



FOR IMMEDIATE RELEASE

WeCOACH Media Contact:
Whitney Showalter
info@wecoachsports.org

WeCOACH Announces New Two-Year Agreement with the Missouri Valley Conference

February 13, 2024 – WeCOACH is excited to announce a new two-year conference-wide agreement with the Missouri Valley Conference (MVC). This partnership will have far-reaching impact, benefiting nearly 200 coaches in 20 different sports across the 12 MVC member institutions. With the mission to recruit, advance, and retain women coaches in all sports and levels, WeCOACH offers year-round professional development programs and an empowering community that will contribute to the success and longevity of MVC women coaches.

“The partnership between WeCOACH and the Missouri Valley Conference is critical, not only for the resources and benefits that will be provided to the incredible women working across the Valley, but also for the opportunity to contribute to the Move the Numbers initiative,” said MVC Commissioner Jeff Jackson. “If she can see her, she can be her is a sentiment that resonates, but this partnership represents so much more and will have a much bigger, and lasting impact.”

MVC women coaches will have access to premier programs such as the NCAA Women Coaches Academy & Academy 2.0, Regional Workshops, Mentor Program, Video Chats, WeAMPLIFY (women of color initiative), and the About Time podcast. This membership also includes access to our two newest programs, WeCONNECT Women Coaches, a new coach-led, coach-inspired peer-to-peer learning opportunity, and WeELEVATE, a program dedicated to assistant and associate-head coaches with aspirations to become head coaches.

"As the second-oldest conference in the country, the MVC offers a rich history of academic and athletic performance. This partnership reflects the commitment Commissioner Jackson and the MVC leadership have to advance the professional growth of their women coaches and foster diversity and inclusion within its coaching community. WeCOACH is proud to welcome the Missouri Valley Conference," said WeCOACH CEO Vanessa Fuchs.

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

###

ABOUT THE MISSOURI VALLEY CONFERENCE

The Missouri Valley Conference -- the nation's second-oldest NCAA Division I conference -- continues to be a leader in college athletics and is one of the nation's most progressive conferences, celebrating its 117th season in 2023-24. The Valley brand remains very strong, both regionally and nationally, and the great athletic tradition of the Conference remains a compelling force in recruiting student-athletes and in marketing all the MVC programs. League members have worked together to focus on common goals and objectives, placing a high value on league harmony, while continuing to invest in athletic programs to compete at the highest level. For more information visit mvc-sports.com.

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](#).

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!