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FOR IMMEDIATE RELEASE

## **WeCOACH Announces Association-Wide Membership with the California Community College Athletic Association**

September 22, 2022 – WeCOACH is proud to announce an association-wide membership with the California Community College Athletic Association (CCCAA). The CCCAA becomes the first Community College governing body in the country to activate an association-wide membership.

“The CCCAA is thrilled to partner with WeCOACH as our membership celebrates the 50th anniversary of Title IX,” said CCCAA Executive Director Jennifer Cardone. “WeCOACH offers a tremendous number of resources and programming which will greatly benefit the hundreds of women’s coaches we have throughout our 110 colleges.”

The CCCAAA sponsors 24 sports and women coaches within the association will benefit from unique programs and a wide array of resources, including the NCAA Women Coaches Academy & Academy 2.0, Regional Workshops, Mentor Program, monthly Video Chats, WeAMPLIFY (women of color initiative), BreakThrough Summit, and other year-round professional growth and leadership development programs.

“This partnership with the CCCAA furthers our mission to impact and elevate women coaches in all sports and levels. We are grateful to Jennifer Cardone’s leadership to empower hundreds of CCCAA women coaches to have the opportunity to engage in our transformational leadership programs, and we are very excited to welcome them to our WeCOACH Community— especially as we celebrate Title IX at 50,” said Vanessa Fuchs, CEO of WeCOACH.

The association-wide membership will be active immediately and extend to all women coaches at each CCCAA institution.

### About The California Community College Athletic Association

The California Community College Athletic Association is an integral part of California’s extensive community college system. As authorized by the State Legislature, the Education Code provides the CCCAA the opportunity and authority to establish the rules and regulations to administer the intercollegiate athletic activities of the nearly 24,000 men and women student-athletes in the state.

### 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 43% in Division I (41% in all three NCAA Divisions), with only 7.3% women coaches of color. A dearth 5% women coach

men's teams, and at the youth level, the data is hard to estimate (approx. <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](https://wecoachsports.org/50th)