

Public Abstract

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Title:NCAA Division I - FBS Senior Woman Administrators

This study looked at the lack of female leadership in the National Collegiate Athletic Association (NCAA) Football Bowl Subdivision (FBS) in conjunction with the designation of the Senior Woman Administrator (SWA). Conducting qualitative research, the study aimed to understand the motivation of SWAs in career advancement. The study also aimed to understand the limitations of the SWA position on individual motivation. Does the designation of the SWA still hold a purpose in collegiate athletics? Or does it place a glass-ceiling style barrier on women in these jobs in ascending to the Athletic Director title?