

OUR VISION

Every coach of women's basketball looks to the WBCA for the support they need to succeed professionally, grow the game, and inspire players to realize their full potential.



OUR MISSION

The WBCA leads, serves and unites coaches of women's basketball for the good of our game and those who play it.



STEWARDSHIP

Increase the popularity of and participation in women's basketball.

OBJECTIVES

- Partner with others to develop marketing toolkits adaptable to all levels of the sport.
- Create new online marketing tutorials.
- Negotiate preferred list of marketing firms with discounted services for members.
- Develop content management strategy.
- Promote the value of WBCA to coaches of the sport and the game as a whole.
- Develop additional resources through sponsorships or business-to-business revenue models.
- Identify and target new fan bases such as e-sports.



MEMBERSHIP

Grow the membership with ethical leaders of our sport.

OBJECTIVES

- Define WBCA's mission, vision and values.
- Uphold WBCA code of ethics.
- Lead in diversity and inclusion within WBCA and the sport.
- Recruit members in the international and professional space.
- Recruit graduating senior student-athletes as members.
- Continue pursuit of youth and high school coaches as members.
- Conduct study on retention rates of member youth and high school coaches.



EDUCATION

Prepare coaches and players to become leaders on the court and in society.

OBJECTIVES

- Connect coaches and athletic department leaders.
- Evaluate career-building portals and determine the best avenue to create a connection.
- Promote players as future leaders.
- Introduce coaches to career opportunities in administration, broadcasting and officiating.
- Explore creation of a speaker's bureau spanning corporate to youth programs.
- Develop suggested programming tracks at convention to better equip members for their coaching journey.

RESOURCES

Manage available resources of finance, governance and staff effectively, efficiently and economically in pursuit of these goals.



OUR VALUES

WBCA member coaches are stewards of the game, conducting ourselves with **professionalism** and **integrity**, and putting foremost the **safety, welfare and educational interests of the women and girls' we coach**. The WBCA membership, board of directors and staff conduct ourselves in such a manner that the women and girls who play basketball gain self-respect, self-esteem and self-confidence, as well as educational development. These qualities **empower women and girls** to succeed in life and to become leaders in their professions, communities and society. The association expects all members to honor and abide by these values and standards as a condition of membership. (Adopted March 29, 2018, as part of WBCA Code of Ethics by WBCA Board of Directors.)