THSCA Announces New Partnership with Teachers of Tomorrow to Provide Alternative Teaching Certification Benefit

New partnership will provide THSCA members with a discounted pathway to earning an alternative teaching certificate in Texas

SAN MARCOS, TX (September 8, 2026) — The Texas High School Coaches Association (THSCA) is excited to announce a new partnership with Teachers of Tomorrow, providing THSCA members with exclusive savings on an alternative pathway to earning a Texas teaching certificate.

The partnership adds a new professional benefit to THSCA membership, giving coaches and other education professionals an affordable opportunity to pursue teacher certification while also receiving discounted exam preparation through The Learning Liaisons (TLL).

Through the partnership, current THSCA members will receive the following exclusive benefits from Teachers of Tomorrow:

- $500 off the Teachers of Tomorrow certification program fee.
- 50% off The Learning Liaisons (TLL), reducing the cost from $50 per month to just $25 per month.
- An additional 20% off standard tuition when a school or district sponsors or provides a scholarship for the member and pays the member's tuition in full before the program begins. This discount can be combined with the $500 THSCA member discount.

The new benefit reflects THSCA's continued commitment to supporting coaches both on and off the field and providing members with resources that support them throughout their careers.

"Supporting coaches throughout their careers is an important part of THSCA's mission, and we're always looking for ways to provide our members with meaningful resources and opportunities," said Joe Martin, THSCA Executive Director. *"Our partnership with Teachers of Tomorrow gives coaches another pathway to grow professionally and make an even greater impact on the students they serve. We're excited to add this opportunity to the many benefits available through THSCA membership."*

Teachers of Tomorrow is an alternative certification program designed to help individuals earn their Texas teaching certification while gaining experience in the classroom. Through the program, participants can pursue certification without following the traditional university-based teacher preparation route.

"Teachers of Tomorrow is thrilled to partner with the Texas High School Coaches Association to provide teacher certification pathways in support of coaches committed to serving students and athletes across Texas," said Dr. Heath Morrison, Teachers of Tomorrow CEO. *"As the exclusive alternative teacher certification sponsor of the UIL, and the nation's largest alternative certification provider, Teachers of Tomorrow sees its partnership with the THSCA as the perfect fit to further our shared commitment to ensure that every student and athlete in Texas has an excellent teacher and coach. Together we will support students, coaches, and schools in achieving their academic and athletic goals at the highest level."*

The exclusive benefits are available to current THSCA members. More information about the Teachers of Tomorrow program and how THSCA members can access their discounts will be available in the THSCA membership portal and in member emails.

About the Texas High School Coaches Association

The Texas High School Coaches Association (THSCA) is Texas high school coaches' principal advocate and leadership organization. The THSCA provides the highest quality representation, education, and services to Texas High School coaches and affiliate members by enhancing the professionalism of coaches and the schools they represent. The mission statement is simply this: To help and serve Texas high school coaches as they work to help and serve student-athletes. "HELPING COACHES HELP KIDS." For more information on THSCA, visit www.thsca.com

About the Texas High School Coaches Education Foundation

The mission of the Texas High School Coaches Education Foundation is to develop funds from a broad range of donors to provide professional education programs that will strengthen, reinforce, and enhance professionalism in high school coaches throughout the state of Texas. These programs provide instructional material and training in character development to coaches in Texas at both the high school and middle school levels. They can directly impact the lives of over 1.5 million student-athletes each year. The two established events are the Texas Coaches Leadership Tour and the R.O.C.K. Mentoring Symposium.

About Teachers of Tomorrow

Texas Teachers of Tomorrow is the state's largest Educator Preparation Provider (EPP), fully accredited by both the Texas Education Agency (TEA) and the Association for Advancing Quality in Educator Preparation (AAQEP). As the flagship program of Teachers of Tomorrow, it has supported Texas school districts for over two decades by preparing well-qualified educators committed to student success. Teachers of Tomorrow has certified over 90,000 teachers nationwide since 2005 and awarded more than $500,000 in scholarships to aspiring educators.

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