

The Historical Development of and Administrative Philosophy toward Women's Athletics at the Four North Carolina Universities in the Atlantic Coast Conference, 1971-1987

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The initiation, development, governance, funding, and evolving philosophies of women's athletics at Duke University, North Carolina State University, the University of North Carolina, and Wake Forest University were studied for the period between 1971-1987. It was found that the women's programs at these institutions grew to include seven to thirteen sports, over half coached by men. More qualified men applied and were hired, often due to an "old boys network," plus nineteen males coached both male and female teams. Title IX's impending threat, or inevitable mandates, directly and indirectly enhanced women's sport opportunities, especially financially. While basketball emerged as the predominant sport, each university funded only a specific number of sports and emphasized those that reflected its unique philosophy. University administrators, while supportive of equity for women's athletics,

restructured them into the male athletic models institutionally, in the conference, and nationally. A commitment to excellence at all these universities signalled a bright future for female athletes at today's highly competitive levels.