



FOR IMMEDIATE RELEASE
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***The National Coalition of Minority Football Coaches Partnering
with SportSource Analytics***

FULTON, MD – The National Coalition of Minority Football Coaches (NCMFC) has partnered with SportSource Analytics (SSA) to power the NCMFC's data analytics for football coaches. SSA provides unparalleled sports-focused analytical platforms and coach hiring services with a proven record of impact on the hiring process for coaches at the professional and collegiate levels. The NCMFC looks forward to working collaboratively with SSA to create a robust, balanced data analytic platform as part of the Coalition's effort to prepare, promote and produce minority football coaches.

With the annual hiring cycle of head coach and coordinators quickly approaching, the NCMFC must position itself to be a strong advocate for minority coaches. With SSA's analytics and the detailed vetting process by the Board of Directors, the NCMFC can provide coaching recommendations to athletic directors and general managers with confidence. NCMFC Founder and University of Maryland Head Football Coach, Michael Locksley, emphasized that "having access to SSA's data will be essential to NCMFC's efforts in leveling the playing field for minority coaches everywhere."

The NCMFC appreciates that one of the hardest and most important decisions football teams make is selecting a head coach. The partnership with SSA will allow the NCMFC to provide the most accurate, up-to-date, and customizable data possible on minority coaches. SSA's extensive data engine is so powerful, it has led them to become the official analytics platform and consultant for the College Football Playoff Selection Committee. In addition, it is the analytic platform and data provider to over 35 NCAA Division I Football Bowl Subdivision coaches and teams.

About the National Coalition of Minority Football Coaches

Established in June 2020, The National Coalition of Minority Football Coaches (NCMFC) and its foundation are dedicated to preparing, promoting, and producing minority football coaches and administrators at all levels of football. Amid a global pandemic, a widening economic crisis and a renewed focus on equity, there is a significant movement in football to increase minority participation in leadership with some of the most prominent football professional and collegiate coaches and executives who have formed the NCMFC.

For more information on the National Coalition of Minority Football Coaches, please visit: <http://ncmfc.com/>.

Prepare. Promote. Produce.

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