



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

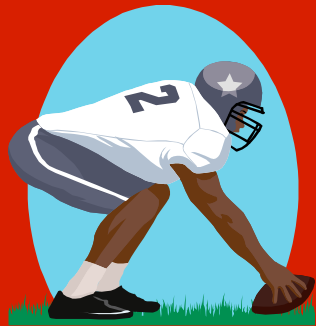
White	67.7% to 58.9%	-8.8%
Black	22.4% to 32.8%	+10.4%
Hispanic	2.2% to 2.5%	+0.3%



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



Men's Soccer

White	76.3% to 74.6%	-1.7%
Black	5.6% to 8.0%	+2.4%
Hispanic	5.5% to 9.5%	+4.0%

NCAA Sports Participation by Ethnicity 1999-00 to 2009-10 Divisions I, II, and III

Women's Soccer



White	86.5% to 84.9%	-1.6%
Black	2.4% to 3.8%	+1.4%
Hispanic	2.6% to 5.0%	+2.4%



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

