

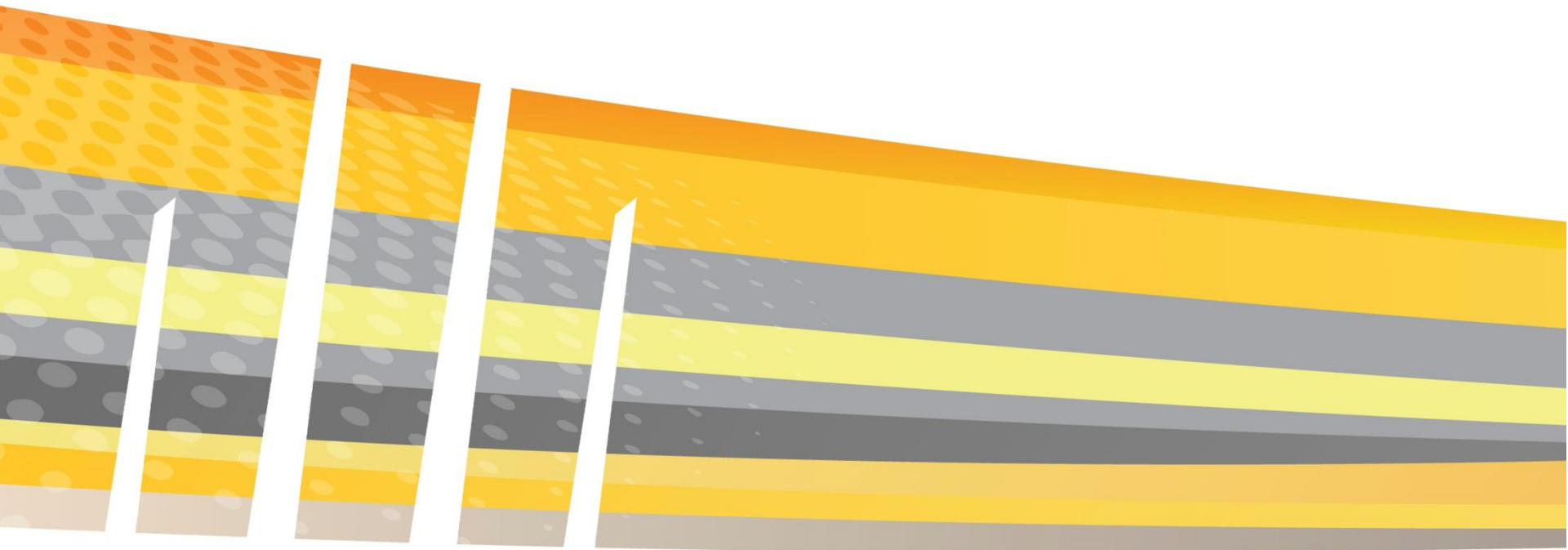
# Glenn Morley

Club Coach Coordinator

The role of the CCC, Coach Selection, Assessment and Development



FOOTBALL COMMISSION INC.



2014 Club Coach Coordinator

# Club Coach Coordinator



Why

What

Assessment

Be Nice

# Club Coaching Coordinator Program

- Club Coaching Coordinator
- Whole Club Program - Long Term Player Development
- Positive Club Culture (Philosophy & trademark)
- Club Coaching Curriculum
- Developing the Coaches
- Coach Assessment and Evaluation
- Selection of Coaches
- Coaches Meeting

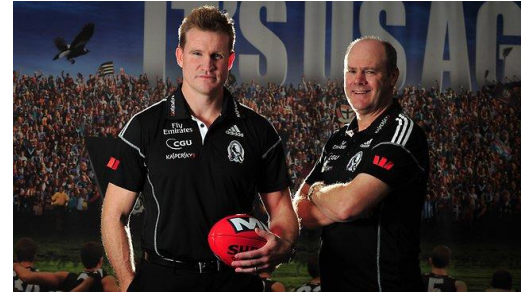


# Connecting Education and Practice

- Club Coaching Coordinator
- Director of Coaching
- Football Director

## “Coach the Coaches”

- Coaching effectiveness
- Direction and Leadership
- Oversee coaching at the club
- Set high standards
- Promote best practice
- Evaluation



# What does a Club Coach Coordinator do?



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Management / Administrative	Education

# What does a Club Coach Coordinator do?

Management	Education
Coaching plan	Coaches Association membership
Job descriptions	Football Curriculum
Coaching handbook	Level 2
Coaches meetings	Mentor
Coach of the Year	Technical aspects
Evaluation of coaches	Seminars
Accreditation / Reaccreditation	Orientation to Coaching
Selection of coaches	Succession plan





# Your Coaching Team

## Organised

- Session plans
- Use of time
- Communication
- Preparation at breaks in the game

## Respectful

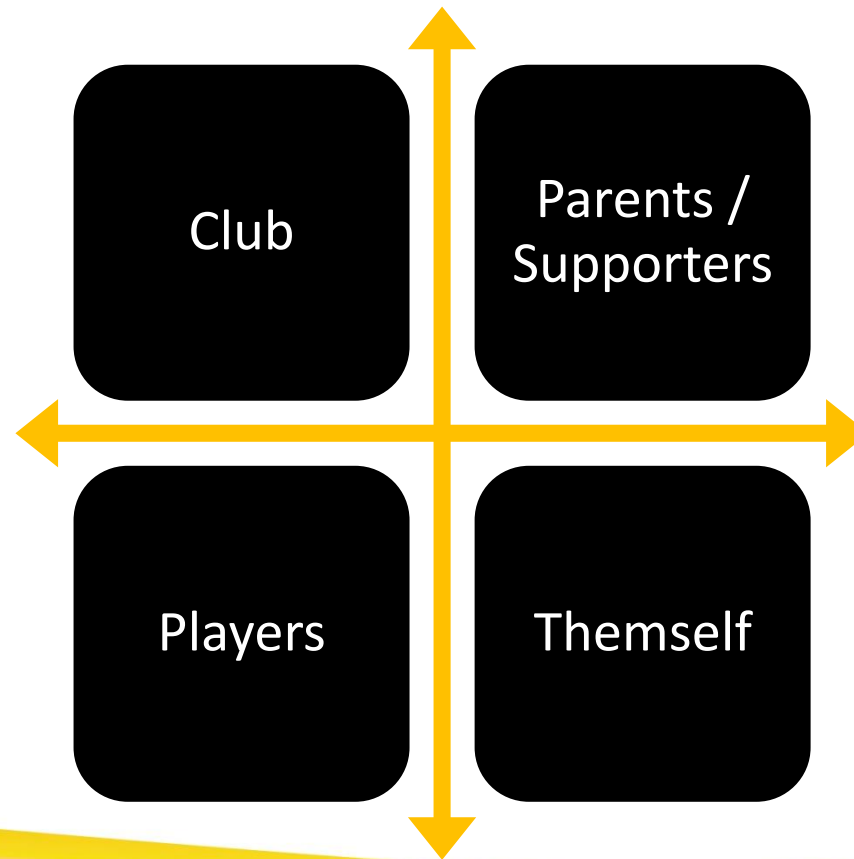
- Facilities and equipment
- Umpires and Opposition
- Role model behaviour
- Player needs

## Approachable

- Communication
- Parents
- Players
- Committee



# What does an effective coach look like?



# Case Study: Parents Expectations

## Top Three:

- Fair and honest in dealing with the players
- Able to teach well
- Committed to the development of sportsmanship

## Middle Four:

- Knowledgeable of the skills
- Committed to having the players enjoy the game
- Knowledgeable of the rules
- Knowledgeable of prevention, care and rehabilitation of injuries

## Bottom Three:

- Experienced as a player
- Providing an experience to improve players to compete at a higher level
- Committed to winning

# Coach Recruitment

Selecting coaches and matching them to the right team:

- Role description
- Knowledge and understanding of the game
- Carer Coach vs. Career Coach
- Relate to players
- Inspire and enthuse
- People management and organisational skills
- Cultural fit
- Interview tips page 12 and 13

# Coach Job Description

**Qualifications:**

**Match Day:**

**Training:**

**General:**



# Coach Job Description

## Qualifications:

Level 1 Accreditation  
AFCA Member  
Club Coaches Forum  
Rules of the Game

## Training:

Coaches Diary  
Club Skill Development Model  
Individual player Development  
Assistance from Others

## Match Day:

- Positive Role Model
- Pre match Timeline
- Game Time and Positions
- Summary Match Report
- Weekly Players Awards

## General:

- Codes of Conduct
- Club Policies
- Club Apparel
- Feedback to parents
- Junior Team Night
- Presentation Night





# How will the coaches Success be measured?



# Coach Evaluation and Assessment

Why do we assess coaches:

To ensure they have the right;

- Philosophy
- Knowledge
- Skills
- Attributes

to be successful in their role and effective coach for the club.

Assessment is the final requirement of accreditation, but can be completed for every coach each year as part of their ongoing development





# Coach Evaluation and Assessment

## Appraisal and evaluation:

- Training
- Game preparation
- Match day
- Review of existing practices
- Continue improvements in the program
  - » What worked well.....?
  - » Even better If .....
- Under the microscope – policy, practices, structures, procedures

## Coaches self appraisal:

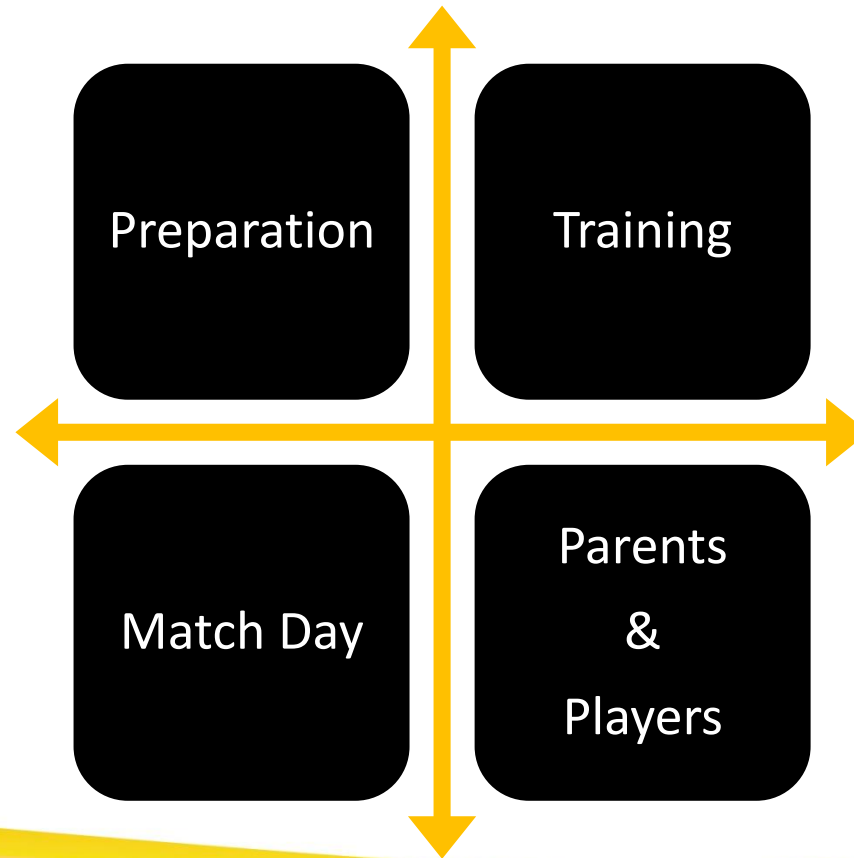
- Identify and reinforce strengths
- Feedback on weaknesses
- Consider video (fact based)

## Develop new strategies:

- Plan for future



# Areas to look at when evaluating a coach



# Coach Accreditation Assessment

This is a formal process that forms part of their Accreditation.

The Accreditation is a competency based assessment.

***Assessment is the process of collecting evidence and making judgements about whether competency has been achieved.***

***Assessments need to be based on established criteria, which are often set out in competency standards, learning outcomes of other assessment criteria***

Once a Level 1 coach has successfully completed their assessment they will be awarded their accreditation.



# Principles of Assessment

There are four basic principles of assessment that should be observed within a competency-based assessment system;

- Validity
- Reliability
- Fairness
- Flexibility

# Principles of Assessment

## Validity

- In order to be valid the assessment has to assess what it claims to assess

## Reliability

- In order to be reliable, the assessment methods and procedures must ensure that competency standards are applied consistently
- would someone else make the same decision)

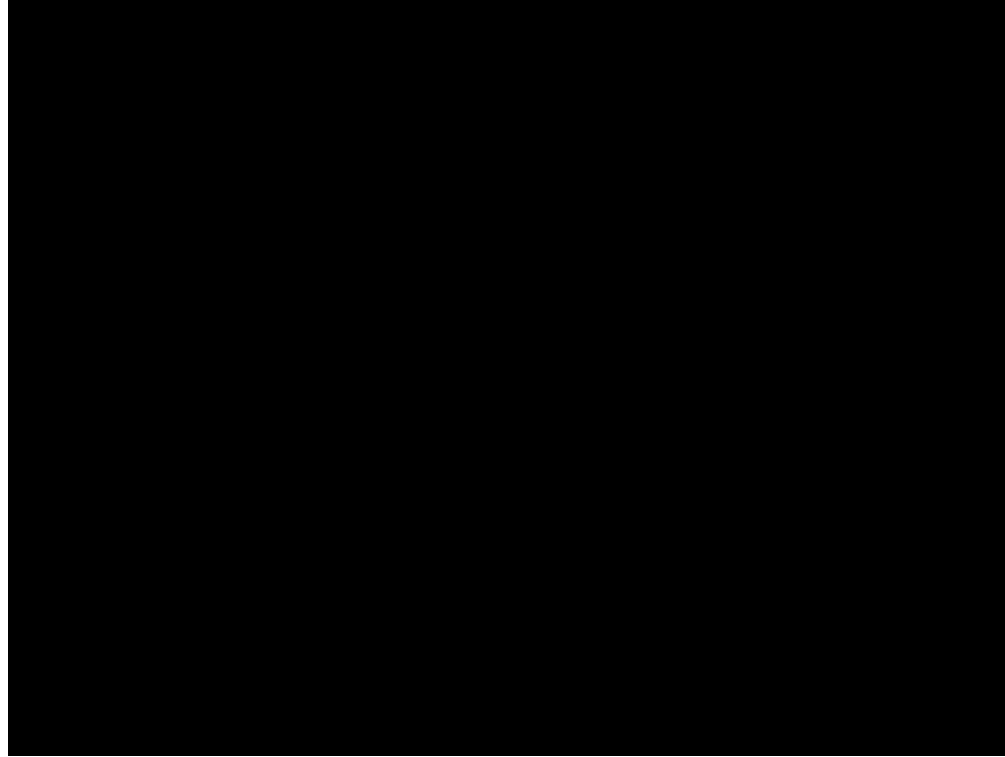
## Fairness

- In order to be fair, the assessment must be transparent, and all evidence considered objectively

## Flexibility

- Assessment should be varied to take into account individual needs

# Assessing a Coach



# Communication and Feedback





# Assessment and Game Environment

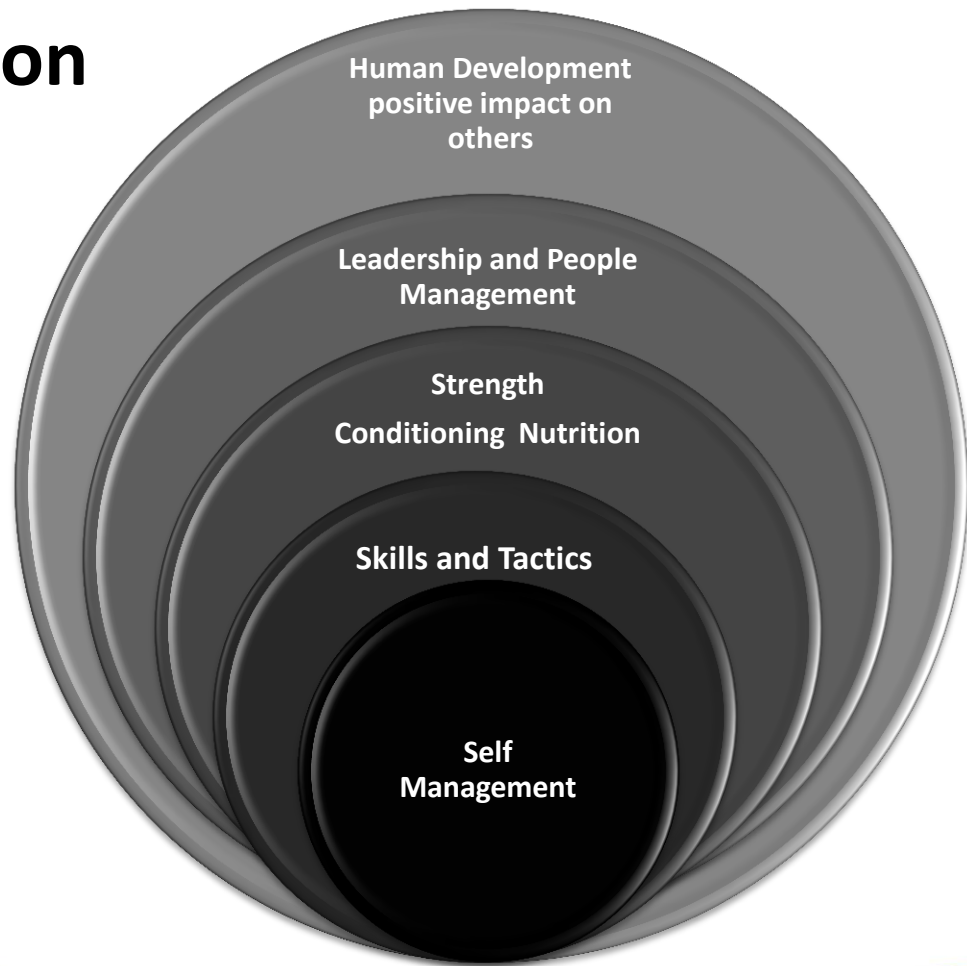
Assessment also needs to take into account your clubs standards, values and behaviours.

Consider the coaches role in the game environment

Repercussions in regards to the Deregistration policy

- Red Flag
- Citation 1
- Citation 2
- Citation 3 - Deregistration

# Development Onion



# Developing the Coaches

## Process to maximise and develop coaches:

- Qualified to Coach - Level 1 or 2
- Coach Development Plans
- Professional development opportunities
- AFCA Short Courses
- Updating activities – AFCA
- Resources

## Coach Mentoring:

- Pair up coaches
- Formal or informal
- Advice and problem solving



# Message to Club Executive on the Coach Coordinator Role

**Focus on the development of the coaches**

**Clear on the scope of your responsibilities**

**Take a long term view**

**Coaches on field success is not attributable to you**

**Success = coach development based on your objectives**

**Create a learning culture**

