

### RESEARCH HIGHLIGHTS

- African-American students in this study reported a desire to be welcomed by university leaders overall.
- African-American students identified differences in how they experience the culture of football games versus their White peers.
- Although African-American students reported differences in how they experienced college football, they shared similar views about being a part of the overall University family.
- African-American non-student athletes felt that if African-American football players supported their on-campus activities, more blacks students would in turn be supportive of football players on game day.

*Athletic departments should reach out to African-American students and community members to engage in a dialogue about strategies to meet the needs of the Black fan base.*

### QUESTIONS FOR PRACTICE

1. In what capacity does your athletic department assess diversity and engagement of all students at athletics events?
2. At what level are student-athletes encouraged to support non-athletics student group activities on your campus?
3. In what ways, if any, does your athletics department and campus student development leadership collaborate on efforts to engage students across culturally diverse perspectives?
4. In what ways do athletic-related events, traditions and promotions support the cultural diversity of the total campus community?



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*Additional Resources:*

- [ESPN: Will next generation of fans show up?](#)
- [CollegeAD.com: Student Attendance Dropping Everywhere in College Athletics](#)

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