

Addressing Unconscious and Implicit Bias as Athletic Administrators

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Implicit Bias

What comes to mind?

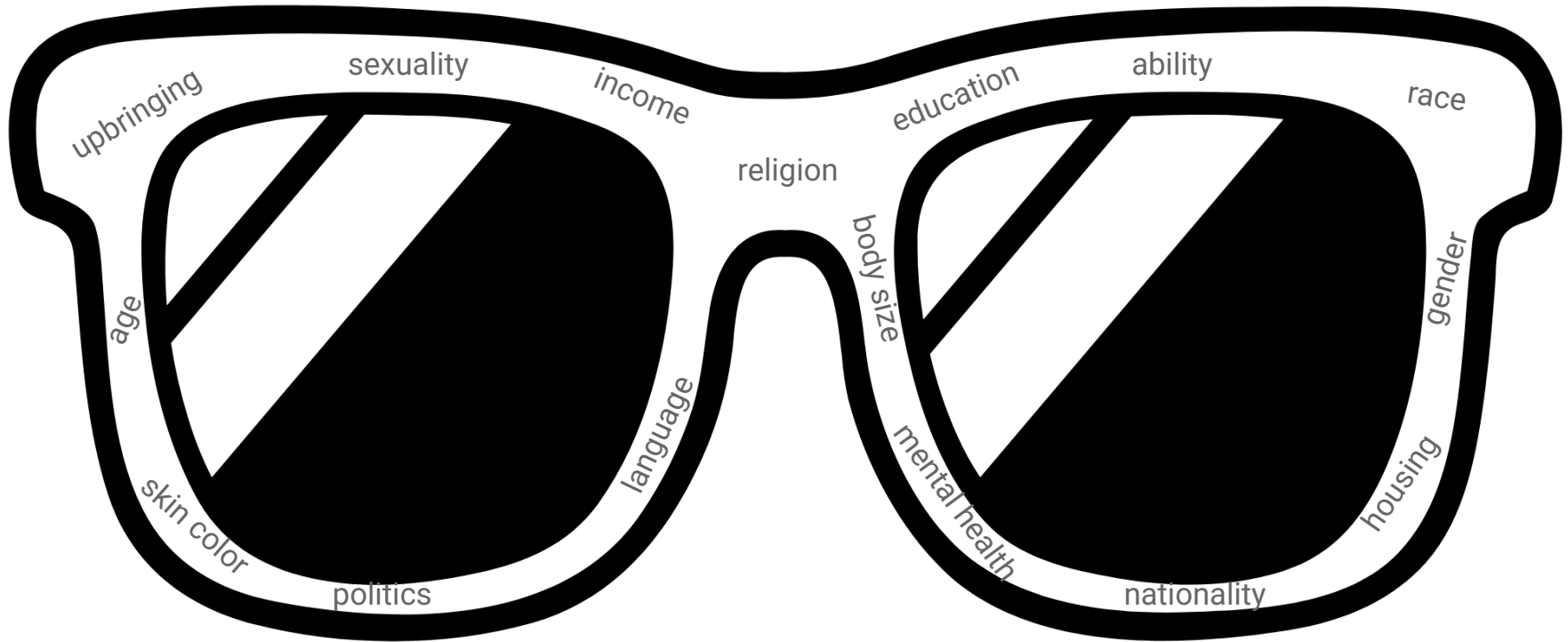
How might implicit
bias show up in
athletics?

The Invisible Opponent:

Defining Bias in the Athletic Department

Implicit bias refers to the ***unconscious attitudes or stereotypes*** that affect our understanding, actions, and decisions in an involuntary manner and specific groups of people.

What frames our views?



3 Areas Within Our Sphere of Influence

**PERSONNEL
&
HIRING**

**RESOURCE
ALLOCATION**

DISCIPLINE



Athletes are making split
second decisions constantly...
on & off the field, before,
during & after competition.

You never get a 2nd chance
to make a 1st impression

AREA 1: THE HIRING MIRROR

- Hiring from the same “coaching tree” exclusively.
- Valuing “culture fit” over “culture add.”
- Informal interviews that favor shared social circles.



AREA 2: THE RESOURCE GAP



**It's about value signaling.
Implicit bias dictates which
sports are viewed as “revenue”
or “premier” regardless of
actual data.**

AREA 3: DISCIPLINE & PERCEPTION

**ADULTIFICATION
BIAS**

TONE POLICING

Adultification Bias

- National Library of Medicine
- North Carolina State University
- American Psychological Association

RESEARCH FINDINGS...

Loss of innocence: this disparity typically protects white children & is often denied to Black children starting around age 10

→ **Age overestimation:** Black boys perceived to be 4.5 years older than their actual age (2014 Goff)

Adultification of Black girls: perceived as needing less nurturing & protection and more knowledgeable about sex than their white peers → starting as young as 5 years old ([*Girlhood Interrupted: The Erasure of Black Girls' Childhood*](#), Georgetown Law Center on Poverty & Inequality)

Perceived threat & culpability: dehumanizes Black people & grounded in the misperception that Black males are more physically threatening, larger and more blameworthy **even if their physical size is the same as their white counterparts**

Consequences: specifically in education & criminal justice systems w/deadly examples ie. Tamir Rice, 12 yr old shot while playing w/a toy gun



What does your eye see? What does your mind see?

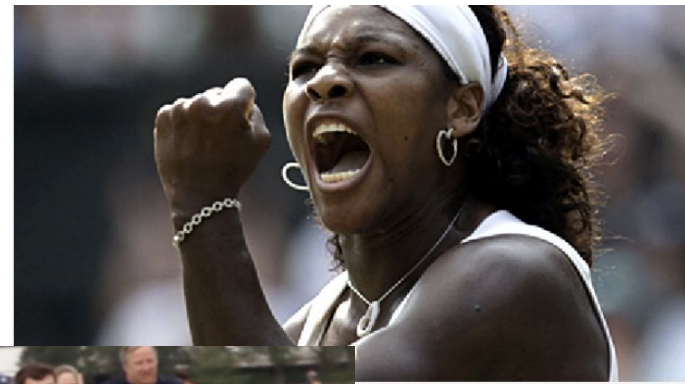
Tone Policing

→ how we judge...

- Happy celebrations v Belligerent aggression
- Cocky v Confident
- Passionate v Unprofessional
 - Angry Black man/woman
- Bitchy v Assertive

Source:

<https://practicaltheory.org/blog/2018/03/10/ultimate-race-and-spirit-of-the-game/>



Pair-share

In your role as an
AD or spectator,
where has this
(adultification bias
or tone policing)
shown up?

Be specific

THE GAME PLAN

Tangible Strategies

More than a Moment: Implicit Bias



More than a Moment: Implicit Bias

→ Turn & Talk...

1. After watching this video what's your game plan?
2. How will you use your role as AD to address bias in all its forms when it shows up in your athletics and sports program(s)?

STRATEGY 1: PROCESS OVER PERSONALITY



**BLIND
RESUME
SCREENING**

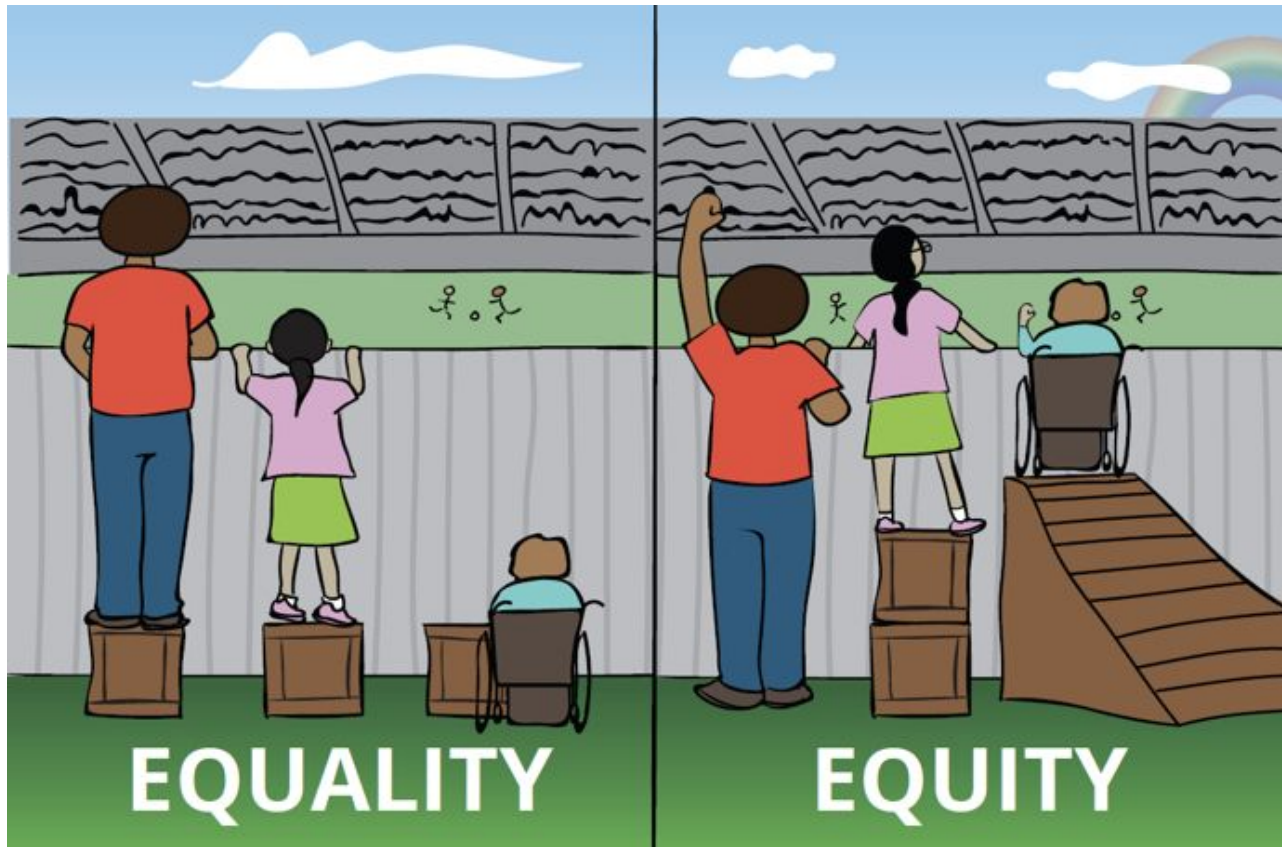
**STANDARD
RUBRICS**

**DIVERSE
INTERVIEW
PANELS**

Pair-share

What structures do you have in place for interviews?

Be specific



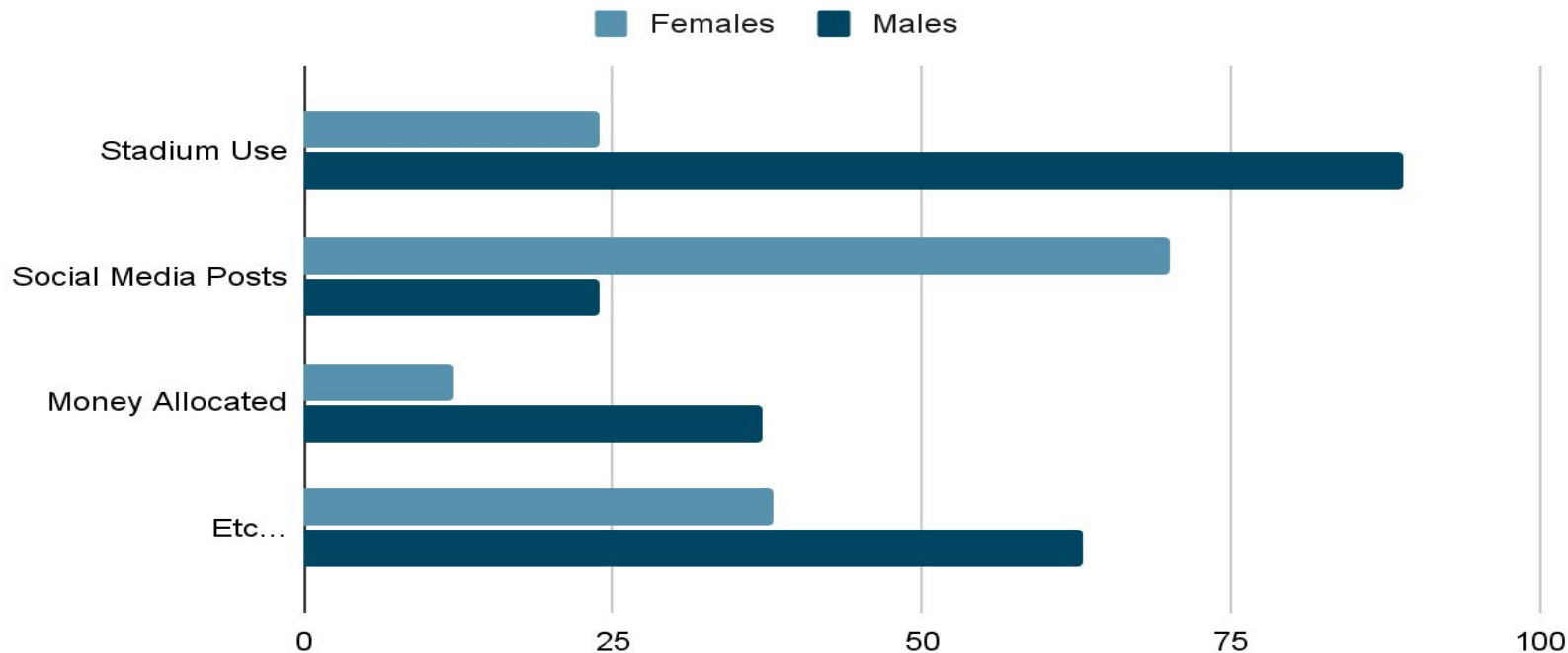
Equity is
the
process.
Equality
is the
product.

The Difference Matters...

STRATEGY 2: THE EQUITY AUDIT

→ Don't guess, keeptrack...

EQUITY AUDIT



How do you ensure
equity across your
programs?

STRATEGY 3: CULTURE & ACCOUNTABILITY



CLIMATE CHECKS

MISSION ALIGNMENT

How do you create a
culture where staff can
report biased incidents
without fear of
retaliation?

Additional Resources

ARTICLES

- [American Psychological Association](#)
- [National Library of Medicine](#)
- [North Carolina State University](#)
- [Ultimate Race and Spirit of the Game](#)

VIDEOS

- [Beldent Almost Identical](#)
- [More than a Moment: Implicit Bias](#)
- [Self-Serving Bias: Sports Edition](#)

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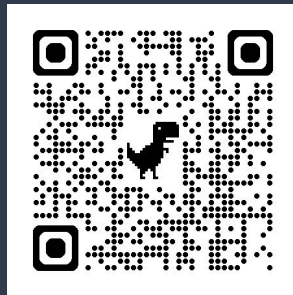
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[Leadership & Belonging through Athletics](#)

Interested in protecting
athletes against hate speech
& harassment? →



Presentation

QR Code →



Self-Serving Bias: Sports Edition



Self-Serving Bias: Sports Edition

→ Turn & Talk...

1. What resonated from what you just saw/heard?
2. What questions do you have?
3. Are there any connections to your role as AD in dealing with personnel/hiring, resource allocation and discipline?