



The Coach Evaluation Process

By Brad Rose & Nick DeForest

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Who We Are

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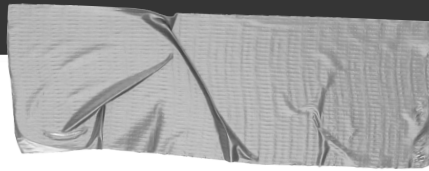
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Game Plan

- Why are we evaluating our coaches?
- Training & Approval
- Who to evaluate
- Who to include
- Pre Season
- Walk Through
- Post Season
- Wrap Up

What would we like?
Happy, developing coaches!

An ambition worth having...

To not only keep your coaches happy but keep them developing personally into the best coaches they can be within your school's philosophy and expectations.



Finding Qualified Coaches

The #1 concern of
ADs for years....



Coach & AD Magazine

Since they started an annual ["state of the industry"](#) survey this topped the list.

It also topped the inaugural International Schools ['state of the industry'](#) survey in 2019



Roy Kent

“Ask them.

**They are the ones out
there doing the s***.”**

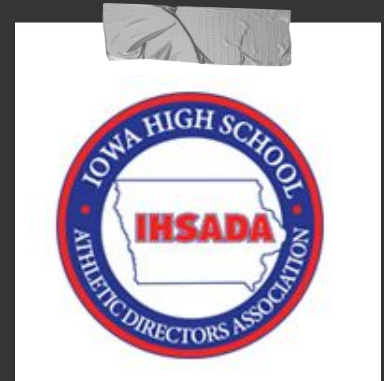


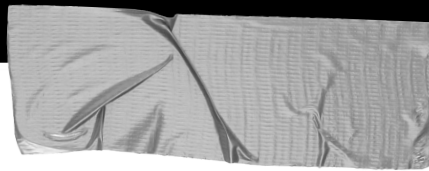
**Survey of 100
International School
Coaches**

76% say their current
evaluations are helpful

Evaluator training & approval

- Each State has its own requirements and standards
- Certification to Evaluate
- Training to become Certified
- Iowa Evaluator Training Certification
 - *AD Association Teaches the course*





Who to Evaluate

- Can be based on a rotation every two to three years.
- New coaches might be first two years.
- Head coaches only?
- Who evaluates the assistant coaches?

Evaluation Cycle

District Expectations

ASSISTANT COACHES - EVALUATION CHART As of 10/14/2015						
On Cycle this year						
2015-16 COACHING & ACTIVITY EVAL CYCLE CHART						9/23/2015
NAME (HmBase)	HIRE DATE	POSITION	LAST EVAL	NEXT EVAL	EVAL RECD	EVALUATOR
Buss, Marilyn	2/19/2008	Softball	11/12 (C)	14/15		Tom Bakey
Borness, Keith (IH)	8/15/1997	Football	12/13 (A)	15/16 (P3)		Gary Swenson
Bower, Ross (VSW)	8/10/2012	Basketball (G)	12/13 (A)	15/16		Josef Sigrist
Chappell, Eric	8/11/2014	Basketball (B)	14/15 (1)	15/16(2)		B.J Windhorst
Cooley, Ryan (V)	8/15/1991	Football	11/12 (C)	14/15 (C)		Gary Swenson
Frick, Brian	8/25/2014	Basketball (B)	14/15(1)	15/16(2)		B.J Windhorst
Glenn, Kyle	8/21/2012	Basketball (B)	14/15(1)	15/16(2)		B.J Windhorst
Hawkins, Garret	8/11/2014	Baseball	14/15(1)	15/16(2)		Ryan Cooley
Jenkins-Loeb,Thad (V)	11/3/1997	Football	12/13 (C)	15/16 (C3)		Gary Swenson
Jenkins-Loeb,Thad (V)	11/3/1997	Wrestling	12/13 (C)	15/16 (C3)		Travis Young
Mitchell, Andrew (VSW)	8/13/2009	Football	12/13 (A)	15/16 (C3)		Gary Swenson
Ross, Matthew (IH)	(8/15/07)	Volleyball	12/13 (C)	15/16 (C3)		Jeremy Mikesell
Sinram, Rebecca (V)	(8/16/06)	Cross Country (G)	12/13 (C)	15/16(P3)		Hardin
Welter, Zachary	4/22/2013	Baseball	14/15	15/16(2)		Ryan Cooley
Whitaker, Mary (V)	8/16/1996	Softball (JH)	11/12 (P)	15/16		Tom Bakey
Total:15						

Where to Start

- **Are you a Certified Evaluator?**
 - Evaluation courses state certified – if not use your principal
- **Evaluation tool – HR - They determine yours - I got mine approved - Applitrack / West Des Moines Coaching Template**
- **What are we looking for?** Write down 3 things now.
 - Engagement / instruction / improvement / fun / kids teaching kids
 - Are you brave enough to go hard on every single play, drill, assignment?
 - 3D type coaching - Mind / Heart / Body = impact

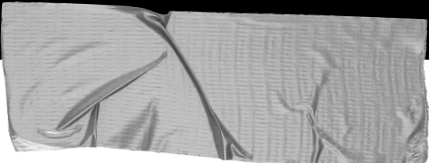
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“It's the little details that are **vital**. Little things make big things happen.”

John Wooden



If the focus is **improvement** then we should **include** as many stakeholders as possible

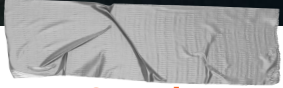


Who to Include

- Coaches
- AD
- Students
- Parents
- Peers
- Online service or create your own
- Informational only
- Control the type of feedback

Pre-Observation Meeting

- Will be doing walkthroughs - explain the process
 - What do you want me to look for or help with?
 - Trust is a key component
 - Limited time 3:30 to 5:30 pm
 - Maybe 5 times / some games
 -



Margaret Cousins...

"Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary."

A person who feels appreciated will always do more than what is expected.

Walk-Through Evaluations

- E-walk app - on line walk through program
- Could make your own on a google document
- Media-X Systems Inc. - Web-Based Software for Educators (media-x.com)
- Iowa Athletic Director uses electronic walkthroughs to gives detailed feedback to coaches who win State titles year after year (prweb.com)
- Iowa Athletic Director Develops Coaching Walkthrough - eWalk from Harris School Solutions (media-x.com)

Iowa Athletic Director Develops Coaching Walkthrough

by Steve Moretti | Mar 25, 2013 | Assessment / Evaluation | 1 comment



Brad Rose knows what good coaching looks like and how it can motivate student athletes to win – in all aspects of life.

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TRUST



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9:13 AM

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Walk-Throughs

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New

Name

Template

Date

New Walk-Throughs

Baedaro, Amy on Dec-12...

WDM Coaching Walk-Through

Uploaded Walk-Throughs

Activity

Dec 12 2012 09:13 AM

Set End Date...

Coaching

N/A

Comments:

Observation

1. Coaching Level

Varsity

Junior Varsity

10th Grade

9th Grade

Jr. High

Notes:

Date _____

WDM Coaching Walk-Through

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Notes:



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**Baedaro, Amy on Dec-12...**

WDM Coaching Walk-Through



Uploaded Walk-Throughs

3. Intensity

☐Coaches and athletes
are working hard.☐Athletes are active,
not constantly on the
sideline or in line.☐All coaches contribute
positively to the work
being done.

Notes:

4. Fundamentals

☐Coaches emphasize,
teach, and insist upon
proper technique.☐Athletes strive to
perform as instructed
and taught.☐Skills are skillfully
explained and
demonstrated.

Notes:





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Template

Date _____

New Walk-Throughs



Baedaro, Amy on Dec-12...

WDM Coaching Walk-Through

Uploaded Walk-Throughs

5. Teamwork

Individuals, athletes, coaches, and managers, work together to improve the team.



Athletes come prepared to work hard and fulfill roles.



Coaches come prepared with practice plans and emphasize team play.

Notes:

6. Overall impression of coaches' professionalism and demeanor, athletes' attitude and sportsmanship, etc.

N/A

100

Notes:



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Coaching Standards

1. Coaching Standard 1: Demonstrates ability to enhance athletic performance and support for implementation of the school districts student achievement goals.

☐

a. Provides evidence of student-athlete learning and skill acquisition to students, families and staff.

☐

c. Uses student-athlete performance data as a guide for decision making.

☐

e. Creates an environment of mutual respect, rapport, and fairness.

☐

g. Communicates with student-athletes, families, colleagues, and communities effectively and accurately.

☐

b. Implements strategies supporting student, building, and district goals.

☐

d. Accepts and demonstrates responsibility for creating a team culture that supports the learning and development of every student.

☐

f. Participates in and contributes to a team culture that focuses on improved student learning, development, and achievement.

Notes:

Date _____

WDM Coaching Walk-Through

Uploaded Walk-Throughs

- 2. Coaching Standard 2: Demonstrates competence in content knowledge appropriate to the coaching position.**

- ☐ a. Understands and uses key concepts, underlying themes, relationships, and different perspectives related to the coaching area.
 - ☐ b. Uses knowledge of student development to make learning experiences in the activity meaningful and accessible for every student-athlete.
 - ☐ c. Relates ideas and information within and across athletic areas.
 - ☐ d. Understands and uses instructional strategies that are appropriate to the coaching area.

Notes:

- 3. Coaching Standard 3: Demonstrates competence in planning and preparing for instruction.**

- ☐ a. Uses student-athlete achievement data, local standards, and the district philosophy in planning for instruction.
 - ☐ b. Sets and communicates high expectations for social, behavioral, academic, and athletic success of all

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☐

a. Uses student-athlete achievement data, local standards, and the district philosophy in planning for instruction.

☐

c. Uses student-athletes developmental needs, backgrounds, and abilities in planning for instruction.

☐

e. Uses available resources including technologies, in the development and sequencing of instruction.

☐

b. Sets and communicates high expectations for social, behavioral, academic, and athletic success of all students.

☐

d. Selects strategies and delegates to staff responsibilities to engage all student-athletes in learning and development.

Notes:

☐

a. Aligns instruction with local

☐

b. Uses research-based instructional

Date _____

WDM Coaching Walk-Through

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b. Establishes, communicates, models, and maintains standards of responsible student behavior.

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**Baedaro, Amy on Dec-12...**

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Notes:

9. Professional Artifacts

☐

Program Philosophy & Goals

☐

Sample Practice Plan

☐

Communication Examples

☐

Coaches & Player Handbooks

☐

Awards Record

☐

Inventory

☐

Season Summary

☐

Professional Development Log

Notes:



Manage Walk-Throughs

Close



Logout



Help

mxWeb > eWalk > Walk-throughs

Activities Director - Indian Hills Junior High School

300985

Category		Template		# Display	Show ID	Start Date	End Date
All Categories		All Templates		100	☐ Yes	Sat Sep 01 2012	Sun Jun 30 2013
View Walk-throughs		Select Sites		Search Subject by Last Name, First Name			
☒ View my walk-throughs only		☒ All Sites ☐ Select Sites					Search View All
	Walk-through Name	Template Name	Site Name	Subject	Email	Observer	Date
	Sigrist, Joe on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Sigrist , Joe		Rose, B.	11/06/2012
	Larson, Christopher on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Larson , Christopher		Rose, B.	11/06/2012
	Jones, Monique on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Jones , Monique		Rose, B.	11/06/2012
	Bower, Ross on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Bower , Ross		Rose, B.	11/06/2012
	DeBoef, Shawn on Nov-6-2012	WDM Coaching Walk-Through Valley High School		DeBoef , Shawn		Rose, B.	11/05/2012
	Boyle, Susan on Nov-6-2012	WDM Coaching Walk-Through Valley High School		Boyle , Susan		Rose, B.	11/05/2012
	Hagarty, Seth on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Hagarty , Seth		Rose, B.	11/05/2012
	Novak, Chris on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Novak , Chris		Rose, B.	11/02/2012
	Mitchell, Andrew on Nov-6-2012	WDM Coaching Walk-Through Valley Southwoods		Mitchell , Andrew		Rose, B.	11/02/2012
	Ferguson, Beth on Nov-6-2012	WDM Coaching Walk-Through Valley High School		Ferguson , Beth		Rose, B.	11/01/2012
	Walk-through 80	AEA Certified Staff	Valley High School	Bakey , Gailen Thomas		Rose, B.	10/29/2012
	Weber, Brady on Oct-29-2012	WDM Coaching Walk-Through Stilwell Junior HighSchool		Weber , Brady		Rose, B.	10/26/2012
	Cibula, Lisa on Oct-29-2012	WDM Coaching Walk-Through Valley High School		Cibula , Lisa		Rose, B.	10/25/2012
	Mikesell, Jeremy on Oct-29-2012	WDM Coaching Walk-Through Walnut Creek Campus		Mikesell , Jeremy		Rose, B.	10/25/2012
	Cooley, Ryan on Oct-29-2012	WDM Coaching Walk-Through Valley High School		Cooley , Ryan		Rose, B.	10/24/2012

Results 1 - 88 of 88

Scheduling Meetings - Pre & Post Evaluations



Recap

Pre / Post Mtg

The process for pre/ post evaluation meeting.

Pre - Set up with Coach - Make sure he knows what the Mtg is about.

What do you want me to look for, strengths - weakness - no fear

Post - what did we see ?

Sent to Coach == three or four questions

—

“It's what you learn after
you know it all
that counts.”

John Wooden

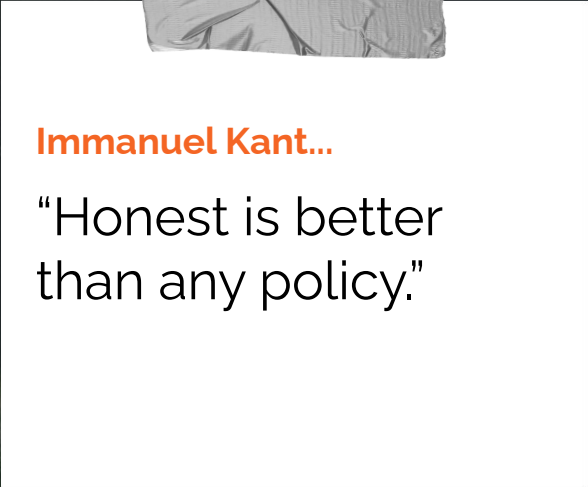
Tip

Lifelong learners are motivated to learn and develop because they want to: **it is a deliberate and voluntary act.**

Post Season

Make time for them.

Ask them questions and be absolutely honest.



Immanuel Kant...

"Honest is better
than any policy."

Everything's better together...

**Honest, strong
relationships.**

They need to know how
much you care

**Embrace the
greater purpose.**

You are all in it for the
students

**If they believe in
you** they will do
more, be happier,
improve and coach
longer

Family, Great Job, People we meet



QUESTIONS?

Thank YOU

Brad Rose, CAA & Nick DeForest, CMAA

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