OCCUPATIONAL SEGREGATION OF AFRICAN AMERICANS IN INTERCOLLEGIATE ATHLETICS ADMINISTRATION

George B. Cunningham
Texas A&M University
Background

- Advances by African Americans as sport participants
  - Opportunities
  - Pay

2011 National Champions
Background

- African Americans under-represented in coaching and leadership positions
- Evidence of occupational segregation

**Segregation of African American Administrators**

*Source: Zgnoc (2010)*
Theoretical Framework

Macro-Level Factors
- Institutional Racism
- Isomorphic Pressures

Meso-Level Factors
- Leadership Categorization
- Diversity Mindset

Micro-Level Factors
- Social Capital
- Vocational Interests
Conclusions

Change on the Horizon
Thank You

gbcunningham@tamu.edu