

Tucker Center for Research on Girls & Women in Sport 2019 Year in Review



Tucker Center Director Nicole M. LaVoi, PhD, presenting at the BreakThrough Summit for Women in Sport Leadership.

The Tucker Center is the first research center of its kind in the world, and currently serves as a global leader and model for other centers. We are recognized for our multidisciplinary perspective, bringing together the academic disciplines of kinesiology, social science, medicine, human development, and other areas of research. We do so to produce knowledge that guides best practices regarding how sport and physical activity impact the lives of girls and women. Our work is used around the world by those who support and care about girls' and women's ability to participate, including school districts, policy makers, university athletic departments, coaches, and families. For the past 27 years we have worked hard to fulfill our

three-fold mission of conducting groundbreaking research, launching educational initiatives, and engaging in community partnerships. As we move into a new decade, we want to highlight our unparalleled 2019 accomplishments. The information provided below summarizes some of those key accomplishments along with our media impact and significant fundraising efforts.

INTERDISCIPLINARY RESEARCH

Our annual research series, the **Women in College Coaching Report Card (WCCRC)**, continues to garner international attention and raise awareness pertaining to employment patterns of women in the coaching profession. For example, the 2018-19 reports were downloaded over 2,000 times. Results indicated that for the sixth year in a row, the percentage of women head coaches in women's sports in seven select NCAA D-I conferences went up from 41.5% to 41.8%. See all of our [WCCRCs report and infographics here](#) and stay tuned for the soon-to-be released 2019-20 report to see if the percentage of women head coaches goes up again, and which institutions, sports, and conferences get passing or failing grades.

We published a number of collaborative research reports, op-eds, book chapters, and peer-reviewed articles—our data are highly anticipated and sought after. Tucker Center Director Nicole M. LaVoi published an article with former TC research assistant Matea Wasend, "Are Women Coached by Women More Likely to Become Sport Coaches? Head Coach Gender and Female Collegiate Athletes' Entry into the Coaching Profession" in a special issue that LaVoi also co-edited about women in sport coaching in the *Women in Sport and Physical Activity Journal*. One popular 2019 research report was "[A 26-year Longitudinal Analysis of Intercollegiate Division I Media Guides in a Changing Sports Media Landscape, 1989-2017.](#)" Our 2018, "[Athletic Administration Best Practices of Recruitment, Hiring and Retention of Female Collegiate Coaches](#)" continues to be an industry-leading resource and is one of our most downloaded reports to date.

EDUCATIONAL INITIATIVES

We celebrated 11 years of our **Gender Equity Summer Internship Program** and five years of the **Pam Borton Fellowship for the Promotion of Girls and Women in Sport Leadership**. See what all of our [interns](#) and [fellows](#) are doing now—they are an amazing group!

In 2019, we produced with tptMN a short 17-minute version of our impactful, Emmy-nominated documentary **Game ON: Women Can Coach**. The short version features an introduction and conclusion by ABC's Good Morning America host **Robin Roberts**, and new footage of Notre Dame head basketball coach **Muffet McGraw**. We also developed a companion [Game ON Toolkit](#) which includes free evidence-based resources to help recruit, hire, and retain women in the coaching profession. To date, **Game ON** has been broadcast on three Minnesota PBS channels (MN Channel, TPT2 and TPT Life) over 70 times, and viewed online at TPT.org over 52,500 times, in addition to being featured at professional conferences.

We hosted our sixth annual, sold-out **Women Coaches Symposium (WCS)** which featured the head coach and general manager for the Minnesota Lynx, **Cheryl Reeve**, as the Jean K. Freeman keynote speaker. Our philanthropic partner for 2019 was [The Sports Bra Project](#). The 2019 WCS also debuted a special student-only programming track that will be expanded in 2020. The seventh annual WCS will be held April 24, 2020; go to our [WCS website](#) to see the amazing program and line-up of speakers.



Pictured here are the 2019 TC interns and fellows with Dr. LaVoi, (L to R) Sarah Silbert, Courtney Boucher, Nicole M. LaVoi, Natalie Schad, and CeCe Kaufmann.



Shari Ballard & Mary Jo Kane, PhD, at the Distinguished Lecture Series.

COMMUNITY OUTREACH

We hosted our 42nd annual **Distinguished Lecture Series**, which honored and celebrated the impressive career and legacy of TC Director Emerita, **Professor Mary Jo Kane**. Over the past three decades, her scholarship, teaching, mentoring, and community engagement have shaped the landscape for sportswomen. Needless to say, her contributions have influenced countless stakeholders who advocate for gender equity. The arc of Professor Kane's academic career was explored as she was interviewed by U of M Foundation Trustee, **Shari Ballard**. It was standing room only at this historic moment and celebration of the Tucker Center's founder who has lived the mission of making a difference in the lives of girls and women in sports. [To see the event, click here.](#)

In October, we embarked into the podcast world and launched our bi-weekly podcast, **Tucker Center Talks (TCT)**, hosted by TC Director **Dr. Nicole M. LaVoi** in collaboration with **WISP Sports**. Season Two will begin in 2020 and feature invited guests, timely critiques, the latest research, and dialogue around girls and women in sport! With over 4,700 downloads and counting, you can download the five episodes of Season One and subscribe to our upcoming TCT podcasts [here](#).

As a global thought-leader and scholar in gender and sport leadership, Director LaVoi gave frequent keynotes related to women in sport leadership, gender equity, inclusion, and building a culture that supports and values women. She traveled around the U.S. as well as internationally to Japan, Canada, and New Zealand to help support and kick-start other national governing bodies and sport organizations in their efforts to create social change. In December, LaVoi participated in the first-ever digital **BreakThrough Summit for Women in Sport Leadership**, hosted by **WeCOACH** and **Hudl**, which had over 250,000 social media impressions and over 5,000 views in the first 48 hours! If you missed it, watch the content [here](#).

GLOBAL MEDIA INFLUENCE

The Tucker Center was called upon frequently for our expertise in matters related to girls and women in sport, including the Women's World Cup. For example, Drs. Kane and LaVoi were quoted in, or interviewed by, local regional, national and international print, radio and broadcast **media sources** such as *The New York Times*, the *Washington Post*, *PBS News Hour*, *NPR*, *MPR*, *ESPN*, *StarTribune*, *KARE-11*, *WCCO*, *Changing the Game*, and *The Nation*. According to the College's media tracking software Meltwater, articles which referenced the Tucker Center **reached 302 million readers**.

In 2019 the TC website had over 16,000 visitors from around the world who racked up 47,000 page views. On social media, our 250+ Facebook posts reached over 280,000 people, and we tallied a record 1 million Twitter impressions.



Mary Jo Kane, PhD, received a standing ovation at the 42nd annual Distinguished Lecture Series.

and graduate support. We invite you to partner with us to amplify our impact and continue our legacy of leading the way for girls and women in sport and physical activity. If you want to help us make a difference, match your passion to our projects, or learn more, please contact Brittany Barber at babarber@umn.edu.

Stay apprised of all things Tucker Center through our website, TuckerCenter.org, print and digital newsletter, and follow us on our social media **@TuckerCenter** via Twitter, Instagram and Facebook.

IMPACTFUL FUNDRAISING

We raised \$650,000 from 46 generous donors, 20 of whom participated in Give to the Max Day. We also generated \$25,000 in external sales and \$2,000 for research consulting.

A BIG thank you to all the Friends of the Tucker Center that help us make a difference. We appreciate and value your support.

2020 and BEYOND!

Currently, we are in a campaign to raise \$3 million for the Tucker Center with opportunities to extend innovative research, director's initiatives