



FOR IMMEDIATE RELEASE

WeCOACH Announces Partnership with Tucker Center for Research on Girls & Women in Sport

September 10, 2020 – WeCOACH has announced a formal partnership with the Tucker Center for Research on Girls & Women in Sport at the University of Minnesota – the first research center of its kind in the world.

“We’ve had a longstanding working relationship with the Tucker Center. With the addition of more robust and comprehensive reports that provide benchmarks and data on women coaches, these will continue to be critical in driving national dialogue focused on retaining and advancing women in the coaching profession,” said WeCOACH CEO Megan Kahn.

The formal partnership provides collaborative branding, data collection, and promotion across several research initiatives, including the well-known *Women in College Coaching Report Card*[™] that is co-produced annually. The *Report Card*, now in its ninth year, continues to document the percentage of women coaches of women’s teams in college athletics while holding decision makers accountable for hiring decisions. This year’s [Report Card](#), marks the second time in nine years data has been collected for all coaching positions of women’s teams. The data illuminates numerous gendered occupational trends and helps identify where the coaching pipeline is leaky. In turn, data will help WeCOACH develop targeted data-driven programming to meet the needs of women coaches at all stages of their career trajectory.

The premier educational program of WeCOACH is the Women Coaches Academy (WCA), hosted in partnership with the NCAA. The Tucker Center research team will continue to document the career trajectories and retention rates of WCA graduates. To date, of the 686 women who attended the WCA between 2014-19, 88% are still coaching. Based on existing data, it demonstrates that WCA graduates “stay in the game” at very high numbers, giving women opportunities for advancement and assisting in increasing retention rates.

Additionally, WeCOACH and the Tucker Center will conduct cutting-edge research focused on women coaches of color. WeAMPLIFY, the WeCOACH women coaches of color initiative, will provide guidance in identifying the focus of this collaborative research effort.

“The Tucker Center is committed to collaborating with change makers, to conduct research and produce evidence-based tools that makes a difference in the lives of women sport coaches, their families and workplaces. This formal partnership is a mission central, initiative to help us continue to do just that,” said Dr. Nicole M. LaVoi, director of the Tucker Center and founding Board member of WeCOACH.

[About the Tucker Center for Research on Girls & Women in Sport](#)

The vision and pioneering spirit of Dorothy McNeill Tucker led to the establishment of the [Tucker Center for Research on Girls & Women in Sport](#) at the University of Minnesota in 1993. The creation of an

interdisciplinary research center—devoted solely to girls and women in sport—established standards of excellence with respect to scholarly inquiry, advocacy, graduate education, community outreach and public service. Housed in the College of Education and Human Development's School of Kinesiology, the Tucker Center is devoted to sponsoring, promoting, and disseminating scholarly activity on how sport impacts the lives of girls and women.

About WeCOACH

Founded in 2011, [WeCOACH](#) has become the premier membership organization committed to recruiting, advancing, and retaining women coaches across all sports and levels. Previously known as the Alliance of Women Coaches, the organization reinvigorated its brand in August 2018. By providing a supportive and unified network, educational programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for women coaches.