







WeCOACH • Women Coaches. All Sports. All Levels. Annual Impact Report 2022 WeCOACH • Women Coaches. All Sports. All Levels.

# 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.

We foster and cultivate a diverse and inclusive community where the

voice of women coaches is stronger

together.

# STATEMENT OF VALUES LEADERSHIP

We lead, advocate and inspire with integrity and resiliency.

#### **EMPOWERMENT**

WeTEACH • WeINSPIRE • WeMOTIVATE • WeLEAD



#### VISION

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

COMPETITION
INSPIRES
US. ENERGY
UNITES US.
TEAMWORK
SUSTAINS US.

# MPACT EAR



#### TABLE OF CONTENTS

2022 IMPACT HIGHLIGHTS		02-11
-	MISSION, VISION, & VALUES	02
-	LETTER FROM CEO	05
-	MOVE the NUMBERS CAMPAIGN	06
	- MEMBERSHIP IMPACT	06
	- LEADERSHIP PROGRAMS IMPACT	08
	- PARTNERSHIP IMPACT	10
	- MEMBER BENEFITS IMPACT	11
2022 PROGRAMS, EVENTS & RESOURCES		12-26
-	NCAA WOMEN COACHES ACADEMIES	12
-	HIGH SCHOOL ACADEMY	14
-	WeAMPLIFY	16
-	REGIONAL WORKSHOP	17
-	DIVISIONS II & III DEVELOPMENT PROGRAM	18
-	ASPIRING WOMEN COACHES WORKSHOP	20
-	BREAKTHROUGH SUMMIT	22
-	WINNING WAYS OF WOMEN COACHES	24
-	FINANCES	26
2022 ORGANIZATIONAL LEADERSHIP		27-29
-	BOARD OF DIRECTORS	27
-	NEW STAFF	29



DONATE

**FUND SCHOLARSHIPS** 

JOIN - MEMBERSHIPS

#### **CONTACT US**

PARTNERSHIPS, SCHOLARSHIPS &

#### **ENGAGE & SUPPORT**

**PARTNERSHIPS** 

**PROGRAMS & EVENTS** 

**MEMBERSHIPS** 

**ALL OTHER INQUIRIES** 

#### A LETTER FROM THE CEO

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. As we close out 2022. I am more convinced than ever about what WE can accomplish R! Our talented Team

WeCOACH staff and Board of Directors are proud to share with you these 2022 highlights:

- Shattered all-time membership records closing 2022 with 7,000+ members, a 245% increase!
- Total Group Memberships grew from 133 to 624, a 369% Increase!
- High School Groups increased 1450%!
- Welcomed several new "firsts" to our Community: CCCAA (first associationwide member). CIAA (first HBCU conference-wide member), Madera Unified School District, Oswego School District 308, & Roseville Joint Union School District (first high school district group members), Oklahoma City University (first NAIA institutional group member)
- Launched Title IX at 50 MOVE the **NUMBERS** Campaign

- Announced \$125K grant from Truist supporting WeAMPLIFY. We will more than double our grant funding in 2023!
- More than tripled our Academy Scholarships funding!
- Hosted NCAA WCA Class #51 & NCAA Academy 2.0 Class #5. Goal is to double class sizes in 2023!
- Hosted second annual High School **Women Coaches Leadership** Academy. Goal is to host this Academy in-person in 2023 or 2024!
- Hosted Regional Workshop in Pittsburgh. Plan to host three RWS in 2023!

• Launched two new programs:

- **Divisions II & III Women Coaches Development Program** with 42 conferences participating, impacting 4,200+ coaches and CATCH A VISION: Aspiring Women Coaches Workshop -WeCOACH will be the national leader in actively recruiting more women coaches to build the pipeline of future leaders in sports!
- Offered over 130+ hours of leadership & growth programming!
- Announced new Member Benefits **Partners Program**

- Winning Ways of Women Coaches was released with all proceeds benefitting WeCOACH, over 1,800 copies sold!
- Hired all new Team WeCOACH staff

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 2022!

Bring on 2023!!! Together, we will MOVE the NUMBERS to support & increase women in coaching!

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

Sincerely

**VANESSA FUCHS** 

CEO. WeCOACH

A veteran leader with 20+ years of experience in athletic administration, Vanessa Fuchs joined WeCOACH as Chief Executive Officer in March 2022. Before WeCOACH, she served as Senior Associate Athletics Director and Senior Woman Administrator at her alma mater, Florida State University.

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#### TITLE IX AT 50

# MOVE THE NUMBERS

2022 MEMBERSHIP IMPACT

## OUR MOVE THE NUMBERS CAMPAIGN WAS DESIGNED TO ACHIEVE THREE GOALS:

- RAISE the critical funding necessary to support our WeCOACH mission to increase the number of women coaches in all sports & levels.
- INCREASE the number of year-round growth and leadership development programs.
- OFFER enhanced member benefits to impact a greater number of women coaches in our WeCOACH community.



2022 Impact was highlighted by WeCOACH flagship campaign, "MOVE the NUMBERS," as part of our yearlong Title IX 50th Anniversary celebration.

Click above to learn more about the momentum started by our MOVE the NUMBERS campaign.

# OVERALL MEMBERSHIP INCREASE 245%





+1450%

**TOTAL GROUP MEMBERSHIPS** 

+369%





#### 2022 MEMBERSHIP FIRSTS

#### CCCAA

First Community College governing body to activate an associationwide membership, 110 colleges

## First High School District Group Members

Madera Unified, Oswego School District 308, Roseville Joint Union

#### First NAIA Institutional Group Member

OK City University



#### **MEMBERSHIP RECORD**

7,000+

39+ SPORTS REPRESENTED IN THE WeCOACH COMMUNITY.



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# MOVE the NUMBERS LEADERSHIP PROGRAMS IMPACT

WeCOACH PROGRAMS



































OVER 2000 EVENT REGISTRATIONS

**DOUBLED OUR MENTOR PROGRAM PARTICIPANTS AND** TRIPLED BOOK CLUB **PARTICIPANTS!** 

ACADEMY SCHOLARSHIP **FUNDING** 

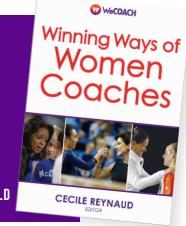
**NEW PROGRAMS** LAUNCHED NEW DIL & DILL **AND CATCH A VISION:** 



-Nicole Graham, Clark Atlanta University. Assistant Women's Basketball Coach, WCA







LAUNCHED NEW MEMBER 23 PARTNERS AND **COUNTING!** 

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# PARTNERSHIP IMPACT NATIONAL PARTNERS









































# MEMBER BENEFITS PARTNERS PROGRAM















































In August 2022 **WeCOACH** launched our new **Member Benefits Partners Program**. This program offers our members complimentary and/or discounted access to over 20 nationally renowned experts, consultants, speakers, resources, toolkits, trainings, products & more!

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# 2022 PROGRAMS EVENTS & RESOURCES

# WCA & ACADEMY 2.0



-Noelle Brouillard, *Whitworth University*, Head Women's Lacrosse Coach, WCA #51

#### LEGACY COACH ACADEMY SCHOLARSHIPS

In Honor of Sandy Barbour Donor: Teresa Gould

In Honor of Coach Marlene Bjornsrud Donor: Rev. Dr. Joanne Sanders

In Honor of Coach Jo Evans Donor: Samantha Huge

In Honor of Coach Cathy Inglese

In Honor of Coach Marian E. Washinaton

Donors: Kevin & Adrian Newell Charitable Gift Fund

#### ACADEMY TUITION SCHOLARSHIPS

**Hudl Scholarships** 

Brianna Barry Memorial Scholarship

Donors: Brianna Barry Family, JoAnne Graf, Elizabeth

King, Janet Stoner & Alicia Crew

Geri Ann Glasco Memorial Scholarship

Donors: Natasha Watley Foundation & Geri Ann Glasco

amily

2022 WCA Class #51

Legends of the Ball, Inc.

#### ACADEMY TRAVEL SCHOLARSHIPS

Kari Escobedo

Jo Evans

Emma Colquitt-Sayers & Joan Colquitt-Sayers



#### NCAA WOMEN COACHES ACADEMY CLASS #51

The NCAA Women Coaches Academy (WCA), hosted in partnership between WeCOACH and the NCAA, is a multi-day growth & development program available to collegiate women coaches in all sports, collegiate levels (two-year & four-year colleges, NAIA, NCAA, etc.), and years experience. WCA is designed for women coaches who are ready to elevate their holistic coaching effectiveness by learning advanced leadership skills and strategies that directly affect their personal and team success. Participants focus on non-sport specific concepts in an environment that fosters inclusion across the sports community. The 2022 program had 43 Graduates.



#### NCAA ACADEMY 2.0

CLASS #5

In 2018 WeCOACH launched the NCAA Academy 2.0 to elevate our coaches' games to the next level.

2.0 offers the sense of community, passion, and renewed sense of joy for coaching that all these coaches experienced at the NCAA WCA.

Sessions included topics to help advance the leadership skills, strategies, and knowledge gained from attending WCA. The 2022 program had 16 Graduates.

**100%** STRONGLY AGREED OR AGREED THAT THEIR WCA EXPERIENCE WAS ENJOYABLE, OF HIGH QUALITY, A GOOD USE OF TIME, MET EXPECTATIONS AND WOULD RECOMMEND. **99.5%** STRONGLY AGREED OR AGREED THAT ACADEMIES INSPIRED THEM TO TAKE ACTION, STAY IN THE COACHING PROFESSION, BECOME A BETTER COACH, AND GIVE BACK/PAY IT FORWARD.

2022 Participant Survey Results



## THE 2022 WeCOACH IMPACT AWARD WINNERS

NCAA WCA #51

**Dr. Ashley Johnson** *Head Women's Volleyball Coach*Clark Atlanta University

Dawn Barnes

Head Women's Volleyball Coach South Carolina State University



# THE 2022 CECILE REYNAUD COACHING MASTERY AWARD WINNER CLASS #5

**Valerie Lohr** *Head Field Hockey Coach*Saint Mary's Hall Upper School

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#### 2022 PROGRAMS, EVENTS & RESOURCES

# HIGH SCHOOL WOMEN COACHES LEADERSHIP ACADEMY

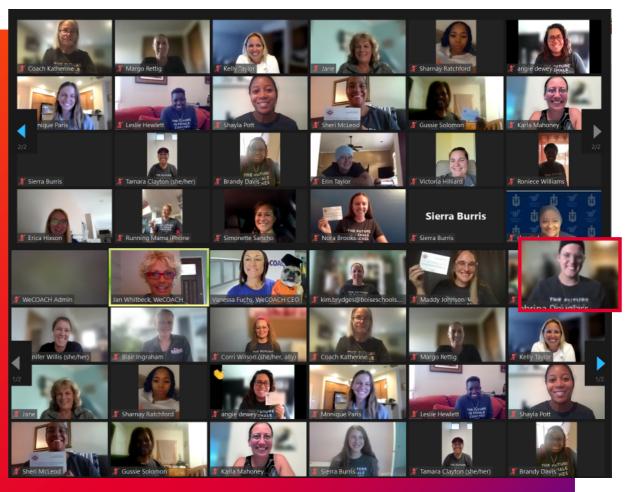
CLASS #2



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

The High School Women Coaches Leadership 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.

# 14 ACADEMY SCHOLARSHIPS AWARDED THANKS TO PARTNER HUDL 79% AWARDED TO COACHES OF COLOR



PEER RECOGNITION AWARD WINNER

Sabrina Douglass Head Girls Volleyball Coach Des Moines North High School (IA) WeCOACH . Women Coaches, All Sports, All Levels, WeCOACH . Women Coaches, All Sports, All Levels, Annual Impact Report 2022 Annual Impact Report 2022

#### 2022 PROGRAMS, EVENTS & RESOURCES

# WeAMPLIFY

**WeCOACH RECEIVES** TRANSFORMATIONAL GRANT FROM TRUIST



**MISSION** 

WeAMPLIFY is a connection, an action, and

a promise to amplify the voices, visibility,

experiences, and value of women coaches of

color.

November WeCOACH received the amount of \$125,000 leadership from the Truist Charitable programs, Fund support

**2022** thrive in their coaching careers. a Through our existing virtual and transformational grant in now in-person WeAMPLIFY and networking WeCOACH advance TRUIST HH mission exponentially

specific programming for women sports and levels. coaches of color to better equip them with tools to advance and

WeAMPLIFY, our Women move the numbers in terms Coaches of Color initiative. of recruiting, advancing, and Truist grant funding will grow our retaining women coaches in all

## 2022 PROGRAMS, EVENTS & RESOURCES

# REGIONAL WORKSHOP

AUGUST 4, 2022 LA ROCHE UNIVERSITY, PITTSBURGH, PA

This one-day workshop provided professional growth through networking opportunities and discussions on critical issues impacting the coaching profession.

Topics included - Communication best practices, LGBTQ+ inclusion, mental health, Title IX, and career advancement.





#### THANK YOU!

Commissioner Donna M. Ledwin & the Allegheny **Mountain Collegiate** Conference (AMCC) for hostina!

#### **OVERVIEW**

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



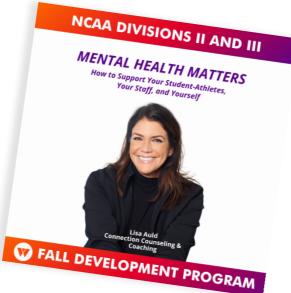
To learn more about WeAMPLIFY, click HERE

To host a Regional Workshop in your city, contact: events@wecoachsports.org

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# 2022 PROGRAMS, EVENTS & RESOURCES DIVISIONS II & III DEVELOPMENT **PROGRAM**

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.





























## **NEW DIVISIONS II & III DEVELOPMENT PROGRAM**

#### **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

Rocky Mountain Athletic Conference (RMAC)

South Atlantic Conference (SAC)

Sunshine State Conference (SSC)

199 DII INSTITUTIONS with 1,900+ Participants

**268 DIII INSTITUTIONS** with 2,300+ Participants

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

Allegheny Mountain Collegiate Conference (AMCC)

College Conference of Illinois and Wisconsin (CCIW)

Colonial States Athletic Conference (CSAC)

Commonwealth Coast Conference (CCC)

Great Northeast Athletic Conference (GNAC)

Heartland Collegiate Athletic Conference (HCAC)

Landmark Conference

Liberty League

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)

Upper Midwest Athletic Conference (UMAC)



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# 2022 PROGRAMS, EVENTS & RESOURCES ASPIRING WOMEN COACHES WORKSHOP

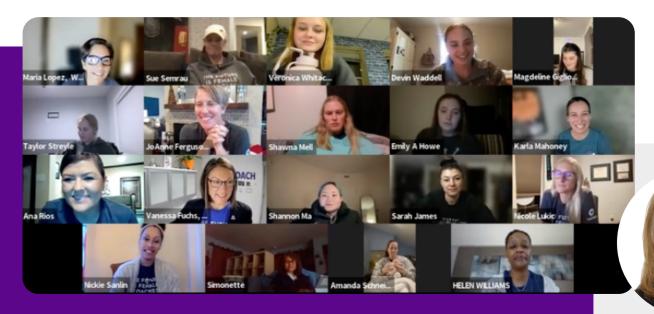
CATCH A VISION



WeCOACH launched it's career strategy to help women **virtual** workshop that the December 11 workshop. is open to any woman aspiring to coach in any sport, at any level. These workshops focus on best practices for securing coaching opportunities, networking, and

inagural CATCH A VISION: catch a vision for their careers Aspiring Women Coaches and set them on a path toward Workshop on Sunday, landing their first coaching job. **December 11, a free new** Over 150 women registered for

#### COACH SEMRAU WAS JOINED BY FIVE CURRENT AND FORMER COACHES REPRESENTING DIFFERENT SPORTS AND LEVELS FOR THE INAUGURAL CATCH A VISION WORKSHOP.



"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. CEO. WeCOACH

JoAnne Ferguson | Head Softball Coach, Pomona-Pitzer Colleges

Nicole Lukic | Head Coach, Minnesota Aurora (USL W League)

Ana Rios | Head Cross Country & Head Girls Track Coach, Diamond Hill-Jarvis High School

Nickie Sanlin | Head Men's & Women's Volleyball Coach, McKendree University

Sue Semrau | Former Head Women's Basketball Coach, Florida State University (retired)

Helen Williams | CEO of HMW Sports Consulting LLC (former DI, II & III basketball coach)



The emponym behind

**CATCH A VISION** 

Former Head Women's Basketball Coach, Florida State University

To learn more about Catch A Vision, click HERE

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#### 2022 PROGRAMS, EVENTS & RESOURCES



THANK YOU SPONSORS: HUDL, NCAA, MARINES, AVCA, BAKLINE, JOSTENS, AND USA VOLLEYBALL



DIGITAL LEADERSHIP SUMMIT EMPOWERING WOMEN IN SPORTS

WeCOACH partnered with Hudl for the 4<sup>TH</sup> annual BreakThrough Summit with a lineup of speakers stronger than ever. 2022 marked the first time BreakThrough Summit was held on site at a women's sporting event: the NCAA Division I Women's Volleyball National Championship and AVCA Convention. Our December 16 event featured a live in-person audience as well as thousands who participated digitally.

#### LIST OF SPEAKERS INCLUDED —

BEING THE FIRST AND HELPING THE SECOND Katrina M. Adams, moderated by LaChina Robinson

#### STRATEGIES FOR EQUALITY & EQUITY PANEL: LET'S FIGHT FOR BOTH

Cassidy Lichtman & Alisha Glass Childress, moderated by Dr. China Jude

#### LET'S TALK ABOUT MENTAL HEALTH & STOP THE STIGMAS

Dr. Kensa Gunter, moderated by Dr. Karen Kassebaum

#### ALLIES TO ACCOMPLICES PANEL: HOW DO YOU SHOW UP FOR WOMEN IN SPORTS?

Karch Kiraly, John Patricof & Dr. Missy Price, moderated by Dr. Jen Fry

#### VOLLEYBALL COACHING LEGENDS: NAVIGATING A CHANGING LANDSCAPE IN SPORT

Tonya Johnson, Mary Wise & Kim Wudi, moderated by Salima Rockwell

#### LEADERS IN THE HOUSE: LESSONS FROM LIFETIME ACHIEVEMENT RECIPIENTS

Carol Hutchins, Dr. Nikki Franke, Jodi Manore, moderated by LaChina Robinson & USMC 2nd Lieutenant Dennielle J. Howes





SUMMIT REPLAY ONLINE AT:

CLICK TO WATCH THE

2022 BREAKTHROUGH



LIFETIME ACHIEVEMENT AWARD WINNERS

Dr. Nikki Franke, Carol Hutchins & Jodi Manore WeCOACH • Women Coaches. All Sports. All Levels.

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# 2022 PROGRAMS, EVENTS & RESOURCES WINNING WAYS OF WOMEN COACHES

This June marked the 50th anniversary of the passing of Title IX, the federal civil rights law that gave women equal opportunity to play and opened the door for women's sports to take root and grow in America. Coinciding with this historic celebration is the release of *Winning Ways of Women Coaches*, a new book from Human Kinetics and fully endorsed by WeCOACH. *Winning Ways of Women Coaches* embodies the idea of "If she can see it, she can be it," This book will reinvigorate current women coaches and inspire would-be coaches to make the leap into coaching.

In it, a veritable who's who of women coaches—representing 15 different sports and earning more than 50 national championships and dozens of world and Olympic titles—provide the acumen and inspiration for women to succeed in the coaching profession.

#### **Contributors included:**

**Lonni Alameda** | Softball Coach, *Florida State University* **Rachel Balkovec** | Baseball Manager, *Tampa Tarpons (MLB; New York Yankees minor league affiliate)* 

Becky Burleigh | Retired Soccer Coach, University of Florida

Denise Corlett | Retired Volleyball Coach, Stanford University

Melody Davidson | Ice Hockey Coach, Canadian National Women's Team

Kelly Inouye-Perez | Softball Coach, UCLA

Roselee Jencke | Retired Netball Coach, Queensland Firebirds (Australia)

Valorie Kondos Field | Retired Gymnastics Coach, UCLA

Melissa Luellen | Golf Coach, Auburn University

**Teri McKeever** | Swimming Coach, *University of California* 

Missy Meharg | Field Hockey Coach, University of Maryland

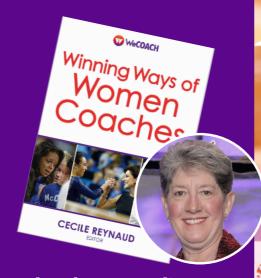
Felecia Mulkey | Acro & Tumbling Coach, Baylor University

Carla Nicholls | Para Track & Field Coach, Athletics Canada

Carol Owens | Basketball Coach, University of Notre Dame

**Carolyn Peck** | Retired Basketball Coach, *Purdue University & Orlando Miracle* (WNBA)

**Ellen Randell** | Rowing Coach, Australian Olympic Team



Thank you, editor Dr. Cecile Reynaud.

Over 1,800 copies sold.

WeCOACH members receive 20% off!

Nancy Stevens | Retired Field Hockey Coach, University of Connecticut

**Tara VanDerveer** | Basketball Coach, Stanford University

**Amber Warners** I Volleyball & Former Softball Coach, *Calvin University* 

**Jen Welter** | Former Football Coach, Arizona Cardinals (first female to coach in NFL)



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## **FINANCES**

#### **TOTAL REVENUE**







10%



#### **TOTAL EXPENSES**









## **BOARD OF DIRECTORS**

### **BOARD OFFICERS**

### **BOARD MEMBERS**



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President
Deputy Commissioner,
Sports Management & Institutional Services,
Pac-12 Conference



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



Samantha K. Huge President Elect Executive VP of Collegiate Athletics RealResponse



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



Pokey Chatman
Assistant Coach
Seattle Storm



Kari Escobedo Sr. Vice President, IT Seattle Mariners



Rachelle Manning
Director, Sporting Good Channel
SanMar Sports



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



h.D. Ed Pasque Commissioner Sunshine State Conference



Tiffany D. Tucker

Deputy Athletic Director/SWA

nce UNC Wllmington



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



Sara Liebscher
Associate VP of Development,
Executive Director of Individual &
Family Giving
University of Notre Dame

SALES

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## NEW STAFF

WeCOACH WELCOMED A NEW STAFF IN 2022 WHOSE UNWAVERING COMMITMENT TO THE MISSION AND VAST EXPERIENCES WILL IMPACT AND ELEVATE THE WECOACH COMMUNITY. THIS NEW STAFF IS DEDICATED TO **MOVE** the **NUMBERS** TO RECRUIT, ADVANCE AND RETAIN WOMEN IN COACHING.



VANESSA FUCHS



MARIA LOPEZ

Director

Membership Experience,
Engagement & Inclusion



WHITNEY SHOWALTER

Director

Leadership Events

& Branding





VICKI BROWN

Manager

Membership Growth

& Development

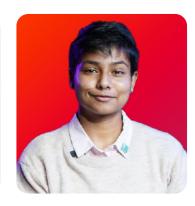


Manager
Leadership Events
& Strategic Relationships



AVIANA GOODE

Coordinator
Creative Marketing
& Branding



PRIYANA KALITA
Coordinator
Leadership Events
& Strategic Initiatives

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#### **ENGAGE & SUPPORT**

**DONATE** 

**FUND SCHOLARSHIPS** 

JOIN - MEMBERSHIPS

**PARTNERSHIPS** 

#### **CONTACT US**

PROGRAMS & EVENTS

**MEMBERSHIPS** 

PARTNERSHIPS,
SCHOLARSHIPS & ALL
OTHER INQUIRIES

