

EDUCATIONAL CHAMPIONS

A CHAMPION IS:

A Coaching HER® Educational Champion is any educational entity—university, college, department, certificate, coach development or teacher education program—that intentionally prepares future coaches and educators to create inclusive, girl-centered sport environments.

Educational Champions commit to:

- Integrating Coaching HER® modules and activities into courses, practicums, and coach education.
- Reducing discriminatory coaching practices and gender bias.
- Equipping future coaches and teachers to help girls fully develop, accrue positive assets, and flourish in and through sport.

CHAMPIONS RECEIVE

Educational Champion Badge

For program websites, syllabi, recruitment materials, accreditation reports, & grant proposals.



Access to Coaching HER® Educational Toolkit

A comprehensive toolkit designed to help coaches and leaders create safe, gender-responsive, and inclusive environments that inspire girls to stay active and thrive. Toolkit elements include:

- Flipped Learning Day activities
- Supplemental course materials & slide-ready content
- Discussion guides & case studies
- Reflection & journaling exercises
- Real-world scenarios & practice tasks
- All resources are designed for easy integration into existing courses.

Free Online Training Platform

Students access:

- Six Foundational Modules on coaching girls & building gender-responsive sport environments.
- Two Menstrual Health Modules on language, physiology, stigma reduction, & creating period friendly environments.
- Three Body Confident Sport Modules that support body confidence & well-being.
- Upcoming micro-modules on topics such as mental health, sports bras, & caring sport environments.

Community & Professional Support

- Recognition as a Coaching HER® Educational Champion
- Access to peer institutions & shared best practices
- Optional consulting, guest lectures, custom workshops, & research partnerships



HOW TO GET STARTED

1. **Log in to the [free](#) Educational Resource Center**
 - Access all educator materials, guides, sample activities, & downloadable PDFs.
2. **Select materials for your course**
 - Use the Educator How-To & Getting Started Guides to choose the modules, study guides, assignments, & class activities that best fit your learning outcomes.
3. **Direct students to register at: learn.CoachingHER.com**
4. **Assign modules & track completion**
 - Students complete modules, study guides, & reflections.
 - Students submit badges upon completion to support evaluation/grading requirements.



7 BENEFITS OF BEING AN EDUCATIONAL CHAMPION



1 PREPARE GRADUATES FOR THE FASTEST-GROWING SECTOR IN SPORT

Girls' and women's sports are experiencing unprecedented growth in participation, investment, and visibility. Coaching HER® equips students with the knowledge and skills needed to succeed in a sport landscape where supporting girls effectively is now a competitive advantage.

→ *Women's sports revenues are projected to reach \$2.25–\$2.5 billion in 2024–2025, growing at more than double the rate of the men's sports market. -Deloitte Women's Sports Outlook, 2024 & 2025*

2 INCREASE GRADUATE EMPLOYABILITY ACROSS SPORT, EDUCATION, & YOUTH DEVELOPMENT

Future coaches and teachers who understand how to create supportive, athlete-centered environments are more attractive to employers seeking to improve retention, culture, and athlete well-being.

→ *Girls thrive when they feel a personal connection to their coach – one who understands them as individuals, not just athletes - Lau, Chung, & Hwa, 2021*

3 STRENGTHEN WORKFORCE READINESS WITH PRACTICAL, HIGH-DEMAND COACHING SKILLS

Students learn how to build confidence, communicate effectively, motivate athletes, and design positive sport experiences –skills that schools, clubs, youth programs, and sport organizations expect from modern coaches and leaders.

→ *Organizations with trained coaches see a 40% higher athlete retention among girls. -Aspen Institute Project Play, 2020*

4 ELEVATE ACADEMIC QUALITY THROUGH AN EVIDENCE-BASED, READY-TO-USE CURRICULUM

Future coaches and teachers who understand how to create supportive, athlete-centered environments are more attractive to employers seeking to improve retention, culture, and athlete well-being.

→ *Coaching HER® content is backed by eight peer-reviewed scholarly studies demonstrating reductions in gender bias, improvements in coaching beliefs, and stronger understanding of girls' sport experiences.*

5 BRIDGE THEORY AND PRACTICE THROUGH APPLIED, REAL-WORLD LEARNING

Students develop coaching competence through scenario work, class discussions, skill-building activities, athlete voice assignments, and leadership exercises, helping them translate classroom learning into on-field behavior.

→ *Coaches trained in girl-centered practices strengthen girls' confidence, well-being, and sense of belonging, all critical for keeping them in sport. -Tucker Center Research Report, 2018*

6 DISTINGUISH YOUR PROGRAM AS A NATIONAL LEADER IN COACH PREPARATION

Implementing Coaching HER® positions your institution as forward-thinking, responsive to industry trends, and committed to preparing graduates who will shape a stronger and more sustainable future for sport.

→ *Girls who feel heard by their coach are 2.5x more likely to stay in sport. -Aspen Institute Project Play, 2020*

7 ALIGN WITH PARENT AND ATHLETE EXPECTATIONS FOR BETTER SPORT EXPERIENCES

Today's parents—especially millennial and Gen Z parents—want their daughters coached by individuals who understand how to support confidence, belonging, and development. Coaching HER® prepares students to meet these expectations from day one.

→ *Parents value brands and organizations that act on equity, not just post about it. -Lough et al, 2022*



The Tucker Center for Research on Girls & Women in Sport (est. 1993) at the University of Minnesota is the global leader in research focused on gender equity in sports. Our mission is to drive systemic change through research, education, and outreach, ensuring equitable sports experiences for all. The Tucker Center provides:

- Educational resources to help coaches implement evidence-informed strategies
- Groundbreaking research on gender bias and coaching practices
- Outreach partnerships with organizations worldwide to influence policy