











## **DEAR WECOACH MEMBERS AND SUPPORTERS:**

I want to take a moment and thank you for your support of WeCOACH in 2019.
Together, we were able to have a record-setting year in expanding our reach across the globe. We

know that our work positively impacts and empowers female coaches across all sports. And YOU are not only a recipient of our impact, but also serve as a connection to our engaged community. Thank you for continuing to champion our mission and vision in bettering the landscape for women in the coaching profession.

The growth of WeCOACH is evidenced by impressive numbers and increased percentages. We had a 20% growth in our membership, which included conference-wide memberships with the Big 12 Conference, Horizon League, Ivy League, and the Sunshine State Conference. We were able to launch several new online initiatives, including BreakThrough Summit, the industry's first-ever digital leadership summit for women in sports. With nearly 5000 views and record-setting social media engagement, the day-long event featured national icons such as Jill Ellis, Dr. Jen Welter, LaChina Robinson, Kelly Inouye-Perez, and Holly Warlick. Jostens sponsored the inaugural WeCOACH Lifetime Achievement Award, which was presented to two-time FIFA World Cup Winner and former US Women's National Team head coach Jill Ellis.

The WeCOACH Podcast featured an epic list of coaches, administrators and industry influencers, garnering over 200,000 downloads and the demand for our Mentor Program increased in participation by 50%, the only mentor program of its kind serving female coaches across all sports and multiple levels.

Our premier development opportunities continue to be in partnership with the NCAA. We can confidently say our NCAA Women Coaches Academy is keeping women in coaching. In collaboration with the Tucker Center for Research on Girls and Women in Sport, we are continuing to track the retention and advancement of our Academy attendees. In the past 5 years, 88% remain in the coaching profession.

We are truly appreciative of our incredible and committed sponsors who invest in the development of current and future coaches. Our strategic partners and intentional alignment with them allow us to expand our touch points across the globe.

While we set the bar high with so many new achievements in 2019, there is much more to be done. Together, our voices begin the change, our actions ignite a movement. Thank YOU for your unwavering commitment to the female coaching community.

All Sports. One Voice. WeCOACH!

Megan Kahn, CEO



## **MISSION**

The mission for WeCOACH is to educate women in the coaching profession through training programs, informational and inspirational resources, and networking opportunities.

## **VISION**

The vision for WeCOACH is to be the premier membership organization dedicated to the retention of women coaches of all sports and levels.



## **VALUES**

**WeCOACH** 

## Leadership:

Advocate and inspire with integrity and resiliency.

## **Community & Inclusion:**

Foster and cultivate an inclusive community where the voice of women coaches is stronger together.

### **Empowerment:**

Educate, support and develop women coaches.



## **NATIONAL SPONSORS**



















Morgan Stanley

## **PARTNERS**



















■ Women's Sports Foundation







## **MEMBERSHIP**

Membership growth initiatives across all levels are directly related to increased programming and resources available with "member-only" access through member accounts via **wecoachsports.org**. The increase in first-time members, particularly the increase in group memberships, along with retention rates in 2019 indicate a continued need for building a strong community of women coaches and allies who support each other and who are committed to changing the landscape for women in the profession.

## **MEMBERS BY ATHLETIC AFFILIATION**

0	NCAA - Division I	56%
	NCAA - Division III	20%
	NCAA - Division II	14%
	Club Team, Youth Sports National Team, Professional Team, International Team, Conference Office,	
	Association/Organization, Other	6%
0	High School	2%
0:	NAIA	1%
	JUCO	1%



#### 2019 GROUP MEMBER RECOGNITION

These institutions and organizations made a strong statement of commitment to their coaches and allies by providing access to a WeCOACH Membership.

Alfred University
Barry University
Bates College
Baylor University
Belmont University
Brown University
Cal Poly Pomona
Cal State Monterey Bay

Claremont-Mudd-Scripps Colleges

Clemson University Cleveland State University College of William & Mary

Colorado College

Colorado State University Columbia University Cornell University Dartmouth College DePauw University

East Stroudsburg University

Eckerd College

Embry-Riddle University

Fairleigh Dickinson University-Florham

Florida Atlantic University
Florida Institute of Technology
Florida Southern College
Florida State University
Georgia Southern University

Harvard University Indiana University Iowa State University

Iowa Women in Soccer Alliance (IWSA)

Ithaca College IUPUI

Kansas State University Kenyon College Limestone College Linfield College Lynn University Macalester College

Manhattan College

McDaniel College Millikin University

Minnesota State University Moorhead

MIT

Mt. San Antonio College
National Collegiate Acrobatics
& Tumbling Association
Northern Kentucky University
Nova Southeastern University

Oakland University
Occidental College
Ohio State University
Oklahoma State University
Oregon State University
Palm Beach Atlantic University

Penn State University
Pepperdine University
Pomona-Pitzer Colleges
Princeton University
Quinnipiac University
Rollins College
Rutgers University

Sacramento State University Saint Joseph's University Saint Leo University Shippensburg University Sonoma State University

Southeast Missouri State University Southern Illinois University Edwardsville

Southern Utah University

St. Clair County Community College

Stetson University

**Towson University** 

Stevens Institute of Technology

SUNY Cobleskill Syracuse University Temple University Texas Christian University Texas Tech University Texas Woman's University United States Air Force Academy

University of Alabama

University of California Berkeley University of California Irvine University of Charleston University of Connecticut University of Detroit Mercy University of Hartford

University of Illinois at Chicago

University of Iowa University of Kansas University of Louisville

University of Maryland Baltimore County

University of Minnesota University of Nebraska University of Notre Dame University of Oklahoma University of Oregon University of Pennsylvania University of San Diego University of San Francisco University of South Florida University of Tampa University of Texas

University of Virginia's College at Wise University of Wisconsin Green Bay University of Wisconsin Milwaukee University of Wisconsin Oshkosh

Wake Forest University

Washington and Lee University

West Virginia University Whitman College Winthrop University Wofford College Wrestle Like A Girl, Inc. Wright State University Yale University

Youngstown State University

## **2019 CONFERENCE MEMBERS**











# BREAKTHROUGH

#### DIGITAL LEADERSHIP SUMMIT FOR WOMEN IN SPORTS

BreakThrough Summit, hosted in partnership with Hudl, was the industry's first-ever digital leadership summit for women in sports. Designed to develop, support and celebrate women in sport, the event featured some of the top women in the industry including Jill Ellis, LaChina Robinson, Dr. Jen Welter and Kelly Inouye-Perez.

Jill Ellis received the inaugural WeCOACH Lifetime Achievement Award presented by Jostens. This free event was aimed at providing education and inspiration to all levels while removing any barrier to participate. We were able to connect with thousands of coaches, administrators and sport influencers around the globe.









The NCAA Women Coaches Academy (WCA) is a 4-day educational training available to NCAA coaches of all experience levels. Since the first WCA session in 2003, there have been 48 Academies. In 2019, WeCOACH hosted two Academies (WCA #47-May and WCA #48-June) in Denver, CO.

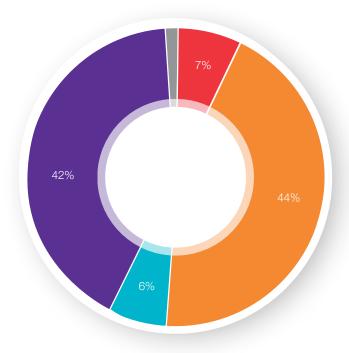
Prior to 2017, no data existed that tracked the occupational trajectories of graduates after they participated in the WCA. In 2019, WeCOACH continued its partnership with the Tucker Center for Research on Girls & Women in Sport to examine the retention and advancement of graduates from the NCAA Women Coaches Academy. According to the study, NCAA WCA graduates appear to stay in the coaching profession in very high percentages. Analysis from the past fifteen NCAA WCA classes demonstrates that 88% of these Academy graduates are still in the coaching profession. This demonstrates that the WCA is effective and important in the professional development of female NCAA coaches.

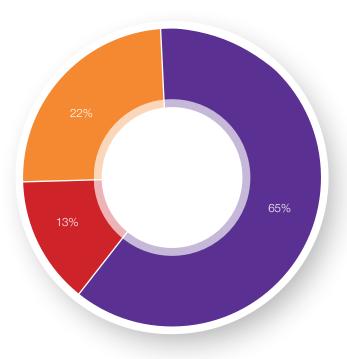


In 2019, WeCOACH enhanced its partnership with the NCAA to include Academy 2.0, hosting the first-ever summer sessions, Class #3 and Class #4, in Denver, CO. The NCAA Academy 2.0 is designed for NCAA Women Coaches Academy graduates to take their coaching game to the next level with a unique, 3-day master learning opportunity. It allows female NCAA coaches of all sports to learn in a small-class setting and progress on the skills and knowledge gained from the NCAA Women Coaches Academy.



## 2019 FINANCES





### **TOTAL REVENUE**

<ul><li>Individuals</li></ul>	7%
<ul><li>Grants</li></ul>	44%
<ul><li>Sponsorships</li></ul>	6%
Fees for Service	42%
<ul><li>Other</li></ul>	1%

## **TOTAL EXPENSES**

<ul><li>Programming</li></ul>	65%
<ul><li>Fundraising</li></ul>	13%
<ul><li>Management</li></ul>	22%

## **CHAMPION DONORS**

Thank you to our generous and committed Champion Donors

Susan Enquist Kari Escobedo Charmelle Green Megan Kahn

Elizabeth King Sheila King Julie and David Lach M. Dianne Murphy

Cecile Reynaud, Ph.D. Nona Richardson Lisa Vance and Ann Walker **GRADUATES FROM THE 2019** 

NCAA WOMEN COACHES

**ACADEMY PROGRAMS** 

SINCE 2015,

OF NCAA WOMEN COACHES **ACADEMY GRADUATES ARE STILL** IN THE COACHING PROFESSION

**INCREASE IN GROUP/ INSTITUTIONAL MEMBERSHIPS** 

**INCREASE IN TWITTER FOLLOWERS** 

SOCIAL MEDIA REACH IN 48 HOURS SURROUNDING BREAKTHROUGH SUMMIT

**INCREASE IN INSTAGRAM FOLLOWERS** 

PARTICIPANTS IN THE WECOACH MENTOR PROGRAM, 50% GROWTH

BREAKTHROUGH SUMMIT ONLINE VIEWS

**GRADUATES FROM THE** 2019 NCAA ACADEMY 2.0 PROGRAMS

**INAUGURAL WECOACH** LIFETIME **ACHIEVEMENT HONOREE** 

**COACH OF THE MONTH HONOREES** 

**INCREASE IN OVERALL MEMBERSHIP** 

## COACH RECOGNITION

#### NCAA WOMEN COACHES ACADEMY

Our Impact Award recognizes a member of the Academy class who leads by example with an elevated, selfless commitment to the encouragement of other's success and an unwavering dedication to their own personal and professional achievement. This award is granted via nomination by fellow classmates.

### **WeCOACH Impact Award Winners**



CLASS #47
Anya Covington
Assistant Women's
Basketball Coach,
University of Wisconsin
Milwaukee



CLASS #48
Mariah Dunham
Head Women's
Basketball Coach,
Finlandia University

#### **NCAA ACADEMY 2.0 AWARD**

The Cecile Reynaud Coaching Mastery Award recognizes a member of each Academy 2.0 who embodies the characteristics of Coach Reynaud: leadership, commitment to personal development and the advancement of others, and a deep care and respect for the game. This award is granted via nomination by fellow classmates.

## Cecile Reynaud Mastery in Coaching Award Winners



CLASS #3 Lyndse Hokanson Head Soccer Coach, Colgate University



CLASS #4 E.A. Jackson Head Field Hockey Coach, Towson University

### **COACHES OF THE MONTH**

The Coach of the Month is awarded to a coach who has been successful in coaching and life and exemplifies the characteristics of a strong female role model: resilient, innovative, passionate, authentic, selfless and inspiring.



**JANUARY Erin Lindsey** Head Volleyball Coach, Santa Clara University



**FEBRUARY** Women's Basketball Staff, UC Irvine: Tamara Inoue, Cece Russell-Nava and Tayyiba Haneef-Park



**MARCH** Jo Evans Head Softball Coach, Texas A&M University



**APRIL** Juli Fulks Head Women's Basketball Coach, Transylvania University



MAY **Adia Barnes** Head Women's Basketball Coach, University of Arizona



JUNE Asiya Mahmud Assistant Women's Crew Coach, **Drexel University** 



**JULY Allison Coomey** Assistant Women's Ice Hockey Coach, Penn State University



**AUGUST Ashley Bastron** Assistant Cross Country/ Track & Field Coach, Wake Forest University



**SEPTEMBER** (co-honorees) Jennifer Herzig Associate Head Softball Coach, James Madison University Alice McCall

Assistant Men's and Women's Swim & Dive, Florida Atlantic University



**OCTOBER** Martu Loncarica, Assistant Field Hockey Coach, St. Joseph's University



**NOVEMBER** Vicki Brown Head Volleyball Coach, University of Iowa



**DECEMBER** Carolyn King-Robitaille Head Field Hockey Coach, St. Anselm College

## **BOARD OF DIRECTORS**

#### **OFFICERS**



Cecile Reynaud, Ph.D. Retired Coach and Faculty Member, Florida State University President



Charmelle Green Sr. Associate AD & SWA, Penn State University President-Elect



Lori Kerans Director of Alumni Engagement Millikin University Treasurer

#### **MEMBERS**



**Debbie Corum** Director of Athletics Southern Utah University



Kari Escobedo SVP. IT/CIO Bartell Drugs



Jo Evans Head Softball Coach, Texas A&M University



Tim Hall Director of Athletics, Southern Illinois University-Edwardsville



Julie Hermann Consultant



Elizabeth King Managing Partner, Elizabeth M. King Consulting, LLC



Nicole LaVoi, Ph.D. Co-Director, The Tucker Center for Research on Girls & Women in Sport



Founder AJ Field Hockey Camps



Amanda Janney Misselhorn M. Dianne Murphy, Ph.D. Senior Partner. The PICTOR Group



**Carol Owens** Associate Head Women's Basketball Coach. Notre Dame



Julie Roe Lach Deputy Commissioner, Horizon League



**Robin Sparks** Executive Director. Coalition for New Britain's Youth

## STAFF



Megan Kahn CEO



Jan Whitbeck Director of Events



Marci Kornegay Director of Membership



Laura Myers Director of **Business Operations** 

## EVENTS

#### WeCOACH HOSTED OR PARTICIPATED IN:

National Field Hockey Coaches Association (NFHCA) Annual Meeting (January – Lake Mary, FL)

**United Soccer Coaches Convention** (January - Chicago, IL)

**Iowa Soccer Symposium** (February – Des Moines, IA)

NCAA Inclusion Forum (April - Atlanta, GA)

Women's Basketball Coaches Association (WBCA) Convention/NCAA Women's Final Four (April - Tampa, FL)

Women Coaches Symposium,

in partnership with the Tucker Center for Research on Girls & Women in Sport and UM Gopher Athletics (April - Minneapolis, MN)

Collegiate Strength & Conditioning Coaches Association (CSCCa) Convention (May – Kansas City, MO)

NCAA Academy 2.0:

Class #3 (May), Class #4 (June) – Denver, CO

**NCAA Women Coaches Academy:** 

Class #47 (May), Class #48 (June) – Denver, CO

WeCOACH Regional Workshop, in partnership with the Pac-12 Conference, Big West Conference and West Coast Conference (September – San Francisco, CA)

National Fastpitch Coaches Association (NFCA) Convention (December – Atlantic City, NJ)

American Volleyball Coaches Association (AVCA) Convention (December – Pittsburgh, PA)

**BreakThrough Summit** (December – virtual)





## **GET INVOLVED!**

To become a member, donate or learn more about our programming and events, visit wecoachsports.org.

## INTERESTED IN BECOMING A PARTNER OR SPONSOR?

Contact: info@wecoachsports.org