

1-8-2007 NCAA National Convention

1 (File: 20070108mwm NCAA conv)

2 JOSH CENTOR: Good morning. And welcome to "Mondays
3 With Myles".

4 Dr. Brand, this is our first one back after the New
5 Year. Do you have a happy holiday?

6 DR. MYLES BRAND: I did. Thank you very much. Saw a
7 lot of football on TV.

8 JOSH CENTOR: Did you have any personal time to relax?
9 Because now we're at NCAA Convention, so did you have to gear
10 up for that?

11 DR. MYLES BRAND: I did have time to relax. Before
12 the holiday, we spent a few days with our grandchildren. And
13 then frankly, I got to a couch and I watched football for a
14 week. I loved every minute of it.

15 JOSH CENTOR: Doesn't sound bad at all.

16 DR. MYLES BRAND: Not at all.

17 JOSH CENTOR: You delivered your State of the
18 Association address on Saturday. How is the state of the NCAA
19 right now?

20 DR. MYLES BRAND: You know, there's a lot to be proud
21 of. It's an enormously successful endeavor. But with any
22 activity this important in our culture, with this many facets
23 and people involved, there are bound to be challenges. And
24 there are challenges, as well.

25 So overall, we're doing better and better every day.

1 But our challenges are deep and hard as well.

2 JOSH CENTOR: You address focused on fairness. Why?

3 DR. MYLES BRAND: Fairness is a quality of
4 intercollegiate athletics and all that we do that ones through
5 the entire enterprise. It is not just on the field, but it's
6 also how we populate our teams; how we hire our leadership,
7 such as coaches and administrators; how we conduct ourselves
8 as people, as part of athletics. And so it is a constant and
9 a very important theme that runs through athletics that
10 frankly we don't talk enough about.

11 JOSH CENTOR: Why now? Why and what is the first year
12 of the second century of the NCAA, our 101st -- why now
13 fairness?

14 DR. MYLES BRAND: Well, fairness has always been with
15 us. But I just want to take this opportunity to emphasize it
16 and really shine the light on how important it is.

17 JOSH CENTOR: You identified three challenges to
18 fairness -- sportsmanship, diversity, and hiring and
19 participation opportunities for women.

20 First, with sportsmanship, what does that have to do
21 with fairness?

22 DR. MYLES BRAND: Well, sportsmanship has everything
23 to do with fairness. In fact, someone might even identify
24 fairness with sportsmanship.

25 But what sportsmanship means -- and I tried to

1 articulate this in the speech, and I hope some people will
2 actually go to our web site and read it -- but what I tried to
3 do in the speech was talk about what are the necessary
4 conditions for fairness in sportsmanship? And there really
5 are two.

6 One is that you respect your teammates and your
7 opponents; and secondly that you respect the game. And those
8 two features, I think, are really at the heart of
9 sportsmanship.

10 JOSH CENTOR: How do you ensure that sportsmanship is
11 employed on our campuses? Because quite honestly we've seen
12 some lack of sportsmanship on our football fields this fall.

13 DR. MYLES BRAND: Well, we have, and in fact, in the
14 speech I use that as a point of departure, some of the fights
15 we've had early in the fall.

16 How do we ensure that the student athletes and the
17 fans act with sportsmanship? Well, the good news is that
18 we're in a university. And there's no one better at education
19 than universities, and this is all about education. What we
20 want to do is really help people understand that what
21 sportsmanship is character in the context of intercollegiate
22 athletics. These are competitive environments, but it's the
23 exhibiting character that is most important. And you do that
24 through education.

25 It is the team members. It's the coach. It's going

1 over what's important. And it isn't just the rules of the
2 game, but it's also the conventions of the game.

3 So let me give you an example. In basketball and,
4 suppose it's late in the game and an opposing player is coming
5 up for a key lay-up and you're guarding, and this person is
6 getting by you. It's okay to foul them, you have to play hard
7 because they shoot.

8 JOSH CENTOR: Part of the game.

9 DR. MYLES BRAND: But it's not okay to foul them
10 harder than it is to disrupt the shot. That's not
11 sportsmanlike. That's really viciousness.

12 And so how do you teach that convention? It's not a
13 rule of the game, because you're already fouling someone and
14 you've got to shoot foul shots first. So it's not a rule of
15 the game that that's what you're supposed to do. But the fact
16 is how do you reinforce that convention? And what's the
17 thinking behind it? What are the attitudes, as well as the
18 action? That takes a lot of work.

19 And you know, I'm a philosopher by trade. You may
20 know that. And Aristotle said, "You learn virtue by doing
21 virtuous acts." What that means is you know what you're
22 supposed to do in terms of behavior, and you keep reinforcing
23 that until it becomes habitual and until the right attitudes
24 are formed.

25 So I think universities, athletic departments, team

1 members can help people understand what kinds of behaviors are
2 required and why. And if you practice those by doing them
3 over and over again, they will become part of your repertoire
4 of actions.

5 JOSH CENTOR: It sounds like you think that the
6 coaches are responsible for much more than just winning and
7 losing, that they should be judged on how their teams play the
8 game.

9 DR. MYLES BRAND: Oh, of course, they are. I mean, we
10 judge coaches -- not just their wins and losses, but we judge
11 them on -- if you're a good coach, your players play very hard
12 and very cleanly. I mean, playing hard is perfectly
13 consistent with being a sportsman.

14 So take football, for example, if you're not playing
15 hard, if your hits aren't hard, then in a way you're
16 disrespecting the other players, because you're saying, oh,
17 you don't deserve my best effort.

18 JOSH CENTOR: Right.

19 DR. MYLES BRAND: They do deserve your best effort, so
20 it's perfectly compatible with hard, and in contact sports,
21 tough play, but you have to do it in a way that meets the
22 conventions of that particular sport.

23 JOSH CENTOR: The second challenge that you identified
24 was diversity in hiring. It doesn't sound like we're doing
25 the job that we need to. What can we do about that?

1 DR. MYLES BRAND: Well, we are in some areas. So for
2 example, African American male basketball coaches. I think
3 we've gotten to the point where we do now have a critical
4 mass. And I think good coaches, independently of color, now
5 have opportunities to get initial jobs and change jobs. So we
6 seem to be in good shape in men's basketball.

7 But if you compare men's basketball with football,
8 it's just not the same. There are 119 Division I-A football
9 teams, only 7 African American coaches.

10 JOSH CENTOR: If that.

11 DR. MYLES BRAND: That's what it is, is 7.

12 JOSH CENTOR: Wow.

13 DR. MYLES BRAND: And now we're seeing African
14 American head coaches prospects, candidates get more and more
15 interviews, and we've moved up from 3 to 7. But I don't think
16 that represents the quality of the candidates.

17 You know, I'm not talking about quotas or anything
18 close to that. What I'm saying, rather, is that in a
19 competitive environment, like football, you want to make sure
20 that you put the best coach in there. And what that requires
21 is that we have to change our search processes. We have to
22 make sure that it's an open and inclusive search process so
23 the best talent can rise to the top. We can no longer do it
24 in a quick and easy and sometimes secretive way. It has to be
25 done confidentially. But it shouldn't be secretive.

1 And so I think we have in that area, for example,
2 opportunities -- serious opportunities to improve. But I
3 would say also for leading academic -- or excuse me -- leading
4 athletic administrators, ADs, for example, women and people of
5 color should have open and inclusive search processes
6 available to them so the best talent can rise to the top
7 thereto.

8 JOSH CENTOR: And the third challenge that you
9 identified for fairness is about participation opportunities
10 for women. Now, Division III has an important proposal on the
11 floor today. It will be decided today. What are your
12 thoughts about maybe that proposal and the opportunities for
13 women that we have out there?

14 DR. MYLES BRAND: Yeah. I think the most important
15 point about opportunities for young women in intercollegiate
16 athletics are all about Title IX. I think Title IX has had
17 dramatic effects since it was first passed in 1972. We've
18 seen a fivefold increase in the number of young women who are
19 participating in sports, many of whom now are on
20 grants-in-aid. That's terrific. But it's still not full
21 implementation of Title IX.

22 I think we have to figure out how can we fully
23 implement Title IX without cutting into men's sports, because
24 I want to increase participation opportunities across the
25 board -- but how do we make sure that young women get every

1 opportunity to meet their goals and objectives? And if they
2 have the talent to play, there's a place for them. We should
3 not exclude people from participating in intercollegiate
4 athletics solely on the basis of gender.

5 JOSH CENTOR: Any other thoughts on the past few days
6 of convention?

7 DR. MYLES BRAND: You know, we're right here in
8 Orlando. I haven't been out of the building for quite a
9 while.

10 JOSH CENTOR: Neither have I.

11 DR. MYLES BRAND: And I'll tell you why because
12 there's a lot of excitement in the building. A lot of
13 important work is being done. I continue to be impressed by
14 the seriousness and the competency of the people who work in
15 intercollegiate athletics, both on the campus and in our
16 office. It's very exciting to me. I can hardly get to sleep
17 at night. Seriously, I'm so excited about the kinds of work
18 and activities that are going on right now.

19 I just came from a lunch, for example, with student
20 athletes, the SAAC members. Boy, that was terrific. You
21 know, they're smart as a whip, smart as could be, the best of
22 the best. And that was just great fun.

23 JOSH CENTOR: Well, it sounds like the state of the
24 association is pretty strong.

25 DR. MYLES BRAND: It is, I believe.

1 JOSH CENTOR: Well, thanks for taking the time in
2 what's a busy weekend.

3 DR. MYLES BRAND: You bet.

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