

SOLVING THE CLUB COACH PROBLEM




CanoeKayak

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What are the Club Coach Problems?

- What problems do you currently have at your club with coaching?

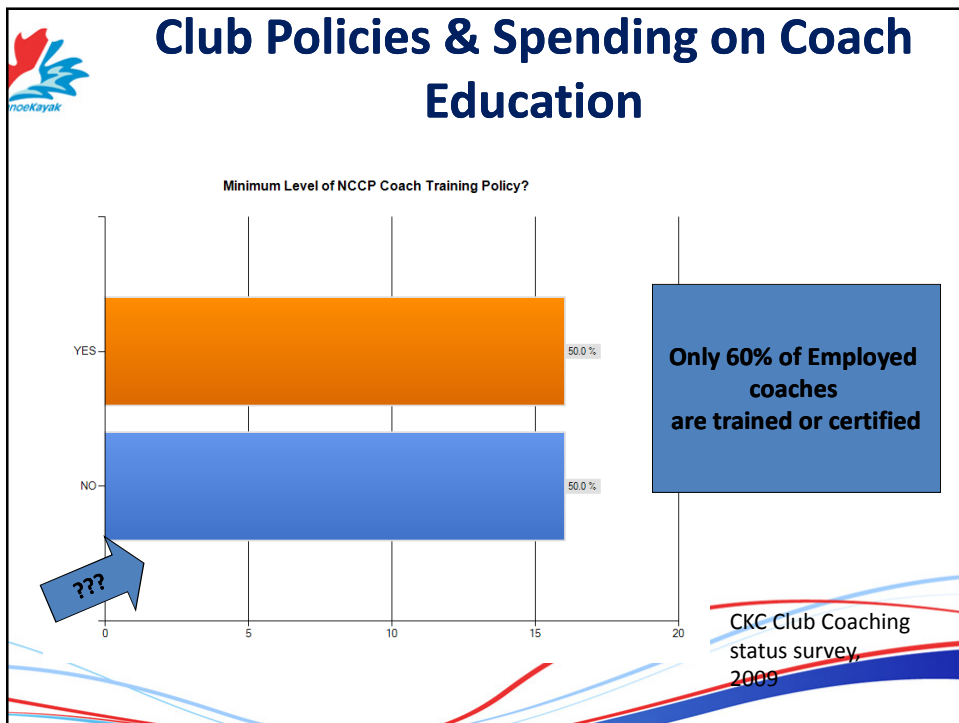



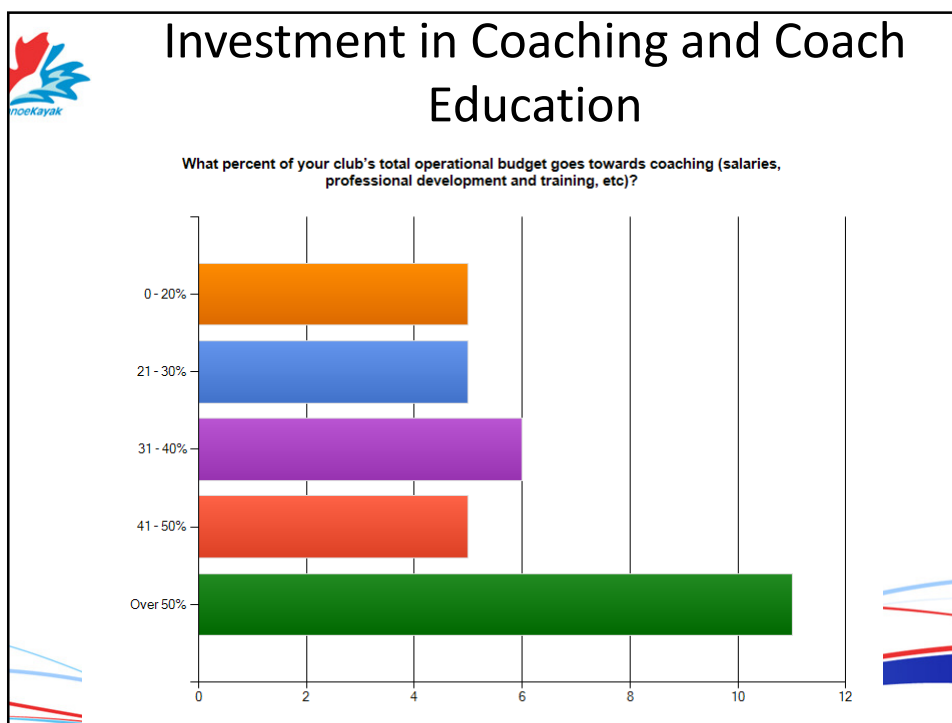
Common Problems Communicated to CKC


- **Coach Education**
 - Coaching certification within the club
 - Continuing professional development
 - Finding certified coaches
- **Budgeting for the Full-Time Head Coach and Coaching staff**
- **Finding the Right Head Coach**
 - Aligning with club vision, values, and philosophy
 - Contractual agreements with head coaches
 - Strategic Planning
 - Multi-year planning
- **Coach Burn-out**
 - R & R
 - Managing the coach-parent; coach-board relationship



COACH EDUCATION






 **Investment in Coaching**

“Research demonstrates the distinct advantages for athletes having access to an expert coach”

“The ability of the coach to devise an environment that fosters optimal learning thus becomes one of the most significant keys to athlete development”

– Baker et al. 2003

- 40% of clubs in 2009 supported their coaches in professional development / coach education opportunities, (18% province, 18.5%)



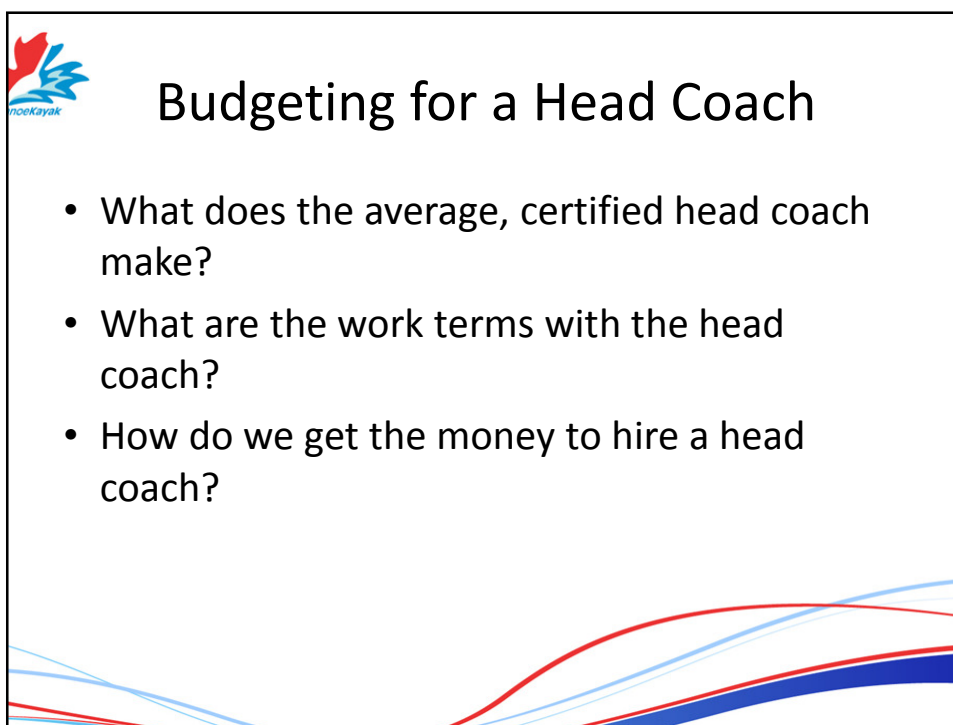
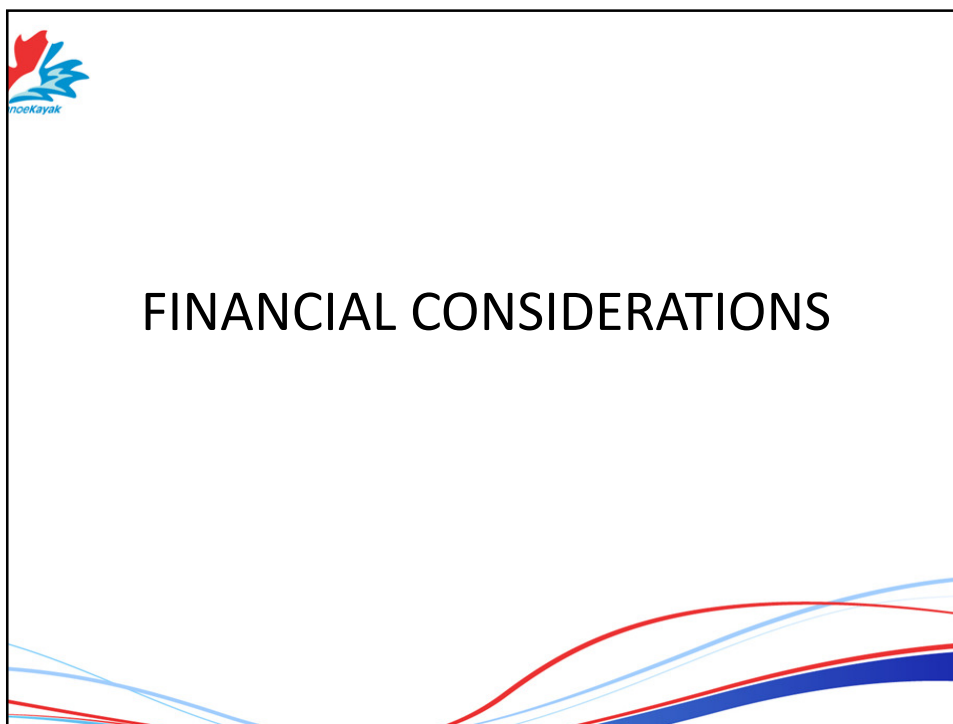
INVEST IN COACH EDUCATION & DEVELOPMENT

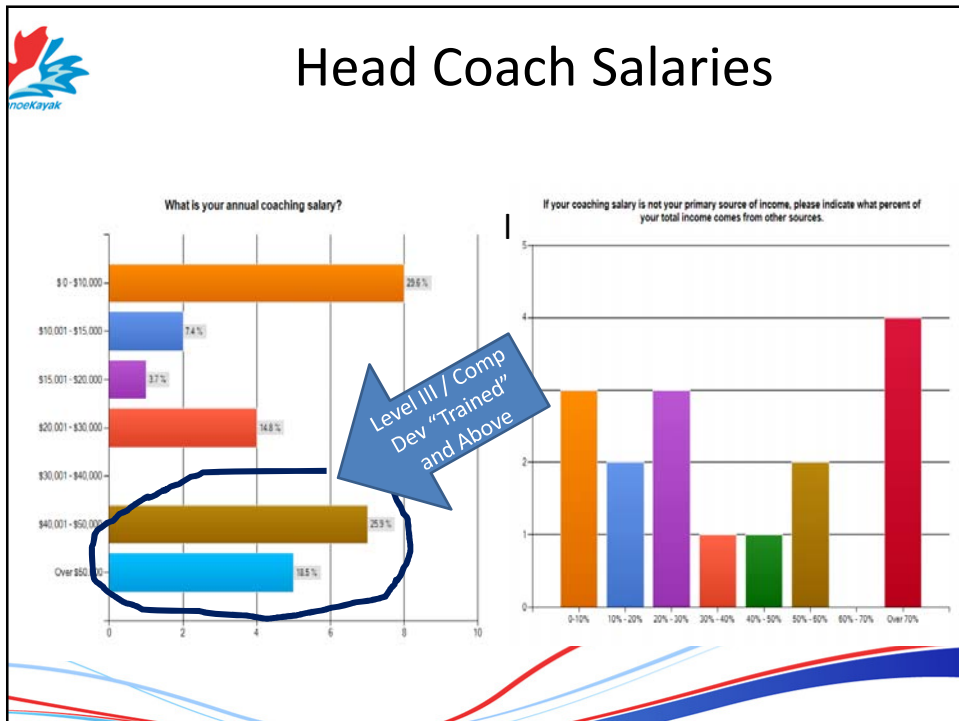
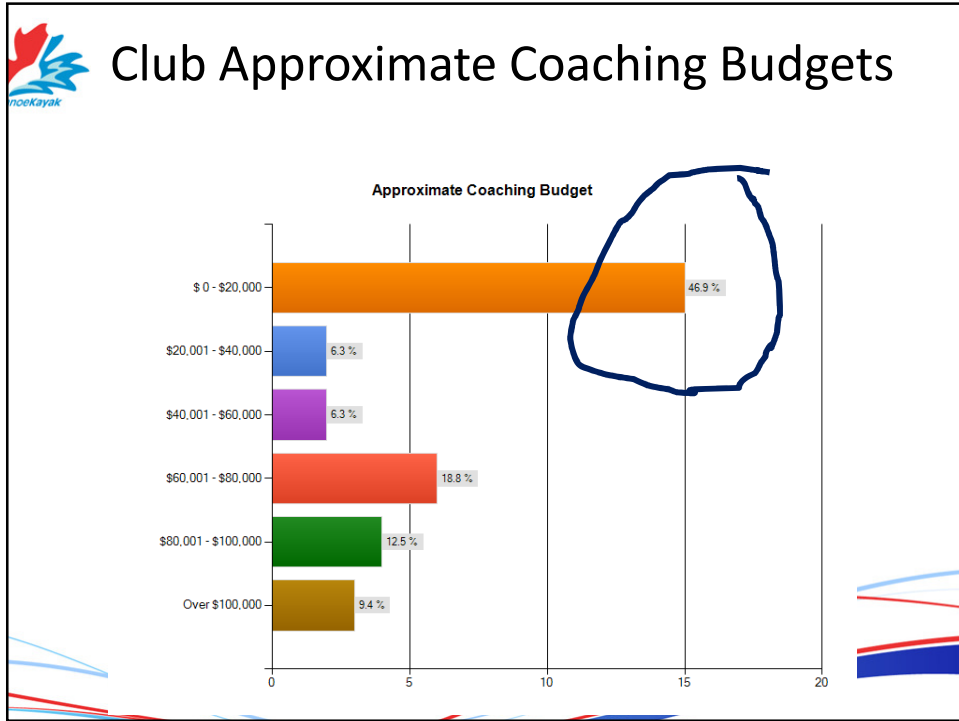
- budget to support coach education and learning opportunities
- Know where you can get funding
 - Provincial C-K associations, PSOs
 - CKC
 - CAC
- Coach mentoring to succession plan and build within the club:
 - Experienced Head or discipline coach mentors
 - Former coaches as mentors
 - CanoeKayak, or others



Reward and Positively Reinforce Coach Education

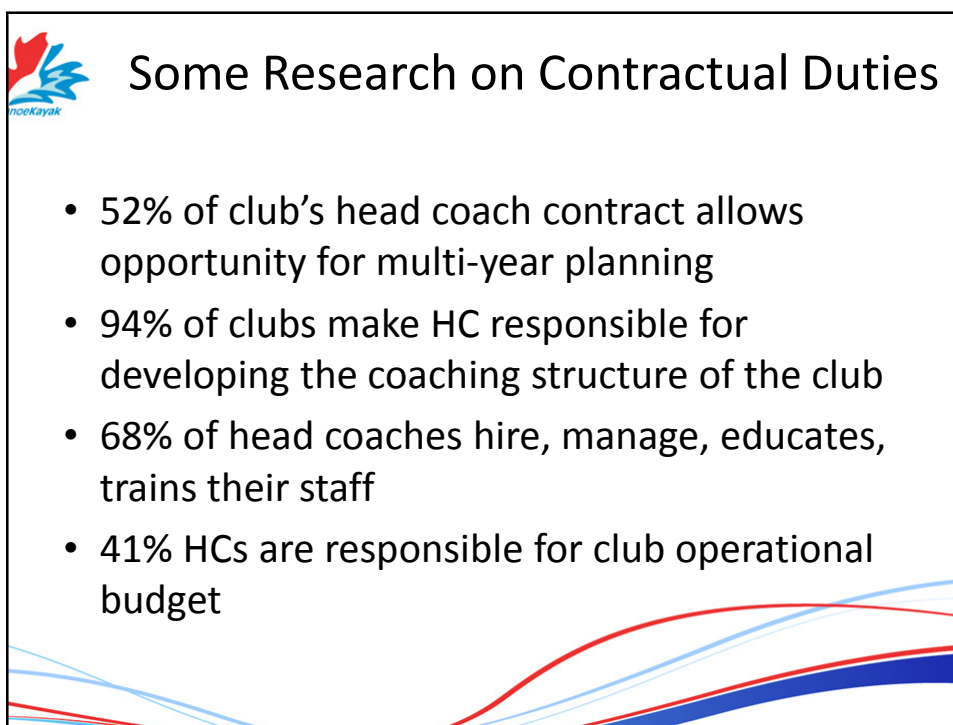
- Offer incentives those coaches with higher coach education, or certified
 - Tiered salary / pay or wage scale
 - “trained” vs. “certified”
 - University education, and NCCP education
- PLAN AHEAD
 - Know pre-requisites for coach education – find the workshops
 - Encourage coaches to partake








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- ## Budgeting for the Head Coach and Coaching Staff
- Your “high performance” program, and racing program members do *not* cover the salary of the head coach
 - Recruitment and development of grassroots programs
 - Bantam – peewee-atom programs
 - Summer camps
 - War canoe
 - Dragonboat
 - Canoekids programs
 - Recreational programs
 - Be creative in that programs that you run
 - Know your clients, do your research
 - Be focused on the ~~recruitment~~ RETENTION of grassroots to racing programs from the grassroots
 - Choose your coaches at those levels wisely
 - Grants and external funding





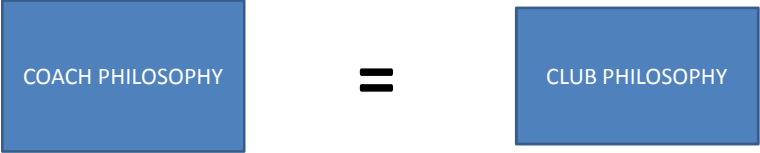
STRATEGIC PLANNING

- ✓ Develop a LONG TERM strategic plan with the club
- ✓ Know how your head coach fits in
 - ✓ What are their roles / duties
- ✓ Involve and Provide your head coach with the opportunity for multi-year planning:
 - ✓ Athlete development requires a map
 - ✓ Club development and program building requires long term planning





Club vs. Coaching Philosophy, Vision and Values

- Know your club's philosophy, vision and values
- Know and understand your had coach's philosophy, vision and values




COACH PHILOSOPHY = CLUB PHILOSOPHY

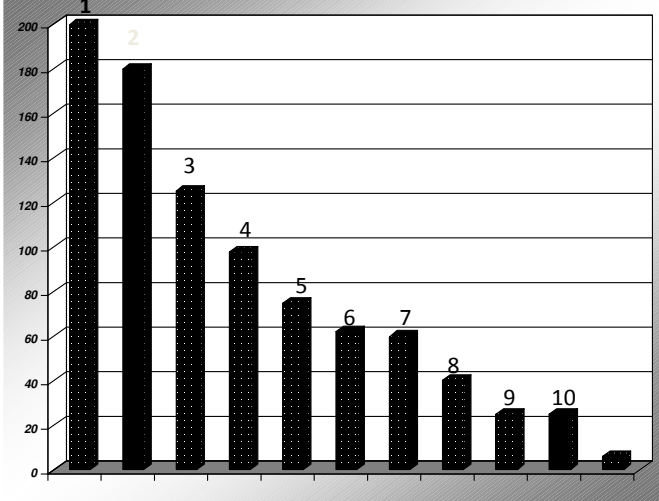


BURN-OUT OF COACHES

- Allow rest time for your coaches
- Provide time for coaches to take care of themselves – coaches self care
 - Personal lives
 - Family
 - Rest and recovery
- Engage your volunteers to let coaches do what they're hired to do
- Teach your coaches to delegate & manage



WHAT PARENTS EXPECT OF COACHES

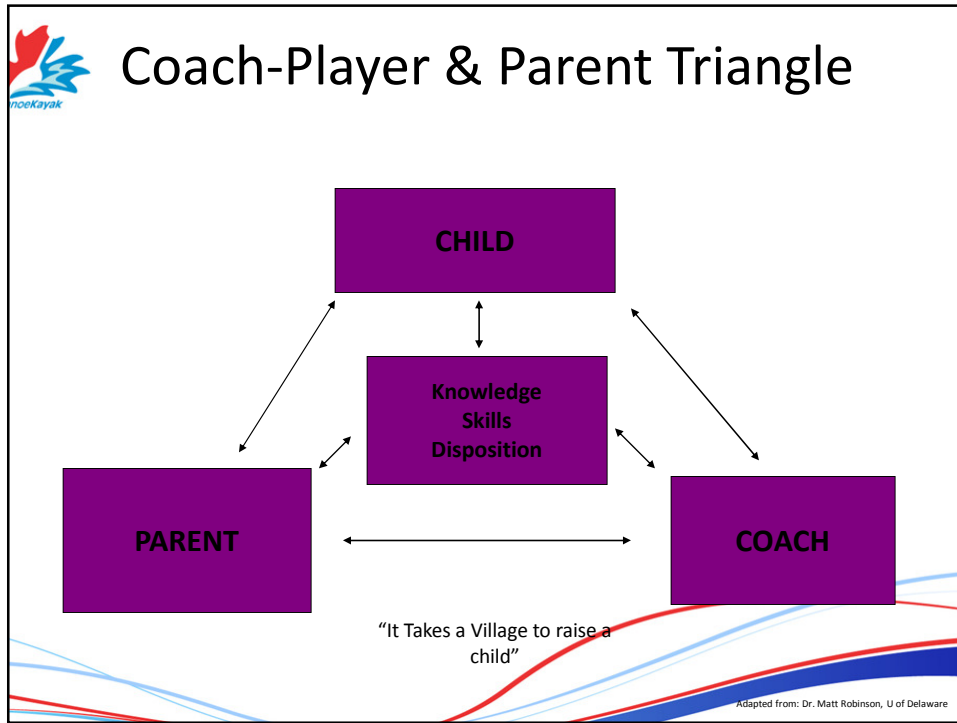


Expectation	Number of Responses (Approximate)
1. Make sport enjoyable	200
2. Respect children as individuals	185
3. Be a knowledgeable leader	130
4. Be safety conscious	100
5. Act in a mature and adult manner	80
6. Be fair	65
7. Respect rules and officials	65
8. Give equal opportunity for playing time	45
9. Plan activities effectively	30
10. Be approachable	30
11. Strive to win	10

Sport Parent Survey, Ministry of Government Services, Sports and Commonwealth Games Division, Government of BC. (1994)

Legend

1. Make sport enjoyable	7. Respect rules and officials
2. Respect children as individuals	8. Give equal opportunity for playing time
3. Be a knowledgeable leader	9. Plan activities effectively
4. Be safety conscious	10. Be approachable
5. Act in a mature and adult manner	11. Strive to win
6. Be fair	



RECRUITING & FINDING COACHES




NOT ENOUGH COACHES?

- Engage your volunteers, coach volunteers
- Re-engage retired paddlers and coaches
- Offer incentives for coach education

For the Full-Time coach

- CKC and your provinces are trying



THANKS FOR LISTENING

