.2 million Joe Nathan Baseball Field project and the \$4.3 million Dubin Family Athletic Performance Center projected, all of which have started or have been completed in 2010-11. She also has served as a committee member for the 2011 NCAA Women's Lacrosse Championship, the America East Conference Championship and Competition committee and the search for the Stony Brook University Provost, as selected by President Samuel L. Stanley, Jr., M.D. Woodruff also completed the prestigious Sports Management Institute Program, Class of 2011.

Woodruff arrived at Stony Brook in April 2004 after serving for seven years as an athletic administrator at both Villanova University and the University of Pennsylvania. The former director of administrative services for athletics at Villanova, Woodruff represented its 24 teams on residence life, dining services and financial aid issues while coordinating all athletic camp operations. She was also responsible for the oversight of program operations for men's ice hockey, men's crew, men's volleyball, men's water polo and the athletic department equipment room. As a member of the compliance office staff, she was connected to all day-to-day operations and in charge of specific programs such as the NCAA Special Assistance Fund, the Student-Athlete Opportunity Fund and drug testing. During her tenure at Villanova,

she spearheaded the Athletic Department Internship Program that supported 18 full-time interns.

Woodruff was also a member of the Villanova University Community Committee and leader of the Villanova Quality Enhancement team. She served on VU's NCAA Certification Steering Committee, the ECAC Field Hockey Selection Committee and as a representative at the first round of the 2002 NCAA Division I Men's Soccer Tournament.

Prior to Villanova Woodruff spent four years as an athletic administrator at the University of Pennsylvania, serving as the contest scheduler for all 34 intercollegiate sports while creating and monitoring contest contracts for each sport. In addition, she collaborated on the coaches' yearly budget process and acted as the department's liaison between facilities and operations personnel, the athletic communications office and the associate athletic directors.

Woodruff began her career as an assistant field hockey and lacrosse coach at Penn in August of 1991. She stayed in that position for five years before assuming the dual role of assistant field hockey coach and athletic administrator. Along with her duties at Penn, from 1993-1996 she was a Regional Administrative Director for the U.S. Field Hockey Association where she was directly responsible for overseeing the USFHA Olympic Development Field Hockey program in Pennsylvania, the largest of 11 regions throughout the nation. She managed and organized over 650 athletes, 80 coaches, 15 athletic trainers and 15 site directors for participation in six months of training sessions following a curriculum developed by the United States National Coaching Staff. Woodruff currently serves as a member of the University of Pennsylvania Field Hockey Alumnae Board.

Woodruff earned a Bachelor of Arts degree in English in 1990 from the University of Pennsylvania where she earned All-America status as a field hockey player. She helped lead her team to the Final Four of the 1988 NCAA Championship and remains the only player in school history to be named to the NCAA All-Tournament team. She also was an All-Ivy and Regional All-America pick in lacrosse. She later went on to receive her Master of Science degree in education in 2000 also from the University of Pennsylvania.

Traversing the Gender Tightrope: Reflections from the 2011 NACWAA Convention

CollegeSportsBusinessNews.com

October 17, 2011

By Ellen J. Staurowsky, Ed.D., CSBN College Sports Gender Equity Columnist

Just a few days ago, the National Association of Collegiate Women Athletics Administrators (NACWAA) met in Pittsburgh, Pa. for its annual convention. Since the time of its founding in 1979 to the present, NACWAA has sought to advance the success of women administrators

working in intercollegiate athletics and to provide support to women who aspire to careers as athletics administrators.

While the number of women working in college sport is higher today than ever before, it is clear that the profession is gender integrated in women's athletics but not so in men's athletics. According to researchers Vivian Acosta and Linda Carpenter, roughly 57% of the head coaching ranks of women's teams are comprised of men with the remaining 43% being women.

Head coaches of men's teams at the college level are nearly all male, with just two percent being women. When viewed in its entirety, 20% of the head coaching universe is populated by women. And within athletics administration, women make up less than 20% of athletic directors nationwide.

In a presentation on the steps women can take to position themselves as athletics directors or conference commissioners, Betsy Alden, a former director of athletics and founder of Alden & Associates, Inc., an executive search and consulting firm, observed that there is a perception that the athletic community is slower than the rest of higher education in hiring women.

Alden identified four reasons why progress has been stalled in terms of women being hired into significant leadership positions within intercollegiate athletics programs and conferences, including: a tendency on the part of those hiring to underestimate the potential of women to lead; institutional apathy in creating diverse hiring pools; the federated nature of the collegiate athletics structure; and the risk averse nature of higher education.

Alden cautioned that women needed to be conscious of dynamics that could sideline them, some of which they may have little control over and some that they can control. For example, women may be thought of more often to deal with "student affairs" or "student welfare" issues within athletics departments, responsibilities that while important typically do not lead to promotion. Some sense of the dimension of this phenomenon can be seen in data from the 2009-2010 NCAA Race and Gender Demographics Report, where females are far more likely to be working as academic advisors and counselors (60% female to 40% male) and as life skills coordinators (73% female to 27% male). Beyond the scope of their job titles, women may also have to be more selective in the committee appointments they accept (serving on the Capital Campaign Committee, for example, as compared to the Parking Committee).

For anyone aspiring to a substantive career in athletics administration, Alden recommended gaining experience in what she calls the five "cornerstones" - finances (creating, managing, and ending budgets); personnel and staff supervision (direct reports with responsibility for head coaches and support staff); fundraising; facilities management; and strategic planning.

The template mapped out by Alden was brought to life in the presentation by two NCAA Division I female athletics directors - Lynn Hickey from the University of Texas at San Antonio (UTSA) and Cheryl Levick from Georgia State University. These women related the challenges and rewards associated with the development of football programs at their institutions, dealing with every facet of the process including the feasibility study phase, financing and marketing plans, conference and television negotiations, coach selection and staff hiring, communication within campus and external constituencies, gender equity, first game celebrations, and, of course, the growth of the marching band and creation of the fight song.

When discussing the importance of having women in these key decision making roles within athletics programs, both Hickey and Levick commented on the unique perspectives that women bring to the table. They both felt that they were assets to recruiting, mentioning that they could connect with players and their families in a way that inspired trust. As Levick put it, "I can recruit anyone anywhere" while the coaching staff has confidence that she can "sell the dream and deliver".

While these women have proven track records and been successful in navigating the college sport system, recent research affirms that barriers in perceptions that undermine the legitimacy of viable female candidates continue to exist. In a study by Laura Burton, Heidi Grappendorf, and Angela Henderson recently published in the Journal of Sport Management, athletics administrators asked to assess the likelihood of success of similarly situated female and male candidates in terms of education, career achievement, and recommendations from others believed male candidates to be much more likely to be selected for the position of athletic director.

This issue of "fit" within an athletics program has been a difficult barrier to overcome but is also one that seems to have been internalized by women themselves. As Andi Seger, Senior Associate with Alden & Associates, pointed out, women working in athletics often set the bar too high when assessing whether they should apply for jobs. According to Seger, men give themselves more opportunities because they apply more frequently. While women typically take job descriptions literally, disqualifying themselves because they do not meet 100% of the advertised list of qualifications and responsibilities, men are likely to apply if they meet 50% of what is in the job description.

There is no doubt that women in athletics administration traverse a gender tightrope that can make them feel as if it is nearly impossible to gain solid footing. The path is probably wider and a bit more stable than it appears. From the assembled wisdom at NACWAA, several notable suggestions arose as to how women can proactively persist in working toward the goal of a promotion or to get hired as an athletics director or commissioner.

First, assess your own profile in an evenhanded and accurate way to determine areas to address in your professional development and to be creative in addressing those. Even when

it appears that you will be denied the opportunity to work with budgets or to fundraise within your own department, extend your gaze outward to other areas of your college or university or community. If all avenues within your department are blocked, become the treasurer of a local league or get involved with institutional advancement in other areas of the university. Second, as Cheryl Levick did, plan for that next move. Anticipating that she might need to know more about football later in her career, she took advantage of her situation while working at Stanford and sat in on spring football sessions with famed coach, Bill Walsh. That was part of her strategy to "know things better than other people think you do."

Third, find someone who knows the system who can serve as a mentor. And fourth, apply, apply, apply!

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<http://www.ncaapublications.com/productdownloads/2010RaceGenderMember.pdf>

Dr. Ellen Staurowsky is Professor, Sport Management at Drexel University.

*Dr. Staurowsky is internationally recognized as an expert on social justice issues in sport which include gender equity and Title IX, pay equity and equal employment opportunity, the exploitation of athletes, the faculty role in reforming college sport, representation of women in sport media, and the misappropriation of American Indian imagery in sport. She is co-author of the book, *College Athletes for Hire: The Evolution and Legacy of the NCAA Amateur Myth* and is currently working on her second book entitled *Women in Sport: From Liberation to Celebration*. In addition to publications in scholarly journals such as the *Harvard Journal of Law and Gender*, *Journal of Sport and Social Issues*, *Sociology of Sport Journal*, *Quest*, *Journal of Sport Management*, the *International Journal of Sport Sociology*, the *Marquette Sports Law Review*, the *Journal of Legal Aspects of Sport*, and the *International Journal of Sport History*, her critiques and analyses on a variety of issues have appeared in *The Chronicle of Higher Education*, *Street & Smith's SportsBusiness Journal*, *The NCAA News*, *The New York Times*, *Athletic Management Magazine*, and *News From Indian Country*. Dr. Staurowsky has received numerous honors over the years. Temple University recognized Dr. Staurowsky with a Young Alumna Achievement Award in 1998 and in 2005 she was presented with an Excellence in Professional Performance Award. She has been named to *Who's Who Among America's**

Teachers on numerous occasions and she is a recipient of a Faculty Appreciation Award from students at Ithaca College. In 2002, she received the Ithaca College Faculty Award for Excellence in Scholarship. In 2005, Dr. Staurowsky received the Ithaca College Office of Multicultural Affairs Appreciation Award and the IC Feminists Woman of Achievement Award in 2006. In December of 2008, she was named the first recipient of the National Residence Hall Honorary (NHRR - Ithaca) Faculty Member of the Month. Recognized with the Darlene Kluka Women's Sports Foundation's Research Award in 2008, Dr. Staurowsky was also honored that same year with a Presidential Award from the National Association for Girls and Women in Sport. In 2009, Dr. Staurowsky received the Ithaca College Faculty Award for Excellence in Teaching. Dr. Staurowsky is frequently sought after for interviews to discuss contemporary sport issues. She has served as president of the North American Society for the Sociology of Sport and the AAHPERD Research Consortium. She is an executive board member of the College Sport Research Institute at the University of North Carolina-Chapel Hill and the NCAA Scholarly Colloquium, where she also serves as secretary-treasurer.

She has made several appearances on ESPN Outside the Lines, ESPN Classic, ESPN Cold Pizza, and Public Broadcasting's Religion and Ethics Newsweekly.

Dr. Staurowsky served as a director of athletics at the college level for nine years before moving to Ithaca College, and then on to Drexel. Previous to that was a college coach in the sports of field hockey, men's soccer, and women's lacrosse. Dr. Staurowsky can be reached at ejs95@drexel.edu.

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