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THE TUCKER CENTER



for Research on Girls & Women in Sport

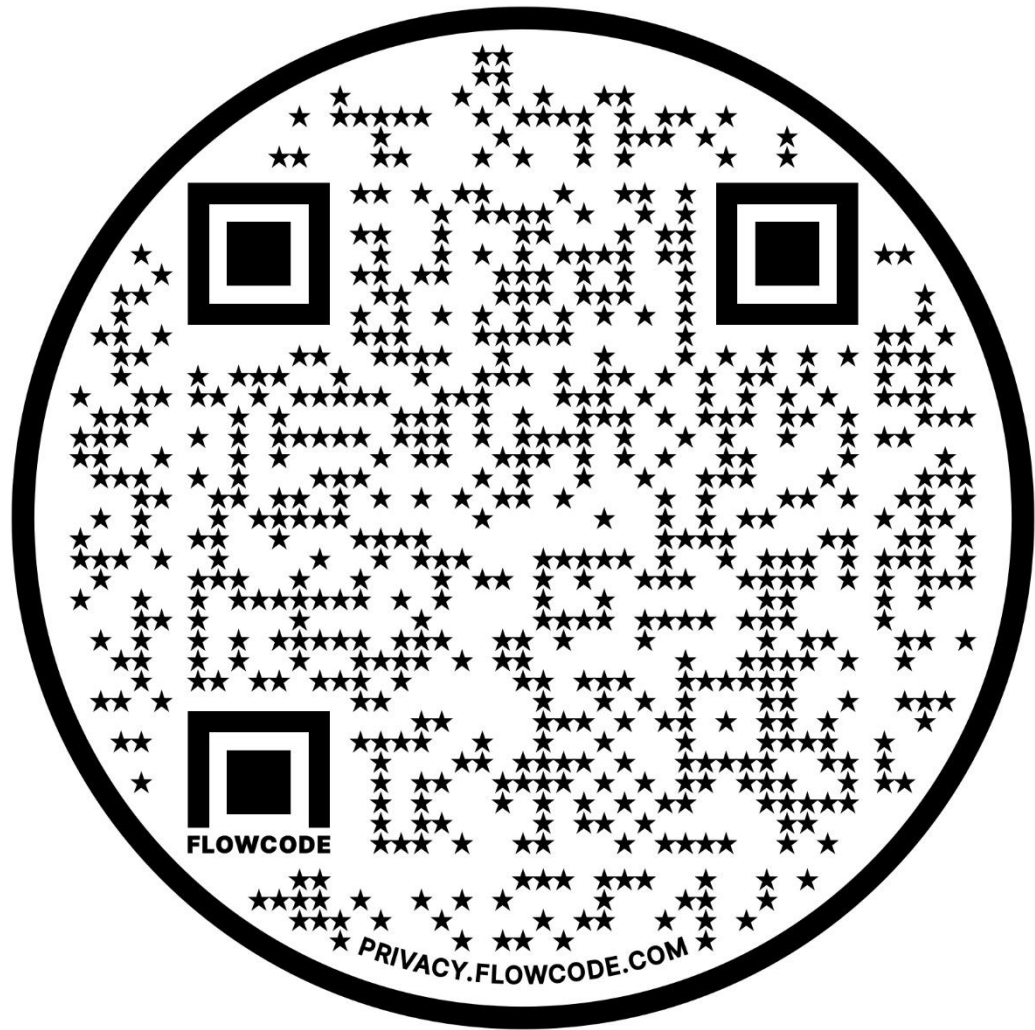


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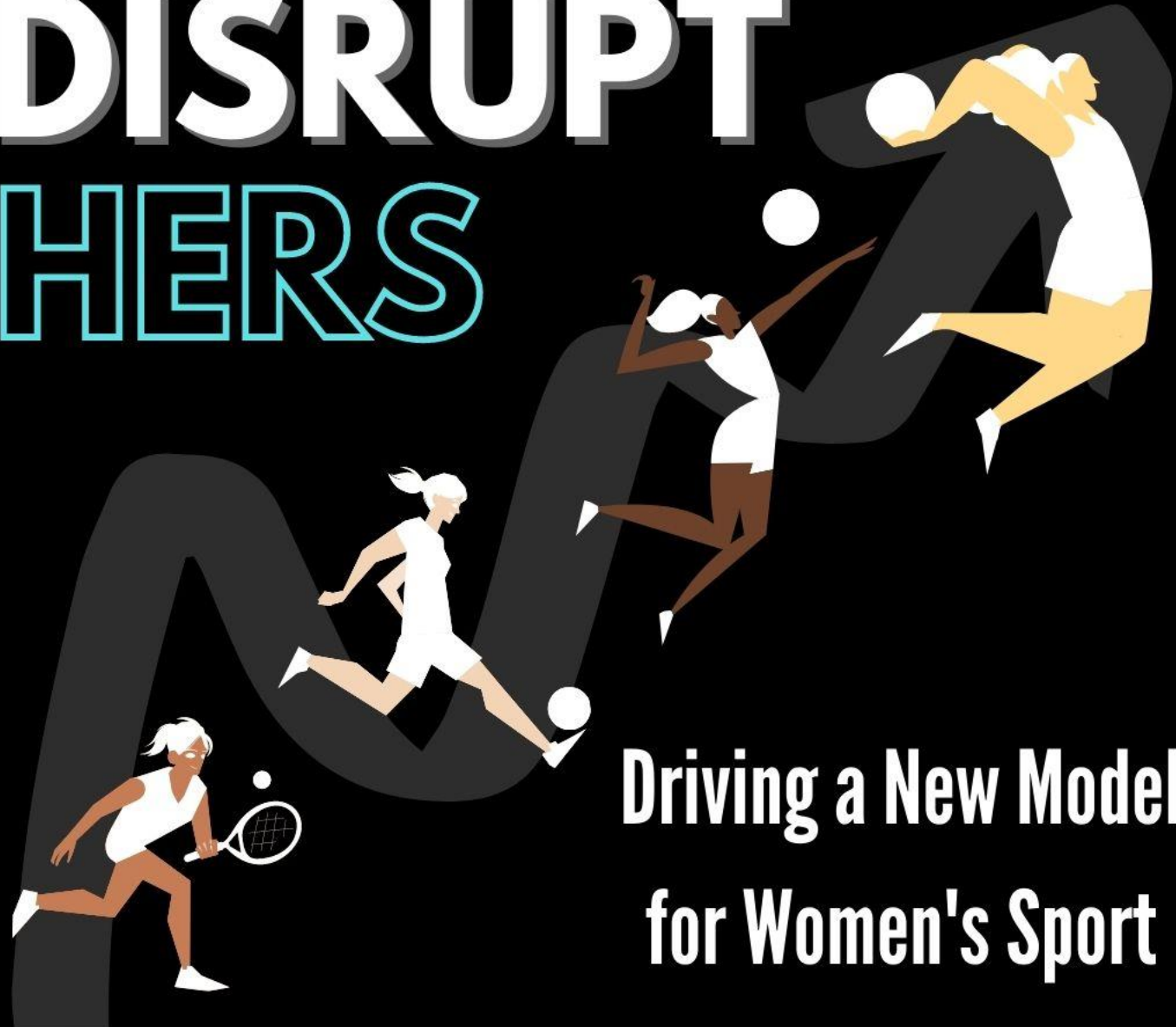
**Tucker
Center
Talks**





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DISRUPT HERS



Driving a New Model for Women's Sport



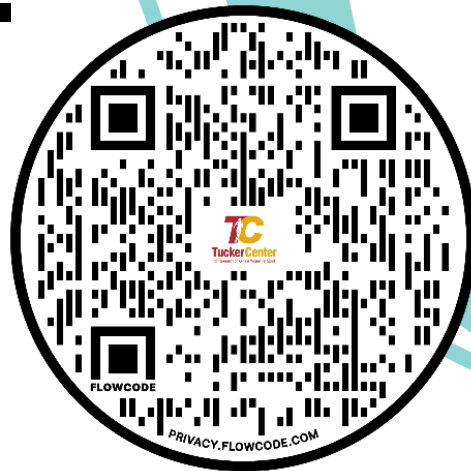
GAME ON: WOMEN CAN COACH



[Tuckercenter.org](https://tuckercenter.org)

Help educate everyone about gender bias.

TuckerCenter.org



“We want a male coach”: A teachable moment for female athletes



Female athletes' preference for a male coach is a commonly heard statement. Instead of validating and reinforcing this sentiment, ignoring the comment, dismissing it as immature or irrelevant, or perpetuating the problem by explicitly asking females' preference for the gender of their next coach, athletic directors and individuals in charge of hiring coaches can use this as a teachable moment. This educational tool provides information on the bias inherent in athletes' preference for male coaches and offers five perspectives and examples of informed responses.

1

Given that males statistically dominate the coaching landscape at every level of competition in all sports but a rare few, many girls and young women grow up being coached only by men. Therefore, it is not surprising female athletes will ask for and prefer a male coach... because that is what they know!

Response: “Have you ever had a female coach?” If no, “Then how do you know you wouldn't like having a female coach?”

2

Perspective-taking can help players shift their thinking, see something from a new and different point of view, and uncover their own biases. Many athletes don't think from the coach's perspective—they make judgments from their own limited experiences.

Response: “Do any of you want to be coaches?” Ask those that raised their hands, “So how do you feel, knowing that nobody wants to hire you because female athletes want male coaches?” Ask those who want a male coach, “Given this information, would you reconsider?” This may generate discussion and foster perspective-taking.

Response: “How would you feel if you were hoping for a promotion, management or leadership position in the workplace, and your colleagues or subordinates tell the person who is hiring, ‘We prefer you hire a male?’”

3

If a female athlete does have a female coach and has a bad experience, the female athlete will often generalize that ALL female coaches are the same (i.e., incompetent, too emotional, mean, doesn't push them hard enough) and therefore the athlete prefers males. Rarely does a female athlete have one bad male coach and say, “I prefer and want only female coaches.”

Response: “Have you ever had a bad male coach/teacher?” If yes, ask, “Do you think all male coaches/teachers are bad, so much so you'd never want another male coach/teacher?” Not all male coaches are the same—and neither are all female coaches. Teach that overgeneralizing is an unproductive thinking style.

Be her reason to stay in sport.



CoachingHER.com





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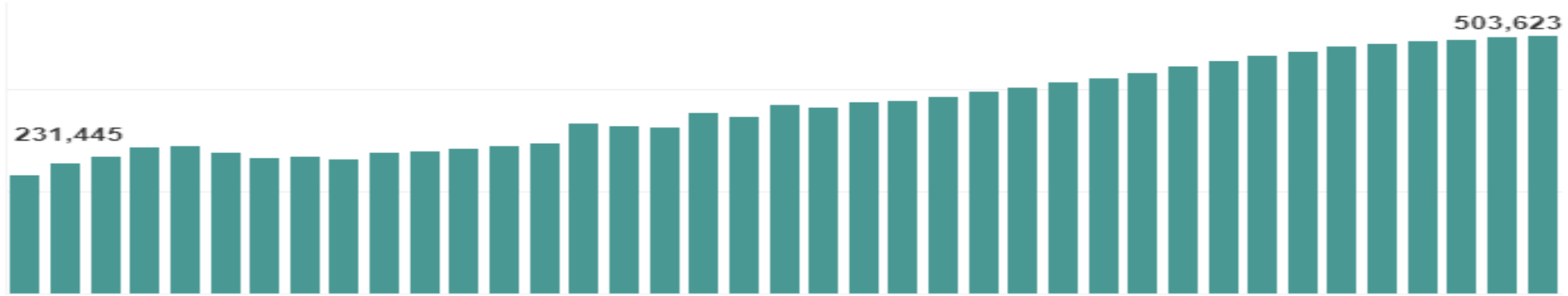
FLOWCODE

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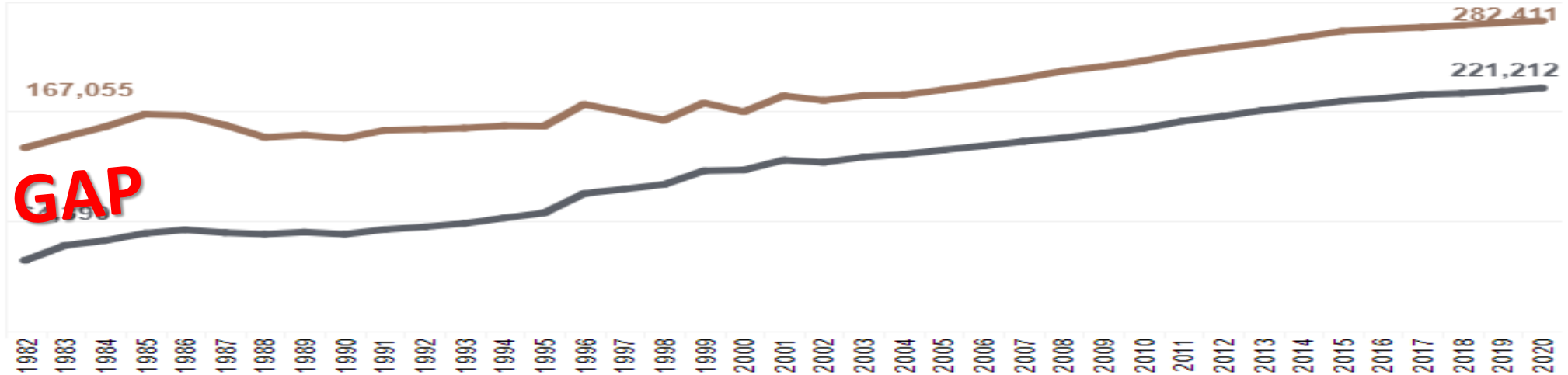
NCAA PARTICIPATION DATA



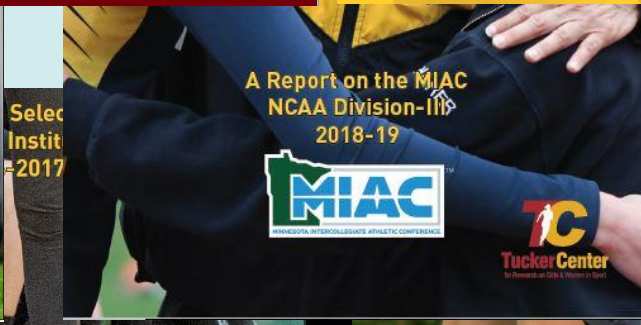
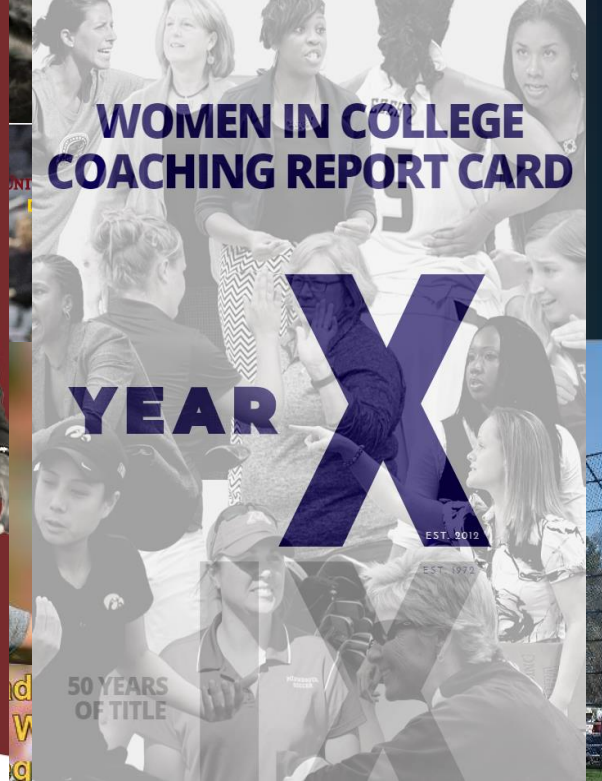
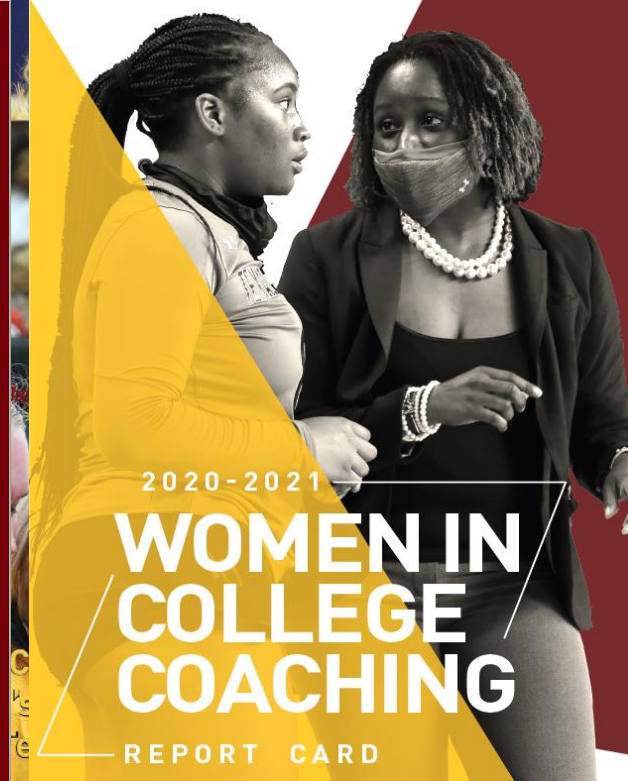
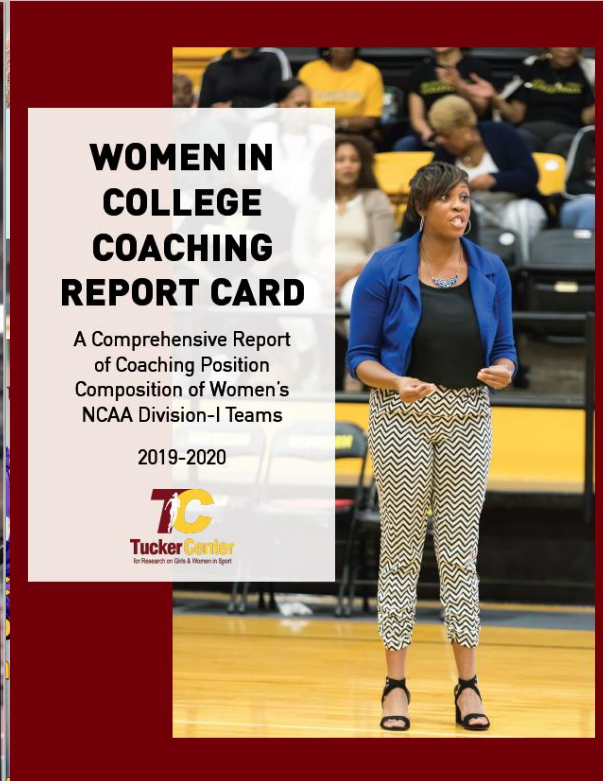
Total Participation (All)



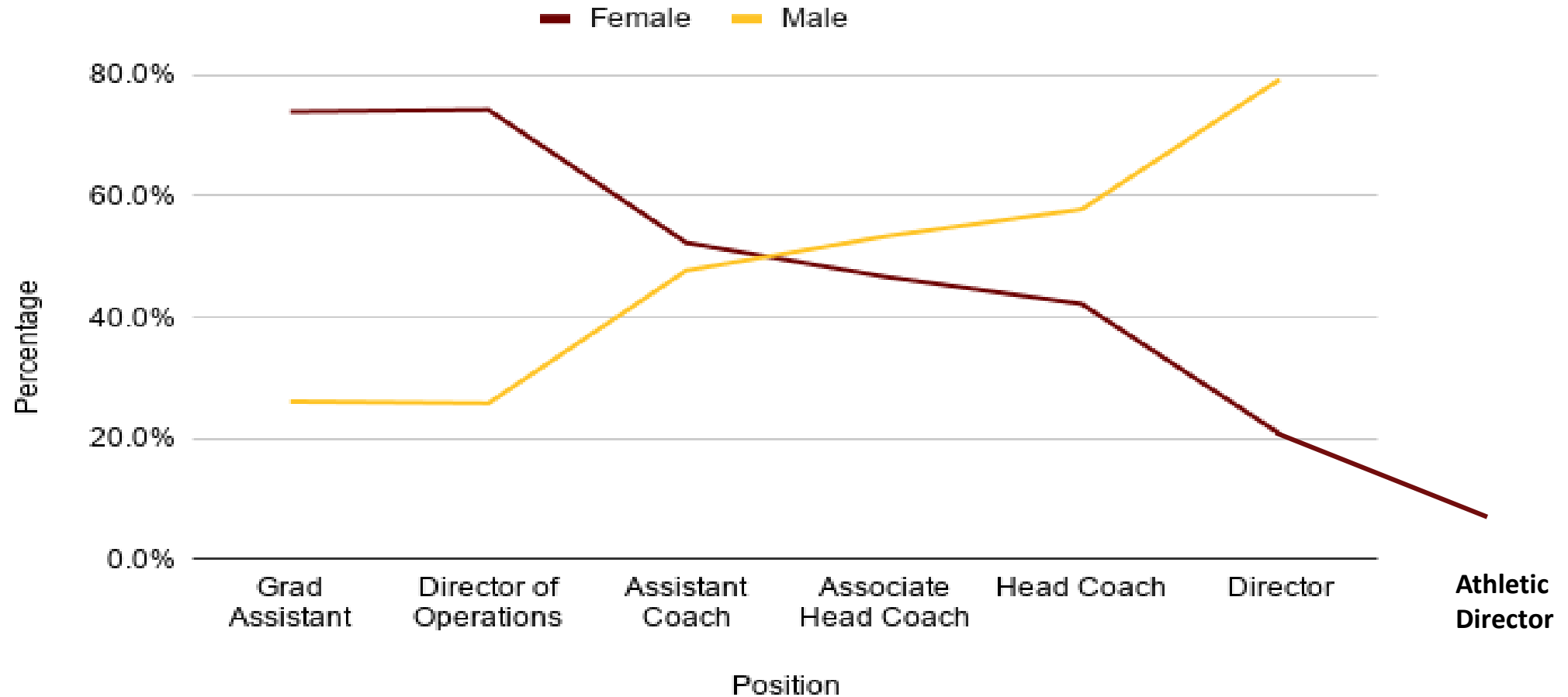
Participation by Sport Gender (All)



Women in College Coaching Report Cards TuckerCenter.org



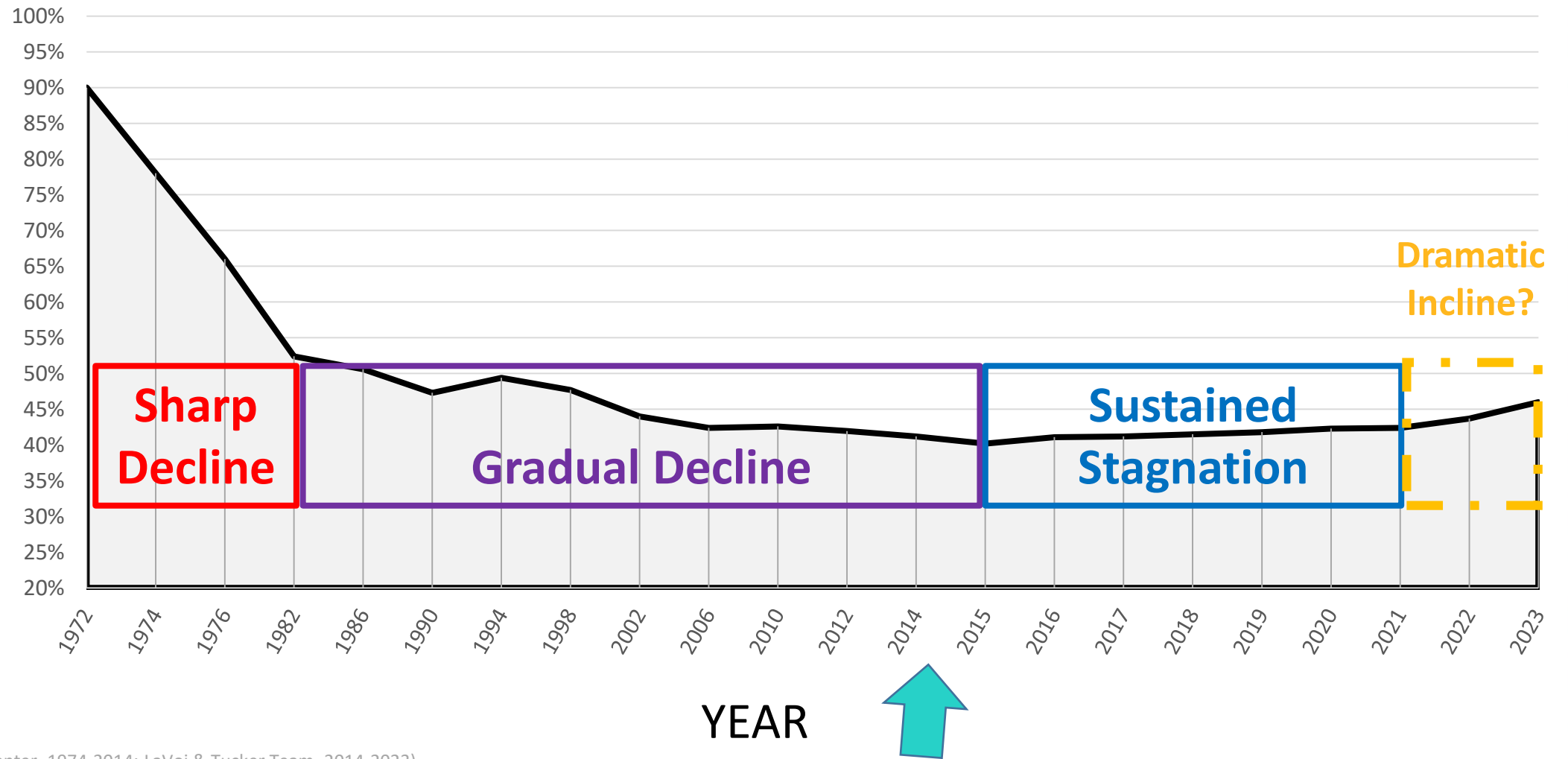
PERCENT OF WOMEN BY POSITION OF WOMEN'S NCAA D-I TEAMS (2019)



(LaVoi, Boucher, & Sirek, 2020)

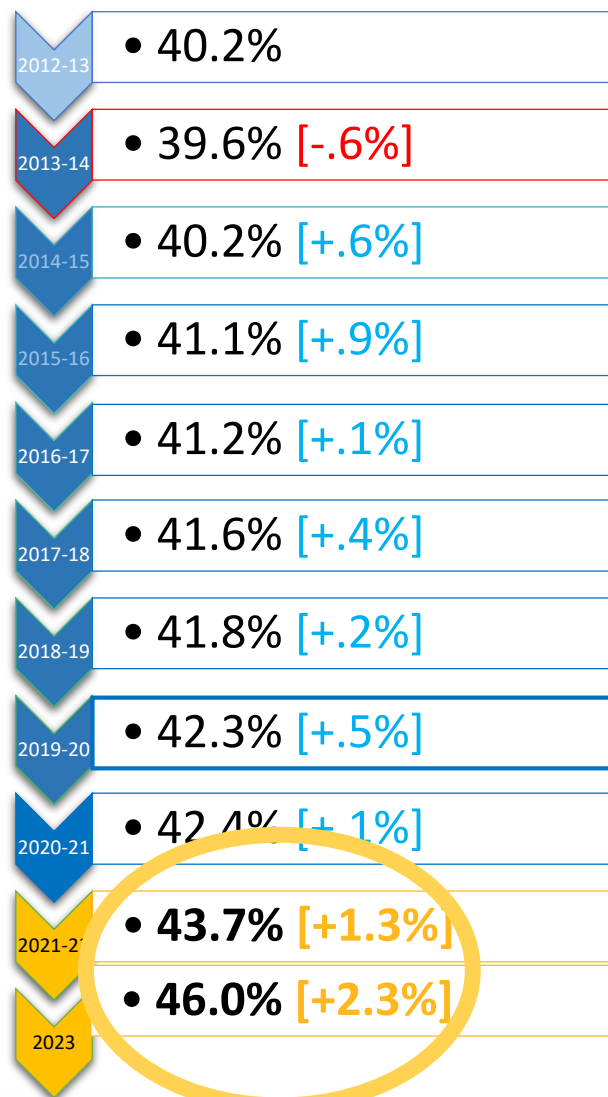
50+ YEARS, PERCENT OF WOMEN HEAD COACHES OF WOMEN'S NCAA D-I TEAMS

PERCENT OF WOMEN COACHES

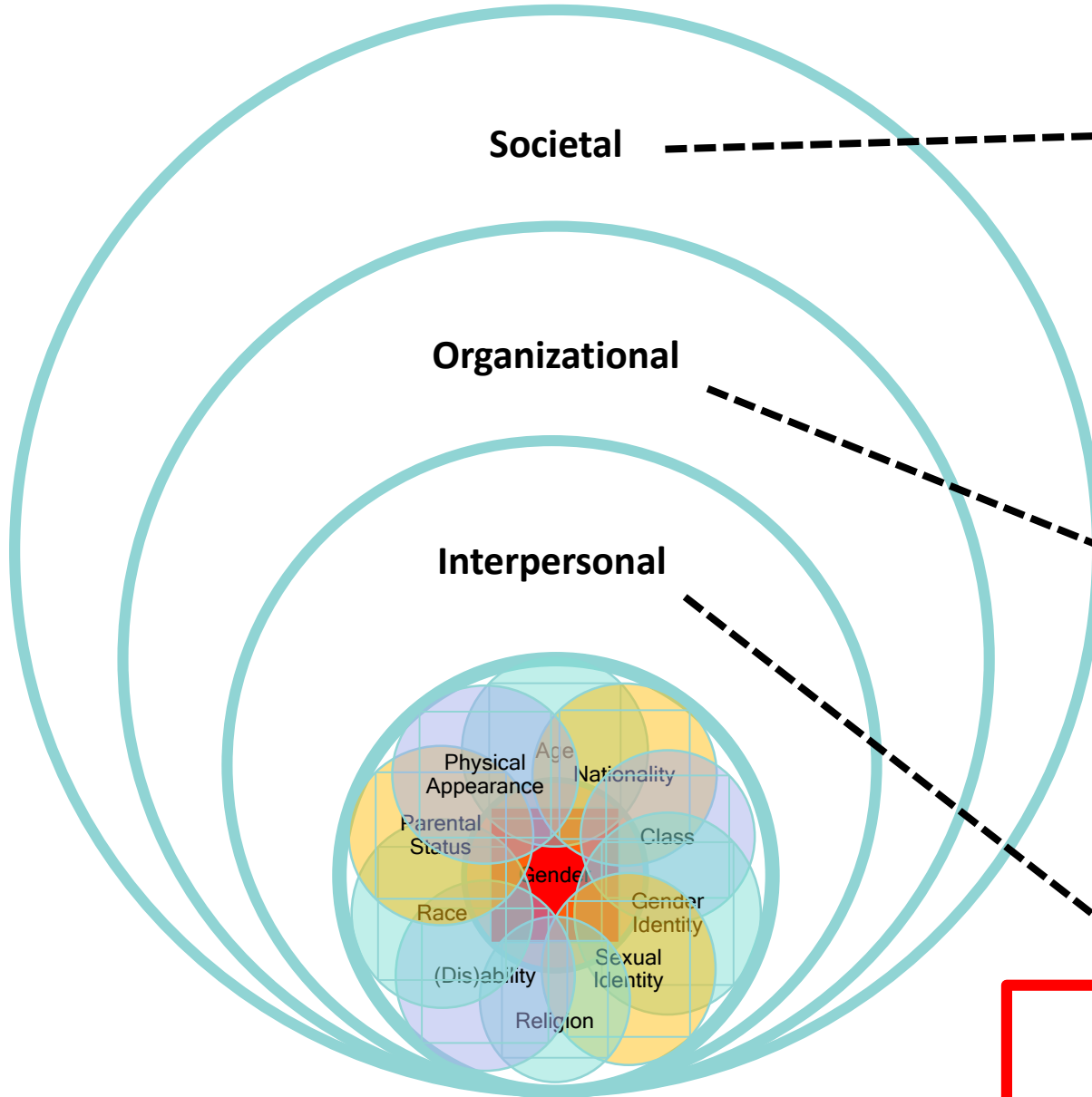


(Acosta & Carpenter, 1974-2014; LaVoi & Tucker Team, 2014-2023)

PERCENT AND INCREASE IN PERCENT OF WOMEN HEAD COACHES*



*ACC, American, Big 10, Big 12, Big East, Pac 12, SEC



Stereotypes/Stereotype Threat
Racism
Maternal bias/Mommy penalty
Sexism
Homophobia
Ageism
Ableism
Gender Bias

Culture
Lack of prof. development
Hiring, Evaluation, Retention
Tokenism & Marginalization
Wage inequalities
Limited upward mobility
Lack of family friendly policies

Good Ole Boy's Club
Lack of Women's Network
Child & Household Labor
Unsupportive Partner
Female Athletes Prefer Male Coaches

Women coaches matter!

- Challenge gender stereotypes
- Role models
- Inspiration & emulation
- Increased self-perceptions & valuation for girls and women athletes
- Positively effects self-esteem
- Insight & advice
- Provide diverse perspectives
- Breadth & diversity in workplace
- Improved organizational health
- Attract & retain diverse talent
- Proof of viable career pathways
- Reduces likelihood athletes will be sexually abused/ harassed
- Reduces neg. workplace outcomes with > % women
- Influences choice to **ENTER & STAY coaching!!!**

(LaVoi, 2016)



**YOU
MATTER**

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