



## Playbook September 2025

### **Be *HER* Reason to Stay in Sport**

#### Welcome to the new edition of the *Coaching HER®* monthly newsletter!

Each month, we will explore a central theme, spotlight a Champion in our *Champions Corner* who is actively applying the *Coaching HER®* approach, spotlight a module of the month, and share practical game plan strategies you can put into action.

This month's theme is "**Strong seasons start with strong foundations.**" We are focusing on the core principles that help girls not only enter sport but stay engaged and thrive.

## START STRONG

Watch this 2 minute video as Dr. Nicole M. LaVoi, Director of the Tucker Center for Research on Girls & Women in Sport at the University of Minnesota and Founder of Coaching HER® talks about the importance of Coaching HER® and how it upskills coaches to help all girls reach their full potential.



## MODULE OF THE MONTH

Developing Girl's in Sport

FOUNDATIONAL MODULE 1

START LEARNING

Start the season strong by taking Module 1 to learn the benefits of girls' sports participation and your role in fostering their full potential. (10 minutes)

## HER GAMEPLAN

Each month, *HER Gameplan* gives you **three simple, actionable steps** you can take right now to help get and keep girls in sport. Small actions add up to big change.



## Invite Your Organization to Join as a Coaching HER® Champion - *It's free.*

Champions get access to monthly resources and tools that support coaches, leaders, parents, and athletes in creating inclusive environments where girls thrive.



## Read and Share This Month's Article

Check out our featured article: "**Back to Basics: The Fundamentals That Keep Girls in Sport.**" Forward it to a coach, leader, or parent in your circle.

Sharing knowledge is one simple way to make change.



## Listen to Girls' Voices

Take five minutes this month to ask a girl in your life — whether an athlete, student, daughter, or niece — what makes sport fun for her?

Listening and learning directly from girls is free, simple, and one of the most powerful steps you can take to help them feel valued and heard.

## CHAMPIONS CORNER

# USTA COACHING

At the 2025 US Open in New York City, the United States Tennis Association (USTA) launched **USTA Coaching** with the mission is to educate and serve tennis coaches to create inspiring tennis experiences for players of all levels. USTA Coaching offers a comprehensive, inclusive and scalable solution to support every type of coach, from parents looking to introduce tennis to their children to full-time professionals. This **first-of-its-kind** national platform is designed to transform the tennis coaching experience through a modern holistic approach—offering certification, flexible training through a robust online learning hub, community-building opportunities and a wide range of exclusive benefits that support coaches at every level.

# OUR PARTNERS & AFFILIATIONS



Coaching HER® is proud to be a part of making change from the beginning as one of five founding entities, and the only one focused solely on getting and keeping girls in sport. One of the unique ways USTA Coaching is implementing Coaching HER® is through the offering of badges, including an **Empowering Girls Badge**, that coaches can earn, download and promote by completing the six modules of the Foundational Course of Coaching HER®.

The image shows a digital badge for 'Empowering Girls' with a blue and yellow sunburst graphic. Below it, a list of six modules is displayed in a grid:

- 6 modules
- Empowering Girls**
- This badge highlights expertise in fostering girls' participation in sports by challenging gender stereotypes, recognizing their unique identities, addressing their needs, and employing strategies to engage, support, and ...
- Approved Coaching Skills: Private** (includes: Applied Coaching Skills: Private, Applied Coaching Skills: Private, Applied Coaching Skills: Private)
- Athlete-Centered Coaching** (includes: Athlete-Centered Coaching, Athlete-Centered Coaching, Athlete-Centered Coaching)
- Athletic Development by Girls** (includes: Athletic Development by Girls, Athletic Development by Girls, Athletic Development by Girls)
- Coaching High School** (includes: Coaching High School, Coaching High School, Coaching High School)
- Coaching Wheelchair Tennis** (includes: Coaching Wheelchair Tennis, Coaching Wheelchair Tennis, Coaching Wheelchair Tennis)
- Developing Junior and Adult Athletes** (includes: Developing Junior and Adult Athletes, Developing Junior and Adult Athletes, Developing Junior and Adult Athletes)
- Empowering Girls** (includes: Empowering Girls, Empowering Girls, Empowering Girls)
- Events and Social Play** (includes: Events and Social Play, Events and Social Play, Events and Social Play)
- Inclusive Coaching** (includes: Inclusive Coaching, Inclusive Coaching, Inclusive Coaching)
- Intro to Coaching 1** (includes: Intro to Coaching 1, Intro to Coaching 1, Intro to Coaching 1)

**Megan Rose, Managing Director, USTA Coaching** stated why including Coaching HER® is important “USTA Coaching is proud to include The Tucker Center for Research on Girls & Women in Sport's Coaching HER® content within our education offerings as part of our commitment to holistic coach development. By equipping coaches with the tools to create positive, inclusive environments, we help ensure girls have great experiences in tennis—ultimately supporting their long-term participation and retention in the sport.” “We applaud and celebrate USTA Coaching for leading the way on how sport governing bodies can change the culture of sport for girls and women, and as a tennis player and coach this has extra special meaning for me personally and professionally,” stated Tucker Center Director and Product Owner of Coaching HER®, **Dr. Nicole M. LaVoi**



As part of USTA Coaching launch activations, Dr. LaVoi was invited to a historic gathering (pictured above) that brought women coaches from nearly every sport, plus male leaders, into one room at the US Open for a full day of cracking the code for women in coaching. Attendees included Megan Rose (Managing Director, USTA Coaching) and Craig Morris (CEO, USTA Coaching), Billie Jean King, Ilana Kloss, Bruce Arians (NFL), Sam Rapoport (NFL Consultant), Sandy Brondello (WNBA), Kim Ng (Athletes Unlimited (AU) Pro Softball/MLB), Lindsey Harding (NBA), Callie Brownson (NFL), Jon Patricof (AU), Megan Moulton-Levy (USTA), Angela Baker (NFL), Meg Young (MLS), Tara Fitzpatrick-Navarro (USTA), Dr. Nicole M. LaVoi, Nancy Abrams, many more women from tennis with Sarah Spain (Content Director, iHeartRadio Women's Sport Network) leading the discussion.



**Alicia Pelton**, Coaching HER® Program Director (on left) and Dr. LaVoi also attended a launch party for USTA Coaching partners. Pelton

highlighted, "This is what change looks like, coaches being equipped to truly support girls in sport. USTA Coaching's commitment sends a powerful message, and Coaching HER® is proud to stand alongside them from day one."

## MONTHLY REFLECTION QUESTION

*As a coach, how are you building strong foundations of belonging and development-first coaching to ensure the girls you lead stay in the game, and reap the benefits of sport participation for life?*

Submit your response [HERE](#)

## EVENTS

Join us for a live event (it will not be streamed) to learn about the research that underpinned the development of our **Body Confident Sport** course, one of three courses within Coaching HER®. Low body confidence is a key driver to why many girls drop out of sport. Learn how you can change it!

# ***Translating Research into Action: Building Body Confidence in Sport***



## **2025 FALL DISTINGUISHED LECTURE SERIES**

**TUES, OCTOBER 21  
6:30-8:30PM CT**

Cowles Auditorium, West Bank, U of Minnesota

**Professor Phillipa Diedrichs, PhD**  
is a social scientist on a mission to ensure no one is held back by how they look, their gender or identity. She's a global expert on body image, mental health and inclusion, working with leading brands, governments, women and young people to drive meaningful social change.



Free & Open to the Public



## **CONNECT & SUPPORT**

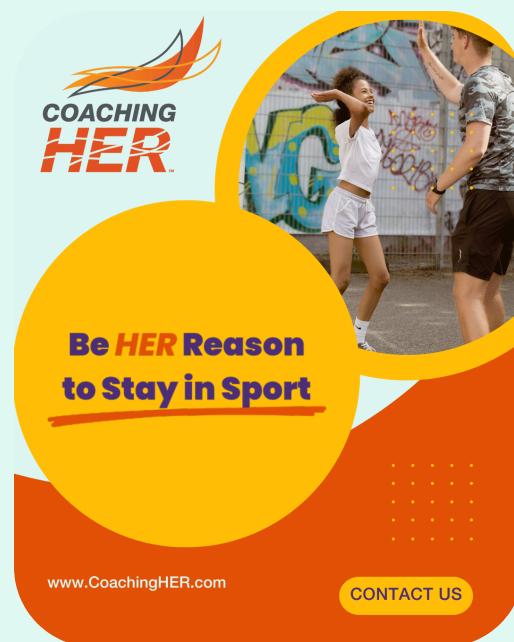
Stay connected and take action to help get and keep girls in sport!

Instagram: [@CoachingHerOfficial](https://www.instagram.com/@CoachingHerOfficial)

LinkedIn: [Coaching HER](https://www.linkedin.com/company/coaching-her/)

Facebook: [Coaching HER Official](https://www.facebook.com/Coaching-HER-Official)

[Invest in Coaching HER](#): Help us change the game.





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