

Who are We?

The Professions of Coaching and Coaching Educators



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Workshop Goals

1. Explore the key issues
2. Examine models of coaching education
3. Discussion regarding the future development of the field of coaching education.

What is Professionalism?

- Mastery of an esoteric body of knowledge
- Rigorous academic preparation
- Provision of specialized services
- Judgment and evaluation of & by one's peers
- Maintenance of high ethical standards
- Certain degree of autonomy
- High public esteem

(Bulger, 1972)

What we have going for us

Non-Academic

Sport specific

- NGB's
- Individual sport organizations

Non-sport specific

- *For example: NFHS, ASEP, Positive Coaching Alliance*

What we have going for us *continued*

Academic

Coaching Education Focused

- About 179 programs offered something for coaching education
 - 148 programs had undergrad minor
 - 10 had undergraduate majors
 - 21 had masters programs *(McMillin & Reffner, 1999)*

Exercise Science Focused

The journey from folk art to a well-organized profession is one that has been undertaken by many fields from medicine (*Barzansky, 2010*) to athletic training (*Deflorge & Behnke, 1999*)

Is Coaching Education Significant
in contributing to the
professionalism of coaching?

“Status” of Coaching in the U.S.

- Grade of C- in the area of coaching on the US youth sports national report card (*Citizenship Through Sports Alliance, 2005*)
- Only industrialized country without mandatory coaching education
 - various entry points to coaching – youth/recreational, interscholastic, club/AAU, intercollegiate/elite
 - coaching training/education is highly variable state to state (*NASPE, 2008*)
 - National Federation of State High School Associations (NFHS) offers on-line classes that can substitute for university-based training

What do we know?

- Coaches need more than just X & O's in order to be successful (*Nash & Sproule, 2009*)
- Lack of science to 'application' in the American coaching model (*Stone, Sands, & Stone, 2004*)
- Coaching is teaching (*Jones, 2006*)
- Coaching is very complex (*Lyle, 2002; Cushion, Armour, & Jones, 2003; Saury & Durand, 1998; Jones, 2004*)
- Potential life enrichment value of sport participation – IF properly constructed (*Robbins, Powers, & Burgess, 2005*)

According to the National Coaching Report most coaches at the high school level receiving little more than bare minimum training (*NASPE, 2008*), and youth sport coaches often receive even less

Coaches' Knowledge

- sport specific knowledge
- pedagogy
- “sciences” of coaching

Conceptual Model of Coaching

Athletes' Outcomes

- competence
- confidence
- connection
- character/caring

Coaching Contexts

- recreational
- developmental
- elite

(Côte & Gilbert, 2009)

Val summary slide?

Professionalization Efforts
within other
Coaching Education Models



Canada

Canadian Coaches Association

www.coach.ca

National Coaching Certification Program (NCCP)

Levels:

- In training
- Trained
- Certified
- Advanced
- Master

coach.ca
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Reach Higher

There are more than 2M coaches across Canada. Coaches are parents, teachers, neighbours, and leaders in their communities. They are passionate, committed individuals who listen, lead, encourage, and inspire our country's athletes, in every sport, at every level.

Coach.ca is the home for Canada's coaching community.

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FEATURES AND HEADLINES

CHUNKY Sport Nutrition: Tip of the Month
2011-03-04 | Ever wonder which drink is right for you and your needs? Confused by the numerous options out there? This month's CHUNKY Sport Nutrition Tip helps clarify exactly what's in the bottle by explaining the purpose and proper usage of the available options, from sports drinks to vitaminized water. [\[more \]](#)

RECENT NEWS

CAC Commends Harper Government For Investment in Sports Injury Prevention
2011-03-16 | The Coaching Association of Canada, as the leader of coach education and training in Canada, commends the Harper Government for investing in sport and recreation injury prevention for children and youth. [\[more \]](#)

Check your NCCP certification
Click here to track your NCCP certification & coaching progress

Advanced Coaching Diploma Program
Click to read about this exciting new National Coaching Institute program



NCCCP

3 Streams to Meet Coaches' Needs:

- Community Sport, Competitive, International
- Comp. levels based on LTAD (Intro, Dev'l, HP)

Core Competencies:

- Make ethical decisions, Provide support to athletes in training, Plan a practice, Support the competitive experience, Analyze performance, Design a sport program, Manage a program

Canada

National Coaching Institute
– Advanced Coaching Diploma

PSGBs & Provincial Coaching Associations
– Very influential in disseminating information to coaches & in informing National-level programs

The screenshot shows the homepage of the Coaches Association of Saskatchewan. At the top right, there are navigation links for Home, Contact Us, and Site Map. A quote reads, "Quality coaching is essential for a positive sport experience". Below this is a photo of four coaches smiling. The date "Sunday, March 27, 2011" is displayed in the top right corner. A left-hand navigation menu includes links for Home, About Us, Membership, NCCP, Coaching Grants, Aboriginal Coaching, Upcoming Events, Resources, Links, News Archives, and Contact Us. The main content area features several announcements: "SASKATCHEWAN SPORT AWARDS" on Thursday, April 7, 2011; "New Women in Coaching Funding Opportunity!" with a list of contexts (Community Sport, Instruction, Competition); and "CAAWS Announces 2011 WISE Fund Recipients". On the right side, there are three smaller boxes: "How to Become a Coach", "Thanks Coach!", and "TRUE SPORT LIVES HERE". At the bottom right, there is a vertical "2010-2011 ANNUAL REPORT" link and a logo for the National Coaching Certification Program.

International Council for Coaching Education

- ICCE (www.icce.ws)
- Not-for-profit, international organization with the mission of promoting coaching as an internationally accepted profession. ICCE members seek to enhance the quality of coaching at every level of sport.
- Magglingen Declaration (July 2000)
- International Journal of Coaching Science

ICCE – 10 Challenges!

1. Ethical education and monitoring compliance
2. Identify, develop, and evaluate competencies
3. Delivering coaching education that meets needs and has a maximum impact on athletes
4. Promoting the role of the coach to governments, sports, and broader communities
5. Adopting a philosophy that reinforces:
 - a. Athlete-centered sport
 - b. Coach-centered education
 - c. Professionalization

ICCE – 10 Challenges!

6. Spreading knowledge for continuous learning
7. Widening coaching education opportunities
(without undermining the quality)
8. Continuous learning systems that meet new and unique needs of coaches as they arise
9. Gain recognition for coaching as a profession
10. Develop programs that support open learning wherein coaches have control and input
 - (re. time, place, and frequency)

Summary 1 of 2

- These programs provide a balance between cutting edge research for coaches, and practical administration- and coach-driven information
- Is there a difference between how these programs are designed and how they function day-to-day at a grassroots level?
- These programs professionalize & provide critical knowledge to coaching

Summary 2 of 2

Key Questions:

- How do we build coaching as a profession?
- How do we democratize knowledge?
- How do we maintain standards?
 - *Students can't learn what they like when they like*
- How do we ensure that coaches are life-long learners who are open to different strategies and perspectives?

LET'S TALK

Identifying Issues

- Who do you see as the key players in US coaching education?
- Is the current US coaching education system in need of improvement?
- What are the problems with the current situation?
- What areas need to be addressed?
- What are the barriers to change?

Brainstorming Solutions

- What role do we (should we) as academic programs play in coaching education?
- Which barriers should be addressed first?

Actions?

- What is the single most pressing issue in coaching education?

LET'S REVIEW

Concerned?

Be part of the evolution?



www.usacoaching.org

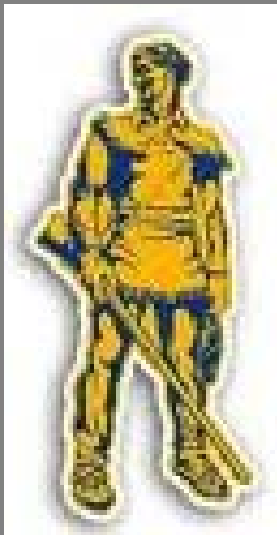


www.teamusa.org



www.icce.ws

Thank you for participating!



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