You Can’t Win If You Don’t Play: The Absence of Latinos from College Sports

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The Latino Moment in America

2010 Census
50.5 Million People

- Largest, fastest growing minority
- 16.3% of population
- Projected to be nearly 30% by 2050
The Latino Moment in America

Recent Milestones Credited to Latinos

- Elected President Obama
- Shored up low-wage economy
- Transformed American Catholic Church
- Boosted military recruitment
- Put first Latina on Supreme Court

Next triumph: ‘American Idol’?
NCAA Sports Participation
Academic Year 2009-10
Divisions I, II, and III

Overall – 31 Sports

Total Athletes 435,767
Total Hispanic 18,215
Percent Hispanic 4.2%
Increase since 2000 1.4%
NCAA Sports Participation by Ethnicity
1999-00 to 2009-10
Divisions I, II, and III

Men’s Basketball

- **White**
  - 52.0% to 46.7%
  - -5.3%

- **Black**
  - 37.8% to 45.6%
  - +7.8%

- **Hispanic**
  - 2.4% to 2.5%
  - +0.1%
NCAA Sports Participation by Ethnicity
1999-00 to 2009-10
Divisions I, II, and III

Women’s Basketball

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>1999-00</th>
<th>2009-10</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>67.7%</td>
<td>58.9%</td>
<td>-8.8%</td>
</tr>
<tr>
<td>Black</td>
<td>22.4%</td>
<td>32.8%</td>
<td>+10.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2.2%</td>
<td>2.5%</td>
<td>+0.3%</td>
</tr>
</tbody>
</table>
NCAA Sports Participation by Ethnicity
1999-00 to 2009-10
Divisions I, II, and III

**Football**

- White: 63.1% to 57.4%  -5.7%
- Black: 28.1% to 34.5%  +6.4%
- Hispanic: 2.2% to 2.9%  +0.7%
### NCAA Sports Participation by Ethnicity
1999-00 to 2009-10
Divisions I, II, and III

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>1999-00 Participation</th>
<th>2009-10 Participation</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>76.3%</td>
<td>74.6%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Black</td>
<td>5.6%</td>
<td>8.0%</td>
<td>+2.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>5.5%</td>
<td>9.5%</td>
<td>+4.0%</td>
</tr>
</tbody>
</table>

**Men’s Soccer**
## NCAA Sports Participation by Ethnicity
### 1999-00 to 2009-10
### Divisions I, II, and III

<table>
<thead>
<tr>
<th>Ethnicity</th>
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<th>2009-10 Participation</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>86.5%</td>
<td>84.9%</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Black</td>
<td>2.4%</td>
<td>3.8%</td>
<td>+1.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2.6%</td>
<td>5.0%</td>
<td>+2.4%</td>
</tr>
</tbody>
</table>

### Women’s Soccer
Why So Few Latinos?

Some Theories

- Kinks in education pipeline
- High cost of college education
- Restrictive academic eligibility rules
- Culture and family expectations
- Absence of sports from success narrative
- Lack of professional role models
- Other?
The End