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WeCOACH Media Contact:
Whitney Showalter
info@wecoachsports.org

Big 12 Media Contact:
Joni James Lehmann
Joni@Big12Sports.com

Big 12 Upgrades Conference Membership with WeCOACH

August 30, 2023 – WeCOACH is pleased to announce the Big 12 Conference has upgraded their membership to a league-wide, unlimited group membership for the 2023-24 academic year. The renewal also includes new institutional members, BYU, UCF, Cincinnati, and Houston. The Big 12 was the first Power 5 autonomy conference to join WeCOACH as a conference-wide member in 2019.

“The Big 12 Conference is excited to announce the extension of our partnership with WeCOACH,” said Big 12 Commissioner Brett Yormark. “We are dedicated to supporting and creating opportunities for our women coaches, and our partnership with WeCOACH will ensure resources for them to continue to grow.”

The upgraded membership is active immediately, allowing each of the conference’s 14 institutions to enroll an unlimited number of women coaches to benefit from the year-round programs and resources offered by WeCOACH, including several new programs and initiatives that will be unveiled this fall.

“We are thrilled for the opportunity to increase our impact across more Big 12 member coaches. The recent data included in the Tucker Center report demonstrates we have entered an era of incline for women in coaching. We applaud Commissioner Yormark and the Big 12 leadership for their continual investment and modeling what support looks like for women in sport,” said Vanessa Fuchs, CEO of WeCOACH.

To learn more about WeCOACH membership options, including group memberships, visit wecoachsports.org/membership/membership-options/, or email memberships@wecoachsports.org.

About Big 12 Conference

The Big 12 Conference is comprised of 14 institutions after welcoming BYU, UCF, Cincinnati and Houston on July 1, 2023, joining Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech and West Virginia. The league is an NCAA Division I intercollegiate athletics conference that encompasses eight states, three time zones and a combined population of over 79.3 million. Entering its 28th year, the Conference has produced over 800 Academic All-America selections and claimed national championship team titles in 20 of its 23 sponsored sports. Its student-athletes and teams have combined for 742 individual NCAA titles and 81 team national championships under the Big 12 banner. For more information, visit Big12Sports.com and follow the Conference on Facebook (Facebook.com/Big12), Twitter ([@Big12Conference](https://twitter.com/Big12Conference)), Instagram (Instagram.com/big12conference/) and YouTube (YouTube.com/Big12Conference).

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 46% in Division I, 41% across all three NCAA Divisions, with only 6.2% women head coaches of color (Division I). 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](#).