



Institute for Sport Coaching

*5 Prospect Street * Acton, Massachusetts 01720 * *978-201-1024 * *www.instituteforsportcoaching.org*

Guidelines for Choosing a Coaching Education Provider

There is a number of coaching education providers active in the United States today. Given the wide variety of programs being marketed to youth and interscholastic sport organizations, the following guidelines are provided to aid in determining which coaching education program is best for your sports league and coaching workforce.

Content Quality

The content of coaching education programs should include curriculum relating to the knowledge and skills described in the *National Standards for Sport Coaches*. Also, is the coaching education you are proposing to purchase accredited by an impartial national accrediting body?

Affordability

Sport administrators should calculate what the cost of each coach trained as one means to evaluate different offerings. The cost evaluation should not include any other services or benefits not directly related to training.

Legal Requirements

Every sport administrator should be aware of the state and local regulations governing their sports activity so that the provider they hire meets those legal or policy requirements.

Educational Philosophy

Much like athletes, coaches possess different learning styles especially the need to participate in the training. Any sport administrator would be wise to include class participation as an element of any coaching education program to allow the sharing of knowledge from veteran coaches. It is quite possible, in order to meet the needs of all the different learning styles and life demands on coaches, that sport administrators should offer coaching education programs via multiple means (classroom, eLearning, self-paced DVDs, etc.).

Administrative/Technical Support

As with any service provider, what level and availability of administrative and technical support, especially for eLearning, is provided as part of the service should be evaluated as well.

The Institute for Sport Coaching, headquartered in Acton, MA, is a national, non-profit 501(c)3 organization dedicated to developing and delivering educational experiences and leadership tools critical to the advancement and improvement of sport coaches in the United States. The Institute develops and nurtures professional, intercollegiate, interscholastic and youth sport coaches, and prepares them to provide positive experiences in sport and life skills to athletes. ISC's goals include combating obesity and inactivity among America's youth and creating safe and quality sports experiences for young athletes through a network of quality sport coaches. Please see www.instituteforsportcoaching.org for more information.

For more information, please contact Christopher Hickey, Executive Director, Institute for Sport Coaching (978-201-1024 or chris.hickey@instituteforsportcoaching.org).

Better Coaching, Better Sports!