

Friends of the Institute

Institute for Sport Coaching

Serving America's Sport Coaches

Search Continues for Host Site

Smith College: As previously reported in earlier ISC Updates, ISC Executive Director Christopher Hickey journeyed to Northampton, Mass. to visit Christine Shelton in late October. That meeting resulted in a meeting in late March with Don Siegel, chairman of Smith College's Exercise and Sport Program, which administers the sport coaching masters program. Siegel was upbeat about the ISC and what it plans to accomplish. He was very interested in the benefits that a school derives from hosting the resident coaching education programs. He asked for a proposal for a summer

only version of the Institute. The first phase of the proposal is done and will be delivered by early July.

MIT: In early April, Hickey briefed Candace Royer, the MIT Director of Athletics and Physical Education on the ISC concept and the value it brings to a college like MIT. The briefing was warmly received as she immediately recognized the benefits the ISC could bring to MIT. A spirited discussion followed about the important role sport coaches play in today's society and the need to recruit and train a new generation of coaches. Royer extended an invitation to Hickey to come back

and brief her senior staff on the ISC, which should occur by early July.

Johnson & Wales: In late February, Hickey traveled to Providence, RI to speak with Katie Davin, at Johnson & Wales Sports Management Program. She had expressed an interest in learning more about the Institute and how it may help certain marketing issues Johnson & Wales has regarding its Sports Management Program. The meeting went well; however Davin's supervisors were not interested in partnering with the ISC.

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Principles of Positive Coaching Seminar

The past few months, the Institute has become supportive of a youth sport coaching education initiative in Rhode Island, the Principles of Positive Coaching Seminar. The Seminar, founded and run by Charlie McGrath, long-time high school and

collegiate basketball coach, had its inaugural session in February at Johnson & Wales University in Cranston, RI.

Based upon McGrath's research and experience, the Seminar featured top speakers on sport psychology, youth

sports, sports medicine and coaching methods.

The ISC hopes to bring versions of the seminar to Boston and possibly to the ISC-sponsored Sport Coach USA Training Center at Smith College in 2006.



Reflections from the Front Lines of Coaching

Chris Hickey
Executive Director

I spent the past few months coaching track and field at MIT, which has one of the best NCAA Div. III track programs in the country. It had been a few years since I was actively engaged with coaching at this level and I was looking forward to being immersed in it and applying knowledge I gained from my masters program. I was not disappointed. Although I felt rusty at times with some technical aspects of the sport, my interaction with the

athletes was very rewarding both as a role model and as a guide to deal with vagaries of sport especially the mental challenges.

I learned many things and discovered a possible alternative to steroids, it is called patience. If I could bottle patience and provide it to athletes and coaches, it would dramatically increase performances. I relearned the value of patience from situations ranging from waiting for a training plan to allow athletes to reach new peaks to athletes learning to be patient while

their bodies execute a movement. Patience is the antidote to instant gratification. It is a very powerful tool.

I also was reacquainted with how outside pressures and life itself affect an athlete. This year I had to work with athletes who felt the pressure of defending a national championship to those having family members with sudden severe medical challenges.

Bottomline: Coaches are an important part of a student-athletes' life guidance team.

Progress With Youth Baseball Coaching Education Project

One of the major sports in this country without a coaching certification program is baseball. While some of the various national youth baseball organizations (Little League, Babe Ruth) offer coaching clinics, they do not lead to any certification. In one of its first initiatives, the ISC has assembled a team which will be creating the first nationally certified baseball coaching education program for youth baseball. This initiative's goal is to create the curriculum and then

have it nationally certified by NCACE.

Through the National Association for Sport & Physical Education, a well-noted baseball coach with experience in developing coaching education curriculum, Bernie Walters, was recruited to join the team. Joining Walters and Chris Hickey on this team are several ISC advisors, Prof. Challace McMillin, Prof. Pat Sullivan, Annette Lynch and Dr. Lyle Micheli. The

advisors, with their wealth of knowledge, will ensure the curriculum will meet the highest standards and the needs of youth baseball coaches.

Once a funding source is secured, the project will take approximately eight to 12 months to complete. At this time, the ISC is hoping to partner with Ripken Baseball or a local youth sports group in New England for initial deployment of the course.

Upcoming Events

The remainder of 2005 will be filled with the debut of three new services:

- Guide to Coaching Ed Programs
- ISC Speakers Bureau
- Sport Coach USA Training & Education Monitor

Also, we hope to add an online giving option as well as continue to expand our list of affiliate programs to build up our fundraising efforts.



Searching for People with Similar Goals

You could call this “Network, Network, Network” as well. In late June, Chris Hickey will launch a New England wide search for folks willing to join the ISC team as a board member, advisor, supporter or intern. Hickey will be passing information on the Institute to a number of non-profit and sport groups with the intent of identifying people who share in the belief that sport coaches are the vital glue in community sports programs.

Hickey plans on reaching a wide audience through a number of organizations including:

- Service Academy Business Network
- U.S. Naval Academy Boston Alumni
- U.S. Sports Academy and University of Maryland Alumni
- Massachusetts chapter of the

National Coalition to Promote Physical Activity

- New England college-based coaching education programs
- Craig’s List and New England Non-Profit Opportunities

Fundraising Efforts Launched

The ISC will launch its first modest fundraising effort with three Web-based affiliate programs (Amazon, Ebay and Expedia). Watch for the email announcement in early July. More affiliates will be added in the future and will be announced in future FOI newsletters. Also, the ISC will be debuting an online giving program later this summer.

The ISC would also like to sincerely thank:

- Christine Patke for developing the Institute’s Web site and for paying for its monthly hosting costs.
- Christopher Glass and Christopher Hickey for their contributions to open the ISC’s first checking

account.

- WJClapper & Associates for its continued support in the area of communications, public relations and marketing.
- Elizabeth Hickey for paying the filing fee for the IRS non-profit filing.

The View from the Executive Director’s Chair

While I found my return to active coaching very rewarding, I was glad to see the season end. Now I have more time to devote to the Institute. The past few months have been very positive with our growing relationships with Smith and MIT and the pending debut of our first ISC service, *The Consumer’s Guide to Coaching Education Programs*. Networking has also opened doors with the Boston Youth Sports Network, which is interested in the ISC aiding them in

their delivery of coaching education to 40+ youth sports groups in Boston.

The remainder of the year will continue to be fast paced as several new services will be rolled out. The goal for the next year and out is to start developing and producing those services that do not require a physical location or monetary support.

Key to the Institute’s plans is its

recognition by the IRS as a legitimate non-profit. Currently, the IRS is reviewing the ISC’s application for such a certification and the IRS should rule within a month or two. Once granted, this will open up many avenues for funding of ISC programs.

During the past few months, I have met with a number of people who have validated the ISC’s mission and provided me with much needed emotional support. It is these positive experiences that refuel me! Thanks for your support and ideas!

Institute for Sport Coaching

Serving America's Sport Coaches

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Coming Up in the Next Edition

- ISC Summer 2006 @ Smith College Update
 - Fundraising Update/IRS Status
 - Speakers Bureau Debut
 - Guide to Coaching Education Programs
 - Board of Directors Meeting
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