



BETTER ATHLETES
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The How-Tos and Benefits of a Formal Coach Evaluation Program

A formal coach evaluation program is one of the most powerful tools available to you as a sports administrator. Because coaches play a vital role in implementing a positive culture, it is crucial that leaders assess each season to make sure they are on the same page as the coaching staff.

Knowing their actions will be measured is encouragement for coaches to commit to being a Double-Goal Coach® (whose goals are winning and, more importantly, teaching life lessons through sports). It's also a great way to reinforce what your coaching staff is doing right, and provide truthful and specific feedback on how they can improve.

Regular evaluations yield information that will come in handy if and when parents ever express concern about their children's coach. Even if you visit practices and games to observe coaching, you may not have all the information you need. However, if you have hard data from multiple players and parents who fill out your evaluation forms, you have a better chance of having a productive conversation with the coach.

In addition to any mid-season adjustments that are called for in response to evaluations, it is critical to evaluate all coaches at season's end. You will want to share with each coach a summary of the feedback on his or her strengths and areas for improvement. Individual, face-to-face meetings are a good idea, especially for any coaches who fall short of expectations.

At [Positive Coaching Alliance](#), we believe the three-step process for coaches of: (1) setting expectations, (2) providing training, and (3) giving consistent feedback is critical to maintaining your organization or school's positive culture.

PCA has resources to help you with each of these steps:

1. A **Double-Goal Coach® Job Description** to set expectations
2. **Double-Goal Coach training** to provide coaches tangible tools to be successful on the field or court, and
3. Evaluation forms for **parents** and **athletes**.

Even with these templates, many administrators find the formal evaluation process time consuming and intimidating.

Enter **Coach Evaluator**. PCA's official coach evaluation partner, Coach Evaluator is the premier software for schools and athletic organizations. The web-based application can be accessed anywhere and provides a fully customizable process for creating, conducting, approving and tracking coach evaluations year after year.

There's nothing more important in youth sports than providing kids with a fun and safe environment to play. Coach Evaluator and PCA can help you do that today!

For more Resources, visit: www.PCDevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org