

# Tucker Center for Research on Girls & Women in Sport

## 2020 Year in Review



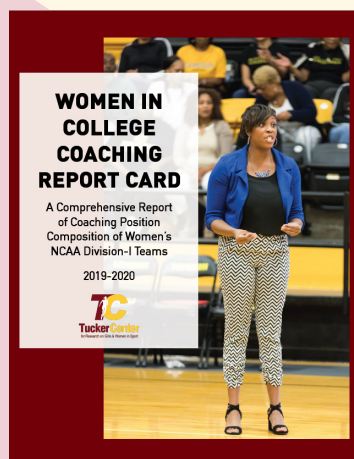
Dr. Nicole M. LaVoi

**The Tucker Center** is the first research center of its kind in the world. We are recognized for our multidisciplinary perspective, bringing together the academic disciplines of kinesiology, social science, medicine, human development, and other areas of research with industry partners. We do so to produce knowledge that guides best practices regarding how sport and physical activity impact the lives of girls and women, and accelerate systemic change. Our work is used around the world by those who support and care about girls' and women's experiences in sport including school districts, policy makers, university athletic departments, national governing bodies, coaches, and families. For the past 28 years we have worked hard to fulfill our three-fold mission of conducting groundbreaking research, developing and launching educational initiatives, and engaging in

community partnerships. To that end, in 2020 we added to the vast array of action-oriented, evidence-based, free resources available [on our website](#).

As COVID-19 spread globally, we took the opportunity to reflect and develop a new strategic plan while continuing to build partnerships to accelerate social change. In this time of change, I believe we have vast opportunities to strategize collectively on how to emerge better and stronger. These efforts will uniquely position us to lead in the effort to improve the landscape for girls and women in sport. While 2020 was a challenging year, I am proud to report that the Tucker Team adapted seamlessly and continued to conduct meaningful research and engage in impactful work. The information provided below summarizes some of our key accomplishments in 2020. Stay tuned for exciting new initiatives in 2021!

—Dr. Nicole M. LaVoi, Director of the Tucker Center



## INTERDISCIPLINARY RESEARCH

Our annual **Women in College Coaching Report Card**, a collaboration with **WeCOACH**, continued to garner attention and raise awareness pertaining to employment patterns of women in the coaching profession. For example, the 2019-20 reports were downloaded 2,900 times. Results indicated that for the seventh year in a row, the percentage of women head coaches in women's sports in seven select NCAA D-I conferences went up slightly from 42.3% to 42.4%. See all of our [WCCRC reports and](#)

[infographics here](#), and stay tuned for the soon-to-be released 2020–21 report to see if the percentage of women head coaches goes up again, and which institutions, sports, and conferences get passing and failing grades. Notably, our report [Athletic Administration Best Practices of Recruitment, Hiring and Retention of Female Collegiate Coaches](#), published in 2018, is still going strong, garnering over 1,000 downloads in 2020.

The Tucker Team, along with [our Affiliated Scholars](#), published a number of collaborative research reports (e.g., [Elite Women Coaches in Global Football](#)), Op-Eds (e.g., in *The Conversation*, [What pro sports should learn from resilient women athletes post-pandemic](#)), textbook chapters, commentaries (e.g., for the Aspen Institute's Project Play, [How COVID-19 in 2020 Could Impact the Future of Sports](#)) and peer-review articles (e.g., in *Sex Roles*, [Sexualized and athletic: Viewers' attitudes toward sexualized performance images of female athletes](#)). We let the data tell the story and our data are highly anticipated and sought after.

In 2020 our Emmy-nominated documentary **Game On: Women Can Coach**, produced with tptMN, and the companion evidence-based [Game On Toolkit](#) continued to be accessed and used widely. The full and short versions together were viewed almost 1,000 times. Game On Toolkit resources were downloaded over 5,700 times.

## EDUCATIONAL INITIATIVES

We celebrated 12 years of our **Gender Equity Summer Internship Program** and six years of the **Pam Borton Fellowship for the Promotion of Girls and Women in Sport Leadership**.

We felt it was important for the internships to persist despite the COVID-19 pandemic. These internships give young scholars the opportunity to learn and grow their passion for gender equity in sport. Director LaVoi mentored our four interns and the Borton Fellow virtually. Listen to "[Learning From the Tucker Center Interns](#)" Tucker Center Talks podcast we recorded together, in which the interns talk about their experiences, projects, and what they learned. See what all our [interns](#) and [Fellows](#) are doing now—it is an amazing, award-winning group!



Top row, L to R: Greta Sirek, Borton Fellow Courtney Boucher, Paige Richmond,  
Bottom row, L to R: Cecelia Kaufmann, Sam Benzing, Dr. Nicole M. LaVoi

## NOTABLE TUCKER TEAM ACHIEVEMENTS

[Dr. Erin Morris](#), former Tucker Center Summer Intern ('08) and currently an assistant professor of sport management at SUNY Cortland, was awarded the *Sport Management Education Journal* editorial board's *Sport Management Education Journal* **Best Paper Award** for her paper, "[You Study Like a Girl: Experiences of Female Sport Management Students](#)."

**Matea Wasend**, former Tucker Center Summer Intern ('16) and two-time recipient of the Tucker Center's Pam Borton Fellowship ('17 & '18), was the inaugural recipient of the **Erin Reifsteck Student Paper of the Year** award from the *Women in Sport and Physical Activity Journal* (WSPAJ) for her publication, "[Are women coached by women more likely to become sport coaches? Head coach gender and female collegiate athletes' entry into the coaching profession](#)," co-authored with Director LaVoi. Wasend will attend law school at Berkeley in the fall of 2021.

In 2020, "[Barriers and supports for female coaches: an ecological model](#)," written in 2012 by Director LaVoi and then-doctoral student **Dr. Julia Dutove** (Chair, Grande Prairie Regional College, Alberta), was the most-cited article in the *Sports Coaching Review* journal.

TC Affiliated Scholars win prestigious international awards! **Dr. Guylaine Demers**, professor at Laval University in Canada, chair of Women's Studies research, and chair for the Gender Equity Task Force for the Sports Ministry of Canada, recently received [The International Olympic Committee Women and Sports Award](#). Demers is also the a co-director of [E•Alliance](#), the new Center for Research on Gender Equity + in Sport. **Dr. Sarah Leberman** (Massey University, New Zealand) was made a Member of the New Zealand Order of Merit for her services to women, sport, and tertiary education. Leberman is also the co-founder of Women in Sport Aotearoa.

## COMMUNITY OUTREACH



Drs. Nikki Franke, Akilah Carter-Francique, Joyce Olushola Ogunrinde, Gysmine George-Williams, and Nefertiti Walker

In October, we hosted our first virtual **Distinguished Lecture Series**, featuring five multidisciplinary scholars and exemplars who illuminated "Black Women in Sport: Voices of Resistance & Athlete Activism." **Drs. Akilah Carter-Francique, Nikki Franke, Gysmine George-Williams, Joyce Olushola Ogunrinde, and Nefertiti Walker** highlighted how Black women have been at the forefront in the fight for social justice in society in general, and in sport in particular. View [a video of the lecture here](#) and listen to Dr. LaVoi have more in-depth discussions with each of the panelists on [Tucker Center Talks](#).



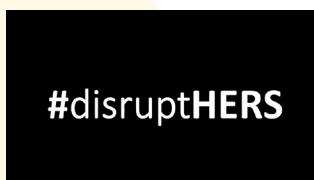


For National Girls & Women in Sport Day 2020, we hosted our 10th annual **Tucker Center Film Festival** featuring “Streetkids United 3 - The Road to Moscow,” an empowering story of nine Indian girls who are chosen by the Karunalaya Social Service Society to represent their country at the Street Child World Cup 2018 in Moscow, Russia.



In 2020 we were fully engaged in the podcast world! **Director LaVoi** in collaboration with **WISP Sports** hosted 23 episodes of **Tucker Center Talks (TCT)**. TCT has a total of 12,000 downloads and counting (and numerous more streams). Tucker Center Talks is a place where we talk to, amplify, and support our amazing female colleagues who study sport and gender. We let the data tell the story, and showcase the ways we use data to change the world of sport. Listen to TCT [here](#).

As a global thought-leader and scholar in gender and sport leadership, Dr. LaVoi participated in many virtual panels and symposia, and gave keynotes related to women in sport leadership, gender equity, inclusion, and building a culture that supports and values women.



In partnership with [E•Alliance](#) and the [UNLV Sports Research and Innovation Initiative](#), we launched **#disruptHERS**. #disruptHERS draws attention to people, organizations, and events that disrupt the normative model of sport which was created by and for men, and that privileges men, and why it matters. #disruptHERS joins our existing hashtag campaigns,

**#SHECANCOACH** and **#HERESPROOF**. Join us in using them to create awareness for girls and women in sport.

Unfortunately, due to COVID-19, our seventh annual **Women Coaches Symposium (WCS)**, though it was sold out, had to be canceled. We hope to resume the WCS in person in 2022. For updates, visit the WCS website at [WCS.UMN.EDU](http://WCS.UMN.EDU).



LaVoi (top R) records a #disruptHERS segment on the Tucker Center Talks podcast with Drs. Nancy Lough (top L, UNLV), Katie Lebel (bottom L, Ryerson University) & Ann Pegoraro (bottom R, University of Guelph).

## GLOBAL MEDIA INFLUENCE

Sport as we knew it was changing daily in 2020, and we were called upon frequently for our expertise in matters related to girls and women in sport. Tucker Center Founder and Professor Emerita Mary Jo Kane and LaVoi were quoted in, or interviewed by, local, regional, national, and international print, radio, and broadcast **media sources** such as *Forbes*, the *New York Times*, *Washington Post*, *Los Angeles Times*, *USA Today*, *ESPN*, *Star Tribune*, *KARE-11*, *WCCO*, and *Deadspin*. According to media tracking software Agility, articles which referenced the Tucker Center **reached over 100 million readers**.

We had 18,500 visitors and 52,000 page views to the [Tucker Center website](#) in 2020 from around the world, up 13.4% and 9.1% respectively from 2019. On social media we recorded a record 1.05 million [Twitter](#) impressions, and our [Facebook](#) posts averaged a reach of 350 impressions and 20 engagements per post. Our [Instagram](#) account now has 1,106 followers, doubling in the last year!

## IMPACTFUL FUNDRAISING

We raised \$520,000 from grants, external sales, and generous donors.

**A BIG thank you to all the Friends of the  
Tucker Center that help us make a difference.  
We appreciate and value your support.**

## PARTNER WITH US TO ACCELERATE CHANGE

Currently we are building on our successes by extending our impact in ways that ensure we can strategically invest in girls and women. We invite you to partner with us, amplify your passion, and continue our legacy of leading the way for girls and women engaged in sport and physical activity. If you want to help us make a difference, [match your passion to our projects](#).

**Stay apprised of all things Tucker Center** through our website at [TuckerCenter.org](https://TuckerCenter.org), [subscribe to our newsletter](#), and follow us on social media **@TuckerCenter** via Twitter, Instagram and Facebook.