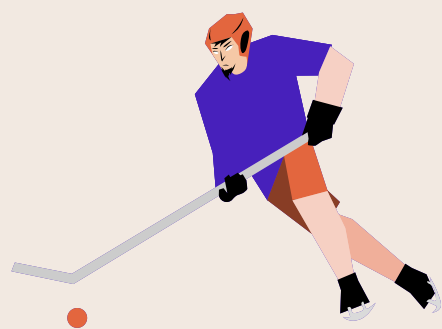


# DEI EFFORTS IN RECRUITMENT OF MASTER'S IN SPORTS ADMINISTRATION STUDENTS



## ABSTRACT

Historically, the sports industry/leadership is a white male dominated group and the leadership of the Master's in Sports Administration is trying to change that through our Master's in Sports Administration program through recruitment of marginalized groups of people especially women and people of color.

## EFFORTS INCLUDE:

Hiring of new faculty that include women and people of color. Prior to the new director's arrival in 2021 there was only one faculty of color teaching in the program and now there are 5. There were also six women teaching in the program and now there are nine.



## CURRENT FACULTY

- Ten male faculty, 7 White, 1 Hispanic, 2 Black
- Nine female faculty, 7 white, 1 Hispanic, 1 Black

## HISTORY OF THE PROGRAM

Since the creation of the program in fall of 2016 through spring of 2021; 154 males and 63 females had been through the program.



## RECRUITMENT OF STUDENTS FROM VARIOUS AREAS THROUGHOUT THE US AND GLOBALLY

The current director began in May of 2021 and has increased the female population in the program. In the past three years 92 males and 65 females have been admitted to the program which compared to the five years prior to the new director's arrival increased the female population of the program by 100%.

Efforts are also being made to recruit students of color by reaching out to HBCU's, and collaborating with Harvard athletics and Boston College athletics to create paid internships to allow marginalized groups the financial opportunity to earn a Master's degree from Boston College. Currently the degree costs \$40,000 which for many marginalized people that financial cost would be a huge burden to endure in a field that has a starting salary equal to the cost of the degree.



*Thank you!*