



# Coach Education Program

## Improve the Quality of Your Sport Programs

Youth sport programs can have a positive influence on your students—inside and outside the classroom. Sportsmanship, teamwork, physical fitness, and higher self-esteem are just a few of sports' positive outcomes that shape children as they grow to become adults.

But headlines about childhood obesity and on-the-field and in-the-stands incidents remind us that not all is well with interscholastic sport. Many programs struggle with getting kids involved—and keeping them involved. Many quit sports due to a bad experience with a coach, official, or parent, which simply took the fun out of participating. As a principal or athletic director, what can you do to help ensure your kids have positive sport experiences and increase the likelihood that they'll stay in sports?

## By Training Coaches

One powerful way is to provide coaches with fundamental training to give their student-athletes—and themselves—a greater chance to succeed.

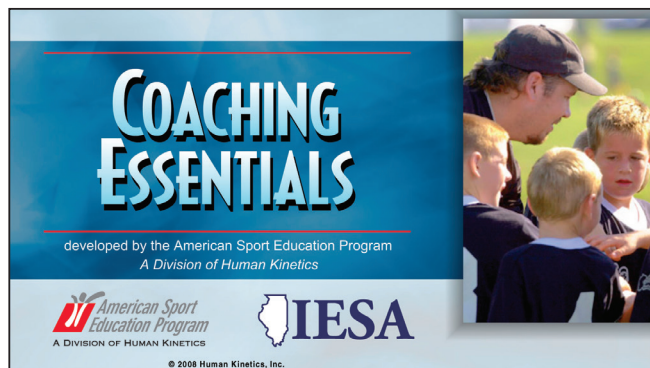
That's why the Illinois Elementary School Association (IESA) board of directors voted to require that all members of a school's athletic coaching staff who do not hold a valid teaching certificate must successfully complete an approved coaching education program. The requirement was mandated beginning with the 2009-10 school year.

The IESA has partnered with Human Kinetics Coach Education to offer IESA member schools and their coaches the IESA Coaching Education Program. The IESA board of directors has approved the following courses for IESA middle school coaches:

- ***IESA Coaching Essentials***
- ***IHSA Coaching Principles***
- ***IHSA Coaching Orientation***

## IESA Coaching Essentials

The *IESA Coaching Essentials* online course is designed specifically for coaches working with middle and junior high school athletes. Delivered conveniently online for just \$19.95, the course offers a solid foundation in coaching responsibilities, communication, safety, fitness, teaching and shaping skills, coaching on competition day, and season and practice planning, as well as IESA-specific policies and points of emphasis. The average user takes about three hours to complete the course.



After passing a short test and an IESA by-laws test, also delivered online, coaches are certified for life.

IESA also accepts the *IHSA Coaching Principles* and *IHSA Coaching Orientation* courses to meet its coaching requirement. Completion of either course is a requirement for high school non-faculty coaches through the Illinois High School Association (IHSA) coaching education program. Coaches who are already certified through the IHSA are considered certified by the IESA.

## Convenient Ordering and Learning

Coaches purchase the course of their choice by visiting the IESA Web site at **www.IESA.org** and clicking on the Human Kinetics Coach Education logo. Coaches are taken to the IESA page on the Human Kinetics Coach Education site where they register for the *IESA Coaching Essentials* course.



## Faculty-coaches Earn Professional Development Credit

Faculty-coaches may also benefit from *IESA Coaching Essentials*. In addition to the general coaching principles, sport first aid, technical and tactical skills training, and IESA-specific knowledge they glean from the course, participants may also receive 3 continuing professional development units (CPDU) for taking the course. Faculty-coaches should double check the CPDUs with their local ROE.

## Your Coaches Can Make All the Difference—Contact HK Today!

For more information on implementing the program, or to order online courses in bulk to distribute to your coaches, contact customer service at **800-747-5698, option 1**; or email **orders@hkusa.com**.

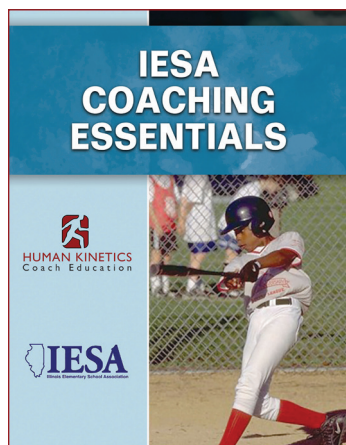
If you experience any problems with purchasing, accessing, or navigating your online course, contact the Human Kinetics technical support team Monday through Friday, 7 am to 5 pm Central Time. Call **800-747-5698** or email **Support@hkusa.com**.

### For information on the IESA Coaches Education Program requirements, contact:

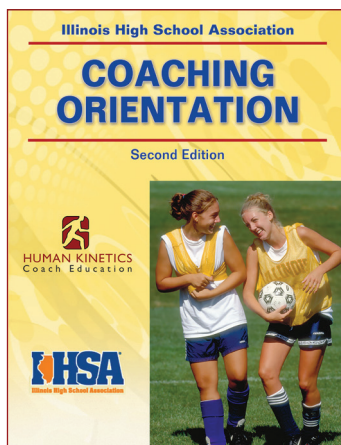
Jonathan Hauter  
IESA Assistant Executive Director  
1015 Maple Hill Road  
Bloomington, IL 61705  
(309) 829-0114  
jonathan@iesa.org • www.iesa.org



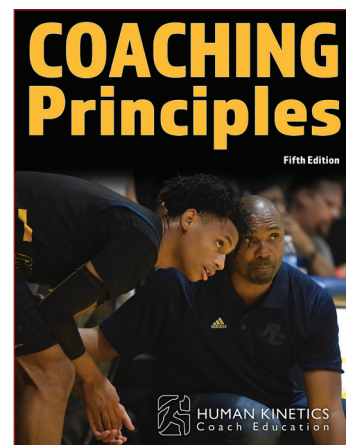
## Courses accepted for IESA certification



***IESA Coaching Essentials***  
\$19.95



***IHSA Coaching Orientation 2E***  
\$53.00



***IHSA Coaching Principles 5E***  
With print book \$99.00  
With ebook \$89.00

## Order today

### • BY PHONE •

Call **1.800.747.5698**, Monday-Friday, 7am to 5pm CT

### • VISIT THE IESA WEBSITE •

**www.IESA.org**

Select "Human Kinetics Coaching Education Course" from the left-hand menu on the IESA home page