The Purpose of The Alliance

To provide ongoing support to women in the coaching profession through career development programs as well as to increase the number of women coaches at all levels in all sports.

We aim to be a strong advocate for equal opportunities for all women in athletics regardless of age, race, color, disability, national origin, sexual orientation, gender identity, creed or religion.

Goals of The Alliance

The over-arching goal is to improve the landscape for women coaches.

- Inspire, support and motivate women coaches to stay in the coaching profession through regional and national educational programs and networking opportunities.
- Provide a network and support system for women coaches via positive role models and mentoring initiatives.
- Develop and implement strategies to assist women coaches in their professional advancement.
- Provide a respected forum for a united voice for women coaches to address coaching/athletics issues on a national level.
- Be a resource for women candidates in the coaching job market and those seeking to hire coaches.
- Be strong advocates for gender equity and inclusion.
- Promote a high standard of excellence in the coaching profession.
- Develop a strong code of ethics for the members and encourage adherence to it.
- Increase diversity and the number of women in the coaching profession.
- Develop a system of recognition and awards that are based on character attributes beyond win-loss records.
- Ensure the implementation of basic core values into the behavior of coaches and student-athletes.
- Collaborate with other coaches associations to best meet the overall needs of women coaches.
- Encourage female students to consider coaching as a profession through career development programs and networking opportunities.