

WRCC STRATEGY

2024 - 2026



CHANGING THE
LANDSCAPE.

WRCC

IT'S NICE TO MEET YOU!

On behalf of the Women's Running Coaches Collective (WRCC) Board of Directors and dedicated team, we are delighted to introduce our 2024-2026 Strategic Plan, **Changing the Landscape**. This plan outlines our key priorities to realize our vision of a future where the comprehensive, holistic approach of women in coaching nurtures a culture where athletes achieve success while fostering a healthy, positive, and lifelong love of their sport.

This strategic plan serves as a condensed representation of WRCC's goals, contributing to realizing our longer-term vision, supported by annual operational plans. It has been crafted collaboratively, with valuable input from our Board of Directors, WRCC staff, partners, coaches, and esteemed partners. As an organization, we deeply appreciate the support, dedication, and contributions that have brought this plan to fruition. We warmly invite you to join WRCC on this journey as we strive to fulfill our mission of amplifying the transformative impact women coaches bring to the world of track, field, and distance running.

Shelia Burrell
WRCC Co-President

Melissa Hill
WRCC Co-President

"My vision for WRCC is to establish a space where women coaches can come together to learn, collaborate, and inspire one another in our journey toward realizing our utmost potential as individuals and educators." – Melissa Hill, WRCC Co-President

WHO ARE WE?

WRCC is a nonprofit organization dedicated to changing the landscape and empowering, educating, and improving the culture and opportunities for female coaches as well as be a resource for all coaches who coach female athletes with the focus on 'the whole athlete' in track, field, and distance running.

Celebrating diversity, we are committed to delivering inclusive opportunities and resources for coaches and athletes of all backgrounds. This commitment to inclusivity is embedded in our programs, reflecting our belief in the strength of a diverse and united community.

We specialize in coaching excellence for track, field, and distance athletes, emphasizing a holistic approach that pioneers a new coaching philosophy. By leveraging women's strengths and unique qualities, our approach fosters meaningful connections throughout the athlete's journey, enhancing both performance and overall well-being.

“As a younger coach, I was told that all good female coaches coached like men. And that I should model myself as these women and male coaches. That never resonated with me and never sat right with my spirit. It’s time to recognize that women are different and we need a space where we are empowered to use our differences to motivate, educate, and inspire other women and coaches.”

- Shelia Burrell, WRCC Co-President

WRCC IS CHANGING THE LANDSCAPE

Our goals are to move forward conditions, opportunities, and culture for female coaches and athletes!

WRCC exists to...

1

Amplify the power women coaches bring to track, field, and distance running.

2

Women's holistic approach to coaching 'the whole athlete' leads to winning medals in a healthy, positive, win-for-life culture.... is *the way to coach.*

3

Be the resource to support, educate, and inspire all coaches who coach female athletes.



WRCC'S IMPACT

Empowerment

Empower female coaches.

Connection

Broaden our coaches network through proactive engagement with coaches, athletes, and organizations within the female sports community.

Knowledge

Cultivate profound expertise in coaching techniques tailored to the specific needs of female athletes, encompassing their distinct physical and psychological attributes.

Education

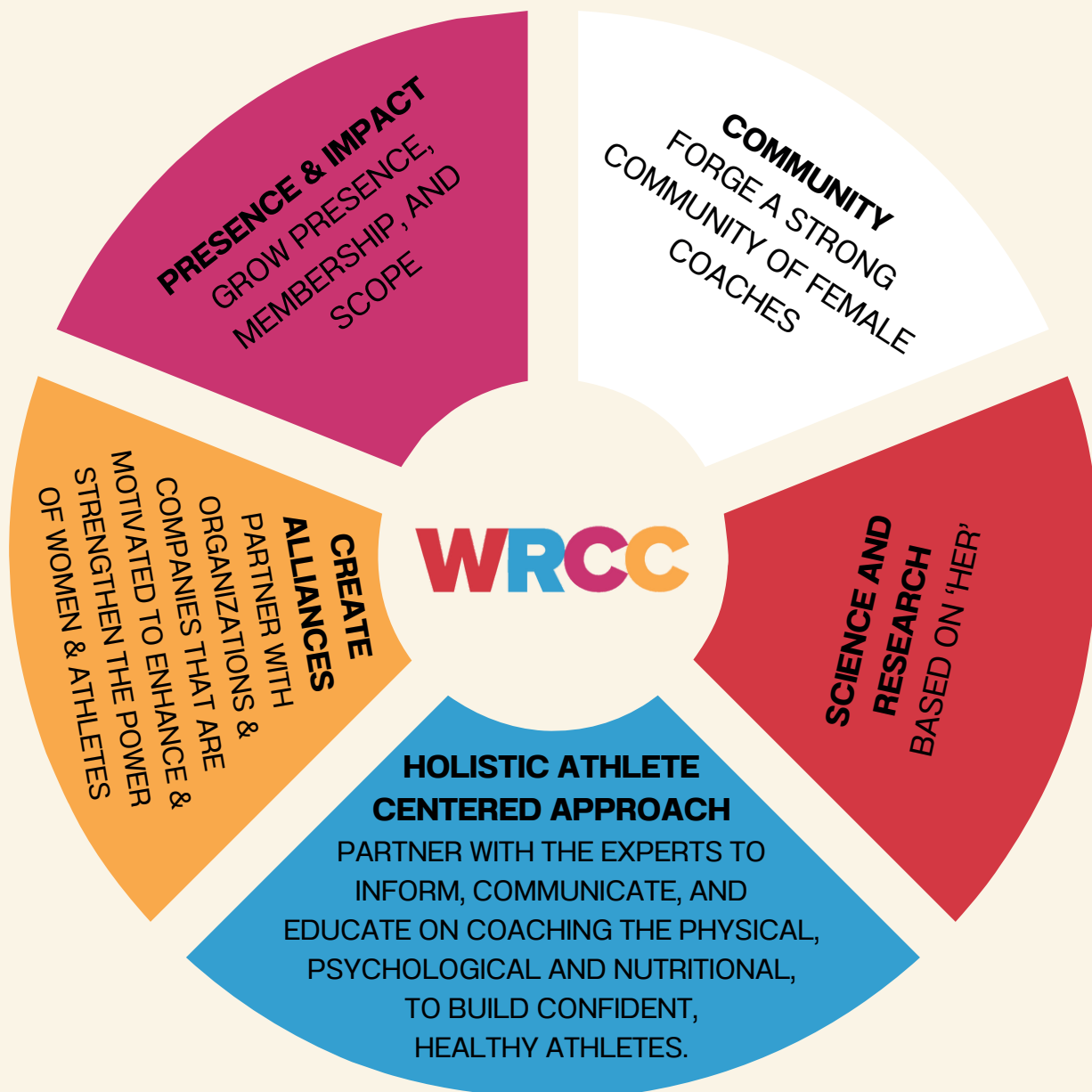
Regularly evaluate and adapt coaching methodologies, remaining current with the latest research and best practices in coaching athletes to ensure ongoing program growth and success.

Network

Facilitate the creation of a supportive network among fellow coaches, fostering collaboration, sharing of insights, and mutual assistance to strengthen the coaching community.

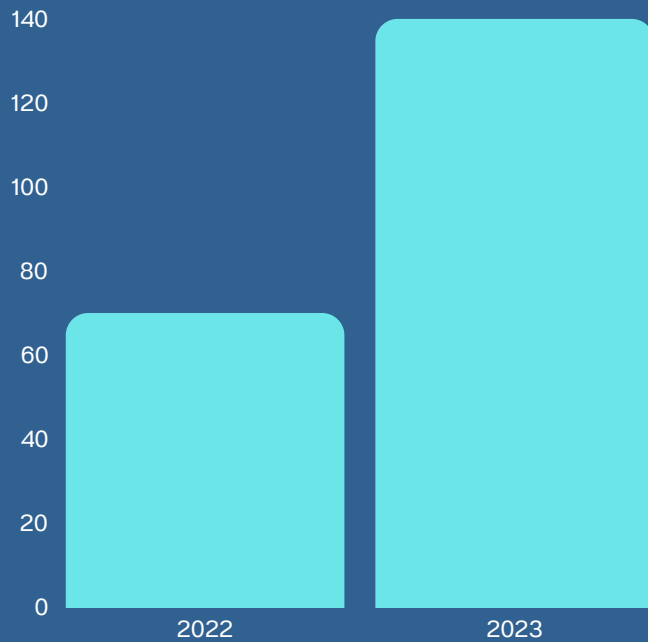
STRATEGIC FRAMEWORK

OPERATIONALIZING CHANGING THE LANDSCAPE

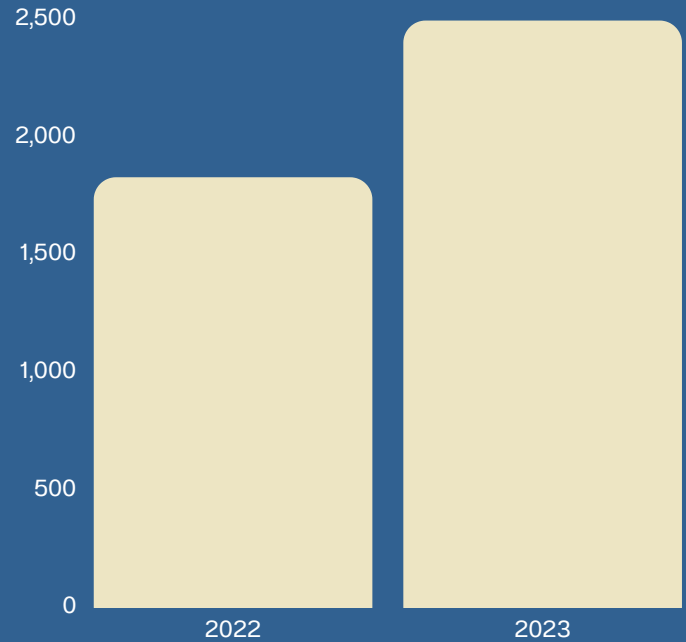


GROWTH

MEMBERSHIP



SOCIAL MEDIA



STRATEGIC PRIORITY ONE: PRESENCE & IMPACT

GROW PRESENCE, MEMBERSHIP, AND SCOPE

To have the greatest impact, expanding membership, awareness and presence is of the utmost importance.

To Accomplish Strategic Priority One, WRCC will:

1. Expand and enhance our social media engagement, followers, and network.
2. Extend grassroots efforts to extend membership through tabling strategically identified events.

STRATEGIC PRIORITY TWO: COMMUNITY

FORGE A STRONG COMMUNITY OF COACHES

A) Bring female coaches together. Be the resource to inform, inspire, and empower.

B) Education and Professional Development for Coaches. Educate, mentor, empower, and develop as individuals/coaches/leaders.

*To Accomplish Strategic Priority Two, WRCC will **OPTIMIZE EVENTS** by:*

1. Launching the LET'S TALK SHOP. A series of interviews with coaches to nurture coaching resiliency, acquire knowledge, exchange experiences, and contribute to the growth of your coaching community.
2. Hosting clinics and workshops focusing on "coaching the whole athlete."
3. Providing scholarships to coaches of female athletes to allow them to participate in coach's education and professional development opportunities.
4. Expanding our network of partners.
5. Creating a mentorship network.
6. Hosting an annual retreat and growing the number of attendees.

STRATEGIC PRIORITY THREE: SCIENCE & RESEARCH

BASED ON 'HER'

A) Partner on research focused on the female athlete.

B) Communicate, proliferate, and educate coaches.

To accomplish Strategic Priority Three, WRCC will:

1. Provide resources to our community of female coaches and athletes by hosting clinics and workshops.
2. Provide education through publications such as newsletters.
3. Partner with experts such as the Stanford FASTR Program and the Tucker Center for Research on Girls & Women in Sport and make these resources available to WRCC members.

“Women coaches matter for a variety of reasons. Research shows that same gender role models positively influence self-perceptions. They challenge stereotypes about gender and leadership and offer diverse perspectives, insight, and advice to their athletes.”

– Nicole LaVoi/Director for the Tucker Center for Research on Girls & Women in Sport

STRATEGIC PRIORITY FOUR: HOLISTIC ATHLETE CENTERED APPROACH TO COACHING

COLLABORATE WITH THE EXPERTS

Collaborate with the experts to inform, communicate, and educate on coaching the physical, psychological and nutritional, to build confident, healthy athletes. A Foundation of the future for athletes and coaches!

- A) Define the 'new' way through.**
- B) Educational outreach for female and male coaches.**
- C) Communicate and educate.**

To accomplish Strategic Priority Four, WRCC will:

1. Bring in experts to inform, communicate, & educate.
2. Provide reputable educational outreach to female & male coaches who coach female athletes by hosting or presenting at workshops and clinics and offering information on our website, social media, and newsletters.

STRATEGIC PRIORITY FIVE: CREATE ALLIANCES

PARTNER WITH ORGANIZATIONS & COMPANIES

Partner with organizations and companies that are motivated to enhance and strengthen the power of women coaches and athletes.

To accomplish Strategic Priority Five and expand our network of advisors, partners, and sponsors, WRCC will:

1. Create a list of strategic partners and build innovative plans to connect.
2. Formulate an Advisory Board to expand our existing network and create growth potential with new stakeholders.



EMPOWER AND INSPIRE

WRCC Assets to Changing the Landscape

- Committed and knowledgeable Board of Directors, each contributing their unique community of insights, expertise, and educational backgrounds.
- Established network of actively engaged chapters and chapter leads, involved stakeholders and committed partners, forming the cornerstone for extending our partnerships.
- Facilitate successful events that offer opportunities to share education and information, establish new partnerships, and cultivate relationships within the coaching community.

WRCC Accomplishments

Established 501(c)(3) Status

In 2021, WRCC obtained its 501(c)(3) nonprofit status. Initially, WRCC was structured as an LLC.

Inaugurated the Coaches Retreat

In January 2023, WRCC successfully launched its inaugural Coaches Retreat. This significant event marked the start of WRCC's commitment to providing specialized professional development opportunities for female coaches and those coaching female athletes. The WRCC Coaches Retreat acted as a distinctive and pivotal gathering in this field, enhancing coaching skills, expanding knowledge, and cultivating valuable professional relationships.

Welcomed an Executive Director

In July 2023, WRCC introduced its first Executive Director, bringing over two decades of nonprofit administrative experience. WRCC's Board of Directors intentionally established this role to support the realization of WRCC's mission, "Changing the Landscape." The Executive Director oversees daily operations, provides guidance to staff and volunteers, and ensures financial diversification and program development.

Formation of the Advisory Council

In September 2023, WRCC established its Advisory Board. This board enhances our expertise and network, enabling us to achieve the goals outlined in our strategic plan.

2024 - 2026 GOALS

Presence and Impact

To maximize presence and impact, we will grow our membership.

Community

Forge unity and empowerment among coaches with a dedicated emphasis on high school and collegiate coaches. In addition to this focus, we strive to establish mentoring programs and elevate our events, energize Let's Talk Shop, to create more impactful and engaging experiences within our coaching community.

Science and Research

Offer resources to our community through clinics, workshops, and educational publications. Establish partnerships and affirm current partnerships with experts from research institutions to make their profound resources accessible to WRCC members.

Holistic Athlete-Centered Coaching Approach

Engage with experts to inform, communicate, and educate while providing educational outreach for female and male coaches who train female athletes through workshops, clinics, and information shared on our website, social media, and newsletters.

Establish Alliances

Build a robust roster of strategic partners, and pioneering innovative strategies for collaborative efforts to enable greater presence and impact across our sport. Utilize our existing network as a foundation for expansion and actively seek growth opportunities by engaging with new stakeholders.



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