



Institute for Sports Coaching

Friends of the Institute Newsletter

Dear Christopher,

Happy New Year to you and your families! The staff and directors of the Institute for Sport Coaching wish you the best for 2010.

2009 was a great year for us. 2010 should be even better. Read the news below for what we have cooking!

r/

Christopher Hickey
Executive Director

2009 - The Year in Review

It was certainly a banner year for the Institute in 2009. Overall, Our Metro Boston Coaches Academy has continued to grow to meet the needs of sport coaches for quality coaching education. Our leadership team has benefited from the addition of Jeff Gulko and Rob Housman with super advice from our local advisor, Paul McCaffrey.

Provided Quality Training Services

In 2009, the MBCA provided 18 workshops in Boston and Cambridge for 271 coaches-just short of our goal of 300 coaches. We provided the following sports organizations this past year with quality coaching education workshops:

- City of Cambridge Parks & Recreation (Staff & Pop Warner football coaches)
- Boston Centers for Youth & Family (multiple)
- Metro Lacrosse (multiple)
- New England Scores
- Bird Street Community Center (multiple)
- Go Girl Go Boston
- Roxbury Family YMCA
- Franklin Park Tennis Association (multiple)

In addition to our sport coaching workshops, we started a parallel effort to train 35 teen baseball umpires for Charlestown Youth Baseball and BostonCenters for Youth & Family. This training encompassed classroom training, hands-on clinics, and on the

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field mentoring under the guidance of our professional baseball umpire instructor, Bill McCallum.

Moreover, our workshops have enabled us to improve the sports experiences of at least 5,000 Boston youth athletes through better prepared youth sport coaches. Studies indicate that athletes stay involved with sport longer and develop better self-confidence when coached by a trained sport coach.

Established Reputation

Of particular interest was the growth of "word of mouth" feedback labeling us as a consistent and quality provider of coaching education services in the Boston area. As our reputation grew with each workshop, more clients seeking our services were in contact with us. For example:

- Metro Lacrosse led us to Go Girl Go Boston & New England Scores
- BCYF led us to the White Stadium Summer Sports Camp & Teen Umpire Training, and the Boston Athlete Scholar Program
- Up2Us (a consulting client) led us to Roxbury Family YMCA and ultimately to the larger Boston YMCA organization
- Boston Youth Sports Initiative led us to Franklin Park Tennis Association & Greater Lawrence Boating Community

Grew Capacity to Deliver Training Services

The Institute was able to grow its trainer capacity to four fully certified trainers with an additional seven in the training certification process. We also have recruited a number of Red Cross First Aid/CPR Instructors in preparation for launching this training for youth sport coaches in 2010.

In mid-October, the Institute opened the MetroBoston Coaches Academy office at Boston Teamworks where we will be utilizing its top-notch conference and meeting spaces to provide more workshops to Boston-area sport coaches.

Changing the Paradigm Regarding Coaching Education

Our workshops were effective in delivering needed information to youth coaches, in particular, the feedback we have received regarding the Successful Youth Coaching Workshop has been very positive (See below.).

Overall Level 1 Workshop Feedback

- "...the workshop was useful for me."
Strongly Agree - 86%
- "...plan to use the skills & concepts I learned."
Strongly Agree - 88%
- "...interested in additional training."
Yes, definitely - 89%

In light of our advocacy mission, the feedback concerning interest in additional training bodes well for establishing coaches education as a regular component of youth sport coach preparation. Other survey comments indicate the participating coaches value the learning experience our workshops provide.

- "I did learn a lot of new ideas to help me make coaching fun this year."
- "This should happen every year."
- "Thank you so much. Great presentation."
- "Overall - great! Very informative, practical information."

National Contributions

Our executive director, Christopher Hickey, has contributed to several national coaching initiatives and has become a noted national advocate for sport coaches. The onset of 2009 saw Hickey providing consulting services to the new Up2Us organization on their Coach for America program. In addition, Hickey was asked by the US Olympic Committee to be part of the USOC Coach of the Year review committee for both 2008 and 2009. Also, Hickey continued to be a national leader for coaching education through his role as the Youth Sport Segment Representative on the National Coalition for Accreditation of Coaching Education's Board of Directors where he has spearheaded a few cutting edge marketing initiatives. One of those is the creation of a national association of sport coaching educators, tentatively named the American Association of Sport Coaching Educators.

Odds & Ends

- Mr. Rob Housman, Partner at Book Hill Partners, has joined the Institute's Board of Directors as an At-Large Member.
- Ms. Whitney Post, Director of the Women's Sport Foundation's Go Girl Go Boston program, will be joining the Institute's Board of Directors as an At-Large Member in early 2010.
- Professor Rick Albrecht, from GrandValleyStateUniversity in Michigan and a former NCACE President, has joined the Institute's Board of Advisors.

From the Director's Chair

What a difference a year makes! Building upon the momentum we created in 2009, the Institute will be expanding its efforts to better youth sports in the metro Boston area.

A generous grant from the Amelia Peabody Foundation will allow us to continue coaching workshops to those small youth sport organizations with no budget to finance coaching education.

Pending funding, the Institute will be launching our long-awaited Red Cross First Aid and CPR training to youth sport coaches.

Also pending funding, the Institute will be starting its Master Sport Coach Mentor services to a group of youth sport and sport-based youth development groups in a pilot project to commence in early fall 2010. New England Scores, Metro Lacrosse, and Bird Street Community Center will be among the participants.

Our curriculum will be expanding as well in 2010 to include sport-specific workshops. Some of the new workshops will include:

- Successful Youth Coaching Level 2
- Teaching Mental Toughness with Prof. Grayson Kimball
- Coaching Baseball 1 & 2
- Introduction to Baseball Rules with Bill McCallum
- Coaching Youth Basketball 1 & 2 with Bob Bigelow
- Emotional Intelligence for Sport Coaches

We again will be working with BCYF to offer the Teen Baseball Umpire Training Program.

We certainly have our work cut out for us.

Sincerely,

Christopher Hickey
Executive Director
Institute for Sport Coaching

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