



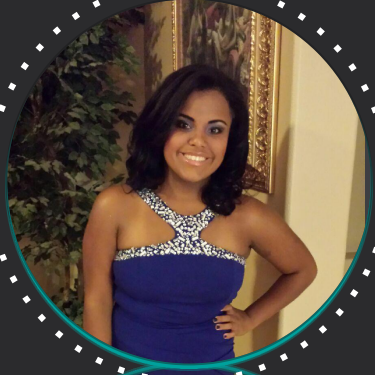
NFL Experienceship

Prairie View A&M University
HBCU Battle of the Brains 2019



Our awesome team

Prairie View A&M University



Amber Diehl



Dannick Boyogueno



Oluseun John



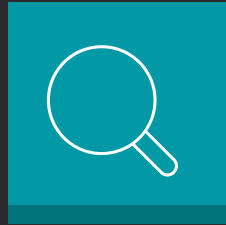
Seif Hediya



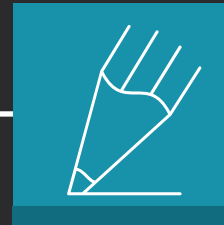
Uchechukwu Uboh

Agenda

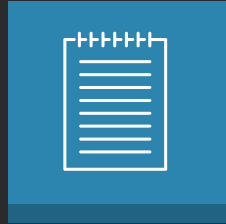
Research Elements



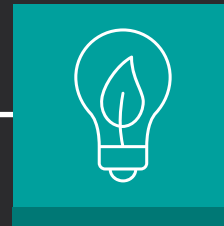
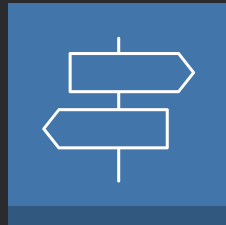
Problem Statement



Analysis & Comparison



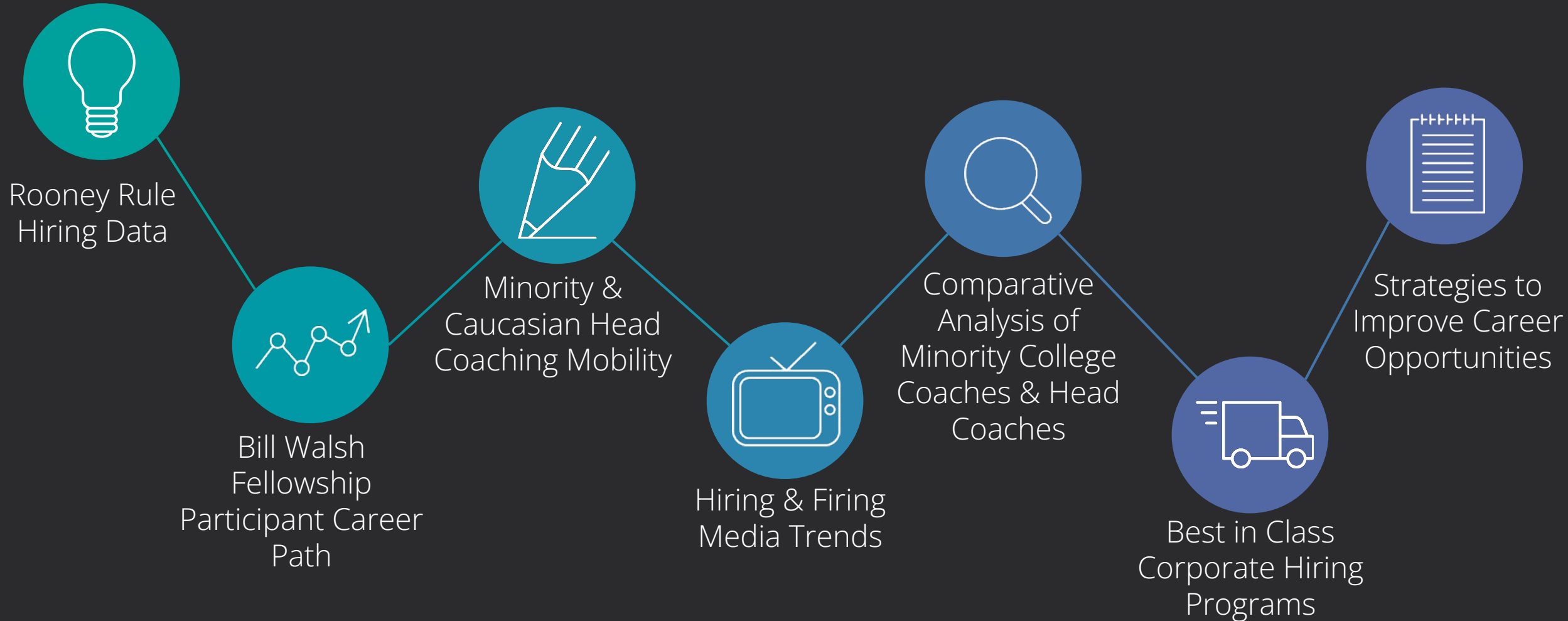
Recap



Solution

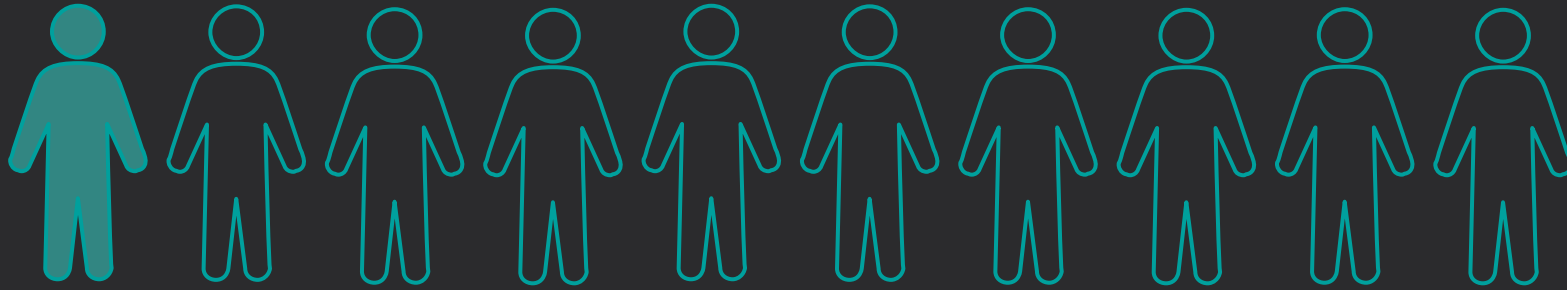


Research Elements



Problem Statement

A Minority Crisis!



4 of 32
are minorities head
coaches in the NFL



0 of 32
are females head
coaches in the NFL

Rooney Rule



Rooney Rule

How Effective?



Bill Walsh Fellowship

What is it?

Purpose

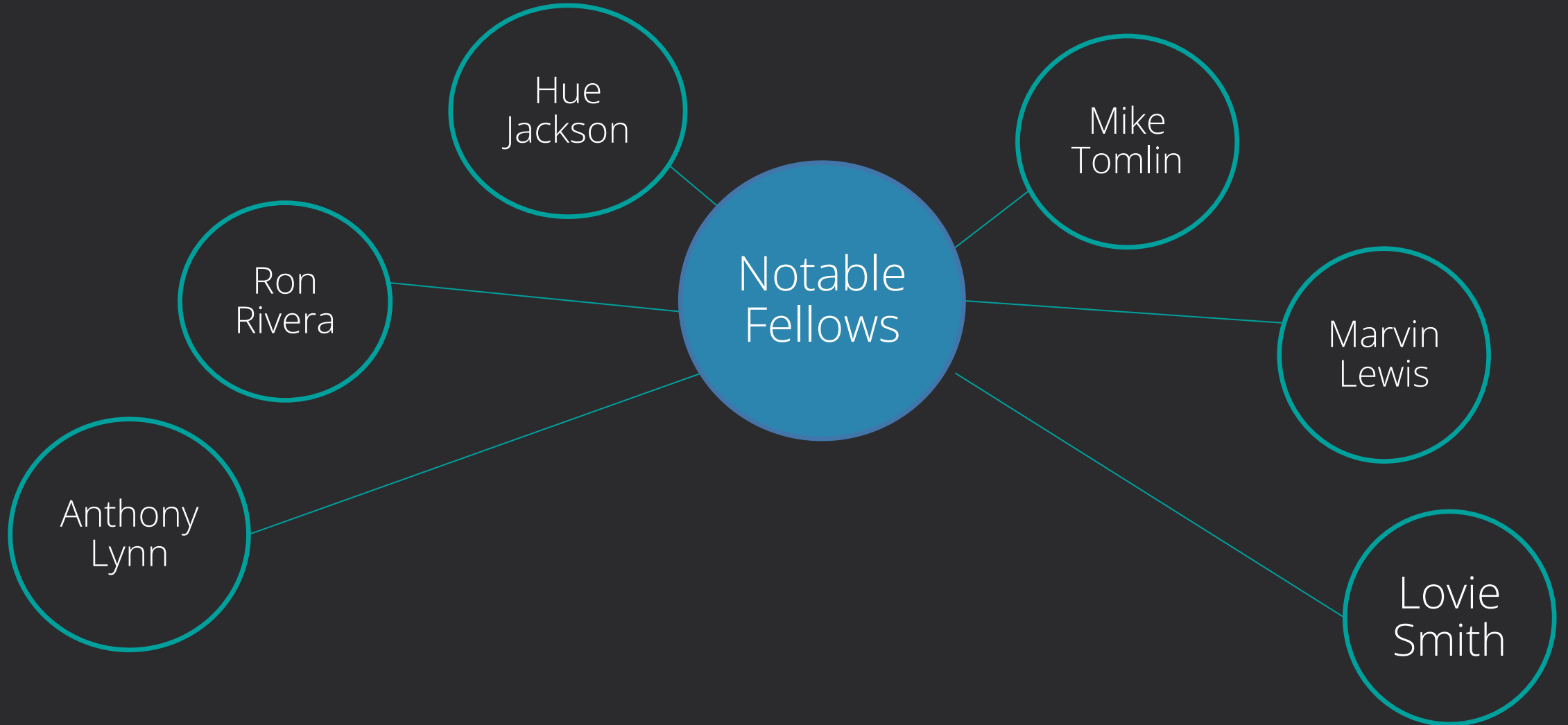
Designed for minorities to gain experience and exposure to NFL programs and organizations



Application

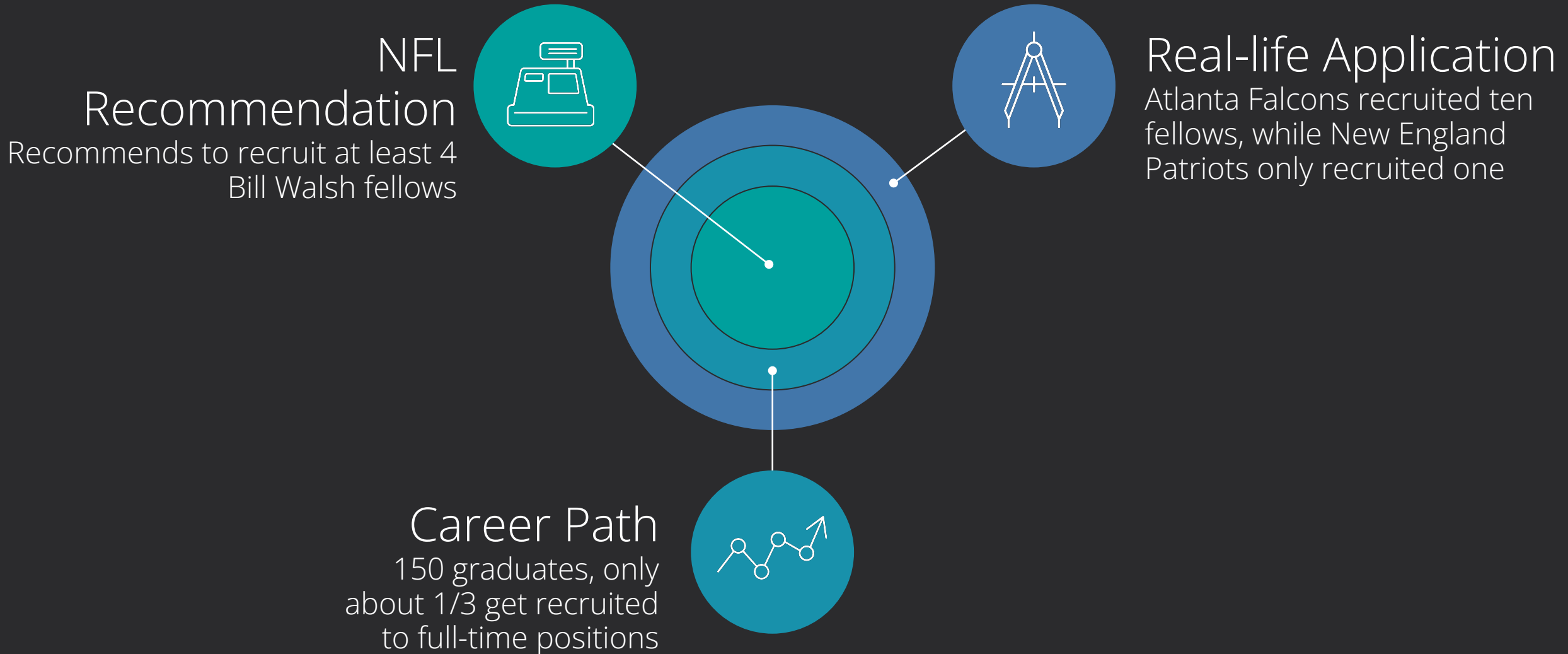
Accepts around one hundred and fifty fellows per year

Bill Walsh Fellowship



Bill Walsh Fellowship

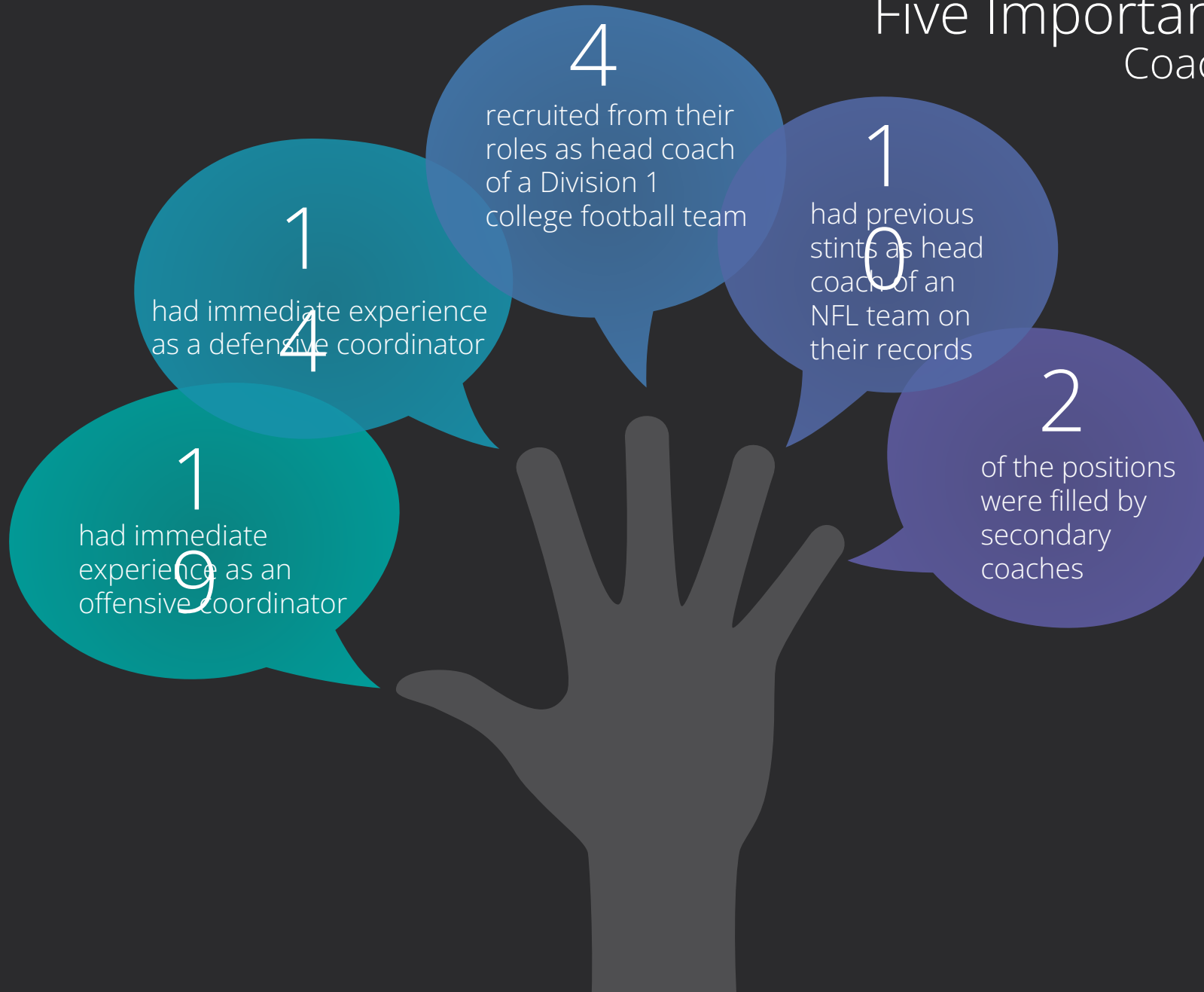
How does it perform?



Head Coaches Hired (2013-2019)

NFL TEAM	PRE-HIRE	NAME OF HEAD COACH HIRED	SEASON	RACE
Arizona Cardinals	Defensive Coordinator	Steve Wilks	2018	African-American
Arizona Cardinals	Offensive Coordinator	Bruce Arians	2013	White
Arizona Cardinals	Texas Tech Head Coach	Kliff Kingsbury	2019	White
Atlanta Falcons	Defensive Coordinator	Dan Quinn	2015	White
Buffalo Bills	Syracuse Head Coach	Doug Marrone	2013	White
Buffalo Bills	NFL Head Coach	Rex Ryan	2015	White
Buffalo Bills	Defensive Coordinator	Sean McDermott	2017	White
Chicago Bears	CFL Head Coach	Marc Trestman	2013	White
Chicago Bears	NFL Head Coach	John Fox	2015	White
Chicago Bears	Offensive Coordinator	Matt Nagy	2018	White
Cincinnati Bengals	Quarterbacks Coach	Zac Taylor	2019	White
Cleveland Browns	Offensive Coordinator	Hue Jackson	2016	African-American
Cleveland Browns	Offensive Coordinator	Rob Chudzinski	2013	White
Cleveland Browns	Defensive Coordinator	Mike Pettine	2014	White
Cleveland Browns	Offensive Coordinator	Freddie Kitchens	2019	White
Dallas Cowboys	NFL Head Coach - Same Team	Jason Garrett	2015	White
Denver Broncos	Defensive Coordinator	Vance Joseph	2017	African-American
Denver Broncos	NFL Head Coach	Gary Kubiak	2015	White
Denver Broncos	Defensive Coordinator	Vic Fangio	2019	White
Detroit Lions	Offensive Coordinator	Jim Caldwell	2014	African-American

Five Important Takeaways Coaches Data



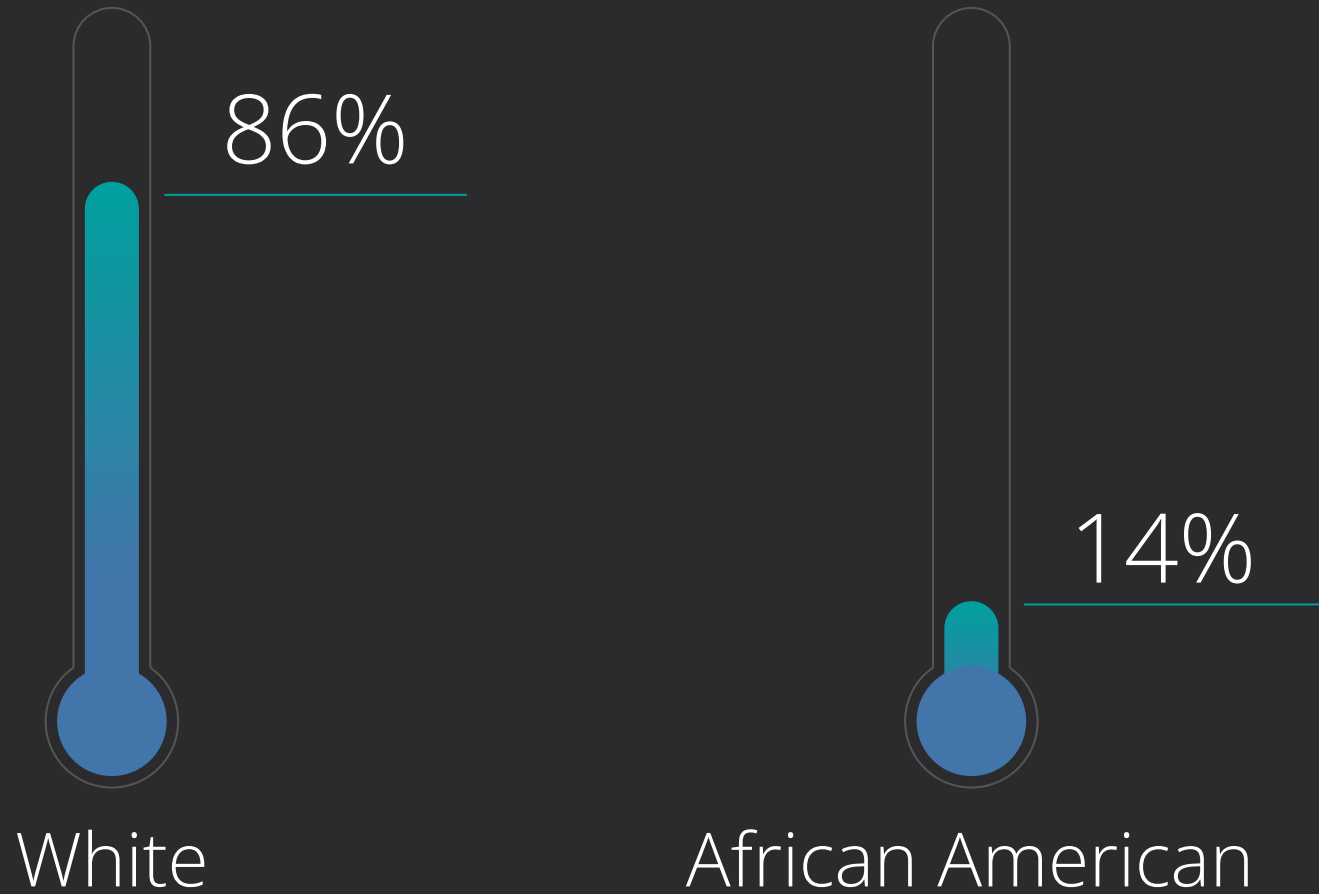


Almost
40%

of the positions were filled with
offensive minded coaches as
opposed to 32% from the defensive
side.

Head Coaches Hired (2013-2019)

Ethnicity Comparison



Head Coach Mobility Pattern (2013-2019)

NAME OF FORMER HEAD COACH	SEASON	RACE	SECOND OPPORTUNITY FOR FORMER HEAD COACH	THIRD OPPORTUNITY FOR FORMER HEAD COACH	FOURTH OPPORTUNITY FOR FORMER HEAD COACH
Adam Gase	2018	White	Head Coach, New York Jets 2019	N/A	N/A
Ben McAdoo	2017	White	No new opportunity	N/A	N/A
Bruce Arians - *Retired	2017	White	Head Coach, Tampa Bay Buccaneers 2019	N/A	N/A
Chip Kelly	2015	White	Head Coach, San Francisco 49ers 2016	Analyst, College Football 2017	College Head Coach, UCLA 2018
Chuck Pagano	2017	White	Defensive Coordinator, Chicago Bears 2019	N/A	N/A
Dirk Koetter	2018	White	Offensive Coordinator, Atlanta Falcons 2019	N/A	N/A
Doug Marrone - *Quit	2015	White	Assistant Head Coach, Jacksonville Jaguars 2015	Head Coach, Jacksonville Jaguars 2017	N/A
Gary Kubiak	2013	White	Offensive Coordinator, Baltimore Ravens 2014	Head Coach, Denver Broncos 2015	Head Coach, Minnesota Vikings 2019
Greg Schiano	2013	White	Assistant Head Coach, Ohio State 2016	N/A	N/A
Gus Bradley	2016	White	Defensive Coordinator, Los Angeles Chargers 2017	N/A	N/A
Hue Jackson	2018	African-American	Assistant Head Coach, Cincinnati Bengals 2018	No new opportunity	N/A
Jack Del Rio	2017	White	No new opportunity	N/A	N/A
Jeff Fisher	2016	White	No new opportunity	N/A	N/A
Jim Caldwell	2018	African-American	Assistant Head Coach, Miami Dolphins 2019	N/A	N/A
Jim Schwartz	2013	White	Defensive Coordinator, Buffalo Bills 2014	Defensive Coordinator, Philadelphia Eagles 2016	N/A
Jim Tomsula	2015	White	Defensive Line Coach, Washington Redskins 2017	N/A	N/A
Joe Philbin	2015	White	Assistant Head Coach, Indianapolis Colts 2016	Offensive Coordinator/Interim Head Coach 2018	N/A
John Fox	2017	White	NFL Analyst, ESPN 2018	N/A	N/A
Ken Whisenhunt	2015	White	Offensive Coordinator, San Diego Chargers 2016	N/A	N/A
Leslie Frazier	2013	African-American	Defensive Coordinator	Defensive Coordinator	N/A
Lovie Smith	2015	African-American	College Head Coach, Univeristy of Illinois 2016	N/A	N/A
Marc Trestman	2014	White	Offensive Coordinator, Baltimore Ravens 2015	Head Coach/GM XFL	N/A

Takeaway Numbers

Head Coach Mobility Pattern

34

Head coaches were fired between 2013 to 2019

8

African American coaches were fired during this period

7

African American coaches who were hired during the same period.

1

Anthony Lynn of the Los Angeles Chargers is the only black head coach from this period who still holds his job

5

Coaches who were fired have not been back in the NFL

29

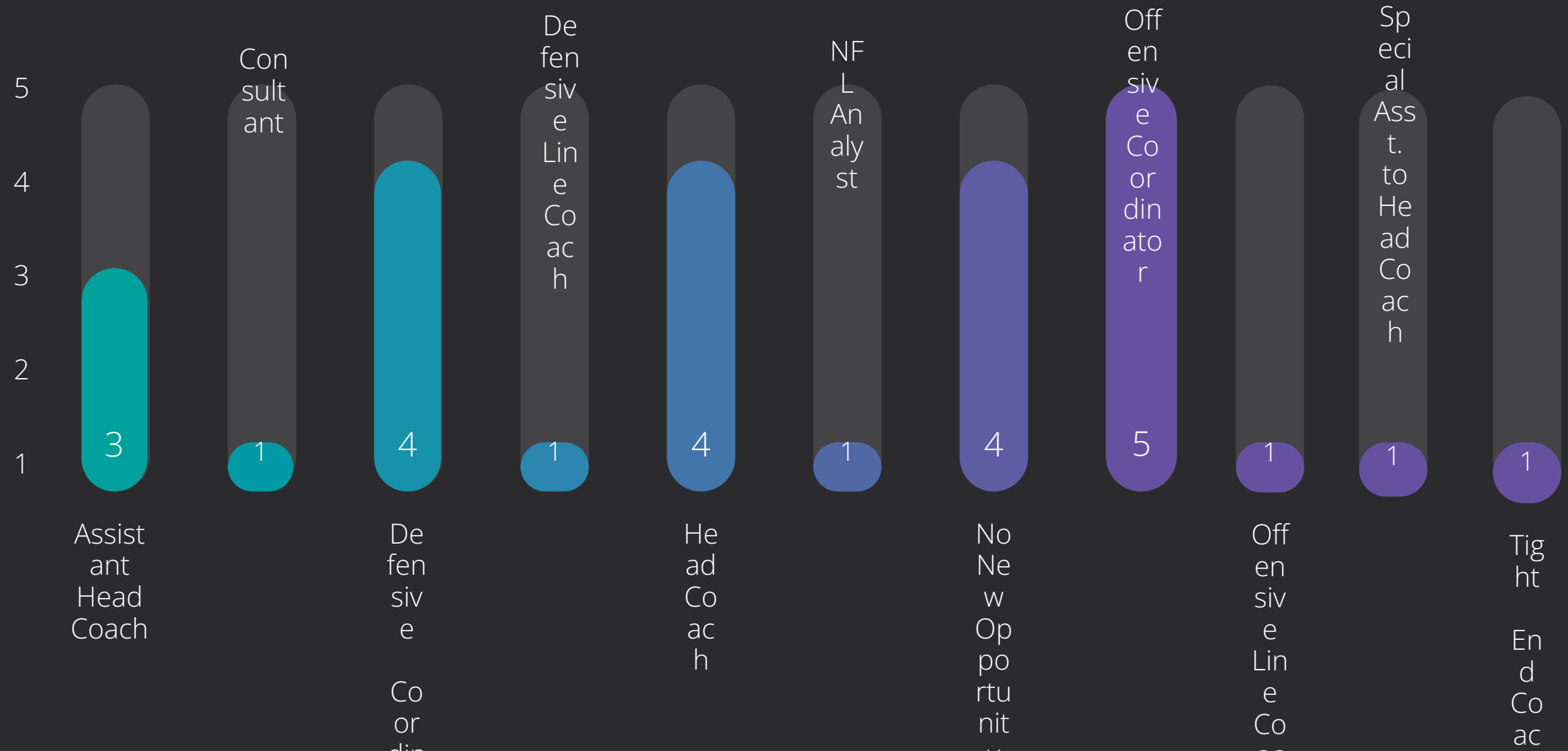
Coaches were able to get another coaching job with an NFL team

4

African American coaches who were fired received new roles as defensive coordinator

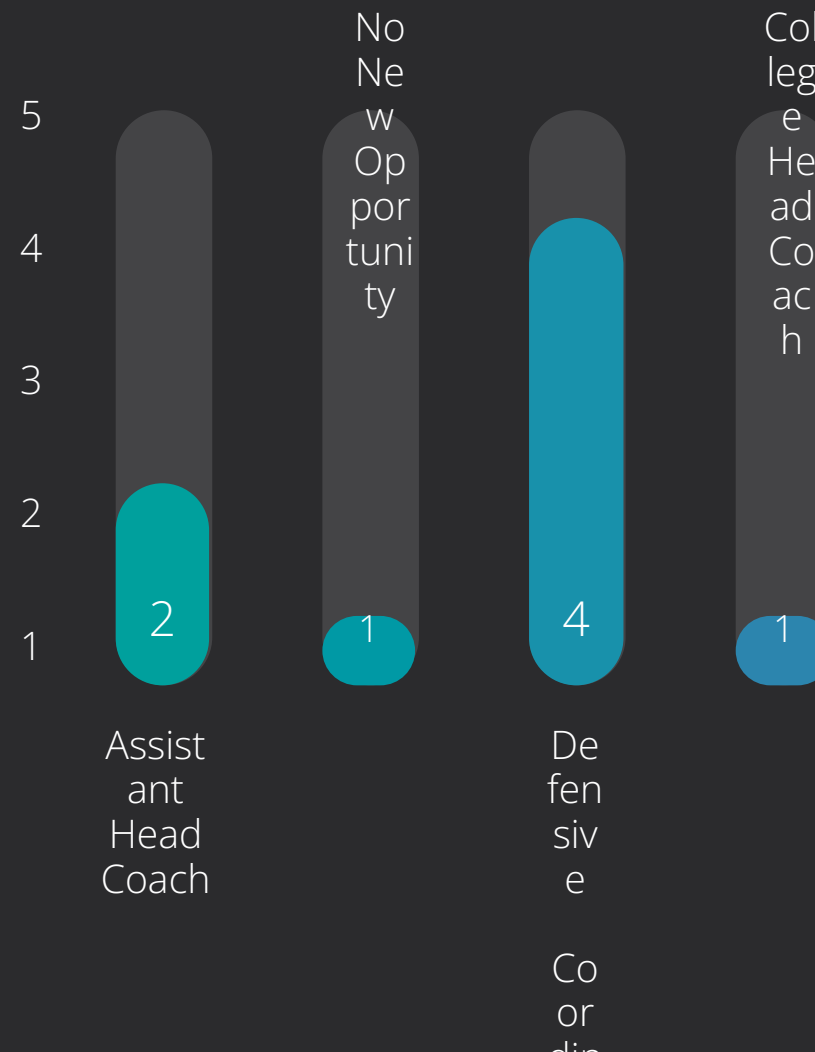
Takeaway Numbers

Count of 2nd Opportunity for Former White Head Coaches



Takeaway Numbers

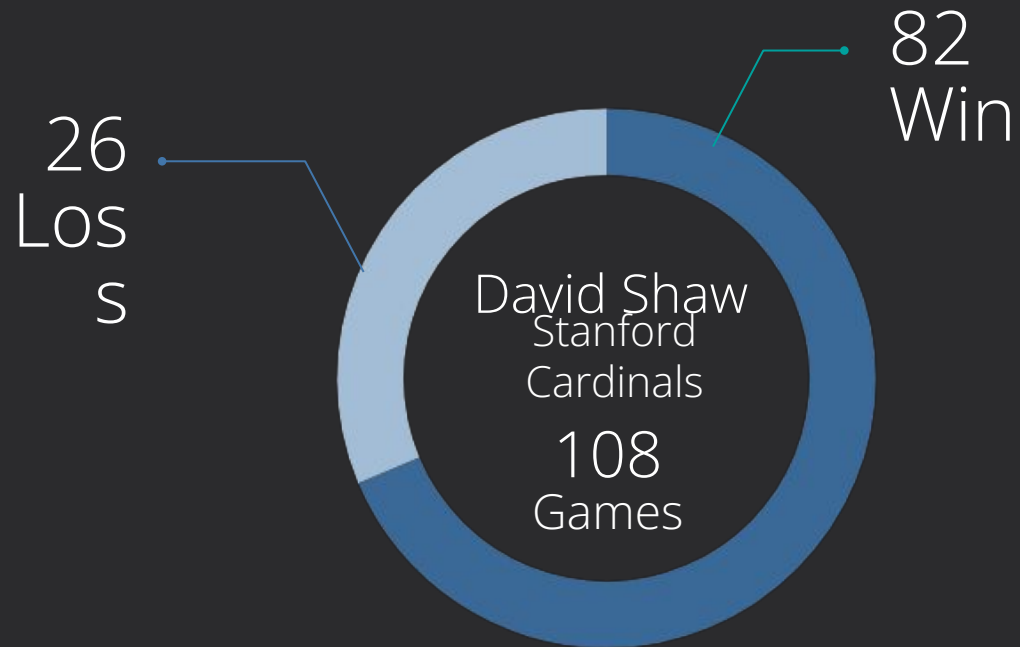
Count of 2nd Opportunity for African American Coaches



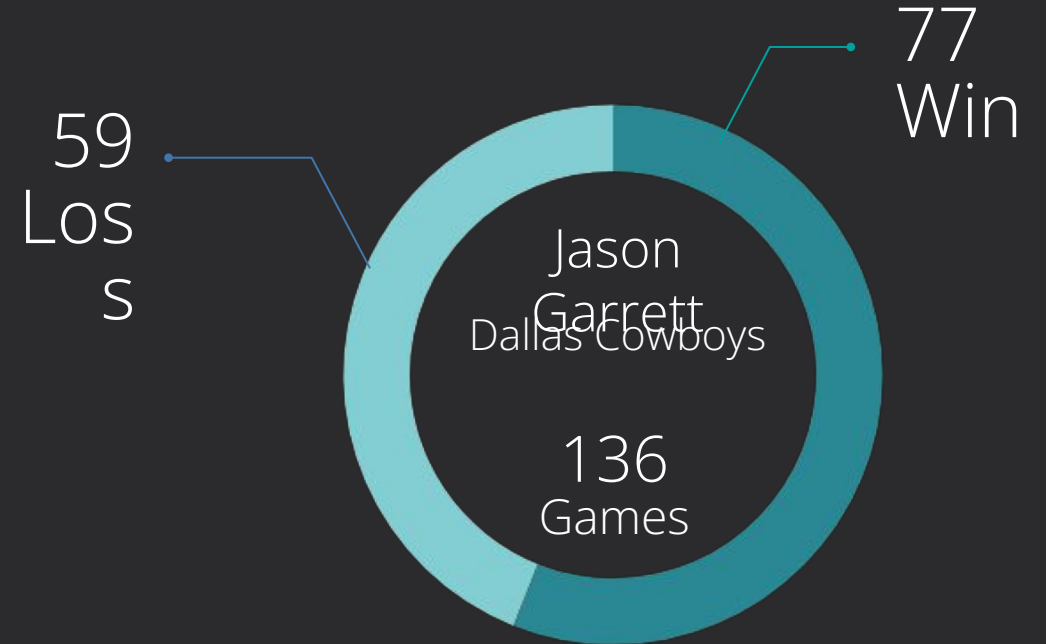
Hiring and Firing Media Trends (2013-2018)

Year	Name	Title	Race	Team	Record	No. of Seasons	Media Outlook
2013	Leslie Frazier	Head Coach	Black	Minnesota Vikings	21W-32L-1T	3	Blames Him
2013	JimSchwartz	Head Coach	White	Detroit Lions	29W-53L	5	Blames Team
2013	Gary Kubiak	Head Coach	White	Houston Texans	61W-64L	8	Blames Team
2014	Mike Smith	Head Coach	White	Atlanta Falcons	66W-46L	7	Blames GM
2014	John Idzik	GM	White	New York Jets	4W-12L	6	Blames Team
2015	Lovie Smith	Head Coach	Black	Tampa Bay Buccaneers	2W-14L	2	Blames Him
2015	Jim Tomsula	Head Coach	White	San Francisco 49ers	5W-11L	1	Blames Recent Team Firings/Retirements
2015	Ray Farmer	GM	Black	Cleveland Browns	10W-22L	2	Blames Him
2015	Ken Whisehunt	Head Coach	White	Tennessee Titans	3W-20L	2	Blames the Need to Rebuild the Team
2016	Mike McCoy	Head Coach	White	San Diego Chargers	27W-36L	4	Blames Team
2016	Chip Kelly	Head Coach	White	San Francisco 49ers	2W-14L	1	Blames Team / GM
2017	Ben McAdoo	Head Coach	White	New York Giants	2W-10L	1	Blames Team
2017	Chuck Pagano	Head Coach	White	Indianapolis Colts	4W-12L	6	Blames Health
2017	Jim Caldwell	Head Coach	Black	Detroit Lions	35W-17L	4	Blames Him
2018	Todd Bowles	Head Coach	Black	New York Jets	10W-6L	4	Blames Him
2018	Vance Joseph	Head Coach	Black	Denver Broncos	11W-21L	2	Blames Him
2018	Hue Jackson	Head Coach	Black	Cleveland Browns	3W-36L-1T	3	Blames Him
2018	Dirk Koetter	Head Coach	White	Tampa Bay Buccaneers	19W-29L	3	Blames Team
2018	Steve Wilks	Head Coach	Black	Arizona Cardinals	3W-13L	1	Blames Him
2018	Marvin Lewis	Head Coach	Black	Cincinnati Bengals	131W-122L-3T	16	Blames Him
2018	Mike McCarthy	Head Coach	White	Green Bay Packers	125W-77L-2T	13	Blames Team

Comparative Analysis of Minority College Coaches and Head Coaches

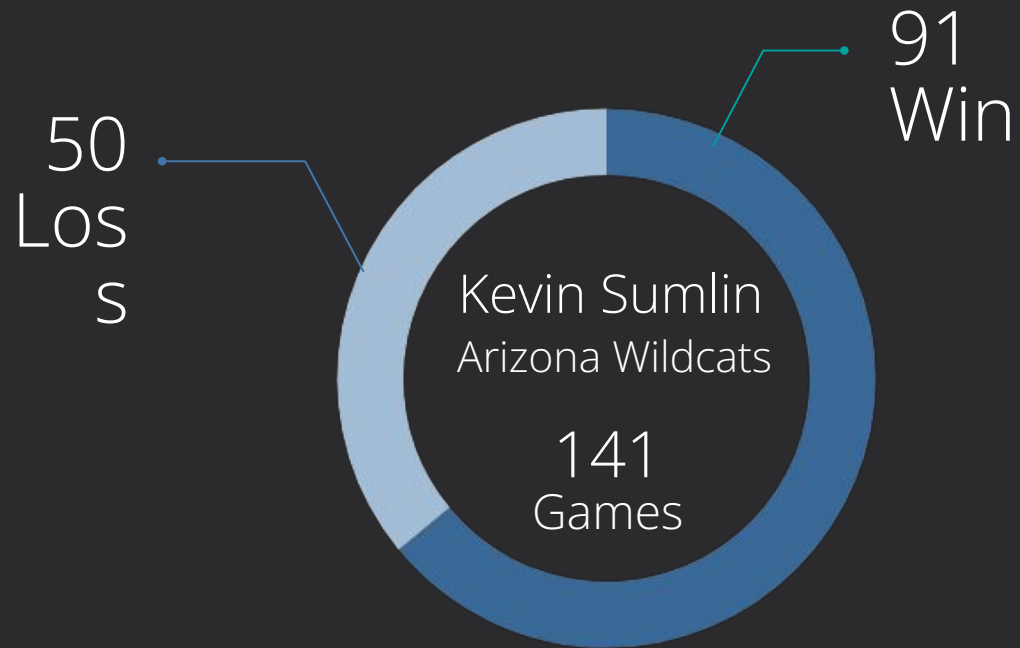


0.759 Win-Loss Ratio

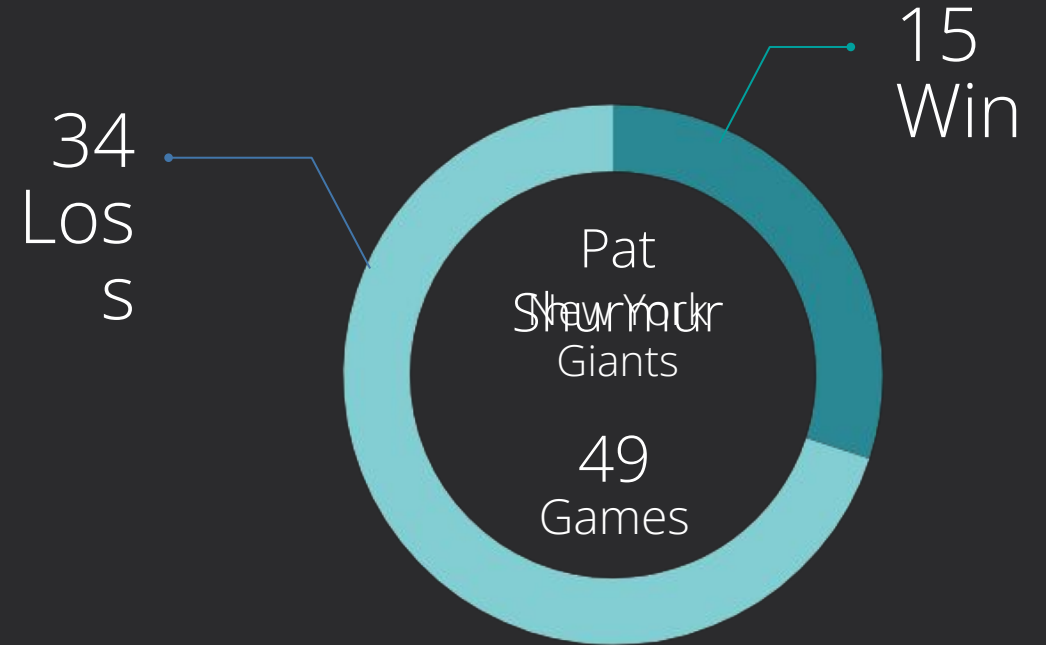


0.566 Win-Loss Ratio

Comparative Analysis of Minority College Coaches and Head Coaches



0.645 Win-Loss Ratio



0.306 Win-Loss Ratio

Comparative Analysis of Minority College Coaches and Head Coaches

	James Franklin	Mike Tomlin	Doug Pederson
Team	Penn State	Pittsburgh Steelers	Philadelphia Eagles
Salary	\$4.8 million	\$7 million	Not Disclosed
Games Played	105	192	48
Win	69	125	29
Loss	36	66	19
Tie	0	1	0
Win-Loss Ratio	0.657	0.654	0.604

Minority Head Coaches at NCAA FBS

Coach	School	Conference	Games Played	Win	Loss	Win-Loss Ratio
Dino Babers	Syracuse	ACC	64	36	28	0.563
James Franklin	Penn State	Big Ten	105	69	36	0.657
Derek Mason	Vanderbilt	SEC	62	24	38	0.387
David Shaw	Stanford	PAC 12	108	82	26	0.759
Lovie Smith	Illinois	Big Ten	36	9	27	0.250
Charlie Strong	USF	American Athletic	115	70	45	0.609
Willie Taggart	Florida State	ACC	109	52	57	0.477
Frank Wilson	UTSA	USA	36	15	21	0.417
Herm Edwards*	Arizona State	PAC 12	13	7	6	0.538
Kevin Sumlin	Arizona	PAC 12	141	91	50	0.645
Mel Tucker**	Colorado	PAC 12	0	0	0	N/A
Mike Locksley	Maryland	Big Ten	34	3	31	0.088

Best in Class Corporate Hiring Programs

Top 3 diverse companies

Medtronic

03



Recognized by many organizations for their diversity

Accenture

01



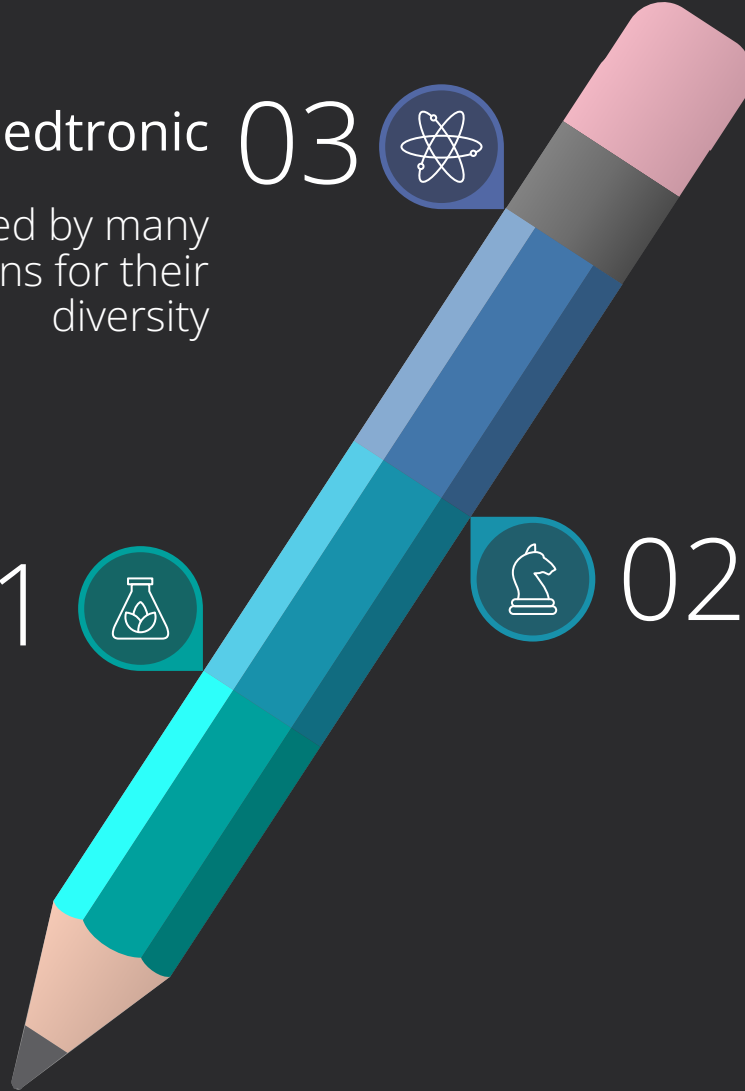
D&I is a fundamental aspect of the company
Set a goal of 50% equality by 2025
Invested \$935,000,000 in developing talent

02



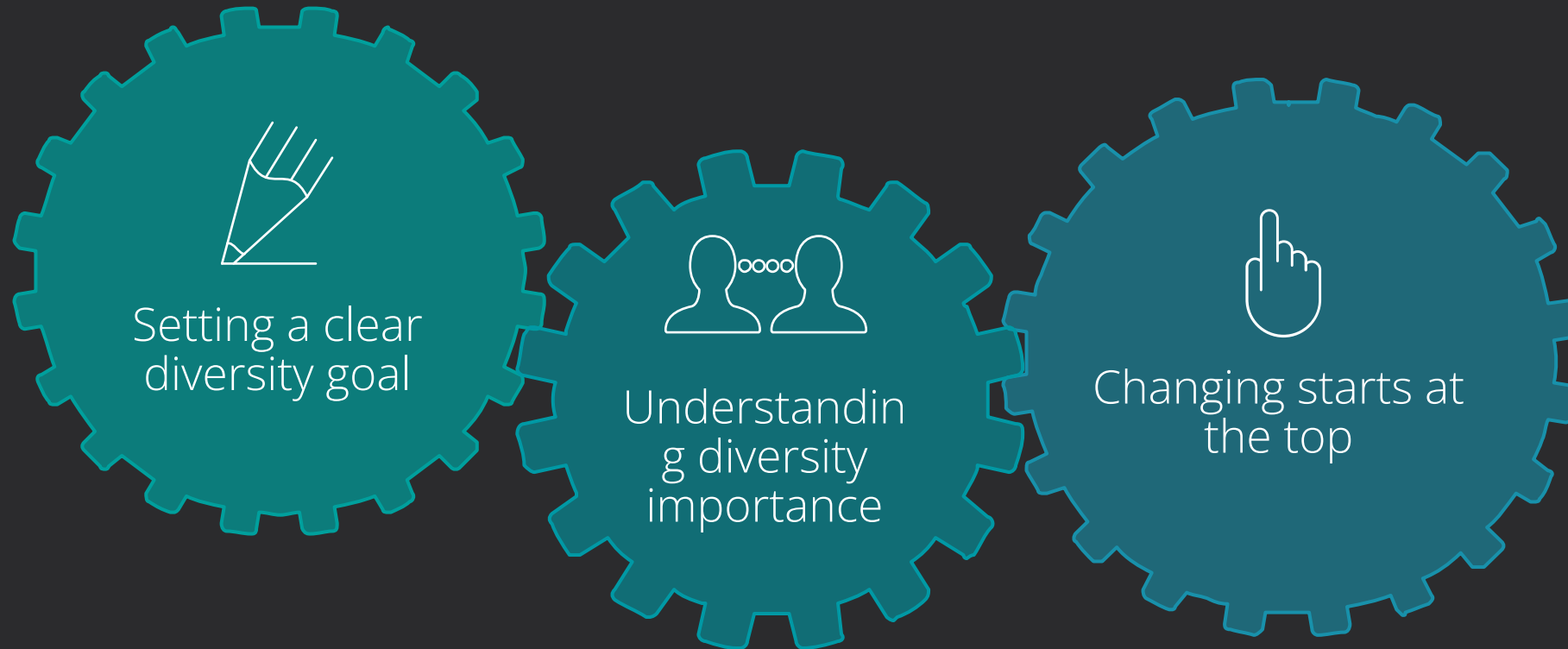
Novartis

Achieved a balanced gender representation in workplace
49% of workforce are women

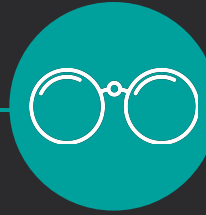


Best in Class Corporate Hiring Programs

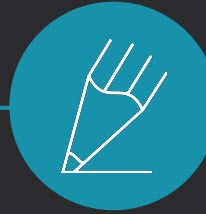
Most relevant contributors to a diverse and dynamic workplace



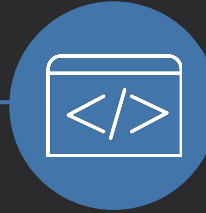
Strategies to Improve Career Opportunities



Create a visible diversity goal
Acting as a “north star” in guiding D&I policies



Accountability with incentive
A backbone for placing created goals



D&I as a core value
Solidifying NFL’s commitment to D&I

Recap

CORE
IDEA

Diversity &
Inclusion



Problem
Lack of the diversity
within the NFL coaching
positions



Solution Strategy
Integrating diversity
and inclusion initiatives
implemented by other
successful companies
such as Accenture,
Novartis, and
Medtronic.



Opportunity
Expose the aspiring
minorities to the
available coaching
positions in the NFL

Thank you!

.

.

.

Questions?

