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WeCOACH Announces New Partnership with University of Nevada, Reno Sports Management Program

March 6, 2023 – WeCOACH is excited to announce a new national partnership with the University of Nevada, Reno Sports Management Program (UNR-SPTM). Through this mutually beneficial collaboration, leaders from the UNR-SPTM program will engage in WeCOACH events as featured presenters and their academic program will offer resources as an enhanced member benefit for the WeCOACH Community. Current students participating in the University of Nevada, Reno Executive Certificate in Sports Management program will have the opportunity to participate in WeCOACH programs and events year-round.

The nine (9)-month Executive Certificate in Sports Management program is offered online through the UNR College of Business. The program is uniquely designed for sports industry professionals to gain business management and leadership skills and learn best practices needed to launch a successful career in the sports industry. Classes are taught by prominent industry leaders, and the program also includes a unique two-and-a-half day Tahoe Sports Summit led by industry experts. Program participants gain relevant and in-depth knowledge surrounding all sports at all levels, a community that WeCOACH is dedicated to serve. For students, coaches, or athletics administrators interested in advanced education, the 2023 UNR-SPTM admissions application deadline is June 1.

“We are excited to begin this new collaboration with the University of Nevada, Reno Sports Management Program. Our WeCOACH Community is committed to lifelong learning and this partnership empowers our coaches to advance their education through one of the nation's leading academic programs. The UNR Executive Certificate is a powerful opportunity for advanced learning development and the best part is the program is online, so it can be completed from anywhere,” says Vanessa Fuchs, WeCOACH CEO.

"The University of Nevada Sports Management Program is proud to partner with WeCOACH and believe in their vision under the incredible leadership of CEO Fuchs," said Cary Groth, Director of the University of Nevada Sports Management Program. "Our partnership will enable us to provide our students with the most relevant and current best practices that will enable them to be the best leaders they can be." Jessie Carmak, a recent graduate of the SPTM program and a member of the WeCOACH family, shared her experience with the program, stating "As a young administrator and coach, the Nevada Sports Management Program has been life and career changing. It has allowed me to learn and interact with the best of the best in the sports world who want to help young leaders grow personally and professionally."

One of the first partnership collaborations features Cary Groth serving as a co-presenter during the March 27 WeCOACH CATCH A VISION: Aspiring Women Coaches Workshop on the topic, “The Art of Getting Hired.” To learn more about UNR-SPMT and all WeCOACH partners, visit wecoachsports.org/get-involved/wecoach-partners. To learn more about WeCOACH programs and member benefits, visit wecoachsports.org/membership/why-join.

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EXECUTIVE CERTIFICATE
Sports Management
Online
9-Months Graduate Program

UNIVERSITY OF NEVADA, RENO
Sports Management
THE COLLEGE OF BUSINESS

About WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind 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, 50 years later, data indicates that number has decreased to a stagnant 41% in all three NCAA Divisions, with only 7.3% women coaches of color. Five percent of women coach men's teams, and at the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. As part of its year-long Title IX 50th Anniversary campaign, WeCOACH launched MOVE the NUMBERS to help change the landscape for women coaches and to impact history for the next 50 years. For more information, visit wecoachsports.org/50th.