#SHECANCOACH:
Ways to support and develop women coaches

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# Experience of Women Coaches

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Experiences</th>
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<tbody>
<tr>
<td>It's easier to engage with other male coaches than female coaches</td>
<td>I've heard that if more women applied there would be more female head coaches</td>
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<td>Been asked to coach the younger teams because they need a &quot;motherly coach&quot;</td>
<td>You are the recruiting coordinator, Dir of Ops, and/or the organizer</td>
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<td>An AD told you that you needed to hire male assistant coaches</td>
<td>I am the only female on my staff</td>
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<td>An athlete told you they prefer to play for a male coach</td>
<td>You play a significant role with the on-court training</td>
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<td>I have heard it asked, &quot;when will a woman win a NCAA title?&quot;</td>
<td>You've been scolded for &quot;raising your voice&quot;</td>
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<td>A Ref has spoken to every male on your sideline before acknowledging that you were Head Coach</td>
<td>A Ref, Coach, or Coaching Ed instructor has put his arm around you and called you &quot;honey&quot; or &quot;sweetie&quot;</td>
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<td>Been called a &quot;bitch&quot; because you've held a player to a team standard or been hard</td>
<td>Been told that your &quot;coaching voice&quot; needs to be deeper</td>
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<td>Suffered retaliation for bringing up Title IX concerns, or didn't because of fear retaliation</td>
<td>Been told to not raise your voice to your players because that is bullying or not appropriate</td>
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<td>Been coaching longer than your male counterpart but get paid less</td>
<td>You have developed 2 or more mentors that are female</td>
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<td>Been asked if you can &quot;handle&quot; being a coach AND a mom</td>
<td>The coaches of women's teams in your department all make less than coaches of men's teams</td>
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[Source: WeCOACH]
The Landscape for Women in the Coaching Profession: The DATA
The Decline & Stagnation of Female Coaches of Women's Collegiate Teams in the United States from 1971 to 2018

(Acosta & Carpenter, 2014; LaVoi, 2018)
2014-15 Percent of NCAA Head Coaches of Color for Women’s Teams

% OF WOMEN HEAD COACHES OF WOMEN’S TEAMS
GRADING SCALE

70-100% = A
55-69% = B
40-54% = C
25-39% = D
< 24% = F
Select 7 NCAA-I Conferences*
Percent of Female Head Coaches of Women’s Teams

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent Female Head Coaches</th>
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<tr>
<td>2012-13</td>
<td>40.2%</td>
</tr>
<tr>
<td>2013-14</td>
<td>39.6%</td>
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<tr>
<td>2014-15</td>
<td>40.2%</td>
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<tr>
<td>2015-16</td>
<td>41.1%</td>
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<tr>
<td>2016-17</td>
<td>41.2%</td>
</tr>
<tr>
<td>2017-18</td>
<td>41.5%</td>
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<tr>
<td>2018-19</td>
<td>41.8%</td>
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*ACC, American, Big 10, Big 12, Big East, Pac 12, SEC
% Women Head Coaches by Sport by Year: 7 Select NCAA D-I Conferences*

% Women Head Coaches in Collegiate Volleyball by NCAA Division 2017-18

Rashinda Reed, Illinois

NCAA Division-I | Volleyball: 46.8 | All Sports: 41.7
NCAA Division-II | Volleyball: 48.2 | All Sports: 38.3
NCAA Division-III | Volleyball: 62.9 | All Sports: 45.7
Every year, the Tucker Center for Research on Girls & Women in Sport along with the Alliance for Women Coaches releases this report card and assigns grades based on the percentage of women head coaches of women's teams. Below are grades for institutions in the following conferences: AAC, ACC, Big East, Big Ten, Big 12, PAC-12, SEC. View the full report card at www.tuckercenter.org.

### Grade | School
--- | ---
A | ![A-grade logos](image1)
B | ![B-grade logos](image2)
C | ![C-grade logos](image3)
D | ![D-grade logos](image4)
F | ![F-grade logos](image5)

**Grading Criteria:**
- A: 70 - 100%
- B: 55 - 69%
- C: 40 - 54%
- D: 25 - 34%
- F: 0 - 24%

For percentage of women's head coaches of women's teams. Institutions are listed in order from highest to lowest percentage.
The 0% Club

- Oklahoma State ('12-13)
- Xavier ('14-15)
For Mentioned Family in Online Coaching Bios NCAA D-I Women’s Teams: Significant Other Types (50%, n = 1749/3,506)

- Opposite-Sex Wife/Husband: 98.57% (1724)
- Same-Sex Partner/Spouse: 0.86% (15)
- Opposite-Sex Fiancé: 0.11% (2)
- “Family”: 0.46% (8)
- Other: 1.43% (25)
Women in Sports Coaching

Barriers for Women Coaches.

Stereotypes
- Racism
- Maternal bias/Mommy penalty
- Sexism
- Homophobia
- Ageism
- Ableism
- Gender Bias

Culture
- Hiring, Evaluation, Retention
- Tokenism & Marginalization
- Wage inequalities
- Limited upward mobility
- Lack of family friendly policies

Good Ole Boy’s Club
- Lack of Women’s Network
- Child & Household Labor
- Unsupportive Partner
- Female Athletes Prefer Male Coaches
The lack of women is not the problem.
Strategies for Change
ACTION ITEM

INVITE TWO FEMALE ATHLETES TO THINK ABOUT COACHING
GAME ON:
WOMEN CAN COACH
Strategies

• Develop Good ‘Ole Women’s Club
• Connect with 3 women you don’t know during convention
• Develop relationship with your AD
• Support other women
  • Make calls
• Family friendly policies to support parent-coaches
• Search committees-advocate for having diverse candidate pool
• Use the Women in College Coaching Report Card
• Women Coaches monthly/quarterly meeting
• Hire women!
• Control our narrative
  • “Females athletes want male coaches” (handout)
  • Tag women’s accomplishments on social media #SHECANCOACH
• Leverage your power (handout)
“We want a male coach”: A teachable moment for female athletes

Female athletes’ preference for a male coach is a commonly heard statement, instead of validating and reinforcing this sentiment, ignoring the comment, dismissing it as immature or irrelevant, or perpetuating the problem by explicitly asking females preference for the gender of their next coach, athletic directors and individuals in charge of hiring coaches can use this as a teachable moment. This educational tool provides information on this bias inherent in athletes preference for male coaches and offers key perspectives and examples of informed responses.

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<td><strong>1</strong></td>
<td>Given that males statistically dominate the coaching landscape at every level of competition in all sports but a rare few, many girls and young women grow up being coached only by men. Therefore, it is not surprising female athletes will ask for and prefer a male coach—because that is what they know.</td>
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<td><strong>Response:</strong></td>
<td>“Have you ever had a female coach?” If no, “Then how do you know you wouldn’t like having a female coach?”</td>
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<td><strong>2</strong></td>
<td>Perspective-taking can help players shift their thinking, see something from a new and different point of view, and uncover their own biases. Many athletes don’t think from the coach’s perspective—they make judgments from their own limited experiences.</td>
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<td><strong>Response:</strong></td>
<td>“Do any of you want to be coaches?” Ask those that raised their hands, “So how do you feel, knowing that nobody wants to hire you because female athletes want male coaches?” Ask those who want a male coach, “Given this information, would you reconsider?” This may generate discussion and foster perspective-taking.</td>
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<td><strong>Response:</strong></td>
<td>“How would you feel if you were hoping for a promotion, management or leadership position in the workplace, and your colleagues or subordinates tell the person who is hiring, ‘We prefer you hire a male?’”</td>
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<td><strong>3</strong></td>
<td>If a female athlete does have a female coach and has a bad experience, the female athlete will often generalize that ALL female coaches are the same (i.e., incompetent, too emotional, mean, doesn’t push them hard enough), and therefore the athlete prefers males. Rarely does a female athlete have one bad male coach and say, “I prefer and want only female coaches.”</td>
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<td><strong>Response:</strong></td>
<td>“Have you ever had a bad male coach/teacher?” If yes, ask, “Do you think all male coaches/teachers are bad, so much so you’d never want another male coach/teacher?” Not all male coaches are the same—and neither are all female coaches. Teach that overgeneralizing is an unproductive thinking style.</td>
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The Women Coaches’ PLAYBOOK for Being Hired and Retained

Based on interviews with Division I, II and III Athletic Directors at schools that received "A" and "B" grades in the 2016-17 Women in College Coaching Report Card. Project funded by the NCAA Office of Inclusion.

Individual

Athletic Directors want to hire "the best." Use your athletic, professional and social capital to control your narrative.

Take the risk to move to the next level. You are more ready than you think. Good ADs will help you learn and grow.

Know your value. ADs are willing to pay good female coaches! If you don’t feel supported, consider a change.

ADs are always on the lookout for talent. Give off a positive and professional vibe ALL THE TIME.

If you’re applying to your alma mater, use your connection to your advantage. You are loyal and know the landscape. If you’re native to the area, you can use that to your advantage in a similar way. Sell your connections and the continuity you’ll bring.

Play a part in building a positive workplace climate. Help recruit diverse coaches.

Make your career goals explicit and public. Help your colleagues help you!

Develop good relationships with your AD and administrators. Communication is a two-way street.

Develop your network everywhere you go! Build relationships with opposing coaches and outside administrators.

Make yourself indispensable! Seek success, support your colleagues, and serve your institution.

Be the best you can be, and ask for the support you need. ADs want to retain talented coaches and make them happy!
Many Athletic Directors “find”, hire and retain women!

Share the Playbook! TuckerCenter.org
Build Community

• Join WeCOACH
• Attend the NCAA WCA or WCA 2.0
• Attend Panel hosted by WeCOACH 2:30 Today
• Attend meet and greet Friday 4:45
• Mentor Circles
350+ Coaches.
All Levels.
All Sports.
All Women Speakers.

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Minneapolis, MN

WCS.UMN.EDU

women coaches symposium
WCS

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TOGETHER we create a culture where ALL women coaches feel safe, valued, and supported.
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