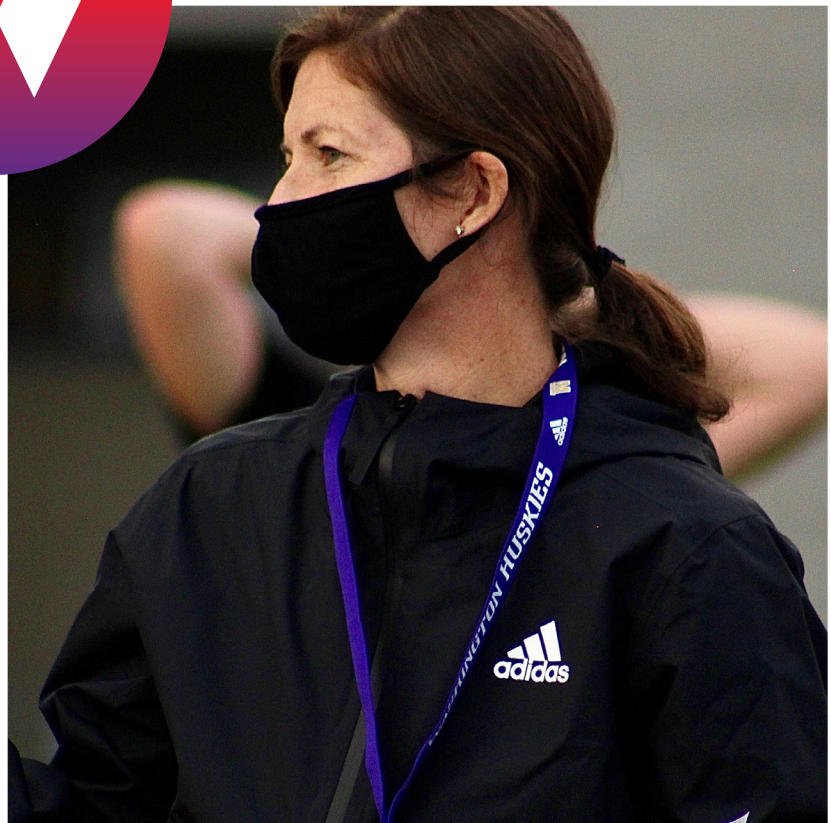
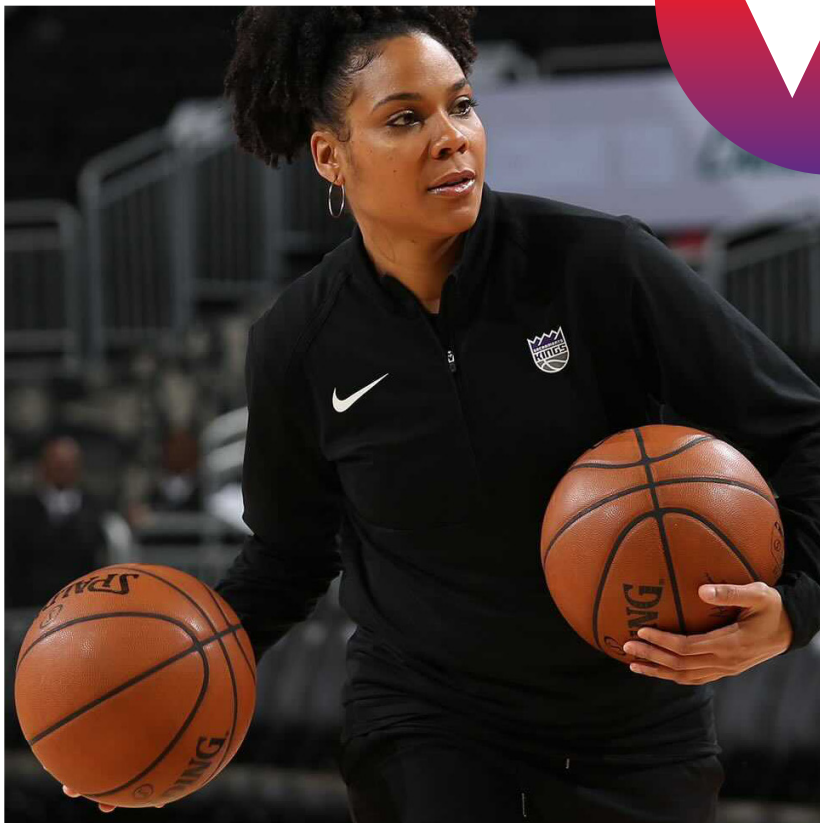


ANNUAL
REPORT





2020 ANNUAL REPORT

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Dear WeCOACH Community,

This past year presented us with numerous challenges and uncertainty. Through it all, WeCOACH remained at the forefront in providing first-in-class programming and content to our community, while reaffirming our mission as a 501(c)(3) nonprofit organization to recruit, advance and retain women coaches of all sports and levels.

Our pivot to solely online learning led to the expansion of current digital platforms and creation of new virtual initiatives, including WeAMPLIFY – a new program focused on amplifying the visibility, voices, and experiences of women coaches of color. We also launched our virtual networking sessions and enhanced our diversity and inclusion resources and live video chat offerings.

For the first time, we led a virtual NCAA Women Coaches Academy in December and hosted our largest class ever. To close out the year, we continued to raise the bar on BreakThrough Summit with a record-setting 6000-plus number of registrants. With returning emcee LaChina Robinson, the event was headlined by coaching legend Muffet McGraw and USA Women's National Team and South Carolina Head Basketball Coach Dawn Staley.

When we needed it most, our community has come together - united, strong, resilient, empathetic and champions for one another. As we continue to navigate one day at a time, we remain committed to providing the resources and support women coaches need to thrive and advance in the coaching profession.

In a year when you were pulled many different directions, thank you for choosing us. We appreciate your faithful support.

All Sports. One Voice. WeCOACH!

A handwritten signature in black ink that reads 'Megan Kahn'.

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 recruitment, advancement and retention of women coaches of all sports and levels.



VALUES

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.





PARTNERS



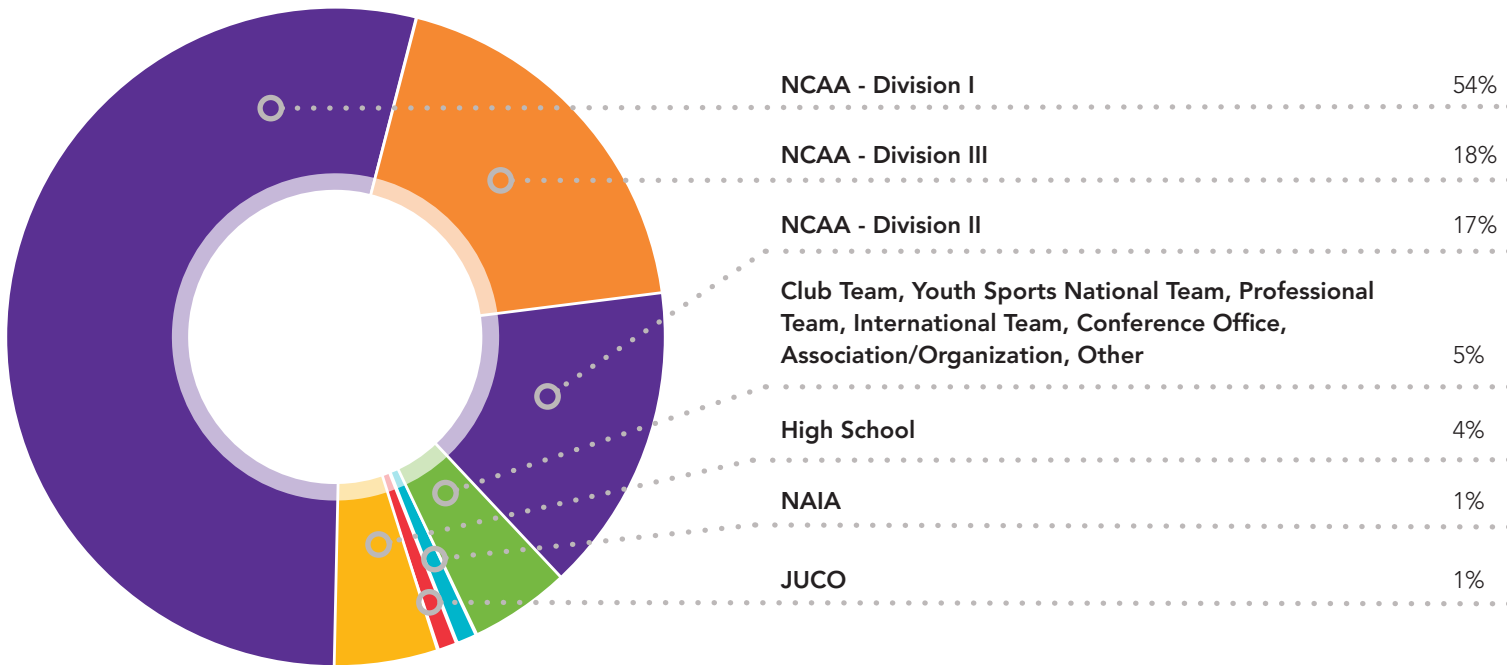
Morgan Stanley



MEMBERSHIP

For the sixth year in a row since WeCOACH membership was established, for the purpose of building a community of women coaches and providing “member-only” resources and programming, we have experienced continued growth. Despite the underlying financial challenges affecting the financial landscape of existing and potential new members, WeCOACH experienced a 13% growth in total number of members in 2020. This growth indicates the rising commitment women coaches have to build their network and invest in their personal and professional development.

MEMBERS BY ATHLETIC AFFILIATION



2020 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
Bates College
Belmont University
Boston University
Bucknell University
Cal State Monterey Bay
Claremont-Mudd-Scripps Colleges
Clemson University
College of William & Mary
Colorado College
Colorado State University
Dartmouth College
East Stroudsburg University
Fairleigh Dickinson University-Florham
Florida Atlantic University
Florida State University
Georgia Southern University
Georgia Tech University
Goucher College
Indiana University
Iowa Women in Soccer Alliance (IWSA)
Ithaca College
Johns Hopkins University
Kenyon College
Limestone University
Linfield University
Macalester College
Manhattan College
McDaniel College
Millikin University

Minnesota State University Moorhead
MIT
Mt. San Antonio College
NCATA
Occidental College
Ohio State University
Penn State University
Pepperdine University
Pomona-Pitzer Colleges
Quinnipiac University
Rutgers University
Sacramento State University
Shippensburg University
Sonoma State University
Southeast Missouri State University
Southern Illinois University Carbondale
Southern Illinois University Edwardsville
Southern Utah University
St. Clair County Community College
Stanford University
Stetson University
Stevens Institute of Technology
SUNY Cobleskill
SUNY Cortland
Syracuse University
Temple University
Texas Woman's University
The Citadel
Towson University
Trine University

United States Air Force Academy
United States Military Academy
University of Alabama
University of California Berkeley
University of California Davis
University of California Irvine
University of Charleston
University of Hartford
University of Iowa
University of Maryland Baltimore County
University of Minnesota
University of Nebraska
University of Notre Dame
University of Oregon
University of San Diego
University of San Francisco
University of South Florida
University of Utah
University of Virginia's College at Wise
University of Washington
University of Wisconsin Oshkosh
University of Wisconsin Platteville
Wake Forest University
Whitman College
Willamette University
Winthrop University
Wofford College
Wrestle Like A Girl, Inc.

2020 CONFERENCE MEMBERS



2020



BREAKTHROUGH

DIGITAL LEADERSHIP SUMMIT FOR WOMEN IN SPORTS

Back for year two, BreakThrough Summit, in partnership with Hudl, went bigger, better and bolder in 2020. Once again offered as a free event, the summit, designed to develop, support and celebrate women in sport, expanded to 2-days, 25 speakers and garnered over 6000 registered participants!

ESPN Basketball Analyst, LaChina Robinson returned as emcee, with the speaker lineup featuring some of the top women in the industry including retired coaching legend Muffet McGraw, USA Women's National Team & South Carolina Head Women's Basketball Coach Dawn Staley, Hall of Fame Softball Coach Sue Enquist and University of Florida National Champion women's soccer coach, Becky Burleigh.



The 2nd Annual WeCOACH Lifetime Achievement Award presented by Jostens, was awarded to **Muffet McGraw**.



DAWN STALEY



BECKY BURLEIGH



LACHINA ROBINSON



SUE ENQUIST

**EMCEE**

LaChina Robinson, ESPN Basketball Analyst

FEATURED SPEAKERS

- **Muffet McGraw**, Retired Head Women's Basketball Coach, University of Notre Dame
- **Dawn Staley**, Head Women's Basketball Coach, University of South Carolina and Head Coach, USA Women's National Team
- **Sue Enquist**, Retired UCLA Softball Coach, Founder of ONE Softball
- **Becky Burleigh**, Head Women's Soccer Coach, University of Florida
- **Betsy Butterick**, The Coaches' Coach

BREAKING THROUGH

- **Edniesha Curry**, Assistant Coach, Maine Men's Basketball
- **Mickey Grace**, NFL & HS Football Coach
- **Lindsey Harding**, Assistant Coach, NBA Sacramento Kings
- **Kelly Lindsey**, Director of Women's Football at Federation Royale Marocaine de Football

SUPPORTING WOMEN IN COACHING

- **Kevin Blue**, Chief Sport Officer, Golf Canada
- **Jen Brooks**, Athletic Director, Ursuline Academy (HS)
- **Beth Launiere**, Head Coach, Utah Volleyball
- **Amy Huchthausen**, Commissioner, America East Conference
- **Lindsay Artkin**, President, NHL Coaches' Association

HOW CURRENT SOCIAL MOVEMENTS AND COVID-19 HAVE AFFECTED STUDENT-ATHLETE MENTAL HEALTH

- **Abigail Eiler**, LMSW, Clinical Asst. Professor of Social Work, Chief Diversity Officer, Asst. Athletic Director and Director of Athletic Counseling, University of Michigan
- **Nohelani Lawrence**, PsyD, Director of Wellness and Clinical Services, NY Giants
- **Amanda Alexander**, PhD, Stretch Performance Psychology
- **Lindsey Wilson**, Co-Founder, Positive Performance Training

USING YOUR PLATFORM TO DRIVE SOCIAL CHANGE

- **Nevin Caple**, Founder, Return On Inclusion
- **Shimmy Gray-Miller**, Assistant Women's Basketball Coach, Clemson University
- **Kirk Walker**, Assistant Softball Coach, UCLA
- **Ginny Gilder**, Co-Owner, Seattle Storm





The NCAA Women Coaches Academy (WCA) is the premier educational training program available to NCAA coaches of all experience levels. Since the first WCA session in 2003, there have been 49 Academies. In December 2020, WeCOACH hosted its first-ever virtual Academy (WCA #49), serving 76 coaches, our largest class to date.

Prior to 2017, no data existed that tracked the occupational trajectories of graduates after they participated in the WCA. WeCOACH has a longstanding 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 NCAA women coaches.

REGISTER NOW!

**NCAA WCA
2021**
May 24-27

**NCAA
Academy 2.0
2021**
May 17-19



WeCOACH Impact Award Winner
Class #49

Chanel Murchison, Head Coach,
Women's Basketball,
Claremont-Mudd-Scripps Colleges



WeAMPLIFY

MISSION

WeAMPLIFY is a connection, an action, and a promise to amplify the voices, visibility, experiences, and value of women coaches of color.

OVERVIEW

WeCOACH acknowledges the importance and value of including specific programming for women coaches of color in our WeCOACH community. WeAMPLIFY was created to drive change and conversation surrounding social and institutional barriers.

WeAMPLIFY ACTION GROUP

Thank you to these coaches for their leadership in assisting WeCOACH in the launch of this new Women Coaches of Color initiative.



Amber Barker

Texas Woman's University
Head Coach, Softball
NCAA WCA Class #44



Jennifer Charles

University of Tennessee
Assistant Coach, Volleyball
NCAA WCA Class #44



Anya Covington

Founder
human2human, LLC
NCAA WCA Class #47



Verniece Graham

Albany State University
Head Coach, Volleyball
NCAA WCA Class #43



Marci Robles

George Washington
Head Coach, Rowing
NCAA WCA Class #28



Marissa Spears

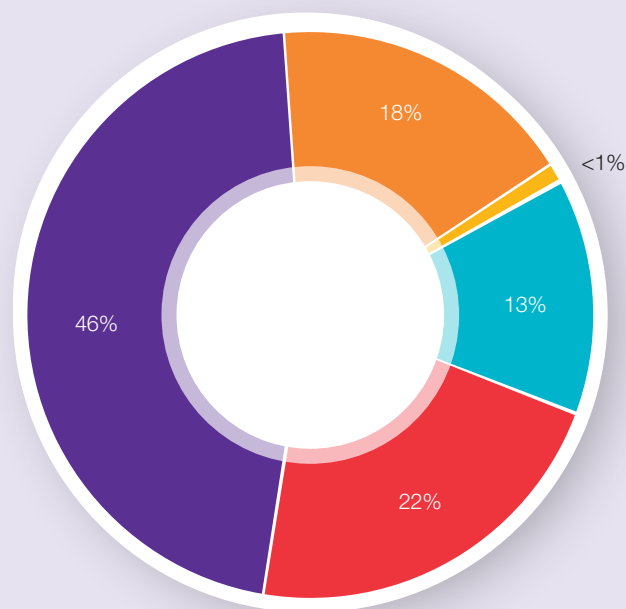
Goucher College and Towson University
Assistant Coach, Basketball and Director
of Operations, Softball
NCAA WCA Class #42



Revonda Whitley

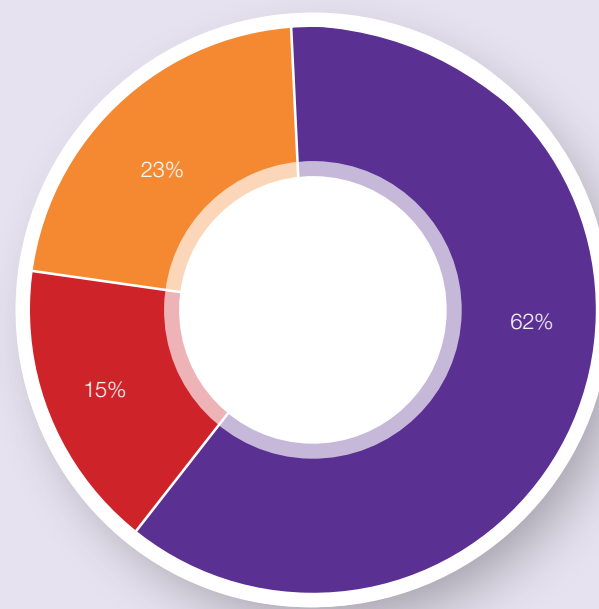
Clafin University
Head Coach, Basketball
NCAA WCA Class #47

2020 FINANCES



TOTAL REVENUE

● Individuals	13%
● Sponsorships	22%
● Fees for Service	46%
● PPP Loan	18%
● Grants & Other	<1%



TOTAL EXPENSES

● Programming	62%
● Fundraising	15%
● Management	23%

CHAMPION DONORS

Thank you to our generous and committed Champion Donors

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

BOARD OF DIRECTORS

OFFICERS



Charmelle Green
Deputy Athletics Director/COO,
University of Utah
President



Elizabeth King
Managing Partner,
Elizabeth M. King Consulting, LLC
President-Elect



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



Lori Kerans
Director of Alumni Engagement
Millikin University
Treasurer

MEMBERS



Marlene Bjornsrud
Gender Equity
Consultant



Kari Escobedo
Sr. Vice President,
Information Technology,
Seattle Mariners



Jo Evans
Head Softball Coach,
Texas A&M



Teresa Gould
Sr. Associate Commissioner,
Pac-12 Conference



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



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



Carol Owens
Associate Head Women's
Basketball Coach,
Notre Dame



Nona Richardson
Exec Sr Assoc AD & SWA,
University of Utah



Julie Roe Lach
Deputy Commissioner,
Horizon League

STAFF



Megan Kahn
CEO



Jan Whitbeck
Sr. Director of Events
& Branding



Marci Kornegay
Director of Membership



Laura Myers
Director of Business

BY THE NUMBERS

3

NEW VIRTUAL PROGRAMS CREATED:

- WEAMPLIFY
- VIRTUAL NETWORKING
- TAKE 10'S

BREAKTHROUGH SUMMIT

SUMMIT REGISTRANTS

6,000+

2

DAYS

25

SPEAKERS

428,100

VIEWER MINUTES WATCHED

250,000

SOCIAL MEDIA REACH IN 48 HOURS SURROUNDING BREAKTHROUGH SUMMIT

76

GRADUATES FROM THE FIRST EVER VIRTUAL WCA - THE LARGEST CLASS TO PARTICIPATE!

SINCE 2015,

88%

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

ONE

WECOACH LIFETIME ACHIEVEMENT HONOREE

37%

INCREASE IN INSTAGRAM FOLLOWERS

300,000

DOWNLOADS OF THE WECOACH PODCAST

155,000

AVERAGE MONTHLY TWITTER IMPRESSIONS

THIRTEEN

PERCENT INCREASE IN OVERALL MEMBERSHIP

ALL
SPORTS.
ONE
VOICE.



GET INVOLVED!

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

INTERESTED IN BECOMING A PARTNER?

Contact: info@wecoachsports.org