

# 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.]

### Focus on you

Athletic Directors want to hire “the best”. **Use your athletic, professional and social capital to build your brand.**

**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 good coaches. **Give off a positive and professional vibe ALL THE TIME.**

**If you're applying to your alma mater or are native to the area, use your connection to your advantage.** You are loyal and know the landscape. Highlight that loyalty and your knowledge of the area and institution ahead of the game!

### Create connection

**Play a part in building a positive workplace climate.** Help recruit, support and mentor diverse coaches.

**Make your career goals explicit and public.** Your AD can support you if they know your goals.

**Develop good relationships with your administrators.** Communication is a two-way street!

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

### Build support

**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 keep them happy!