

Who are "We"? Exploring Identities in Non-Profit Sport Board Organization Functioning

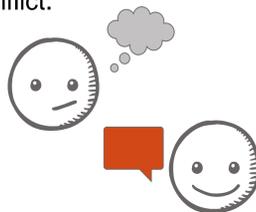
Department of Sport Management

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Context

Decisions at Sport Board Level

- Parents and family members volunteer their time for various roles in non-profit sport (Taylor & Morgan, 2017); yet relatively little is understood about the influence of involvement on sport functioning.
- Given that "characteristics such as gender, sex, and sexuality do not only take the form of identities, but also social positions that possess societal status and power (Burman, 2002)" (Satore & Cunningham, 2010, p. 495-496) it is important to understand how board members' diverse social identities, as well as that of their families', influence sport decision making and conflict.
- Little is known how volunteer roles on sport boards influence family life. It is imperative to examine familial members' perceptions and support of their partner/spouse's volunteer labour as a board member.



Objectives

To explore the experiences of sport board members, diversity, and family life within the governance of regional sport.

Specifically, we examine the ways in which multiple role identities (e.g., grandparent, board member, coach) and social identities (e.g., socio-economic status, gender, sexual identity, race, disability) may compliment or conflict with one another during sport board functioning (e.g., decision-making and conflict) as well as within family relationships (e.g., board member and their partner/spouse).

Expected Outcomes



Understand decision making with non-profit sport boards regarding sport policies and programming, and how familial identities influence said decision making.

Stimulate dialogue between the academy, policymakers, practitioners and sport board members, influencing the direction of sport policy and programming.



Enhance the delivery of youth sport programs in professional practice to become more inclusive for all families in the community.

Theory

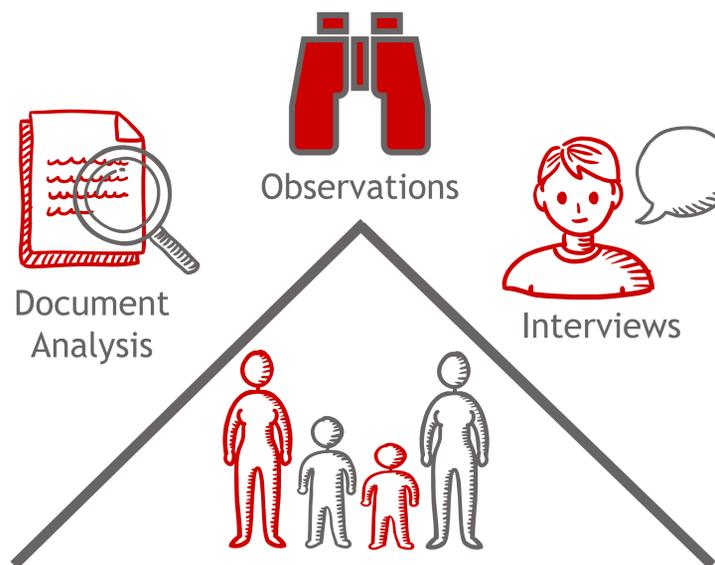
Social identity theory (SI): a person's knowledge that he or she belongs to a social category or group (e.g., race or socio-economic status; Hogg & Abrams, 1988).

Identity theory (IT): parts of one's self consisting of meanings that are attached to the "multiple roles [individuals] typically play in highly differentiated contemporary societies" (Stryker, 1980, p. 284).

- Using **SI**, Kerwin (2013) found that board members identify with individuals or groups within their sport club that directly (or indirectly) influences conflict and disagreement.
- Kerwin also outlined that sport board members may define themselves by multiple social groups, which impacts board functioning (conflict).
- Within **IT**, each role identity impact expectations, behaviours and interactions within the group/board (Stryker & Statham, 1985).
- Both social and role identity may be particularly relevant for community sport in that board members may identify with multiple roles and social groups such as parent, board member, athlete, or former athlete.

Research Design

Sport Boards



Partner/Spouse Interviews
Family Perspectives

What's Next?

Phase 1: Sport Board Identity & Functioning January 2019 - June 2020

- Field observations of board meetings
5 regions of a popular sport, across Ontario, representing diverse geographical areas and player densities
- Regional policies and document analysis



Phase 2: Familial Perspectives October 2019 - June 2020

- Informed by the board meeting observations as well as policy analysis
- Semi-structured interviews with 15-20 board members
- Semi-structured interviews with 15-20 partner/spouse of board members



Thank you!

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