

Institute for Sport Coaching

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UPDATE

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Friends of the Institute,

I hope this note reaches you as you prepare for the holiday season. Much has happened the past year with the Institute for Sport Coaching. The stage has been set for achieving our goal: an institute providing much needed professional development products and services to America's sport coaches. The coming year will prove to be an exciting time for the Institute.

Institute Leadership Team

J. Dallas Johnson has joined the ISC as Director of Information Services and Technology to guide the Institute's ebusiness and Web presence efforts. A recent MBA graduate from the University of Phoenix, Dallas lives in Calvert County, Md. His full biography is on the ISC Web site, www.

Jeff Triplett Esq., a long-time supporter of the Institute, has formerly joined the leadership team as general counsel. An experienced business law expert, he holds both MBA and JD degrees from the University of Maryland. He lives in Elkins, W.Va. His full biography is on the ISC Web site, www.

Special thanks to Web developer, **Christine Patke**, who created and has maintained the Institute's Web presence on a pro bono basis for the past year. She has helped the institute while juggling the demands of her fulltime job at Navy Intelligence, being a wife and mother, a senior chief in the Naval Reserves and running her own company.

Product and Service Development

A Consumer's Guide to Sport Coaching Education

The research phase of this project is on schedule to be finished by the end of the year. Currently, plans are to publish this book by mid-2005 utilizing a publish on demand process.

Sport Coach USA Education and Training Monitor

Coincident with the publication of the *Consumer's Guide to Sport Coaching Education*, the Institute will launch its quarterly newsletter, the *Sport Coach USA Education and Training Monitor*. It will feature Institute activities, regional listings

of coaching education courses and other information regarding the coaching profession.

Alliance Building

During the spring of 2004, the Institute participated in the Shaping America's Youth (SAY) survey. SAY is a nationwide initiative to identify and centralize information on what is being done in all sectors of American society to reverse the rapidly increasing prevalence of overweight and inactivity among children and adolescents.

In late June 2004, ISC Executive Director **Christopher Hickey** met with **Karen Silberman**, executive director of the National Coalition to Promote Physical Activity in Washington, DC. The meeting focused on how sport coaches play an important role in combating obesity among America's youth. Of special interest was Silberman's observation that no other organization is approaching the obesity problem from the same direction as the Institute.

Business Development

In August, **Christopher Hickey** met with **Charlie McGrath** in Rhode Island. McGrath is a long-time basketball coach (NCAA DI, HS) who is now an adjunct professor at the Community College of Rhode Island. He is currently developing the initial version of a "Seminar for Aspiring Sport Coaches". The Institute is assisting McGrath with Web marketing of his seminar scheduled for Feb. 12, in Providence, RI. McGrath was briefed on the concept of the Institute and has become a staunch supporter. McGrath pitched the idea to a number of folks in RI including the former AD at Johnson & Wales University. Currently, we are scheduling a follow-on briefing for the university's Sport Management staff.

Hickey spoke with **Scott Lowe**, Manager of Amateur Baseball Development from Ripken Baseball in early November regarding the creation of a NCACE certified coaching education program for youth baseball. This discussion was sparked by our letter to **Cal Ripken Jr** concerning his interest in developing a coaches' certification program. The next step is to submit a proposal to Lowe detailing a partnership between the ISC and Ripken Baseball in early 2005. Currently, the Institute is working with **Challace McMillin** and **Pat Sullivan** to identify a team of coaching education designers to work on the proposal.

Marketing

In late March 2004, after a series of positive briefings to senior Naval Academy coaches and athletic administrators, **Chris Hickey** and **Jay Shanley** briefed the ISC proposal to **Chet Gladchuk**, the Academy's Athletic Director. While Gladchuk expressed an interest in hosting the Institute, repeated follow-up calls and emails elicited no further interest. On the positive side, it was a great learning experience to pitch the idea to a well known and traveled athletic director.

In late October 2004, Hickey traveled to western Massachusetts to meet with Professor **Christine Shelton** from Smith College upon the recommendation of **Annette Lynch**, a member of the ISC's Advisory Board. The meeting was a spirited discussion of coaching education issues and how the ISC was poised to address many of them. Shelton provided Hickey with a number of new contacts to help with several Institute development issues.

Board of Directors

On the advice of several people, the Institute is actively seeking new board members in an effort to diversify its make-up. **Marj Snyder**, from the Women's Sport Foundation, is assisting in this effort. If you know of anyone who might be interested in guiding the development of the ISC, please contact **Chris Hickey**. At this time, the Institute is seeking those who have time for fundraising, finding a host school or acting as a conduit to elite coaches and athletes.

Board of Advisors

In October, Dr. **Lyle Micheli**, joined the ISC's Board of Advisors. Dr. Micheli is a long-time proponent of sport coaching education programs as a means to reduce the number of injuries associated with sports. Dr. Micheli just finished a very successful seven year term as chairman of the Massachusetts Governor's Council on Physical Activity.

W. Scott Gould accepted a position with IBM as Vice President for Public Sector Strategy and Change.

Annette Lynch left her position with Special Olympics Maryland (SOMD) and moved to Wilmington, N.C. to take on the challenge of Director of Education and Membership Services for the National Association of Collegiate Women Athletics Administrators (NACWAA).

A heartfelt thanks to Lynch for leading **Chris Hickey** through his internship with Special Olympics of Maryland as part of his requirements for his Masters in Sport Science from the US Sports Academy. Lynch guided Chris as they created a mentorship program for the SOMD coaches.