

**2023 ANNUAL IMPACT REPORT** 

# IF SHE CAN SEE HER SHE CAN BE HER

### **OUR MISSION**

WeCOACH is a one-of-a-kind nonprofit membership organization dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs.

### VISION

Be the global leader in recruiting, advancing, and retaining women coaches to exponentially increase the number of women in all sports and levels.

### **VALUES**

### LEADERSHIP

We lead, advocate and inspire with integrity and resiliency.

### **EMPOWERMENT**

WeTEACH • WeINSPIRE • WeMOTIVATE • WeLEAD

### **COMMUNITY & INCLUSION**

We foster and cultivate a diverse and inclusive community where the voice of women coaches is stronger together.



## TABLE OF CONTENTS

2023 IMPACT HIGHLIGHTS	02-14
- MISSION, VISION, & VALUES	02
- TABLE OF CONTENTS	03
- ENGAGE & SUPPORT WeCOACH	04
- LETTER FROM CEO	05
- MEMBERSHIP IMPACT	06-07
- LEADERSHIP PROGRAMS IMPACT	08
- GRANT FUNDING IMPACT	09
- PARTNERSHIPS IMPACT	10
- MEMBER BENEFITS IMPACT	11
DONOR IMPACT - MOVE THE MISSION GIVING TUESDAY CAMPAIGN	12-13
- RESOURCES IMPACT	14
2023 PROGRAMS, EVENTS & RESOURCES	15-29
- NCAA WOMEN COACHES ACADEMIES	15-17
- ABOUT TIME PODCAST co-created with Hudl	18
- WeELEVATE Assistant Coaches	19
- WeCONNECT Women Coaches	20
- DIVISIONS II & III DEVELOPMENT PROGRAM	21
- WeAMPLIFY	22
- MENTOR PROGRAM	23
- CATCH A VISION – ASPIRING WOMEN COACHES	24
- YOUTH & HIGH SCHOOL WOMEN COACHES ACADEMY	25
- REGIONAL WORKSHOPS	26
- VIDEO CHATS	27
- BOOK CLUB	28
- FINANCES	29
2023 PROGRAMS, EVENTS & RESOURCES	30-31
- BOARD OF DIRECTORS	30
- TEAM WeCOACH	31



### ENGAGE & SUPPORT

DONATE
FUND SCHOLARSHIPS
JOIN - MEMBERSHIPS
PARTNERSHIPS

#### **CONTACT US**

PROGRAMS & EVENTS

MEMBERSHIPS

PARTNERSHIPS, SCHOLARSHIPS &
ALL OTHER INQUIRIES

# A LETTER FROM THE CEO 2023 | IMPACTING PEOPLE & HISTORY!



Dear WeCOACH Community,

When I took over as CEO of WeCOACH in March 2022, I knew this transformational organization had the ability to impact people and impact history in a significant way. And as we close out 2023, I am more convinced than ever about what WE can accomplish TOGETHER! Our Board of Directors and Team WeCOACH are proud to share with you these 2023 highlights:

- 11,000+ members, a 832% increase since 2022
- Total Group Memberships grew from 624 to 923, a 48% increase
- **Division I** Conference-Wide Memberships **increased 275**%
- Celebrated several new "Membership Firsts" to our Community:
  - Partnered with every MSI and HBCU school, institution,
     & conference across the country, welcoming over 900+ women coaches
  - IWLCA & NCATA: First two Coaches Association-Wide Memberships
  - GCAC & KCAC: first two NAIA conference-wide members

- Launched three new Programs:
  - About Time Podcast in collaboration with partner Hudl
  - WeCONNECT Women Coaches
  - WeELEVATE Assistant Coaches
- Announced new National Partners: Endeavor, Gatorade Performance Partner, Truist Foundation, & UNR Sports Management
- Featured new Sponsors: Angel City
   FC, Boston College Woods College
   for Advancing Studies, United Soccer
   Coaches
- Added 14 new Member Benefits
  Partners
- Celebrated WCA 20th Anniversary with all-time record 98 graduates & septupled Academy Scholarships funding
- Graduated Youth & HS Academy Class#3 & awarded 16 scholarships
- Hosted first ever WeAMPLIFY inperson programs supported by Truist
- Hosted three **Regional Workshops** in Indianapolis, San Ramon & Boston serving **445**+ **participants**
- Raised \$66,000+ for our Move the Mission Giving Tuesday Campaign—exceeded our goal by **6x**
- Offered over **180**+ **total hours** of leadership & growth programming with

165+ unique speakers and over 3,890 member registrations

- 11th annual Women in College Coaching Report Card revealed New Era: Slow & Steady Incline for women in coaching!

THANK YOU for your support that has propelled WeCOACH to unprecedented heights! YOU helped us advance our mission, set record highs, and establish new programs. Most importantly, YOU empowered our organization to impact people and impact history in 2023!

Bring on 2024!!! Together, we will MOVE the NUMBERS to support & increase women in coaching!

Keep leading! What you do matters! We need you!

Sincerely,

Vanessa Fuchs, WeCOACH CEO

5

WeCOACH • Women Coaches. All Sports. All Levels.

## MOVE THE NUMBERS

2023 MEMBERSHIP IMPACT



832%
INCREASE
2022 > 2023

11,000+ MEMBERS

2022 2023 21% INCREASE

CONFERENCE-WIDE MEMBERSHIPS

2022 > 2023

INCREASE

DI - 15 | DII - 18 DIII - 26 | NAIA - 2

48% OF ALL DI CONFERENCES ARE MEMBERS
15 OUT OF 32 TOTAL CONFERENCES

78% OF ALL DII CONFERENCE ARE MEMBERS
18 OUT OF 23 TOTAL CONFERENCES

60% OF ALL DIII CONFERENCES
ARE MEMBERS
26 OUT OF 43 TOTAL CONFERENCES

ALL-TIME MEMBERSHIP RECORD SET IN 2019

SCHOOL & INSTITUTIONAL MEMBERS

1,031

65% INCREASE FROM 2022

Division I - 202

**Division II - 261** 

**Division III - 312** 

**NAIA - 32** 

**Community Colleges - 188** 

Youth & High School - 36

# 2023 MEMBERSHIP FIRSTS

GCAC & KCAC

First 2 NAIA Conference-Wide Members

**IWLCA & NCATA** 

2 Coaches Association-Wide Members

Partnered with all HBCU & MSI Schools impacting 900+ women coaches

# ALL CONFERENCES, SCHOOL DISTRICTS, & ASSOCIATION-WIDE MEMBERS

#### **Division I Conferences:**

Atlantic 10 Conference (A-10)

Atlantic Coast Conference (ACC)

Big 12 Conference

Big East Conference

Big Ten Conference

Horizon League

Ivy League

Metro Atlantic Athletic Conference (MAAC)

Mid-Eastern Athletic Conference (MEAC)

Northeast Conference (NEC)

Pac-12 Conference

Patriot League

Southern Conference (SoCon)

Southwestern Athletic Conference (SWAC)

Summit League

#### **Division II Conferences:**

California Collegiate Athletic Association (CCAA)

Central Atlantic Collegiate Conference (CACC)

Central Intercollegiate Athletic Association (CIAA)

Conference Carolinas

East Coast Conference (ECC)

Great American Conference (GAC)

Great Lakes Intercollegiate Athletic Conference (GLIAC)

Great Lakes Valley Conference (GLVC)

Gulf South Conference (GSC)

Lone Star Conference (LSC)

Mountain East Conference (MEC)

Northeast-10 Conference (NE-10)

The PacWest Conference

Pennsylvania State Athletic Conference (PSAC)

Southern Intercollegiate Athletic Conference (SIAC)

Rocky Mountain Athletic Conference (RMAC)

South Atlantic Conference (SAC)

Sunshine State Conference (SSC)

#### **Division III Conferences:**

City University of New York Athletic Conference (CUNYAC)

College Conference of Illinois and Wisconsin (CCIW)

Commonwealth Coast Conference (CCC)

Great Northeast Athletic Conference (GNAC)

Heartland Collegiate Athletic Conference (HCAC)

**Empire 8 Athletic Conference** 

Liberty League

Little East Conference (LEC)

Massachusetts State Collegiate Athletic
Conference (MASCAC)

Michigan Intercollegiate Athletic Association (MIAA)

Middle Atlantic Conference (MAC)

Midwest Conference (MWC)

Minnesota Intercollegiate Athletic Conference (MIAC)

New England Small College Athletic Conference (NESCAC)

New England Women's & Men's Athletic Conference (NEWMAC)

Northern Athletics Collegiate Conference (NACC)

North Coast Athletic Conference (NCAC)

Northwest Conference (NWC)

Ohio Athletic Conference (OAC)

Old Dominion Athletic Conference (ODAC)

Presidents' Athletic Conference (PAC)

Southern Athletic Association (SAA)

Southern California Intercollegiate Athletic Conference (SCIAC)

United East Conference

University Athletic Association (UAA)

Wisconsin Intercollegiate Athletic Conference (WIAC)

#### **NAIA Conferences:**

Gulf Coast Athletic Conference (GCAC)

Kansas Collegiate Athletic Conference (KCAC)

### Association-Wide Members:

Intercollegiate Women's Lacrosse Association (IWLCA)

National Collegiate Acrobatics & Tumbling Association (NCATA)

California Community College Athletic Association (3C2A)

#### **School Districts:**

Madera Unified School District

Roseville Joint Union High School District

Oswego School District 308

## 2023 LEADERSHIP PROGRAMS IMPACT



WeAMPLIFY

MENTOR

PROGRAM



**BOOK** 

**WeCOACH** 

W

• • • • • •

VISION



WeELEVATE WOMEN COACHES









**TOTAL # OF** 

**PROGRAMMING HOURS** (IN-PERSON & VIRTUAL PROGRAMS)

**NEW PROGRAMS** 

WeCONNECT















445





















### **TOTAL REGISTRATIONS**







**IN PERSON:** 95 VIRTUAL: 680







### **GRANT FUNDING IMPACT**

THANK YOU NCAA IECE, TRUIST, & ENDEAVOR!



# 2023 PARTNERSHIPS IMPACT







































## MEMBER BENEFITS IMPACT

ADDED 14 NEW MEMBER BENEFITS PARTNERS IN 2023

Check out Member Benefits Offered by these Partners HERE













































































## DONOR IMPACT

#### MOVE THE MISSION GIVING TUESDAY CAMPAIGN

\$66,827.45

MEDVE THEMISSION

Amy Horst

Ann Walke

Anna Temple

**Ashley Bastron** 

Ashley Stone

Bella Johnson

Betsy Butterick

Blaine Price

Bridget Belgiovine

Dr. Cecile Reynaud

Chris O'Neal

Chrissy Barber

**Christine Clancy** 

Deanna Sannuti

Donald Fuchs

Elizabeth M. King

Emerita Valderrama

**Eric Frost-Barnes** 

Erin Lindsey

Judy Swee

Erin Rotchford Helen Levine

Hudl

Dr. Ingrid Wicker McCree

Janet Judge

Jennifer Stamp

Dr. JoAnne Graf

The Rev. Dr. Joanne Sanders

Joe Fuchs

Judy Sweet

Julie Manning

Julie Roe Lach
Katherine Zedonis

Katie Robinson

Krista Perry

LA Lane

Lau Vallverdu

Laura LeDuc

Lizzy Ristano

Marci Kornegay

Margot Royer-Johnson

Maria Lopez

Marlene Bjornsrud

Mary Nolte

Dr. Nicole M. LaVoi

Dr. Nikki Franke

Nona Richardson

Olivia Leavitt

Pam Borton

Pamela Price

Rachel Roche

Rachelle Manning

Renee Lopez

Robin Barber

Samantha Eustace

Samantha Huge

Sara Liebscher

Sarah Dale

Stephanie Gaitley

Teresa Gould

This One Media

Tiffany D. Tucker

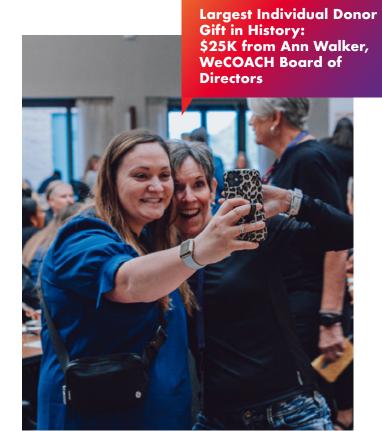
Trish Riddell
Vanessa Fuchs

Vicki Cupp

Whitney Showalter

33K+
RAISED FOR
ACADEMY
SCHOLARSHIPS

















\*Campaign Lead Donors & Mission Partners

To donate to WeCOACH, Click HERE

# RESOURCES IMPACT





### WeCOACH Job Center

CONNECTING
HUNDREDS WITH NEW
JOBS IN COACHING!

Posting a job with WeCOACH is easy, effective, and great value for the money! Proactively push your job opening out to our expansive network of women coaches and administrators in all sports and levels.

2022-23 Women in College Coaching Report Card

#### **NEW ERA:**

SLOW & STEADY INCLINE

1st TIME ALL SELECT 7
CONFERENCES INCREASED IN THE %
OF WOMEN HEAD COACHES

MOST INSTITUTIONS EVER RECEIVING AN "A" GRADE

2nd YEAR IN A ROW MAJORITY OF COACHING VACANCIES FILLED BY WOMEN

1st TIME BASKETBALL RECEIVED AN "A" GRADE

% OF WOMEN HEAD COACHES INCREASED BY LARGEST MARGIN (2.3%) IN REPORT CARD HISTORY

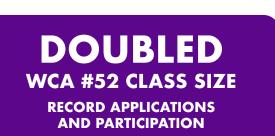


### CELEBRATING 20 YEARS

& RESOURCES

2023 PROGRAMS, EVENTS

In 2003, Celia Slater, Judy Sweet, and Ann Salerno worked with the NCAA to pilot a program for women coaches across all sports and all NCAA divisions. These programs became what is known as the NCAA Women Coaches Academy (WCA). The first-ever WCA was held June 8, 2003 at Bryn Mawr College (PA), producing our first 26 WCA graduates!



2023 WCA Impact Award
Winner:
Vernisha Andrews,
Florida Southern College,
Assistant Basketball Coach





WCA 20th Anniversary Keynote Speaker: **Dawn Staley** 



175
WCA APPLICATIONS



OVER
2,230
ACADEMY GRADS

2023 Cecile Reynaud Coaching Mastery
Award Winners:
Camise Patterson, Florida A&M
University, Head Softball Coach

2023 NCAA WOMEN COACHES ACADEMY #52 & NCAA ACADEMY 2.0 #7

**Jen Scanlon,** Pomona Pitzer Colleges, Head Soccer Coach

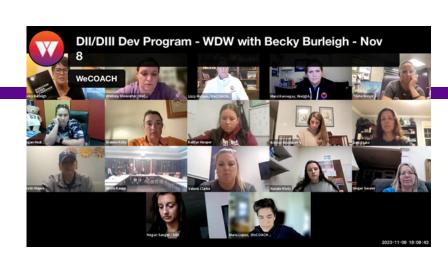




### **VIDEO LIBRARIES**







DII & DIII DEVELOPMENT PROGRAM



WeAMPLIFY











### **INCREASED 2023 SCHOLARSHIP FUNDING 7X!**

# \$32,200 AWARDED

### SCHOLARSHIP RECIPIENTS

LEANNE CARDOSO-BASTOS HUDL SCHOLARSHIP

RACHEL OBERHOLTZER HUDL + ENDEAVOR SCHOLARSHIPS

JOSEPHINE MATLICK WCA #51 SCHOLARSHIP

# **ACADEMY TESTIMONIALS**



"In order to better my girls, my team, my program overall, and better myself as an assistant, I need to learn from the best. One of the biggest takeaways that I have from this Academy within the last 24 hours is the community that's been built so fast. Knowing that all these strong women are coming together for this huge common goal. We have different sports, different colleges, different levels and things like that but building that community is so important because going from here they have those connections and they are so meaningful in how they are being built."

Arlicia Ortiz, Women's Volleyball Assistant Coach, Fayetteville State University



"I wanted to attend 2.0 because I feel like it just gives you so much knowledge, so much professional development. It felt great last year coming for class #51 and I wanted to have that opportunity to continue to grow as a coach."

Donika Sutton, Head Volleyball Coach, Tennessee **State University** 



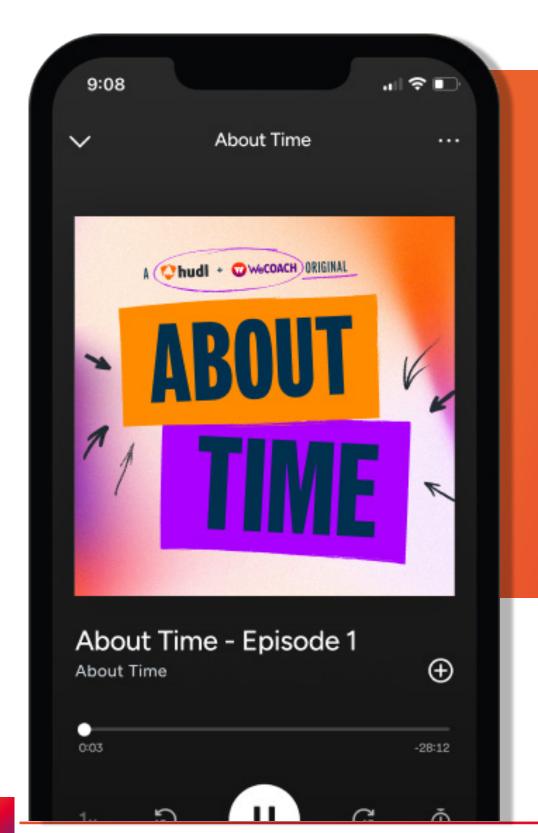


"I feel very grateful to have been a part of something so special that has helped many women coaches along the way. It's humbling to see that 20 years later it is still developing, inspiring and connecting women coaches of all sports. We all need a supportive community now more than ever where we feel like we belong. Being a part of this one can change your life just like it did mine."

Celia Slater, Academy co-creator and CEO of True North Sports



### 90 Registrants for inaugural WeELEVATE Workshop



# 1M+ VIEWS ACROSS ALL PLATFORMS THROUGH FIVE EPISODES

**EPISODE 1: ADIA BARNES, UNIVERSITY OF ARIZONA** 

**EPISODE 2: DR. JEN WELTER, GRRRIDIRON GIRLS** 

**EPISODE 3: JENNY NGUYEN, THE SPORTS BRA** 

**EPISODE 4: DR. NICOLE M. LAVOI, THE TUCKER CENTER** 

**EPISODE 5: LAKEN JAMES, FIVE STAR ACADEMY** 

In this 10-part series with host Marke Freeman, successful women

in sports share their unique experiences and personal journeys to inspire other women and girls to find their own path. With each

episode, you'll learn more about the key topics that matter most in

women's sports today, and how you can help grow the game.

### GOAL & IMPACT

To assist athletics directors and hiring managers with identifying talented women coaches in all sports and levels who are ready to take the next step in their coaching careers. This program will equip assistant coaches with deeper knowledge and skills needed to realize their coaching aspirations while also furthering our mission to advance and retain women coaches.



Inspired by the leadership at the



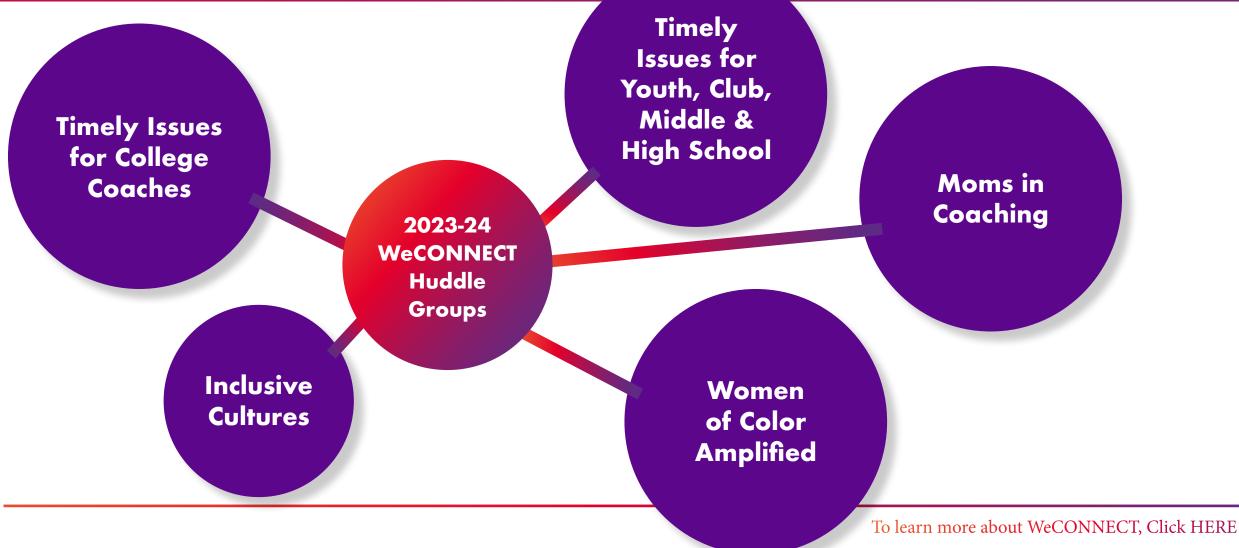




# **NCAA Divisions II and III Women Coaches Development Program**

### **GOAL & IMPACT**

Coach-led & coach-inspired huddles that engage in powerful peer-to-peer learning, foster meaningful networking connections and offer an uplifting support group. WeCONNECT is designed to bring women coaches from diverse backgrounds, sports, and levels together virtually, to empower each other.



In 2022-23, WeCOACH established a new year-round professional growth and leadership Development Program dedicated to Divisions II & III women coaches across all sports that offers strategies to address the challenges and obstacles women face to stay in, feel supported, and advance in the coaching profession. We will also partner to actively build the pipeline of aspiring Division II & III women coaches.



**DEBI POWELL** 2023 WINTER DEVELOPMENT PROGRAM 293 REGISTRANTS



**ANYA COVINGTON** 2023 SPRING DEVELOPMENT PROGRAM **270 REGISTRANTS** 



**BECKY BURLEIGH** 2023 FALL DEVELOPMENT PROGRAM 225 REGISTRANTS

**TOTAL 788 REGISTRATIONS** IN 2023



18 DII CONFERENCES & **26 DIII CONFERENCES** 



#### Hosted first-ever in-person WeAMPLIFY programs

#### **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.

WELCOMED

900+
WOMEN COACHES
FROM HBCU/MSI
SCHOOLS







WeCOACH offers unique mentoring trios for coaches in all sports, levels, and years of experience. Research shows us that women coaches who have been coaching between 7-10 years are at a pivotal point in their career and statistically leave the profession at the highest rate. To best support coaches at this point in their career, they are the central figure in each trio, serving as both mentor and mentee.

Now in its seventh year, our Mentor Program aims to provide connections, networking and learning across all sports and levels.





"The WeCOACH Mentor Program has been an amazing experience. It has allowed me to connect with other coaches from all levels of experiences and backgrounds. Not only has it given us a space where we can talk about current challenges within our programs and life, it has also provided a place to find different perspectives and creative solutions. My favorite thing about the Mentor Program is the relationships being cultivated based on shared interests, knowledge and support we have for each other because we understand the challenges being faced on a daily basis and we make space to acknowledge the triumphs and celebrations."

Vanessa Fyffe, Head Women's Soccer Coach, Tusculum











The data tells the story. We need more women in the coaching profession—in all sports and levels. Through our Aspiring Women Coaches Workshops we will help women Catch a Vision for their coaching career. WeCOACH will be the national leader in actively recruiting more women coaches to build the pipeline of future leaders in sports. These virtual workshops are free and open to any woman aspiring to coach in any sport, at any level. Participants will learn best practices for securing coaching opportunities, networking, and career strategy. If you are a current or soon-to-be-graduating student-athlete, professional athlete soon to retire from your playing career, graduate assistant and/or team manager, etc. who aspires to coach, then Catch a Vision is for you! Together we will MOVE the NUMBERS to support and increase women in coaching!



"Catch a Vision advances our WeCOACH mission to recruit, advance, and retain women coaches in all sports and levels. WeCOACH strives to be a National leader in actively recruiting more women coaches to build a diverse pipeline of future leaders in sport. And this program has special meaning to me as it is named in honor of my collegiate coach, Sue Semrau, who continually empowered her student-athletes to catch a vision for their lives."

Vanessa Fuchs, WeCOACH CEO



### 2023 YOUTH & HIGH SCHOOL WOMEN COACHES ACADEMY CLASS #3

Our Youth and High School Women Coaches Academy is modeled after our longstanding premier program, the NCAA Women Coaches Academy. This 2-day virtual program is aimed at providing leadership and development programming to assist coaches in reaching team and individual success.





2023 Peer Recognition
Award Recipient:
Coach Mary Jo
Truesdale

100% OF HIGH
SCHOOL ACADEMY
PARTICIPANTS
AGREED OR STRONGLY
AGREED THEY ENJOYED
THEIR EXPERIENCE AND
WOULD RECOMMEND
TO OTHERS











HORIZON DAC (OVE)





Our one-day workshops provide professional growth through networking opportunities and discussions on critical issues impacting the coaching profession.





To learn more about Regional Workshops, Click HERE













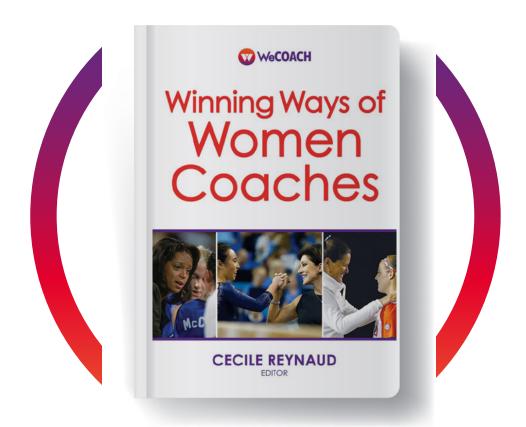






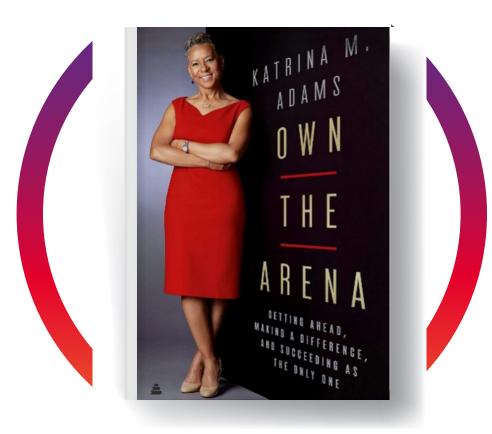






Winning Ways of Women Coaches

> 2022-2023 **96 PARTICIPANTS**



Own The Arena by Katrina M. Adams

> Fall 2023 93 PARTICIPANTS

## **FINANCES**

**GRANT FUNDING MORE** THAN DOUBLED 120% INCREASE

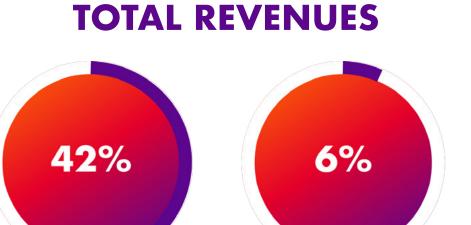
**FY2023 BUDGET GREW 64%** 

**SCHOLARSHIPS FUNDING** MULTIPLIED 7X

**AWARDED** OVER \$32K **IN ACADEMY SCHOLARSHIPS** 

**SPONSORSHIPS** MORE THAN DOUBLED 108% INCREASE

**PROGRAM REGISTRATION FEES MORE THAN** DOUBLED 112% INCREASE

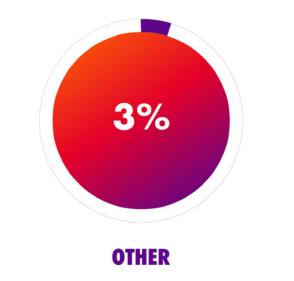


**DONORS** 

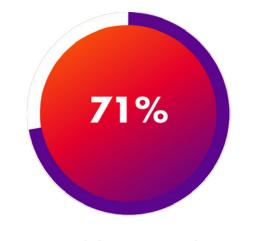




**SPONSORSHIPS** 



### **TOTAL EXPENSES**



**PROGRAMMING** 



**FUNDRAISING** 



**MANAGEMENT** 

# 2023 ORGANIZATIONAL LEADERSHIP BOARD OF DIRECTORS

### BOARD OFFICERS



Teresa Gould
Served 2 Years as President
Deputy Commissioner, Sports Management &
Institutional Services
Pac-12 Conference



Tiffany D. Tucker
President-Elect
Deputy Athletic Director/Senior Woman
Administrator
UNC Wilmington



Pam Borton
Treasurer
CEO & Founder
ON Point: Next Level Leadership



SAMANTHA HUGE,

CONGRATULATIONS ON

BEATING CANCER YOUR

STRENGTH, RESILIENCE,

AND POSITIVITY HAVE

BEEN AN

INSPIRATION

TO US ALL!

The Rev. Dr. Joanne
Sanders
Retired Senior Associate Dean for Religious Life
Stanford University

### BOARD MEMBERS



Yolanda Bronston Accounting Manager Head Women's Basketball Coach Eagles View Academy



Kari Escobedo Sr. Vice President, Information Technology Seattle Mariners



Associate Vice President of Development, Executive Director of Individual and Family Giving University of Notre Dame



Rachelle Manning Director - Sporting Good Channel SanMar



Pasque
Commissioner
Sunshine State
Conference



Dr. Missy
Price
Vice President
of Education &
Development, US Club
Soccer



Ann Walker
Retired, College Athletic
Administrator and
Coach



Dr. Ingrid Wicker McCree CEO & Founder WM Leadership & Legacy Coaching

# TEAM WeCOACH



Vanessa Fuchs CEO



Marci Kornegay
Director of Leadership
Programs & Events



Maria Lopez
Director of Member
Experience, Engagement &
Inclusion



Whitney Showalter
Director of Leadership Events
& Branding



Lizzy Ristano
Associate Director of Member
Outreach & Engagement



Kristina Revello
Former Coordinator of
Leadership Events &
Research



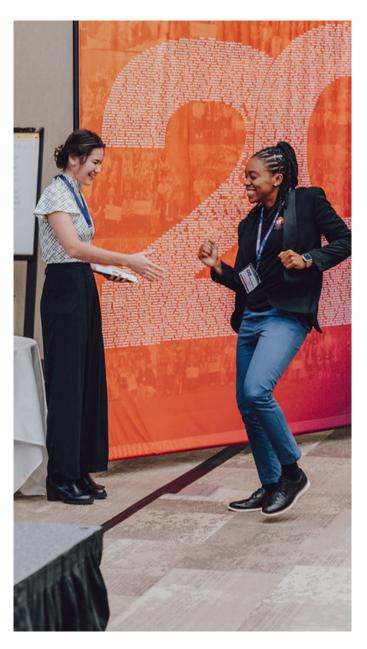
Vicki Brown
Former Manager of
Membership Growth and
Development



Kyndall Ellis-Powell
Former Director of Strategic
Partnerships &
Development















ANNUAL IMPACT REPORT 2023 | WeCOACHSPORTS.ORG

DONATE

FUND SCHOLARSHIPS

JOIN - MEMBERSHIPS

**PARTNERSHIPS** 

PROGRAMS & EVENTS

MEMBERSHIPS

PARTNERSHIPS,
SCHOLARSHIPS & ALL
OTHER INQUIRIES

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!

WeCOACH is a 501(c)(3) tax-exempt nonprofit organization. Federal Tax ID #20-0059540.