

# Institute for Sport Coaching

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## **NEWS RELEASE**

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## **Sport Coaching Institute Established in Acton**

ACTON, Mass. – The Institute for Sport Coaching has established its headquarters in Acton, Mass., after three years in Maryland. The non-profit Institute is designed to assist in the educational and professional development of sport coaches nationwide. ISC is dedicated to providing the best educational and leadership tools and instruction to coaches at all levels.

“The No. 1 problem facing American sport coaches is a lack of effective, consistent coaching education,” said Institute founder and president Chris Hickey. “The Institute will contribute to solving the educational problem and strengthen the growing professionalism of coaches.”

Modeled after sport coaching education centers in Australia, Canada, New Zealand and the United Kingdom, the ISC is dedicated to developing and delivering the educational experiences and leadership tools crucial to the advancement and improvement of sport coaches.

Hickey cites National Federation of High Schools statistics that indicate less than 5 percent of volunteer and less than 8 percent of interscholastic coaches receive coaching education.

“That is frightening when you consider that we entrust our children, our athletes and in some cases our international reputation as a sports power, to coaches who may not have all the tools necessary to function in the 21<sup>st</sup> century,” said Hickey. Hickey served as a track and field coach at a number of colleges and schools.

Hickey, holder of a Master’s degree in sport coaching and an officer in the U.S. Naval Reserve, envisions a college campus-based institute where coaches of all disciplines would come for certification, increase their effectiveness and gain crucial insights and instruction on leadership.

**-- ISC --**

The Institute for Sport Coaching (ISC), headquartered in Acton, MA, is a national, nonprofit 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.