



**USTA
COACHING**

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USTA Coaching and WeCOACH Announce New Strategic Partnership

Collaboration Launches “USTA Coaching Serving All: Aspiring Coaches powered by WeCOACH”

ORLANDO, FL (April 6, 2026) — WeCOACH is proud to announce a new strategic partnership with USTA Coaching, a new entity established by the USTA with a national platform created to support, elevate and expand the tennis coaching community across the United States.

As a Mission Partner with WeCOACH, USTA Coaching will join us in various initiatives designed to recruit, develop, support, and retain women in coaching at all levels of the sport from grassroots to the highest levels. Our support and sponsorship of USTA Coaching’s new program, ***Serving All: Aspiring Coaches powered by WeCOACH*** aligns with USTA Coaching’s mission to educate and serve coaches to create inspiring tennis experiences for players of all levels. Our collaboration reflects a shared commitment to long-term growth of the game at every level.

The *Aspiring Coaches powered by WeCOACH* Program is intended to support collegiate women tennis players (sophomore, junior, senior, or graduate students) entering the tennis coaching profession, and provide aspiring coaches with practical tools, reflective learning opportunities, and ongoing professional support. Applications are now open. Program timelines, enrollment, and implementation are available [here](#).

In addition to the new Program, USTA Coaching will provide a select number of participants from the USTA Coaching community with complimentary WeCOACH memberships. These memberships provide direct access to WeCOACH’s professional development platform and resources that support continuous learning and leadership development programming.

The WeCOACH partnership with USTA Coaching underscores a shared dedication to growing the number of females coaching tennis through education, inclusion, and innovation.

“At USTA Coaching, we are deeply committed to creating meaningful pathways for women to enter and thrive in the coaching profession. Our partnership with WeCOACH allows us to expand that impact, providing aspiring coaches with the education, support, and community they need to grow, lead, and shape the future of our sport,” said Megan Rose, Managing Director of USTA Coaching.

“We often hear sport leaders who are hiring ask, ‘Where are all the women?’—and this program is designed to be part of the solution by expanding the pipeline of talented women coaches ready to lead in tennis. This partnership highlights the power of collaboration in growing and advancing women in coaching,” said Vanessa Fuchs, CEO of WeCOACH. “Together with USTA Coaching, we’re creating impactful initiatives to help these women lead with confidence and succeed in the coaching profession.”

To learn more about the USTA Coaching and the *Serving All: Aspiring Coaches* program visit [here](#). To learn more about WeCOACH programs & events visit wecoachsports.org/allprograms.

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ABOUT USTA Coaching

USTA Coaching’s national platform offers tiered benefits for coaches at every level - from professional instructors and high school coaches to parents, teachers and volunteers. With a modern approach to certification, flexible education pathways and access to exclusive tools and benefits, USTA Coaching is redefining who gets to lead on the court. By empowering more people to coach, USTA Coaching ensures that as demand for tennis grows, so does the community of skilled, diverse and well-equipped leaders guiding the game forward. To learn more, visit USTACoaching.com.

ABOUT WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women’s collegiate sports teams were coached by women. Today, over 50 years later, the data indicates that number has decreased to 41% across all three NCAA Divisions, with only 7% women head coaches of color. Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!