

**Madelyn Harnish**  
**Honors: US History 2**  
**Oct. 17 2016**

**Marshal, Bill. Personal interview with the author. Lancaster, PA Oct. 8 2016**

**Overview by Madelyn Harnish:**

Dr. Bill Marshal was a coach and professor at University of Wisconsin and F and M college. He was born in Wisconsin and got his doctor's degree there. Later he was offered a job at F and M which he took to be there athletic director. While there, he heard about the AIAW and helped it by starting championship games for women. He also helped get the NCAA to start having women's championships part of their program. It was a hard process to get both men and women acceptance, but he worked hard and finally the NCAA was both for males and females.

**Madelyn Harnish (question) :** So can you tell me a little bit about yourself?

**Dr. Marshal (answer):** I was a I'm a male a man and I was born and raised in the state of Wisconsin. Uh My parents ran a small country store and from my earliest memory days I helped work at the store and I became was very comfortable working directly with people. As I grew up I went to a small high school played three different sports. I was the first 12 letter man person in East Troy Wisconsin, and then I went on to after my senior year in high school. I was a fairly good baseball player and made an all star baseball team and had discussion with the then Mawaci Greys, which later moved to Atlanta, and they were interested in having me sign with one of their minor league teams as a catcher, but they said if your planing on going to school it would be just as good as not going to school and playing at the minor league. So I went to the University of Wisconsin thinking that I was going to be an engineer, but I found out that calculus and I didn't get along very well, so I dropped my plans of being an electrical engineer and went into education, and while I was there I played one year of one year of football and uh cast on the freshman year when freshmen weren't allowed to play varsity sports. umm I talked to the Mawaci Greys again and they said if you really want to pursue baseball after school you should give up football and play baseball so I did. I played baseball for the three remaining years found out that I couldn't hit a curve ball very well, so I was content with being on the team and had a decent career. After I graduated I saved up and got a masters degree with in driver's education and while I was an undergraduate student, I tended to volunteer for things. And I was a two year curling coach for the Wisconsin high school, which was the campus for the Wisconsin laboratory. Uh I also did other things, I worked with the sports information people, traveled with the football team and provided logistical help to the radio announcer. Because I'm volunteering and doing some of the extras when I approached the end of my graduates study of one of my former professors came to me and said, "there's an opening at a two year graduate campus at the University of

Wisconsin and Wasso would you care to consider that?" And I did. And spent four years in Wasso teaching physical education classes. I coached at that school, there were about 2,000 students. I coached basketball. I coached tennis. I coached fencing. I did all kinds of stuff, ran in the intermural program. I was a one man band and didn't have a lot of sport, but while I was doing that I had the person I worked with at Madison said "if you're going to go any further in your professional career you need to work towards your doctor degree." So I did that during the summer for four years and by then my wife and I, during that time, had two children, and we took a year off and moved back to Madison, and I took classes full time for and then completed the course work that I needed and started a research program and went around with the Wisconsin football team and worked with the physician Dr. Allan Lane, and we did a four year study in Weengan, and while I was doing that longitudinal study I had a job a two year grad campus near Mawaci, Wisconsin were the junior distance of Madison so I could continue to do the research. While I was also working at the branch campus in Washington, I finally completed that in 1971 and got a doctoring degree in sports and medicine as a result and at that time we began looking around I had a job offer from the University of Wisconsin and Madison to manage what became the tennis facility, and I didn't really want to spend my whole life dealing with tennis, so we looked around and as fate would have it (while all of this was going on I was officiating high school football and basketball games while my wife was taking care of four kids at that time I was out running around officiating games thinking that I needed the money to help pay the bills) one of the people that I worked with was one of the officials that I worked with also was a professor in Madison, and I stopped in his office and said "how are you doing?" And he said, "you know I just got a letter from an old friend at Franklin and Marshall college and they're looking for an athletic director and there job description sounds just like you. Somebody that has done a lot of different things, is willing to volunteer, willing to do different things", and said "why don't you look into it?" I have never been to the east coast. I have never been to the east coast. I have been a mid western guy, so I sent a letter off and got a response back saying whoo we think we might want to talk to you, and I had a first interview in Detroit. I had a convention that I was at, and a follow up interview on campus, brought my wife up to take a look since she was certainly going to be part of the move, got the job offer and started in 1971 and have been here ever since. That's how I got to Lancaster that's a long story. Once I got to F and M I learned some things that I wasn't aware of before, like out here, and that was the college was in financial struggles at that time, and I was on the job for probably 30 days and my boss at that time was John Vantersel, who just recently passed away, but he called me in and said, "Bill were having some financial difficulties. You need to cut \$75,000 out of your budget this year." This was in the end of August. Well \$75,000 then probably would equate to \$250,000 now, but I did have to do it, but the collage was in the second year of co-education until that point it had been an all male institution and I was fortunate at that time to live when college was changing. One of the interesting things that I did earlier on in my ten year length of college, I don't know if you have been in Mazer center, but it's the gymnasium on campus, and it use to have the swimming pool in it, and when it was an all male institution, the men would go swim, but they would run from the locker rooms in the nude. They didn't have to wear any clothes on, and that was the way it was and

even though we were co-ed where women were around there were a lot of faculty men and students that thought this was still an all male school, and so there would be times where there would be encountered in the hallway, and what I had inherited was the previous faculty have started a program that on Tuesday's the women would be allowed to come into the gym and swim. So on Tuesday that was women's night in the pool, one evening a week. So one of the first things I did was to change that said to dictate that out saying it was a co educational facility. So that started my ten year. We had 12 varsity sports for men and there were no programs for women.

**MH (question):** How did you learn about title ix?

**DM (answer):** Because of the budgetary problems that the college was having suffering under, there were 12 varsity sport programs, and there were a companion number of jv sports for men and as we moved into the 1970s. The report that was done in 1968 by the board of responses, talking about becoming a co-educational college. Part of that dealt with physical education and athletics and the report said "that they didn't think that there would be any pressure to start sporting teams until at least ten years into co education if not 15." Well that report turned out to be a misinterpretation of what was going to happen, and, let me talk about something else, when I was growing up in the midwest there were no girl sporting teams at the high school or through the high school. No sporting teams. In the midwest if girls wanted to be active they became a cheerleader or they went to one night a week sports sessions, no scholastic teams and very few colleges in the midwest had any kind of in collegatact programs. My institution, the University of Wisconsin, there first varsity teams happened probably in the mid 1970s or even the late 1970s, which seems like a long time ago, but when you consider the fact that there wasn't anything for them up until that point it says something doesn't it. Many colleges in the east that had women's athletic programs for one another for quite a long period of time when I got started, when women got started in 1971 very early on I began to have women come into the office saying, "don't you have a field hockey team? Don't you have a tennis team? How about swimming?", and I went to my boss and said, "we're starting to get interest in athletic teams," and he said "I'll put together a recommendation. Tell us what you think we should do," and the response to that was stop all the jv men's teams. You no longer have a jv football team or a soccer team or baseball teams. You no longer will have a jv team that money use that money to underwrite the expenses for for the emerging women's teams, and use it for an all campus committee. We put together a guideline of okay when you get to a certain amount of interest numbers, whether you could put a bible schedule together, whether we have coaches that we can appoint in change and that started and in the ten year period we were went from no varsity programs for women to eleven, and I did it with virtually no budget increase. We took coaches that have been coaching one sport and they started they were coaching two and cut back on certain things, where buses use to be taken, we would take vans, and we made a lot of internal adjustment. Now as that was going on starting with the archery, the NCAA was an all male varsity sporting administration. It was the governing body before York League of Athletics. It was all male. We went to a conversion, it was almost all male. At the same time there was an organization being developed by the division one women administrators called the Association

of Intercollegiate Athletics for Women, AIAW. It was the companion or was conceived to be the equal to the NCAA.

The AIAE had rules for women's sports and athletics. They didn't have any money, there wasn't any money involved. The NCAA because of TV contracts and corporate sponsorships, had all kinds of money, so when the men's soccer team would go to a sporting event, they'd get there trip paid get free logic get free meal, no out of pocket expense for the institution. When the women's soccer team would go to the AIAW tournament there was no reenlistment, so I would have to find resources within my budget. I would have to go to the my boss and say "give me an extra \$10,000 the women's soccer team is going to New York for a tournament". That didn't go overly well with the administration. In our conference the, Mid Atlantic conference, which also included Elizabethtown area schools, were suffering the same types of problems and so our conference sat down and working with some of the administrators Carol Fritz at the western Maryland, I blanked out E-Town, by east Coftmend, young lady a nice gal, with some of the early administrations three leaders in women's athletics and we sat down with them and said "what should we do? We're all suffering the same financial problems, were suffering here. Why don't we start at the local level and become the first conference in division 3" or at that time it was called the collegiate divisions conference wide and we did. We were the first conference that had a women's field hockey championship, a women's cross country championship, a women's basketball championship and after a couple of years of that title ix became became the law of the land at the federal level and one part of title ix dealt with intercalant athletics. It dealt with colleges and intercollegiate athletics. I don't remember exactly what the language was, but in essence it was "if you are involved intercollegiate athletics, you have to provide equal opportunities for women to be in athletics compared to men in athletics". The upright word was oppurtunities. It didn't say equal funding ,it said equal opportunities and how that was interpreted was if you have a men's soccer's program and a women's soccer program they both should be treated equally, drive in the same vehicles, both opportunities to have a trainer present during matches, similar coaching and that was what was mandated by the federal government. It didn't say equal dollars because you could have football it might cost \$300 to uniform the football team but the women's volleyball program, which many universities used for a companion to balance football to put a uniform on a women's volleyball player might cost \$50. So it wasn't that the dollars were propositioned, it was equal opportunities. That law also said that you should offer equal programs to your student body. So if 50% of your student body at your college was women and 50% were men the programs you offer should have been equal in terms of opportunities for women and men. Could be about if you had in that 50 50 school if you had 100 women playing in varsity sports, but you had a 150 men playing in varsity sports you would have been declared to have been in violation of title ix unless you could show that there was a reason there was a disproportion between the number of men and women in the different sports. Were there was a disruption, the NCAA of committee that deals with title ix said, "you can be given a waiver if shown that there is no interest in your student body for additional opportunities. And so you could you could send out a survey to your students saying are "you interested in participating in a varsity sport? And if so what sport would it be?", and if you could

show that you did that survey at an annual basis that would be one way out dealing with a potential title ix violation. Another way was showing that you were actively working towards adding one or more varsity sports for women and

I'll speak on the University of Wisconsin. They have 120 people involved with football. They also have crew, a very active crew program for men and women. The men have a varsity program and improve, but the women have a varsity program, and they have a light weight program, and they have a junior varsity program, and they have a freshman program, and they use in the mens side of crew they have oh 40 men involved in the men's program and in the women's program because of the lightweight the junior varsity and freshman they might have a 120 to 130 women involved in crew, and so in Wisconsin all the women to counterbalance the football numbers and further out there are logistical ways that Universities and colleges use to balance some places will cap the number involved in the sport to make sure the numbers are even to the percentage. In E Town, the percentage of women are more women than men. They got kind of an opposite title ix in that with more women than the men's sports are the underrepresented sports. They come at it from a different perspective. Ok going back to how I got involved with title ix about 1974 or 75 uh when we went to the annual ncaa division, at that time we were two divisions of colleges, one was called the university division which included Penn State and Pitt and Temple. It also included Lafayette and Buck High and kinof the suito divison and the college division was F and M, Gettysburg, Elizabeth Town, John Hopkins, but we all met in a common room a thousand delegates and the appropriate time the Mid Atlantic conference, at that time was probably 3 or 4 years into having their conference championships and we decided that we were tired of paying for AIAW championships for women, and we thought the NCAA, it was time that they got into women's sports. As, as the rules provider, as well as the financially supporting women's sports the MAC became a national league, and I was designated as the person that was going to stand up at our national convention and put legislation on the floor on the ncaa women's championships. I stood up made my presentation. Boooooooooooooo! Boooooooooooooo! All the division 1 women could see what was coming, and they wanted nothing to do with the NCAA taking over women's sports because they had been in charge they were the leaders of the AIAW and they didn't want to give that power up. At the college level the administrators were involved in the leadership level. They were more about having a championship level at the championship at our level, and they were interested in the financial part, how do they keep running, how do they get their teams to win national championships? In the early days of AIAW, which I think that group lasted six or seven years, the F and M field hockey team, which was the second field hockey team in Pennsylvania actually played AWAI division in the one people, I think they one second one time and did very well, so I make the presentation and I get booed off the floor but my colleagues are all saying, "all great job Bill all ya". Well the legislation failed, and didn't get the appropriate number of votes, but we talked during the convention the next year we came back introduced the same legislation again. I was appointed to be the point division and by then we got other people from other schools to come on board with us, and by then there were other division three conferences forming in the past we had the college division level and shortly after that the NCAA broke into three divisions ,

which was what they have now. Millersville was a division 2 school of the NCAA, the differences there between 1 2 3 the division 1 there aloud to give granted aids, which is free tuition board book fees, and a living stipend and in you give it in division 1 it must be full scholarships and there are limitations to what you can give in each sport. Football, I think is probably 85, basketball is 15. At the division 2 level you're still allowed to give athletic scholarships grant aids, but the number of athletic grant aids are much less, and you can give partial athletic scholarships for division 2 schools. In division 3 you came give financial aid, but only on a need basis, and that doesn't mean how E Town needs somebody to play basketball, it's whether they have financial need for financial aid based on their family circumstances. Now back to the NCAA, when they improved division 3 championships they took at least one year if it wasn't two before they implemented it, and after the first year of division 3 championships division one also approved it for division 1 and division 2 devised of the AIAW the AIAW didn't continue to exist until two or three years after the NCAA got into it, but the good thing that the NCAA did was to talk with and bring some of the AIAW people into the structure ,and that helped to bring the transition to and it saved us financially you know for men and women sports, and all of a sudden at the end of the year I was on the president's door step pleading for \$30 to 40 thousand to send teams to championships ,whether it was in the fall winter or spring. Uh as that was being implemented I had the pleasure of serving eight years on the NCAA board of directors and so I saw what was happening on the NCAA from the inside looking out and it was a very interesting experience. While I was doing that I was also coaching the boys lacrosse team and director of athletics, with no increasing in budget. The year I retired, the year I stepped off of and in 2000 the college added 5 full time positions to the budget, and for all those years I would to my boss and say every other team in my conference has a full time coach for a field hockey team or for soccer or for whatever the sport, was, "Bill you're doing fine with that part time coach. Just keep doing it, there is no money, just keep doing what you're doing there's no money." So the year I left I was worth five full time positions.

**MH: (question):** I was wondering were men acceptive of women's sports taking over, or were they upset about it?

**DM: (answer):** The people that were probably concerned about the introductions were the coaches and some of the players. If you're a male athlete and you had a certain amount of level of expectation of what your experience might be, whether it's in meals or uniforms or equipment or whatever, if there were some male athletes that were afraid that there programs were going to be diminished of the introduction of women's sports usually those concerns disappeared quickly. The coaches were probably more reluctant to accept the fact that we were coming because all of a sudden they have to share. In basketball for them, Glen Robinson has been the basketball coach there since 1971. He could always practice from 4:30 to 6:30. Well one of the first things I had to do then was say "Glen we now have a women's basketball program and you are going to have to share the basketball court." Well at that time we had a lower gymnasium develop. "Well the women could practice down there." No that court is a different kind of a court that is not the way we are going to do it" I said. "You two coaches work it out and if you can't work it out I'm going to have to establish the schedule for you." They were without it every other week women were out the afternoon women in the evening the next week men in the afternoon

women in the evening and if there was a conflict they worked it out between themselves. Swimming the men and women swam together. We had some very good women swimmers that were better than the men swimmers, and they enjoyed swimming together. We had an old swimming coach George Maginus a long time coach. He was very reluctant about taking on women's swimming. I said "George you going to have to do it. I have no other choice you're the women's swimming coach as well as the men." Within a couple of months he loved it because the women looked at him as a Grandfather figure, as a father figure and he probably got more joy working with the women than he did he did working with the men. You know he had never worked with women before and all of a sudden there were some women that were very very receptive to what he would tell them. They followed directions, they didn't give him any heat, and he really enjoyed it so then. There was some reluctance some reluctance of the part of the coaches others embraced it they said "no I got daughters this is exactly what I want to have happen, and that was my velocity as I got there definitely. I got four sons, but if I got four daughters I would want them to have an equal opportunity to be involved in a sporting event, and that was the way I approach the development of women's sports, and now I think the women's athletic program is more popular than the men's program and it's an evolution that started in '73 so 45 years into that process. When we first started women's athletics we didn't have any practice uniforms for anybody, men or women, and the football team looked like they were right off the street, they dressed differently. The basketball team practice in whatever practice gear they had. Now all the teams have all them have team practice stuff. When I left F and M in 2000 we had 1 and 1/2 trainers for 95 sports. Now they have four certified sports trainers, so they really improved down the line and continue to support. So the answer to your question was yes there was some reluctance to of male athletes and some of the coaching staff, but that was quickly dispelled.

**MH: (question)** Did a lot of women sign up once they realized that there was more programs or did it take a while for them to become popular?

**DM: (answer)** There were there was the high school programs. There were not nearly as many high school programs as there are now and there were women that came to the college never having playing a sport in high school because there high school didn't have a sports that they were interested in. My policy was if you got an interest of a sport we can see if we can accommodate that. We'll see if we can find likewise people with the same interest, and so some of our earlier programs were populated by women who really haven't played the sport competitively before, but they wanted to try, and I think the policy of a liberal arts college is saying ok you don't have language at your high school or you didn't take Russian there but if you want to take Russian we have a Russian department well help you or if you never took an art course in high school, but you think you might want to become an artist yeah we got some art classes for you. And the same thing I think is true in athletics you came to us and said I enjoy swimming, but our facility has a pool do you think that I could join the swimming team, and the answer was sure you bet go ahead give it a shot. We had a strange thing happen the first year. I was coaching squash. At homecoming there was a young man playing a squash with his father and our squash coach, and I saw him playing, and I recognised him as a young man who tried out for the basketball team, but had been cut and was playing squash with his dad and, I said, I forget what his name

was I think it was J Edsnine, and I said “have you ever thought about trying out for the squash team.” “ Oh naa no I don’t think I’m good enough to do that.” Well after that he came and joined the squash team and after a while when he was a senior he was one of our top players. He had an interest but he really didn’t have a squash background except playing at the club with his dad. So some time people time sports, but sometimes basketball player that never played golf before turns into a very good golf player. Any more questions?

**MH: (question):** How did education change for women

**DM: (answer):** (repeats question) I will speak to this from my experience at Franklin and Marshall. When the trustees were talking about co-education a lot of the discussion was centered around the fact that there was some of the old trustees that thought that the quality of the student body would diminish with the inclusion of women. That’s not what happened. The addition of women opened up all kinds of different avenues for discussion, for exchange of ideas because women come to the school with a different set of values, with a different set of ideas. Ya it did change. I think that it changed for the better I can think back to my days at the university. The professional opportunities for women involve becoming a secretary becoming a teacher being a housewife. Those were three of the areas that women could consider. Nursing, my wife was going to be a veterinarian. She wanted to be a veterinarian, but she couldn’t because there were no school in Wisconsin, so she became a nurse. Now in my years very very few women professors very few. Now that’s 50 years ago, but we got a successful business owner, you got a women in medicine, you got all kinds of teaching at the college level the opportunities for women whether it’s in the military. 25 years ago how many women were drafted in the house of representatives? Probably very few. Know there is an increasing number there are women senators, and we even have a women running for president. The opportunities for women have expanded and rightfully so as a young women you should be able to go anywhere you want to go in terms of a professional career or a non-professional career, but those opportunities were very limited when I was growing up. My mother would do occasional school, and the big goal she had was to become a secretary for a bank and she got the job as the president of the secretaries at a bank. She was a bright woman, but she came from a time were there just weren’t any opportunities for women to go into other areas. So yay I think there have been a lot of changes at the collegiate level. Now when the graduates come from E- Town the top students might be a man, might be a women. You never know who some of the best students might be.

**MH (question):** Is there anything else you’d like to add before we end?

**DM(answer):** Yay I hope that I hope the civilness of this society gets beyond where we are right now with the political problems that are out there, and can come together and get people to work together without political persuasion, and more positive perspective. There’s a lot of positive in our society, but there is also a lot of bad stuff going around to. I don’t know if you saw the most recent video in the news.

**MH (question):** About what Trump was saying?

**DM (answer):** Trump on the bus. CNN, NBC played the whole video. Unbelievable, unbelievable you know I don’t know where we are going. I just don’t. I think social media has, what’s my best way of saying this, I guess were we are, but the brightest and best people this



country has to offer most of them don't want to subject themselves to the scrutiny that our social media. You know if you happen to you snuck a cigarette when you were 13 years old and somebody got a video of that, and it hits the social media and know 20 years later you want to run for political office. Someone could say she wasn't smoking a cigarette she was having a puff on a marijuana. It's a weed. So all of a sudden people dig into a background and what happened 20 30 40 50 years ago gets dragged out. Why would someone want to subject themselves to that? It's a shame.