Considerations in Developing a Program to Educate & Develop Coaches

Identify the Core Knowledge, Skills, & Competencies for the Program
Here are several resources you might find useful in considering what core content and experiences you want to offer in your coach education / coach development program. As you consider these components keep in mind the type of student (e.g., undergraduate, graduate) and available resources (e.g., instructors, number of courses, placement locations, etc.).

Understand Coach Effectiveness

Understand the National Standards for Sport Coaches

Understand the International Guidelines for Undergraduate Sport Coaching Degrees

Understand the International & National Sport Coaching Framework

Possible Courses to Consider
Coaching programs have incorporated a variety of courses into their programs that provide some insight into knowledge, skills, and competencies. It may be helpful to become familiar with those courses and their content by talking with other coach educators and developers in the field. Here is a list of typical courses in college/university coaching programs.

- Introductory Knowledge & Skills
  - Introduction to Coaching
- Advanced Knowledge & Skills
  - Sociology of Sport
Consider Athletic Coaching & How Coaches Learn
In developing a program, it is important to understand athletic coaching and how coaches learn. Here are few resources to review.


Consider Learning Framework
Three types of curricular approaches with corresponding assessments have been used within coaching programs (e.g., standards-based, competency-based, and expertise-based). Additionally, there are learning theories that can be used to frame course development and/or the curriculum. Program coordinators may find it useful to become familiar with these theories and approaches as they develop a program. Here are resources that may be useful.

Understand Curricular Approaches
**Understand Types of Learning (A few suggestions as many exist)**


**Consider How Your Program Can Offer a Blended Learning Approach**

Researchers have noted that coaches develop their craft through a variety of experiences (e.g., Cushion et al., 2010). These experiences not only included mediated learning experiences in the classroom setting but also observations in the field, interviewing professionals, practicum experiences built into courses, culminating internships in the field, and developing mentor programs. The following resources may be helpful in this endeavor:


Preparing for Program Evaluation
Research has demonstrated that very coach education programs have demonstrated their effectiveness within the literature. Therefore, in preparing a coach education program, it is also important to consider how the program will be evaluated to determine its effectiveness. There are many evaluation theories and models that exist to assist with this process. Below are resources that point to the limited work on coach effectiveness and models that have been applied in evaluating coach education programs.


Understand the NCACE Accreditation Process
Another way to measure effectiveness is to seek accreditation through NCACE which offers an external evaluation of coach education programs. Here is a link to the accreditation guidelines.


Review NCACE Accredited Programs
There are several ways to go about developing a coaching program, however, it is important to develop a quality coaching program. Click here to access NCACE Accredited Programs who have demonstrated a level of quality by successfully navigating the accreditation process:
http://www.qualitycoachingeducation.org/accredited-programs/