



Certification

Dan Schuster, CAA, AIC

2010 USADA Study Coaches are Influential!

Among all audiences surveyed, coaches rank as the #1 positive influence on today's youth, according to the majority of respondents. This makes coaches, perhaps even more so than parents and teachers, the guardians of youth sport. These adults are closest to youth sport participants (both proximally and emotionally) and are generally perceived as having a positive influence on young people.

Behind coaches, and other direct influencers, such as parents, teachers, and teammates, Americans rank Olympic, college, and professional athletes as less positive influences on young people, with college and professional sport athletes generally ranked lowest amongst these groups.



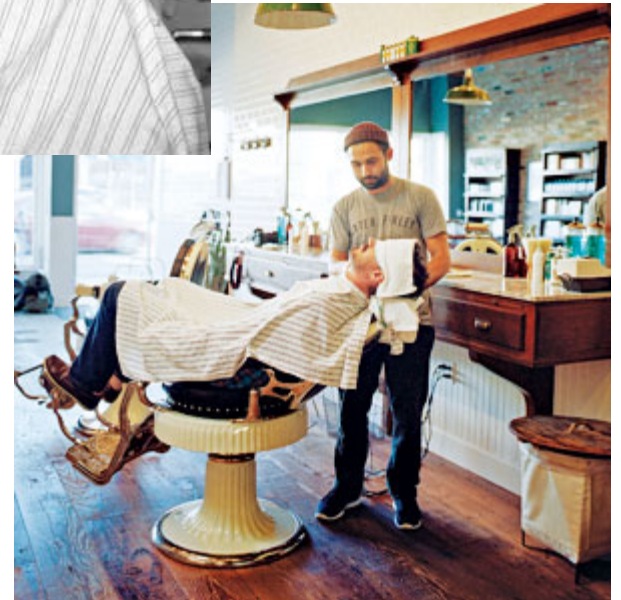
Bus Drivers



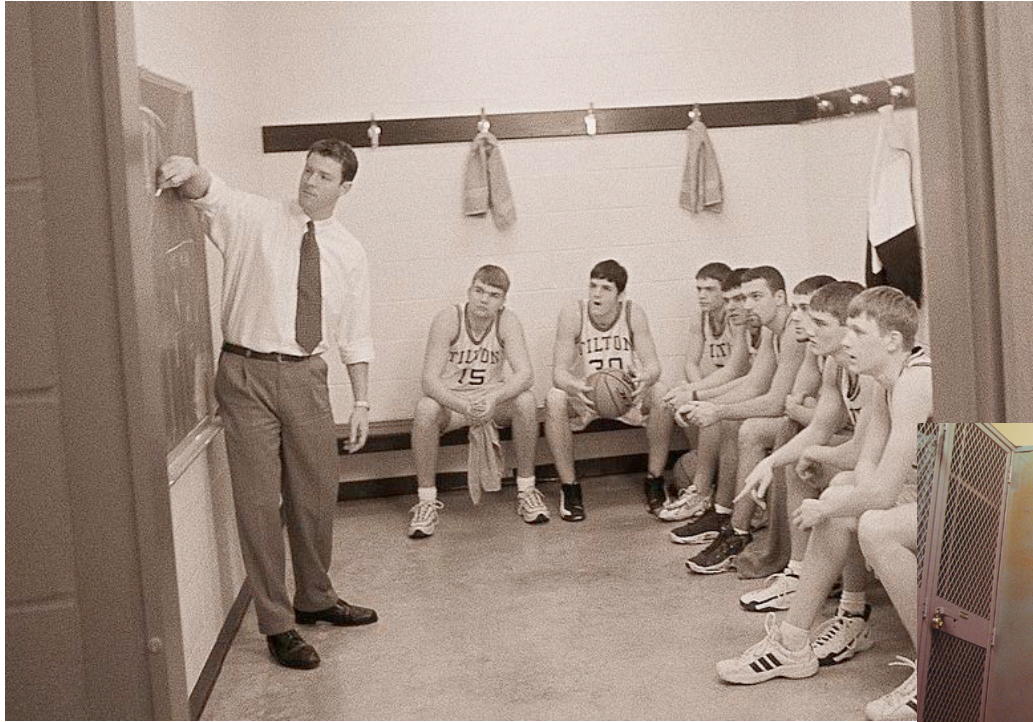
Teachers



Barbers



Why not Coaches?



National Federation of State
High School Associations



CERTIFICATE OF COMPLETION



www.NFHSLearn.com

Level 1 Accredited Interscholastic Coach

Dan Schuster

*Has successfully completed Level 1 requirements
of the NFHS Coach Certification Program.*

Robert B. Hardman

NFHS Executive Director

2/22/2010
Date Issued



Objective: Change the Culture of Coaching

- Get coaches to value professional development
 - Continuing education
- NIAAA LTI Certification Program
 - Model template
 - Nationwide network of ADs



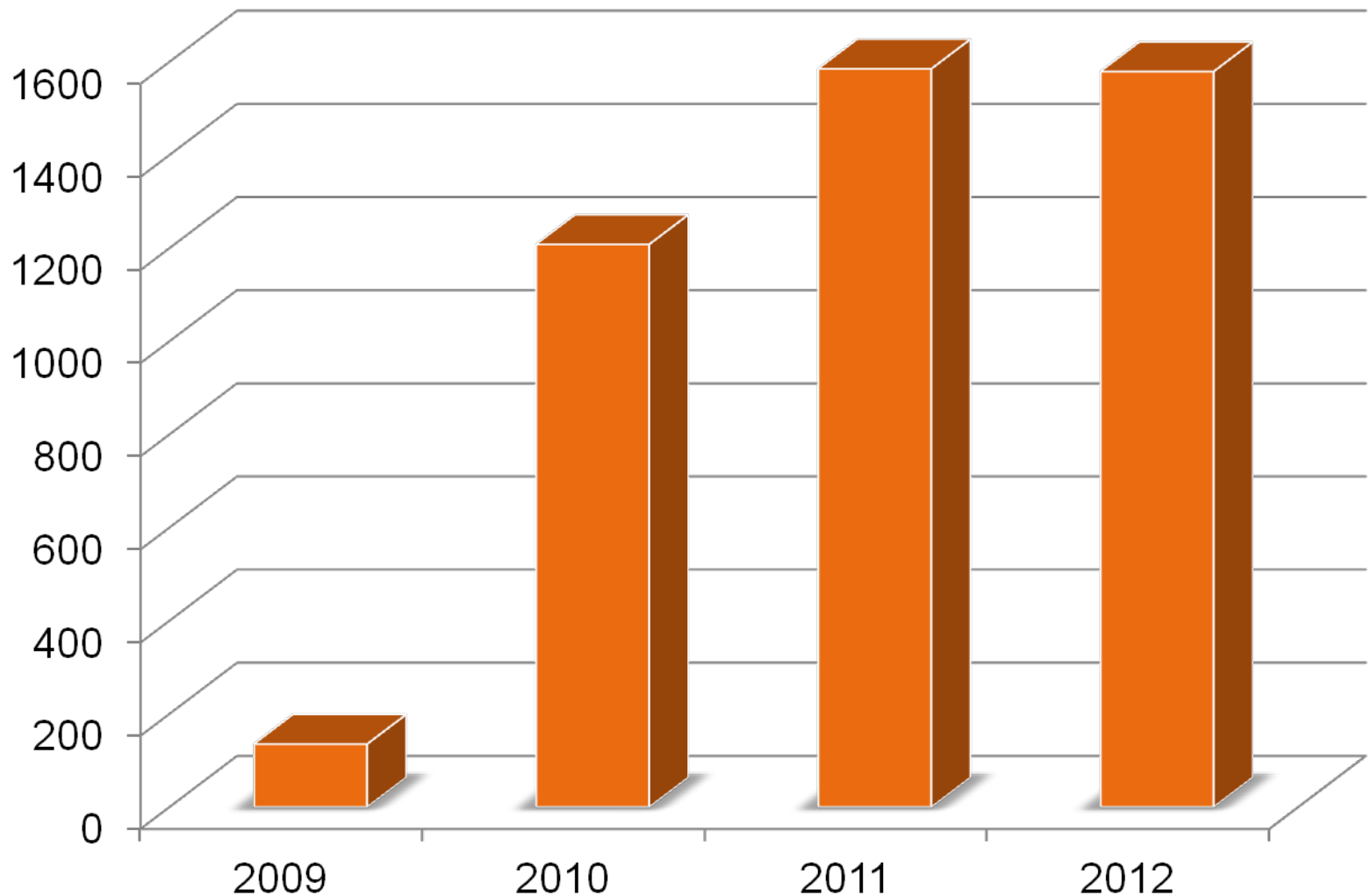
AIC – Accredited Interscholastic Coach

Coaches must complete the following courses:

- NFHS Fundamentals of Coaching
- NFHS First Aid, Health and Safety for Coaches (American Red Cross) OR its equivalent
- Fundamentals of Coaching (Sport-specific) or Teaching Sports Skills
- Concussion in Sports – What You Need to Know



Accredited Interscholastic Coach



Accredited Interscholastic Coaches (AIC) SURVEY

Coach	93.2%
Athletic Administrator	10.0%
Parent	13.7%
Official	4.5%
Teacher	19.1%



Accredited Interscholastic Coaches (AIC) SURVEY

My school administrators know that I am an AIC.	60.0%
Coaches at my school are aware of AIC.	47.7%
In my emails I use AIC in my signature line.	6.7%
I include AIC on my business cards.	3.3%
AIC's are recognized at my school.	14.1%
Interested in the 2nd level	75.1%
Uses the Locker Room	43.9%
Aware of 7 FREE courses	67.3%
Follow program using social media	20.0%



*Get Certified!*TM

“If training coaches prevents one lawsuit it will more than pay for the cost of training.”

-Lee E. Green, J.D.

Professor of Business and Economics
Baker University, 2010.





National Interscholastic Athletic

Administrators Association

Workshop

IMPORTANCE OF CERTIFICATION

Sunday, December 16, 2012



Certification Importance

NCA-CASI-Build brand around certification for more universal recognition

- Requirement for “highly qualified personnel”
- Based upon the premise of voluntary involvement
- The program incorporates the structured, professional development opportunities and resources provide by the Leadership Training Institute



Certification Importance

- Increased requirements for NIAAA certification are a responses to the expanding role of athletic administration
- Heightened Expectations for professional standards and achievement
- Enhance the credibility of the professional development programs of the NIAAA
- Retain the integrity of the certification exam



- The accreditation received from the NCA has opened the doors for more states to offer CEU's for the plethora of courses included in the NIAAA Leadership Training Institute.



What does Accreditation Mean for the NIAAA Certification?

- The NIAAA certification program has received accreditation from the North Central Association Commission on Accreditation (NCA CASI) for the next 5 years.
- With the granting of accreditation the NIAAA has been given the same pedigree as Career, Technical and Post-Secondary Institutions.
- The association has been awarded a mark of quality and distinction by NCA CASI. It validates that the NIAAA has demonstrated the ability to meet and exceed national and international standards of excellence.
- Accreditation is an affirmation of and gives credibility to all programs administered by the association. The association has made a commitment to continuous improvement and quality assurance of its programs and professional services through accountability, continuous self-study and assessment.
- Accreditation demonstrates the NIAAA's commitment to the strong learning community that has been developed and fostered through the LTI and Certification programs.
- Accreditation highlights the NIAAA resolve to “best practices” in every program the association administers.



What are the Benefits of Accreditation?

- One of the greatest benefits of accreditation is that the NIAAA is now a member of the global community of accredited educational institutions recognized throughout the educational community.
- The NIAAA will have access to Technical Assistance, Peer Review and Support, Research Based Educational Products and Services and a Worldwide Research Network.
- College partners are assured that the NIAAA materials being used in the college curriculum are of equal quality and standard as any other materials being used.
- As a member of an accredited institution, state athletic administrator associations would enjoy an elevated status within the state's educational department.
- State Departments of Education would be compelled to grant "Continuing Education Credits" to individuals who have completed Leadership Training institute classes.
- Accreditation will guide the NIAAA in a progression of professional development with regard to certification (I.e. future courses relative to the profession).



Goals of Accreditation

- The association's Certification Program will gain recognition and reputation as the premier credentialing for interscholastic athletic administrators.
- School districts will include NIAAA certification as a job requirement and provide financial enhancements for athletic administrators who achieve certification.
- States will recognize NIAAA Certification as the paramount acceptable credentialing and/or certification program for interscholastic athletic administrators.
- Athletic Administrators who are Nationally Certified through the NIAAA will be considered "highly qualified."



WHY BECOME CERTIFIED IN ATHLETIC ADMINISTRATION?

- Certification "means different things to different people." For some, there is a narrow concern of additional requirements for a position that is already over-burdened. For others, certification may serve as a practical vehicle for attaining continuing education requirements or salary enhancements.
- The process of certification has the potential to provide systematic, professional growth in a profession that has been characterized by various educational preparations/experiences.



WHY BECOME CERTIFIED IN ATHLETIC ADMINISTRATION?

- The NIAAA Certification Program is intended as a service to athletic administrators with various levels of experience and preparation.
- The athletic administrator may earn certification as a Registered Athletic Administrator (RAA), Registered Middle School Athletic Administrator (RMSAA), Certified Athletic Administrator (CAA) and/or Certified Master Athletic Administrator (CMAA).
- The more experienced athletic administrator will still be able to earn the designation of CAA as a result of involvement in the NIAAA Leadership Training Institute as well as other professional growth opportunities and services (i.e. local, league, and state professional development opportunities).
- Finally, through additional leadership training coursework, education, experience, leadership and the development of school/community-based programs, an athletic administrator can attain the designation of CMAA.



NIAAA Certification Requirements

REGISTERED ATHLETIC ADMINISTRATOR (RAA)

- Bachelor's Degree or higher from an accredited institution
- Approval of Personal Data Form (PDF)
- Completion of LTC 501 & 502
- Obtain the verifying signature of a sponsor (athletic administrator, principal, superintendent, state athletic/activities association staff)
- Read the NIAAA Code of Ethics



NIAAA Certification Requirements Registered Middle School Athletic Administrator (RMSAA)

- Bachelor's Degree or higher from an accredited institution.
- Approved Personal Data Form (PDF)
- Completion of LTC 501, 502, 504, 700, 701
- Candidate must provide a copy of all course completion certificates with PDF
- Obtain the verifying signatures of a sponsor
- Read the NIAAA Code of Ethics
- Fee=\$100.00



NIAAA Certification Requirements

CERTIFIED ATHLETIC ADMINISTRATOR (CAA)

- Bachelor's Degree, or higher, from an accredited institution
- Approval of Personal Data Form (PDF)
- Two (2) or more years of experience as an athletic administrator
- Employed by (or retired from) a school, school district or state high school athletic/activities association in such capacity that the administration of interscholastic athletics is (was) among job responsibilities
- Completion of LTC 501, LTC 502, LTC 504 and LTC 506
- Successful completion of the CAA examination
- Read the NIAAA Code of Ethics



NIAAA Certification Requirements

CERTIFIED MASTER ATHLETIC ADMINSTRATOR (CMAA)

- Attained CAA designation
- Approval of Personal Data Form (PDF)
- Submission of supporting documentation
- Completion of LTC 501, LTC 502, LTC 504, LTC 506 and LTC 508
- Completion of minimum of six (6) LTC electives, three (3) each from 600 level and 700 level Courses
- Employed so that administration of interscholastic athletics is/was one's primary responsibility
- All requirements and points earned since CAA designation
- Complete a practical written exercise
- Optional program implementation
- Read the NIAAA Code of Ethics
- In the State of _____ there are currently ____CMAA's, please use these people as resources!



Certification Process

- Step 1: Complete a program application found on the web site labeled "Application - Fillable PDF Form" or contained in the Certification booklet and return by mail or email along with a non-refundable ten (10) dollar application fee to the NIAAA office.
- The NIAAA office must be in receipt of the application 30 days prior to the date applicant desires to take the exam.
- After office has processed the application, you will receive additional information electronically including a "Personal Data Form" (PDF-Fillable PDF form). CAA applicants will also receive an examination study guide and sample exam questions.



Certification Process

- Step 2: Complete the "Personal Data Form" (PDF) which provides a systemic method of documenting your educational background and professional experiences.
- The fully completed PDF is then submitted with copies of required LTI course completion certificates and appropriate processing fee (See Below) to the NIAAA office. CAA APPLICANTS ONLY: The completed PDF form and copies of LTI course completion certificates must reach the NIAAA office 21 calendar days prior to the date applicant desires to take the exam.

• Processing Fees	NIAAA Member	Non-Member
• Registered Athletic Administrator	\$75.00	\$140.00
• Registered Middle School Athletic Adm.	\$100.00	\$185.00
• Certified Athletic Administrator	\$150.00	\$215.00
• Certified Master Athletic Administrator	\$175.00	\$240.00



Certification Process

- Step 3: The certification committee will review your PDF to confirm attainment of the minimum number of required points/criteria.
- The CAA candidate/applicant will be notified of their qualifying status to sit for the written examination along with specifics of the examination location, date and time.
- The CAA candidate's/applicant's final step is to correctly answer at least 75 of 100 multiple-choice questions covering a broad spectrum of topics relevant to secondary school athletic administration.



Certification Process

- Step 4: Selection Process - The committee will award certification after a candidate has met all criteria for that level of certification.
- The committee will notify each candidate by letter of his or her individual status within 28 days.
- Unsuccessful applicants for the CAA may retake the test without charge.
- Unsuccessful RAA, RMSAA, CAA and CMAA applicants may appeal the decision. Each appeal will be reviewed on its own merits. It should also be understood that an appeal does not guarantee a waiver of the prerequisites or a reversal of the original decision.



NIAAA Certification

- The NIAAA Certification Program is based on the premises of continuing education, professional growth and program development in the field of athletic administration. It recognizes and incorporates the benefits of the structured, professional development opportunities that are provided by the NIAAA Leadership Training Institute.
- The attainment of professional certification demonstrates the completion of a comprehensive plan for self-improvement that will enhance the ability of the athletic administrator to serve school, community and professional organizations.
- The Athletic Administrator's who have attained CAA and CMAA status are now considered a "National Board Certified Athletic Administrator." Those AA's may now use those words underneath their name in addition to the CAA and CMAA designations.
- Professional certification will result in a genuine sense of accomplishment and confidence in self.
- The implementation of four levels of NIAAA Certification affords every athletic administrator with a "blueprint" for achieving professional growth through a systematic, progressive process of professional developmental experiences.



Summary

- Certification is an important part of professional development and legitimizing the athletic administrator as an educational leader.
- Certification is a vehicle to develop a plan for your own professional growth, now go get started!
- Athletic administrators realize that their profession is ever changing and to remain current is critical to their success and accountability.





For More information on NIAAA Certification please contact:

Sheri Stice, CMAA- NIAAA Director of Certification
bsstice@sbcglobal.net

Ed Lockwood, CMAA-NIAAA Asst. Dir. of Certification
elockwood@cableone.net



For More information on NIAAA
Certification please contact your State
Certification Chair