Considerations in Developing a Coaching Program

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 coaching education 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.).

Define Coach Effectiveness


Understand the National Standards for Sport Coaches


Understand the International Sport Coaching Framework


Understand the International Guidelines for Undergraduate Sport Coaching Degrees


Understand the Types of Learning

Three types of learning with corresponding assessments have been used within coaching programs (e.g., standards-based, competency-based, and expertise-based). Program coordinators may find it useful to become familiar with these models as they develop a program. Here are resources that may be useful.


Possible Courses to Consider
Coaching programs have incorporated a variety of courses into their programs. 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
  - Sport Safety / First Aid & Safety
  - Strength & Conditioning / Exercise Physiology / Kinesiology
  - Sport Nutrition
  - Motor Learning / Sport Psychology
  - Coaching Methods & Techniques

- Specialized Courses
  - Specific to Population or Context (e.g., Topics in Youth Sport, Maximizing Elite Sport Performance)
  - Specific to Sport (e.g., Coaching Basketball)
  - Specific to Content Knowledge (e.g., Assessment in Coaching, Long-term Athlete Development)

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:


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/