



NCAA Coaches Credential Model

The goal of this document is to outline a potential model for NCAA Coaches Credentialing. This document is the result of 18 months of discussion and study involving a two-phase coaches' pilot, several meetings with NCAA Committees, the Women's Basketball Coaches Association, the National Association of Basketball Coaches, athletics administrators and other stakeholders, and a series of meetings with a working group comprising women's basketball coaches on model development.

Coaches Credentialing

What is it?

NCAA coaches credentialing is an outcomes-based education program focused on providing a set of core requirements and electives to establish foundational knowledge and educate coaches in meaningful ways to support them in their role developing student-athletes as people and in their sport.

Why is this important?

The NCAA is focused on human development. College coaches are uniquely positioned to influence student-athletes' health and well-being and overall development. Credentialing provides coaches the opportunity to define what knowledge and skills are important for their profession and to provide leadership on required professional knowledge so they can best serve student-athletes.

Background

Meetings with Stakeholders. The Knight Commission held the first formal discussion on coaches' education in winter 2018. Following that time there were calls with the Knight Commission and a second formal presentation at their fall 2019 meeting. In addition, the NCAA Board of Governors discussed at two meetings in 2018 and 2019, which resulted in directing NCAA staff to work on model development. Staff has worked with the coaches Associations and talked with the Division I WBOC, Division I MBOC, divisional councils and other groups to gather input on the topic.

Two-Part Coaches Pilot. Part One included a representative group of coaches from the WBCA and NABC to complete two educational modules and complete an evaluation of the experience. A report was generated and used as a basis to develop the second phase of the pilot. Part Two comprised a series of meetings with a working group of 12 WBCA coaches from all three divisions to provide input and feedback on continued model development. The partnership with the WBCA has been invaluable to develop a model of professional coaches credentialing in the sport of women's basketball that may be used as a foundation for coaches credentialing in other sports. The WBCA previously piloted educational coaching modules and has significant research in this area about what education their coaches and stakeholders would like to see in the sport of women's basketball.

Model

Goals

1. Provide comprehensive, outcomes-based education to maximize coaches as unique influencers in student-athletes' lives and inform how they shape coaches' development.
2. Establish education that is accessible and meaningful for NCAA coaches comprising a mix of core requirements and electives to establish foundational knowledge while reducing redundancy and duplicative courses.
3. Design coaches' education in three key areas of student-athlete health and well-being, coaches' development and personal growth, and NCAA rules compliance as foundational for NCAA coaches.

Structure.

The credentialing infrastructure is supported through the online NCAA Learning Portal in a Learning Management System (LMS). The portal offers content in the form of interactive learning modules. In addition, it provides a robust reporting structure to track educational experiences in and out of the portal to maximize flexibility and choice in content. This will help to accomplish the following:

- Create adaptive and systematic education at a national level through the NCAA Learning Portal.
- Provide meaningful and accessible content to meet coaches where they are in their careers.
- Maximize flexibility and minimize redundancy in education offerings including a mix of face-to-face and online learning experiences.
- Capture educational opportunities coaches take outside of the NCAA Learning Portal to include courses taken at the campus level, conference level, professional organization, the NCAA or other registered education providers*.
- Document education at all stages and places of a coach's career so they can maintain a complete record of their continuing education history.

Curricular Framework

The curricular framework comprises the outline of the primary content areas. Full content details and courses are still to be developed and will include a mix of required and elective courses:

1. Student-Athlete Well-Being
 - Physical health
 - Mental health
 - Emerging student-athlete issues
2. Coach Development
 - Coach-player dynamics
 - Professional expectations
 - Personal development
 - Program management

3. NCAA Policies, Processes, Rules and Compliance
 - New legislation
 - Rules compliance

Engagement and Oversight.

- **Engagement.** Coaches, administrators, WBCA, student-athletes, conference offices and NCAA staff; what does engagement look like for their involvement long-term?
- **Oversight.** Who needs to be involved, in what capacity, over content approval, (eventual) requirements** and frequency, or other aspects?
- **Administration.** As an Association-wide initiative, NCAA staff will oversee and evaluate the credentialing program at the direction of the aforementioned groups.

Next Steps to Implement Credentialing

- Build out curricular framework with sports-specific coaches, administrators and others.
- Share model widely and strategically engage key stakeholders including divisional committees.
- Launch full pilot for basketball coaches for academic year.
- Launch full pilot for other sport coaches for academic year.
- Begin defining registered education providers and the process for becoming one.
- Explore division-specific expectations.

*Registered education providers are TBD.

**Division II already has an annual education requirement for all Division II NCAA coaches.