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Institute for Sports Coaching

Friends of the Institute Newsletter

Dear Christopher,

The Institute's efforts to bring quality sports coaching education continue. We are pleased to receive a \$10,000 grant from the Boston Youth Sports Initiative as well as being noted in the new National Coaching Report.

r/
Christopher Hickey
Executive Director

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2008 National Coaching Report

The Institute for Sport Coaching recently reaffirmed its commitment to quality coaching education, and is one of only 15 youth sport organizations profiled in the National Coaching Report, the only comprehensive report addressing both youth and interscholastic sport coaching education requirements in the United States. The report was released in August by the National Association for Sport and Physical Education (NASPE) in partnership with the National Federation of State High School Associations (NFHS). With over 50 million children under the age of 18 participating in organized sport programs, the purpose of the report is to educate the American public about the training and qualifications currently required to coach athletes whose quality sport experience is of number one concern.

Released only days before the start of the 2008 International Olympics in Beijing, the report stresses the importance of qualified coaches for every athlete. Many Olympians' positive athletic experiences were a result of the influence and impact of their coaches.

As a public service, NASPE is providing a full copy of the report online on its [website](#).

BYSI Grant

Recently the Institute was provided a \$10,000 grant to continue development of its Metro Boston Coaches Academy. The grant will allow the Institute to develop and implement a multi-media marketing campaign, provide workshops to sport organizations in the metro Boston area, and to create new curriculum.

Institute leadership plan to incorporate the numerous lessons-learned from our multiple pilot projects we have conducted since June 2007 into the marketing plan.

More information on the marketing plan, workshop roll out and new curriculum will be provided in the coming months.

From the Director's Chair

We continue to move forward in creating the Institute. Last month, we conducted a Train the Trainer workshop where six new trainers joined our cadre of instructors. We are going to need them as we expect our marketing to cause a significant increase in demand for our services.

Please remember you can also support the Institute via our [Affiliate Shopping Partners](#), especially Amazon.

Sincerely,

Christopher Hickey
Executive Director
Institute for Sport Coaching

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