STATE 14

Press Release

Unanimous House Vote Passes Historic Louisiana Diversity Sports Hiring Bill

By Raven Thissel June 2, 2021 No Comments

HCR-19 could transform outlook for college head coaching roles through The Doug Williams Center

June 2, 2021 – District 58 Representative Ken Brass's historic bill to increase statewide hiring of p e of color to sports administration roles has passed through the House of Representatives with una s support, as it did through the House Education Committee weeks ago. This was round two of the five-step

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Once the bill has been accepted by both the Senate Education Committee and the Senate, it will be ready for Governor John Bell Edwards' signature and implementation by The Doug Williams Center. The first act of the HCR-19 will be the development of the Louisiana Minority Sports Initiative Task Force, which will devise a plan to develop a more diverse group of candidates for head coach and athletic director positions at public postsecondary education institutions. The Center will assemble and give oversight to the task force, whose members will include Board of Regents Higher Education representatives, university presidents and directors of athletics, representatives of the New Orleans Pelicans and Saints, along with private sector business owners.

Learn more about Representative Ken Brass's introduction of HCR-19. Read the HCR-19 bill.

About The Doug Williams Center

Founded in 2020, The Doug Williams Center exists to build an ever-growing network of solutions for diversity and inclusion in collegiate and professional sports. The Center is a learning commons and advancement space for audiences to examine the history of race and politics in American sports and build holistic perspectives on the cultural impact to provide resources for ongoing social progress. With the support of its esteemed Advisory Board and multi-disciplinary academicians, the Center offers thought leadership and practical resources to sports industry entities. A hub for academic of research and development, The Doug Williams Center is an affiliate of Grambling State University.

Press Release

Why Diversity Matters in Louisiana College Sports Administration and How the State Is Addressing It

By Raven Thissel | August 16, 2021 | No Comments

Tune In to Live Streamed Sports Hiring Task Force Meeting Today at 1p.m.

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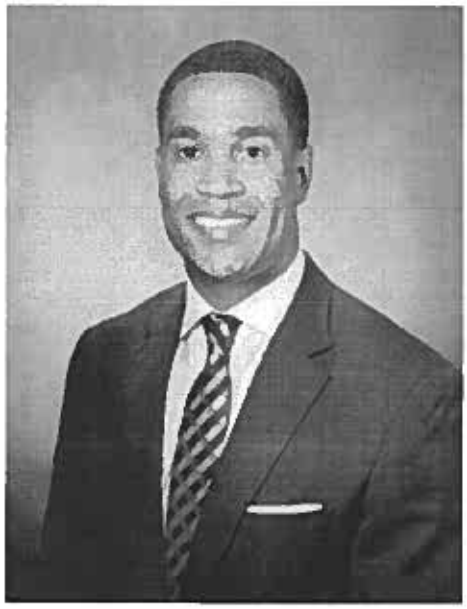

"You're cheating yourself if you don't have diverse perspectives," said Minnesota Timberwolves Gersson Rosas, the NBA's only Latino president. Louisiana legislation seems to agree with this sentiment as the House of Representatives and state Senate have unanimously passed Representative Ken Brass's HCR-19 bill to improve gender and ethnic diversity among the state's college athletic directors and head coaches. The development of the Louisiana Minority Sports Hiring Task Force is a first step by state legislation toward increased inclusion.

The Doug Williams Center conducted a 2021 study on sports administration diversity among 13 of Louisiana's NCAA member institutions. Research findings will lay the groundwork for this afternoon's discussion.

According to Nicole Melton, assistant professor of sports management at the University of Massachusetts Amherst, "athletics organizations must understand how diversity ties into the overarching goals of a successful franchise" in order to truly embrace the progress of women and people of color through the ranks of sports management. Her research suggests that the most diverse programs are also the most competitive.

Data from McKinsey's 2020 Why Inclusion Matters report shows that organizations in the top 25% for gender diversity in leadership were 25% more likely to enjoy above-average profits. Those in the top quartile for ethnically diverse leadership teams outperformed institutions with the lowest diversity by 36%.

Today's meeting begins the task force's work to move Louisiana's collegiate sports administration closer to the many benefits of improved inclusion. Some of these potential benefits could include:

- diverse leadership could improve the marketability of programs and teams to athletes, fan[illegible]d sponsors;
- inclusive leadership could introduce broader scopes of creativity in problem solving;
- and when leadership is selected from a broader a pool of talent, hiring teams are more likely to

examine factors that can improve diverse hiring for these key roles and provide insights to influence new legislation and increase the hiring of women and people of color.

To watch the live stream of today's task force meeting, tune in to https://regents.la.gov/live/ at 1 p.m. To submit questions and comments before and during the meeting, email webinar@laregents.edu. For media inquiries, contact Raven Thissel at rthissel@dougwilliamscenter.com.

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