

PRESS RELEASE
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VCPM Inc. - Game Changers
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GROUNDBREAKING STUDY ABOUT BIPOC WOMEN IN RUN COACHING

A recent study reveals new data about women of color as certified run coaches, who are moving the running industry forward and making positive impacts in their communities.

This groundbreaking study involved women from the Game Changers program and centered on the perceptions, thoughts, and voices of BIPOC women coaches in running at all levels, roles, occupational statuses, and demographics.

This program, recently sponsored by Brooks, was launched in 2020 by Vanessa Peralta-Mitchell of VCPM, Inc. and so far has helped 56 women across 25 states become certified run coaches. Data estimates these coaches will have coached over 800 runners by June 2023.

"We recognized from the very beginning that there is little data on coaching and even less data on Women of Color coaches, especially beyond the collegiate level, so we decided to collect it ourselves," says Peralta-Mitchell. "This data enables us to quantify our impact and gives us a pulse on Women of Color, their journey in run leadership and how our program plays a key role in getting them there."

The data analysis was done by Dr. Courtney Boucher, Assistant Director of the Tucker Center for Research on Girls & Women in Sport at the University of Minnesota.

"This research about Women of Color in the coaching world is so important because so little of it exists! We know from the research that Women of Color are vastly underrepresented as coaches and this is especially true in the world of running," said Dr. Boucher.

This research not only strengthens the Game Changers program but also provides a road map for other organizations to understand the barriers women in run coaching experience and the support they need to persist as coaches and it comes from the voices of Women of Color themselves.

Key data points revealed in the study of Game Changers included:

- Close to 40% of participants wouldn't have registered for run coach certification without the program
- Certification costs are a major barrier to becoming a certified run coach for 60% of participants
- Business strategist helped most with vision and goal setting, which points to the post-certification support needed to see WOC thrive
- It's projected 800+ people will have been coached by a Game Changer coach by June 2023
- 50% growth of the program from 2021 to 2022
- 93% of Game Changers and mentors have used their run coach certification since their involvement in the program
- Close to 90% said the program increased their levels of confidence as a coach and 68% said they increased confidence in other areas of their lives

To learn more about the research and the Game Changers program, you can visit [www.https://vcpm.com/game-changers](https://vcpm.com/game-changers) or email Vanessa at vanessa@vcpm.com

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