



Empowering a Responsive WIC Workforce

WIC TAPC Coaching Details

Join the WIC TAPC Coaching Cohort

Empower the WIC Workforce through Mentorship and Leadership

The **WIC Technical Assistance and Peer Coaching Center (WIC TAPC)** is a national initiative (2024–2029) funded by USDA NIFA. Our mission is to cultivate a stronger, more resilient WIC workforce. We aren't just creating a curriculum; we are building a national support system – and we want current WIC professionals to lead it.

The Opportunity: What is a WIC TAPC Coach?

A WIC TAPC Coach is an experienced WIC professional who dedicates a portion of their time to high-level mentorship and national leadership. As a WIC TAPC Coach, you will:

- **Invest in yourself:** Master advanced skills in technical assistance and leadership through a year-long WIC TAPC Coaching Institute.
- **Expand your impact:** Guide 1–4 Pilot Sites across the country as they implement the *Support and Growth of the WIC Workforce* curriculum.
- **Shape the future:** Use your real-world insights to help the WIC TAPC Center refine resources that will eventually support the entire national WIC system.

Who Should Apply?

We are looking for trusted colleagues—not external contractors.

You might be a perfect fit if you:

- Are currently employed by WIC (State, Local, Regional, or National).
- Value community and enjoy building rapport with diverse teams.
- Are an open-minded, "nimble" thinker who enjoys learning alongside others.
- Are interested in workforce development and creating healthy workplace cultures.

Why Join the Inaugural Cohort?

- **National Recognition:** Elevate your professional profile on a national platform.
- **Professional Growth:** Gain early access to innovative training and leadership opportunities.
- **Network Building:** Create lasting relationships with WIC leaders across the country.
- **Influential Input:** As part of the first cohort, your feedback will directly determine how this program evolves.

Compensation and Commitment

We understand that your primary role at your home agency is vital. We have designed this role to be flexible and sustainable:

- **Full Salary Support:** You will continue to receive your current rate of pay. The WIC TAPC Center will arrange payment to your home agency for the portion of your time (FTE) dedicated to coaching.
- **Flexible Effort:** Most WIC TAPC Coaches commit between 10%–20% of their annual effort. This is highly negotiable based on your capacity and your agency's needs.
- **Fully Funded Travel:** All expenses for in-person meetings and site visits are covered by the WIC TAPC Center.

At-a-Glance Expectations

- **Year 1:** Participate in the WIC TAPC Coaching Institute (a mix of virtual and two in-person meetings) to build your coaching toolkit.
- **Years 2–3:** Support your assigned Pilot Sites via monthly virtual check-ins and two site visits per project.
- **Ongoing:** Join the annual Pilot Site Assembly to collaborate with the full TAPC community.

Note: WIC TAPC Coaching meetings will begin in Fall 2026, with Pilot Site work beginning in Spring 2027.

Let's Build This Together

Because this is a stakeholder-driven project, we want to hear from you. If you are interested in this role but have questions about how it fits with your current schedule, please reach out. We are ready to work with you and your agency to find a balance that works.

**For more information, scan here
or email us at WIC-TAPC@umn.edu**

