

Recruiting and Retaining Female Coaches

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What are the perceptions of strengths/weaknesses of the female coach?

- Social stereotype of female athlete states a preference for male coaches
- Fact: Few female athletes have had a female coach



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Why do female coaches leave the game?

- Coaching women generally pays far less than coaching men at D2 and D3 schools
- Campus athletics are 20 yrs. behind the corporate world in creating family friendly environments for employees
- “Who do we know” versus “What do we know”
- Life Balance-2400 hours per year



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Creating a Diverse Staff. How important is this?

- In 1972, 90% of women's teams were coached by women
- In 2004 the number dropped to 44.1%
- Opportunities are fewer because women are typically slated to coach only one gender



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Solutions

- Mothers should be encouraged to coach children's teams
- Formalize hiring practices
- Training and development must be formalized at all levels
- Need of coaches-practice/games/recruiting set to adapt to reality of life



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Training

- Create inclusive environment in athletic depts./clubs
- Diversity training for athletic dept., parents and players
- Alliance of Women Coaches (www.gocoaches.org)



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Recruiting Female Coaches

Create Feeder System

Create Associate Coach Positions

Run a course for Women

Attend a local National Course

Player connection with local College

Contact NSCAA Women's Committee



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Mentoring Female Coaches

Invest in Education

Value non-soccer knowledge

Identify Hurdles of Child Care etc.

Buddy System



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Mentoring Female Coaches – cont.

Is every Great player a Great Coach

Assign Mentor

Parent Education



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Networking

Alumnae of your program

Parents/Teachers in your program

College coaches in your area

Local Athletic Department SAC



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Networking – cont.

Chair of education at local college

Women's Sport Foundation

Local youth groups



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Providing Role Models

Attend Soccer Games

Watch soccer on TV and Celebrate it

Run National Girls and Women in Sports Day clinic or program

Attend any female sport contests

Create awareness of US Women's National team



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Supporting Women in Leadership

- Does the make up of your leadership reflect what you want your staff to look like? Does it matter?
- Do you have strong core values and a specific mission statement?
- How do people move forward in your organization?
- What is your communication system?



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