



PRESS RELEASE

CCE regional pilot program a success for head coaches and assistant coaches

ATLANTA (August 19, 2015) – The Women’s Basketball Coaches Association hosted the regional pilot program for The Center for Coaching Excellence last week at the Atlanta Airport Marriott Gateway, running a two–day session for head coaches followed by a two–day session for assistant coaches. The program was funded in part by a grant from the NCAA.

The Atlanta pilot is the WBCA’s first attempt to open The Center for Coaching Excellence to the full membership, including collegiate assistant and high school coaches, in a regional setting with the goal of expanding the program to other parts of the country in future years. The Center for Coaching Excellence was founded in 2011 through a partnership between Columbia University and the WBCA, and was developed by former Columbia athletics director Dr. M. Dianne Murphy, now the university’s advisor on athletics issues, and Dr. Cathie Siders, a clinical psychologist, organizational consultant and executive coach. Until now the program was conducted exclusively on Columbia’s campus in New York City.

Coaches attending The Center for Coaching Excellence learn through collaborative and interactive learning sessions, along with lectures and panel discussions featuring experts in college athletics. The Center for Coaching Excellence also provides coaches valuable networking opportunities with their peers and industry leaders.

“The Center for Coaching Excellence pilot programs expanded the WBCA’s educational footprint and provided executive leadership training for head and assistant coaches,” said WBCA Executive Director Danielle M. Donehew. “It is with great pride that we adjusted our 36 head coach program at Columbia University to serve 84 head and assistant coaches in Atlanta. Dr. Murphy and Dr. Siders were simply masterful -- their unique and thoughtful approach to teaching leadership, best practices, and maximizing individual talents continues to be invaluable in the classroom.

“We are fortunate to have a foundational CCE model that has evolved and strengthened over the past five years. To date, we have had just under 300 head coaches and 49 assistant coaches complete the program. We are eager to bring this program to an even larger segment of our membership. Ultimately, the WBCA Board of Directors is committed to formalizing our entire learning platform in order to provide a continuum of learning spanning each coach’s career.”

Head coaches attending the August 11–12 session included Willie Adams of Paine College, Fred Applin of Charleston Southern University, Melanie Balcomb of Vanderbilt University, Franqua Bedell of Tallahassee Community College, Caitlin Brauer of Frederick Community College, Kelly Britsky of Georgia Southwestern State University,

Nicole Burford of Olivet College, Terry Canova of UMS Wright Prep School, Jack Casey of the University of Saint Joseph, Jody Craig of Foothill College, Dan Davis of Auburn University Montgomery, Nicole DiMarzio of Wesleyan College, Kristen Dowling of Claremont–Mudd–Scripps Colleges, Robyn Fralick of Ashland University, Denitra Hayes of Louisburg College, Cindy Hilbrich of the University of Montevallo, Asha Jordan of Lewis & Clark College, Kelsey Keizer of Southwest Baptist University, Veronda Kendall of San Marcos High School, Allison Kern of Misericordia University, Susan Kubala of Cleveland High School, Lisa Nuxol–Wilson of Embry Riddle Aeronautical University, Kirsten Richter of Franklin & Marshall College, Mike Ricks of Birmingham–Southern College, Chrissy Roberts of Eastern Kentucky University, Carrie Seymour of Pace University, MaryLynn Skarzenski of Mitchell College, Kerri Stockwell of Hamline University, Reed Sutton of Faulkner University, Susan Syljebeck of Siena Heights University, Nathan Teymer of Georgia Regents University Augusta, Melissa Tiber of the University of North Alabama, LaTonya Watson of the University of New Haven, Chuck Winkelman of Millsaps College, and Jacob Yorg of the University of Wisconsin–Parkside.

“The Center for Coaching Excellence was a unique opportunity, combining time for personal reflection and small group discussions with the research behind the MBTI and our personality preferences, all steeped in the best practices of being an effective leader and head coach,” said Franklin & Marshall head coach Kirsten Richter. “It was a great two days!”

Assistant coaches attending the August 13–14 session included Britney Anderson of Virginia Tech, Sherill Baker of Auburn University, Brett Benzio of the University of Vermont, Loren Bewley of Transylvania University, Jacey Brooks of Bowling Green State University, Victoria Cecil of Transylvania University, Gayle Coats of Wake Forest University, Kia Damon of Penn State University, Robin Dolan of Felician College, Pamela Durkin of Rider University, Taja Edwards of the University of Southern California, Ty Evans of Auburn University, Alan Frey of Tulane University, Clarisse Garcia of Wake Forest University, Jennifer Graf of Troy University, Erin Grant of the University of Memphis, Darren Guensch of the College of Charleston, Darnell Haney of Jacksonville University, Hanna Howard of Texas Christian University, Jacie Hoyt–Capra of Kansas State University, Jessie Ivey the University of West Florida, Jessica Jackson of Appalachian State University, Melissa Jackson of the University of Akron, Misha Jackson of Emory University, Yolisha Jackson of the University of South Alabama, LaToya Jones of the University of North Carolina at Greensboro, Michael Leflar of Binghamton University, Tatiyana McMorris of Iona College, Scott Merritt of Marquette University, Nerlande Nicolas of Virginia Commonwealth University, Maria Nocas of Dartmouth College, Sahar Nusseibeh of Bowling Green State University, Megan Pauley of Franklin & Marshall College, Steven Pogue of the University of Bridgeport, Brandi Poole of Texas Tech University, Andrea Preston of Capital University, Maggie Prewitt of Transylvania University, Samuel Purcell of the University of Louisville, Diane Richardson of George Washington University, Morgan Sacharski of Lenoir–Rhyne University, Franklin Scott of North Carolina A&T State University, Kris Seigenthaler of Faulkner University, Naomi Stohlmann, Adrian Walters of Auburn University, Janice Washington of Campbell University, Camille Williams of the University of Nevada, Rachel Wojdowski of Duquesne University, Shereka Wright of the University of Alabama, and Brooke Wyckoff of Florida State University.

"I knew that The Center for Coaching Excellence program was going to be an

exceptional experience, and to say that it exceeded every expectation is an understatement,” said Wake Forest assistant coach Clarisse Garcia. “It was wonderful to be a part of an intensive and comprehensive learning and networking opportunity that was tailored exactly to our developmental needs as assistant coaches. I cannot wait to utilize my new knowledge, as well as build deeper relationships with the coaches I met during my time there. My hope is that every assistant coach will attend this outstanding program and train under Dr. Dianne Murphy and Dr. Cathie Siders.”

In addition to Murphy and Siders, faculty that contributed to this year’s session included Agnes Scott College director of athletics/associate dean of students Joeleen Akin, who also serves as commissioner of the Great South Athletic Conference; Georgia State University director of athletics Charlie Cobb; Clayton State University director of athletics Tim Duncan; Kennesaw State University associate athletics director and senior woman administrator Katie Egloff; Georgia Southern University director of athletics Tom Kleinlein; Georgia State University associate athletics director/senior woman administrator Kelcey Roegiers-Jensen; and Georgia Institute of Technology (Georgia Tech) associate athletics director/senior woman administrator Theresa Wenzel.