



PGA OF AMERICA DIVERSITY SCHOLARSHIP PROGRAM



PGA™

Foundation

THE PGA OF AMERICA'S DIVERSITY

CAMPAIGN INITIATIVE is a call to action designed to advance and accelerate opportunities for people of color and women to earn careers throughout the golf industry as PGA Professionals, LPGA Professionals, business owners, leaders and more. The success of this Campaign will help facilitate equality in the game and business of golf, and create a positive effect on communities nationwide.

BACKGROUND:

The Disparities in Golf Management Education and Leadership

Currently, 20 universities are accredited by The PGA of America to offer a Bachelor's Degree in Golf Management. These collegiate programs graduate 330 students each year. Over the past 30 years, more than 4,500 students have attained a degree in Golf Management through the program. Virtually all of these graduates have gone into professional positions and most have advanced into sports, business and/or community leadership positions.

Since establishing this Degree program, the students remain predominately Caucasian males. Only in more recent years has the enrollment increased from people of color and the female population (now totals 10 percent: 5.7 percent people of color; 4.3 percent female). This enrollment disparity is one of the highest of all undergraduate degree programs in the United States.

Meanwhile, females represent more than 51 percent of the U.S. population and people of color account for 35 percent. Yet, the PGA Membership is comprised of only 4.3 percent from people of color and just 3.5 percent are female.

The sport and business of golf cannot thrive in the United States and in many other countries without systematically opening more educational and professional opportunities to a far more diverse population.

CAMPAIGN

The new PGA of America Diversity Scholarship Program is designed to close this disparity gap over the next 10 years through a dedicated scholarship and recruiting endowment program.

In 2011, The PGA Foundation Board of Trustees approved the goal to create a \$41 million endowment designated specifically to support both people of color and females

to pursue undergraduate degrees in Golf Management. This campaign requires building financial resources that will provide scholarship funds and ensure sustainability of this program.

The initiative is aimed at changing people's lives, changing the management of the sport, increasing the number of players committed to golf and serving communities that host the sport. Our charge is clear:

- Attract and retain the brightest and talented individuals of color as well as females to attend an accredited PGA Golf Management University by increasing the PGA Foundation scholarship fund.
- Enrich and expand student learning experiences to prepare for a career within the golf industry and civil leadership in the 21st Century.
- Partner with the PGA Golf Management Universities and the golf industry to support the well-being of the PGA Golf Management students.
- Provide career opportunities for students as they transition from college to the golf industry.
- Continue to mentor graduates to higher achievement levels

A CAREER IN GOLF:

A Pathway to Community Leadership

The role of a PGA Professional includes community service and leadership. PGA Professionals have fiduciary and civic responsibilities to help create a sport that offers opportunities to all as well as builds the vitality of the community. In the process of attaining a degree, PGA Professional Golf Management students are required to do service projects that leverage the game of golf to enhance lives within their communities.

Their service includes directing programs to:

- **Reduce Youth Obesity** — One in four youth are obese or overweight
- **Increase High School Graduation Rates within Inner Cities** — The national average is 68 percent (Hispanic American: 56 percent; Native American: 51 percent; and African American: 44 percent)
- **Raising Monies for Cancer Research and Food Banks to Help Decrease Youth Hunger** — In order to provide a positive impact on health, education and society.
- **Teaching the Game of Golf and Its Inherent Life Skills to Inner-City Youth** — To instill characteristics of honesty, sportsmanship, respect, confidence, responsibility, judgment and perseverance.



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Join us as a Partner with
The PGA Foundation in

“Improving Lives Through Golf”

and making the dreams of individuals that benefit from the PGA Diversity Golf Management Scholarship Program come true.

To become a Partner, contact
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THE PGA FOUNDATION

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