

Moving Beyond the Glass Ceiling- Keeping Female Coaches in the Game

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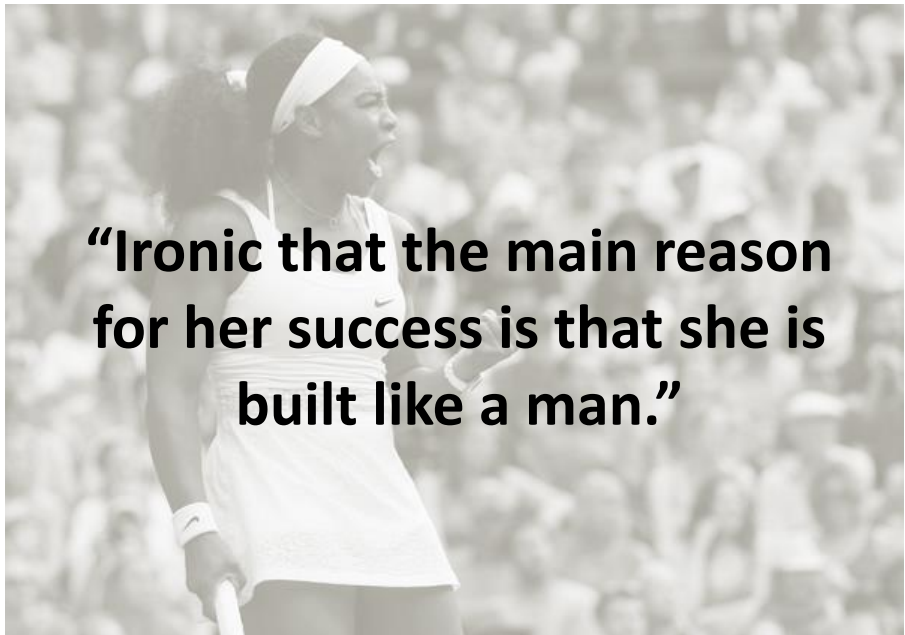




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“Ironic that the main reason for her success is that she is built like a man.”



“This gesture from the Cardinals will prompt more women to regard coaching football as a viable career path at lower levels of the sport.”



“FIFA airs suggestive slow-mo shot of Hope Solo hydrating. What is wrong with FIFA?”

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Sports blogs dubbed me the "Sideline Barbie," the "Sideline Princess."

Does sexism still exist???



Sexism is still around, and in the vast majority of instances it doesn't present itself as some momentous or shocking occurrence. It's just part of the fabric of daily life, a little ugliness that we take for granted.



Glass ceiling-
An intangible barrier within a
hierarchy that prevents
women or minorities from
obtaining upper-level
positions.





Women are not held back because of a large barrier such as a glass ceiling but instead as a result of **“the cumulative effect of the small issues** that women face day after day that slows their journey, or stops their career path entirely.” – Jean Martin, The Guardian

We are losing female talent in coaching

- Statistics and personal experience supports this phenomenon.
- It's a long-term trend.
- There isn't a certain point or a predictable obstacle where talent is stalled.
- The experience varies drastically for women in different areas of the coaching profession.
- Each setting has its own unique set of barriers women have to face.



Real-life tactics to help combat sexism and gender inequality in coaching*

*I've changed names where necessary



Tactic #1 - Performance Matters

Moving upward and breaking through to the next level is more than just having a strong work ethic and being willing to do the grunt work

Take the time to acquire the knowledge and experience necessary to be good at what you do and always self-evaluate.



“The only way you can change the perception that the people who make hiring decisions have is to make them recognize you because you are good at what you do.”

- Sally Grigoriev, Cal South



Tactic #2 – Ask for what you want

Be a self-promoter



We falsely believe that our work will lead someone to take notice and pick us out of the crowd, but **asking for what you want makes a difference.**



“Create the opportunities you want. Don’t just be the behind the scenes doer and the one who takes care of everything. Take your seat at the table and teach some else how to do it.”

**Lynn Berling-Manuel
CEO of the NSCAA**





Tactic #3 – Be a part of the conversation

(even if it is uncomfortable, but don't compromise your values)



Tactic #4 – Get an advocate or be an advocate

- Mentors are good, but what women need is an advocate
- Cultivate relationships with the people who believe in you
- Diversify your advocates
- Men do matter



Tactic #5 – Support each other

“There is a special place in hell for women who don’t help other women.”

- Madeleine Albright



Getting (and keeping) more women into the coaching profession at every level is not a "feminist thing" or a "women's issue."

It is a common sense issue.



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