

Talking Points

Speaking to your Athletics Director about your WBCA membership and convention attendance



Intro

Just as we begin a new school year and head into preseason, the Women's Basketball Coaches Association (WBCA) is also beginning its membership year. I'd like to talk to you about the importance of investing my/my staff's professional development and why the WBCA is a vital resource.

I know that our college/university/school is looking at cost-saving measures – as many others around the country are doing – and professional development is one item that is being reviewed. Therefore, I'd like to talk to you about why it's more important than ever for me/my staff to have these resources and, specifically, to remain involved in the WBCA.

WBCA Membership

- The WBCA is the professional association for coaches and administrators in women's basketball. They provide valuable education about Xs and Os, nutrition, strength and conditioning, player management and more. Therefore, in order to reach our goals in winning as well as to provide the best support to our student athletes, we need to stay aware of the latest information and research available.
- The WBCA provides an extensive network of peers. As we strategize about how to achieve a high level of success with fewer resources, these coaches and administrators are our absolute best resource. When it comes to learning better ways of marketing our programs, raising funds or lowering our expenses, the best ideas come from colleagues of other successful programs.
- The WBCA is our conduit with the NCAA. They provide vital education about new legislation, helping us stay within the guidelines, as well as funneling our concerns up the ladder. Our association is the most proactive when it comes to rules education. They do regular surveys of coaches to determine attitudes about legislation and relay results to the NCAA. They mobilize our conference leaders and disseminate information about changes so that we are all informed and reminded about the latest rules. This ultimately results in alignment with institutional oversight
- The WBCA is the primary advocate of our sport – at all levels. Women's basketball is our passion, and we want to see it succeed and all coaches succeed.
- The cost of WBCA membership(s) is minimal (\$145/Division I or \$115/Other Collegiate Divisions).

2010 WBCA National Convention

- The WBCA National Convention brings together over 2,000 coaches for a week of education and networking.
- There are over 20 hours of on-court demonstrations of plays and drills, seminars and roundtables taught by the most successful coaches in women's basketball. I always come back with new perspectives and ideas on motivating players, game-day strategies and physical conditioning.
- WBCA Business Meetings give coaches from across our division an opportunity to network, get reports from the NCAA on legislative issues and talk openly about what is happening in our programs and how to continue to grow.
- Allowing our coaching staff to attend the WBCA National Convention is a reward for all their hard work of the previous season and helps to refocus them on learning and planning for the season ahead.
- The cost for the WBCA National Convention is reasonable, and, if I am among the first to register there are special savings of which I/my staff can take advantage. (Visit www.wbca.org to see a breakdown of convention costs.)
- I understand that unfortunately "professional development" is sometimes the first budget item to be cut because of the perceived perception that it may be a social event. I hope that one day you will have the opportunity to attend the WBCA National Convention and experience for yourself the amount of education, creativity, scheduling and purchasing that takes place during our 4 days together. I can assure you it is money very well spent!