

Hiring Athletics Directors: The Good, The Bad, The Complicated

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AD Hiring Trends

1. The percentage of ADs transitioning directly from other divisions is increasing.
 - a. From DI: +9% from 2018 to 2019
 - b. From DII: + 6% from 2018 to 2019

2. Top five areas of previous work-related experience:
 - a. Operations/facilities (28.2%).
 - b. Compliance (18.4%).
 - c. Athletics fundraising (17.3%).
 - d. Student-athlete welfare (14.4%).
 - e. Athletics communications (14.4%).

Data compiled by Arizona State University Law and Women Leaders in College Sports using publically available information.

AD Hiring Trends

72%

- ADs with experience coaching at the collegiate level.

58.4%

- ADs that were former student-athletes (53.4% of males and 69.2% of females)

84%

- ADs with graduate degrees is increasing. Up 3% from 2018.

71.2%

- ADs with prior AD experience is decreasing. Down 6% from 2018.



AD Hiring Trends

2019 Data	Current ADs	New Hire
Female	32%	40%
Average Age	51	45

- DIII ADs appear to serve an average of 8.2 years in the position (2019 study data).
- NCAA data shows that ADs identifying as racial or ethnic minority, moved from 10 to 16% from 2014 to 2019.



Adventures in AD Hiring



What to Consider:

1. Athletics department culture and expectations.
2. College/university culture and expectations - don't forget the faculty!
3. Alumni and community member participation?
4. Candidate backgrounds:
 - a. Different NCAA Division/ NAIA?
 - b. Educational level?
5. Athletics as enrollment driver?
6. Potential minefields??



Table Discussions:

1. Lack of a strong and respected #2 in dept.
2. Presence of a skilled and respected #2 in dept.
3. Dissension in the department pertaining to culture and relationships.
4. Ineffectual leadership leaving, with lack of cohesion/goals/direction.
5. Pressure from President or Advancement to hire a specific alum/parent.
6. Transfer of athletics department to you from a different division.

Discussion/Report Out

Final Thoughts