### 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.]

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<tr>
<th>Focus on you</th>
<th>Athletic Directors want to hire “the best”. Use your athletic, professional and social capital to build your brand.</th>
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<tr>
<td></td>
<td>Take the risk to move to the next level. You are more ready than you think. Good ADs will help you learn and grow.</td>
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<td>Know your value. ADs are willing to pay good female coaches! If you don’t feel supported, consider a change.</td>
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<td>ADs are always on the lookout for good coaches. Give off a positive and professional vibe ALL THE TIME.</td>
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<td>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!</td>
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<th>Create connection</th>
<th>Play a part in building a positive workplace climate. Help recruit, support and mentor diverse coaches.</th>
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<td>Make your career goals explicit and public. Your AD can support you if they know your goals.</td>
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<td>Develop good relationships with your administrators. Communication is a two-way street!</td>
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<td>Develop your network everywhere you go! Build relationships with opposing coaches and outside administrators.</td>
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<th>Build support</th>
<th>Make yourself indispensable! Seek success, support your colleagues, and serve your institution.</th>
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<td>Be the best you can be, and ask for the support you need. ADs want to retain talented coaches and keep them happy!</td>
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