Women's basketball at Bethany College dates back to the early 1970s when Bethany played its first 12-game schedule and became a member institution of the Association for Kansas Women's Intercollegiate Sports. More than 35 years later, the Swedes continue to strive for excellence both on and off the court. The women's basketball program competes to win but also emphasizes the importance of getting a quality Bethany education.

The program has six conference championships and five NAIA national tournament appearances. In the classroom, women's basketball student-athletes excel year after year with many earning scholar-athlete honors each season.

The mission of the Bethany College women's basketball program is dedicated to educating, developing, and challenging student-athletes to seek excellence both on and off the court by following the core values established by our institution – integrity, hospitality, community, servant leadership, and sustainability. The same core values that help shape what it means to be a member of the Bethany College community are used as the framework for developing a championship-caliber women's basketball program.

If you choose to join the Bethany community as a member of the women's basketball team, we can promise you:

- A world-class educational experience at an ideal institution for young adults to find balance in their pursuit of academic and athletic success;
- Open and honest communication from a coaching staff that genuinely cares about the success and wellbeing of each individual player within the program;
- An opportunity to be part of a basketball program that
believes in community service and giving back to those who help us achieve success;
• A chance to play in a basketball system that incorporates up-tempo offensive strategies and aggressive defensive schemes;
• To be a part of something bigger than yourself.

About Head Coach Keith Ferguson
Keith Ferguson brings in 13 years of coaching experience ranging from high school to Division I. He comes to Bethany College from Fresno State in California where he helped the Bulldogs achieve back-to-back 20-win seasons and two WNTI second round appearances. While at Fresno, four players received post season awards including the Mountain West Player of the Year, Defensive Player of the Year and 6th Man of the Year.

Before Fresno, he was an assistant coach at the University of Louisiana at Monroe where the program had its best two seasons in the Sun Belt Conference. Coach Ferguson helped Ashley Simmons receive First Team All-Conference, which was the first in program history in the Sun Belt.

Prior to ULM, Coach Ferguson was an assistant coach at Hutchinson Community College in 2011-12. That season, Hutchinson was the national runner-up in the NJCAA Tournament with a 36-1 record and he helped develop two All-Americans and five players that went on to receive Division I offers.

Coach Ferguson also has head coaching experience. Compiling a 94-50 (.653) overall record as a head coach. In his second season at Barton County Community College he led his squad to a runner-up finish in the Jayhawk Conference with a 21-11 overall record and three players receiving All-Jayhawk Conference awards.

He served as the head coach at Brown Mackie College where he inherited a program that was winless, the season before and led them to a 15-16 mark in year one and the programs first 20-win season and Top 10 NJCAA ranking in year two. He also coached and recruited the program’s all-time leading scorer and first back-to-back First Team All-American.

Other coaching experience under Ferguson’s belt includes two seasons as an assistant coach at Kansas Wesleyan University (2004-06) and one season at Salina High School Central (2006-07).