

AGENDA  
Women's Basketball Coaches Association  
High School Business Meeting presented by adidas

5:30 p.m. – 6:30 p.m. ET, Tuesday, July 20, 2021

Via Zoom Videoconference [Link](#)

1. Call to order, Teresa Waters, WBCA board member.
2. Honoring Marica Pinder, Waters.
3. WBCA High School Ambassador Program Update, Amber Wilson, WBCA manager of corporate relations. [Attachment A].
4. WBCA report. Waters.
  - a. Recognition of award winners.
  - b. Recognition of state champions.
  - c. Recognition of committee members.
  - d. Committee elections.
  - e. WBCA updates.
5. Open Forum Discussion.
  - a. Transitioning into the new normal.
  - b. Convention.
    - i. Do you plan to attend in person for the 2022 WBCA Convention in Minneapolis?
  - c. On the court programming.
    - i. X's and O's?
  - d. Off the court programming.
    - i. Diversity, Equity and Inclusion?
    - ii. Mental health for coach and student-athletes?
    - iii. Financial planning for coach?
6. Other business.
7. Closing remarks. Waters.
8. Adjournment.

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## **High School Ambassador Program 2021-2022**

To increase awareness of the Women's Basketball Coaches Association and the value of the association to high school girls' basketball coaches around the country, the WBCA has created a High School Ambassador Program. As an ambassador of the WBCA, you will assist the WBCA in recruiting members to the association by showing the value of what membership can offer to high school coaches and becoming an extension of the association's brand. There may be multiple ambassadors in a state. Each ambassador will be given a code to track their member recruits.

### Ambassador Duties

1. Help define your state's target market.
2. Work with the WBCA to develop a strategy to target the high school coaches in your state.
3. Represent the WBCA at state coaches' association meetings, conventions and other basketball events if a part of the strategy and WBCA staff cannot attend.
4. Participate in WBCA digital campaigns (primarily email and social media) when appropriate.

### Requirements

1. Complete the state questionnaire provided by the WBCA. This questionnaire will help guide the WBCA and the ambassador in creating the best strategy to target the state market.
2. Must be an active WBCA member. If your membership lapses, you will no longer be eligible to be a WBCA ambassador.
3. Must be an active high school girls' basketball coach in your state.
4. The WBCA strongly encourages the ambassador to participate in WBCA programs such as the Coach to Coach Mentoring Program and Coaches' Classrooms.

As a “thank you” for participating in the program, incentives for the 2021-22 year are as follows:

<u>Goal and Date</u>	<u>Reward</u>
Participate as an active* ambassador.	Complimentary 2021-22 WBCA membership.
10 total new members with code.	Complimentary registration for 2023 WBCA Convention.
50 total new members with code by Aug. 31, 2022.	Two (2) free NCAA Division I Women’s Basketball Final Four ticket packages for 2023. Package includes tickets to two semifinal games and the national championship game.
<i>*Each ambassador will be considered active as long as they have attended a minimum of two meetings and/or have new members join the association utilizing their ambassador code.</i>	

The WBCA will provide all marketing collateral for ambassadors. This includes but is not limited to flyers and other print materials, digital graphics, social media posts, speaking points, etc. Materials will be printed by the WBCA and mailed to ambassadors prior to events (emailed if materials are digital).

If you have any questions, please reach out to Amber Wilson or Tess Romine-Black.

**Amber Wilson**

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