

**For Immediate Release**

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**LEAD1 Association, Minority Opportunities Athletic Association, and Black AD Alliance  
Announce Coalition**

*Coalition will bring college sports practitioners together to increase dialogue on DEI issues in  
NCAA college sports.*

**WASHINGTON, D.C.** -- The LEAD1 Association (“LEAD1”), which represents the athletics directors of the 130-member schools of the Football Bowl Subdivision (“FBS”), the Minority Opportunities Athletic Association (“MOAA”), and the Black AD Alliance, both leading organizations championing diversity, equity, and inclusion (“DEI”) in college sports, today announced a coalition among the three organizations that will bring college sports practitioners together to increase dialogue on DEI issues in NCAA college sports.

The three organizations are grounded in their support of providing greater access and opportunities for people of color, as well as more education on some of the unique challenges that people of color face. The announcement comes at a time of unprecedented changes in college sports as the NCAA recently ratified a new Constitution setting the framework for the organization to restructure itself. One of the foundational principles in the Constitution is a commitment to DEI.

The coalition’s initial framework for collaboration will be rooted in LEAD1’s previously released white paper titled “Actionable Recommendations to Create More Diverse Senior Leadership in NCAA Division I FBS College Sports.” The paper was created by LEAD1’s DEI Working Group, co-chaired by Sean Frazier, Vice President/Director of Athletics and Recreation at Northern Illinois, and China Jude, formerly the Senior Associate AD and SWA at the University of Wyoming (now the Vice President of DEI at the Denver Broncos). The white paper outlines an actionable plan for FBS college sports to create more opportunities for people of color to advance through the ranks.

MOAA, formed more than two decades ago, has been the leading platform for diverse administrators in college athletics to exchange ideas and advocate for increased participation and administrative opportunities. The Black AD Alliance, formed in July 2020, inspired by the national outcry for social justice, aims to create more opportunities for Division I Black athletic administrators and to advocate for the welfare of Black student-athletes.

**Quotes from LEAD1, MOAA, and Black AD Alliance Leadership:**

**LEAD1 President and CEO Tom McMillen:**

“We are thrilled to continue our actionable work in the DEI space. Our previously released white paper has provided us with a foundation to help address some of the longstanding inequities in our enterprise. Tethering our white paper to like-minded organizations is a significant step.”

**Northern Illinois University Vice President/Director of Athletics and Recreation & LEAD1 DEI Co-Chair Sean Frazier & Denver Broncos Vice President Diversity, Equity, and Inclusion & LEAD1 DEI Co-Chair China Jude:**

“As Co-Chairs of LEAD1’s DEI Working Group, one of the main messages from our group has been this need for more intentionality on DEI issues in college sports. With the white paper we’ve created a framework to help address some of these issues. This coalition will help advance some of our recommendations. Now is the time for measurable outcomes.”

**MOAA Executive Director Stan Johnson & University of Virginia Deputy Athletics Director & President MOAA Edward Scott:**

"This strategic partnership with the Black AD Alliance and LEAD1 only strengthens MOAA’s mission of creating a collaborative space to exchange ideas and advocate for increased participation for all unrepresented groups within athletics. Together we can create a collective voice that will enable us to address longstanding inequities in college athletics, while providing more access, opportunities and education for our members."

**University of Missouri-Kansas City Vice Chancellor/Director of Athletics & Black AD Alliance Co-Chairman Brandon Martin & Auburn University Director of Athletics & Black AD Alliance Co-Chairman Allen Greene:**

“The Black AD Alliance is delighted to partner with MOAA and LEAD1 in advancing meaningful discourse and efforts around DEI issues within college athletics. The white paper constructed by LEAD1 undoubtedly provides a fundamental framework in combating inequities within our industry. This collaboration will inevitably engender substantial change in our collective goals related to pipeline, voice, and policy.”

For more information on the Coalition, please contact, Bart Lambergman ([bart@lead1a.com](mailto:bart@lead1a.com)).

**About LEAD1 Association:** LEAD1, founded in 1986 and formerly the Division 1A Athletic Directors Association, represents the athletics directors of the 130 member universities of the Football Bowl Subdivision (FBS), that encompasses 42 states, 55,000 student athletes, and more than 25,000 athletic administrators. Key to LEAD1’s mission is advocating on policy facing NCAA Division I FBS athletic departments, promoting consensus among FBS athletic directors, and providing valuable services to member schools - all dedicated towards supporting the success of student-athletes and future of college sports. Since 2015, LEAD1 has been led by the Honorable Tom McMillen, a former Congressman, college basketball All-American, Rhodes Scholar, and 11-year NBA player. For more information, please visit [www.LEAD1Association.com](http://www.LEAD1Association.com).