

2019 NCAA Inclusion Forum

#NCAAInclusion



SWA 101: Maximizing the Senior Woman Administrator's Impact

- Julie Cromer-Peoples, Senior Deputy Athletics Director, Associate Vice Chancellor, SWA, University of Arkansas
- Dr. Derrrick Gragg, Vice President and Director of Athletics, University of Tulsa
- Suzette McQueen, Senior Associate Commissioner for External Relations & Strategic Marketing, SWA, Central Intercollegiate Athletic Association
- Natalie Winkelfoos, Associate Vice President for Athletics Advancement and Delta Lodge Director of Athletics & Physical Education, Oberlin College
- Moderators: Leah Kareti and Julie Muller, 3 Fold Group

Agenda

- History and Status of the SWA Designation
- SWA 101 Highlights
- Panel Discussion
 - Maximizing the SWA's Impact

History and Status

- The SWA is the highest-ranking female in each NCAA athletics department or conference office.
- Designation was created in 1981 when the NCAA added women's championships. It made women eligible for committee service.
- It is intended to enhance representation of female experience and perspective at the institutional, conference and national levels.

Key Findings of 2017 Study

Designation has encouraged meaningful involvement in decision-making in athletics.

There are misperceptions about the role and a perception gap.

Meaningful involvement varies by division.

Designation has enhanced representation, yet women remain underrepresented in the most visible positions.

There is a lack of racial and ethnic diversity in the SWA population; 15% of SWAs are women of color

SWA 101 Highlights

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

Panel Conversation: Maximizing the SWA's Impact

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1. Capitalize on Diverse Leadership Perspectives

2. Share Commitment to Equity and Well-Being

3. Support Training and Mentoring Opportunities

4. Involve SWAs in Conference Governance

5. Engage SWAs in National Issues

Q&A

Thank you!

- SWA 101 Resource available at ncaa.org