

National Coaching Institute – British Columbia

Strategic Direction



June, 2009

Vision Statement

The NCI-BC is the destination of choice to educate and service world-leading coaches.

Mission Statement

The NCI-BC develops world-leading coaches at all stages of the Canadian Sport for Life framework to positively impact athlete performance

Mandate

1. Enhance the professional development for existing high performance coaches (the NCCP High Performance Context, which is currently under development); and
2. Implement the advanced gradation of the Competition Development context, replacing the current NCI diploma / level 4 program.

Strategic Pillars

1. Enhance the quality of coaching
2. Increase capacity and accessibility
3. Ensure Sustainability

1. Enhance the quality of coaching

To implement a coaching program designed to attract targeted coaches with potential to impact athlete performance and maintain professional coaching standards

Benchmarks

- 1.1. NCI-BC Master Coaches and presenters are recognized national and/or international leaders in their field
- 1.2. Recognized as the highest quality NCI experience through a superior and innovative learning environment and coaching support
- 1.3. Ensure coaches receive professional accreditation that is recognized nationally and internationally
- 1.4. Provide direct linkages with Uvic Masters Program and other post-secondary (Masters) programs to ensure recognized credit for NCI-BC accreditation.

Strategies	NCI	Partner	Stakeholder	2009	2010	2011	2012
Hire content specialist that have current experience in High Performance sport.	Driven	Influenced	CSC-Pacific				
Hire master coaches who are recognized by NSO and or International Federation as world leading coach.	Driven	Influenced	NSO				
Contract international content specialist to provide enhanced learning opportunities	Driven	Influenced	CAC/ NCIs				
Create specialized coach support teams to enable quality professional development for TARGETED High Performance coaches	Driven	Driven	NSO CSC-Pacific				
Ensure that all content specialist and master coaches apply standardized evaluation criteria for coaches to demonstrate competency	Driven	Driven	CAC				
Provide quality coaching experience that enable NCI coaches to observe/coach athletes within the Comp-Dev and or Comp-HP contexts	Driven	Driven	NSO				
Integrate evaluation structure identified in the new NCI Advanced Coach Education curriculum.	Driven	Influenced	CAC				
Manage transition to new NCI curriculum.	Influenced	Driven	CAC				
Ensure that all content specialists and master coaches are familiar with and use electronic tools such as e-portfolio and electronic communities.	Driven	Driven	CAC				
Conduct NCI resource update meeting of Content Specialists and Master coaches on an annual basis.	Driven	Influenced	CSC-Pacific NSO / CAC				
Ensure a resource database of current content relevant to coaching and athlete performance. (CSC-Pacific Online education concept)	Driven	Driven	Sport web CSCP/CABC				
Create and or utilize electronic data-tracking that identifies coach engagement and progress in NCI-BC related programs.	Driven	Influenced	CSC-Pacific Or CABC				
Ensure that coaches NCCP transcripts are updated on a timely basis and that an "NCI diploma" is tracked in CAC database.	Driven	Driven	CAC				
Conduct performance reviews / evaluations of master coaches and content specialists	Driven	Influenced	Content specialists				
Ensure that all contractors have signed an agreement outlining roles and accountabilities to NCI-BC	Driven		Contractors				

2. Increase capacity and accessibility

Develop programming and partnerships that ensure coaches through-out BC have access to advanced NCCP training

Benchmarks

- 2.1. Enroll at least 10 targeted coaches in Victoria annually
- 2.2. Enroll at least 4 international students in Victoria annually
- 2.3. Enroll and maintain programming for at least 20 coaches in NCI-BC program on a regional / satellite basis annually
- 2.4. Provide customized professional development support for at least 4 High Performance coaches annually
- 2.5. Implement one annual advanced coaching school (conference) in BC with over 80 coaches attending.
- 2.6. Engage all Post-secondary institutions in BC that offer coaching programs to provide practical experiences that are NCCP recognized and NSO supported

Strategies	NCI	Partner	Stakeholder	2009	2010	2011	2012
Develop marketing brochure and other documents that highlight NCI Program	Driven	Influenced	Uvic / CSCP				
Utilize existing sport partner web platform to upgrade and maintain NCI website	Driven	Influenced	Uvic / CSCP / CABC				
Provide capability to do online web transactions	Driven	Influenced	CSCP/ CABC				
Increase scholarship support to coaches engaging on Full-time basis.	Driven	Driven	Fund Partner				
Increase number of coaches supported through Women in Coaching Scholarships	Driven	Driven	WIC				
Utilize existing online communities to share NCI resource and manage online delivery	Driven	Influenced	Sportweb				
Maximize use of E-portfolio to manage NCI coaches	Driven	Influenced	Chalk & Wire				
Ensure all NCI coaches create an E-portfolio	Driven	Influenced	Chalk & Wire				
Target NSOs that have NTCs or strong sport presence in BC as a base to recruit coaches (Rowing, Rugby, Triathlon, Swimming, Field Hockey, Basketball, Athletics, Cycling, Diving)	Driven	Driven	NSO				
Work with NSOs to identify targeted NCI "Next Generation" coaches.	Driven	Driven	NSO				
Work with NSOs to identify targeted High Performance coaches	Driven	Driven	NSO				
Work with NSO to provide customized programming for coaches. (Eg. Part-time residential training program)	Driven	Driven	NSO				
Partner with NSOs to link ICS with national coaching symposiums	Driven	Driven	NSO				
Form committee to plan International Coaching School to enhance program and content expertise.	Driven	Influenced	Varies				
Provide opportunities for Uvic Masters students to engage NCI for practicum	Driven	Driven	Uvic				
Promote NCI diploma with other post-secondary institutions	Driven	Driven	Varies				
Promote and identify strategies to attract and facilitate enrolment of foreign coaches (eg. funding agencies, and Canada Immigration)	Driven	Influenced	International Orgs..				
Develop marketing brochure and other documents that highlight NCI Program	Driven	Influenced	Uvic / CSCP				

3. Ensure Sustainability

To work with all provincial and national coaching partners to develop an integrated approach to coach services.

Benchmarks

- 3.1. Ensure that NCI-BC accessed by at least 10 primary sports in Victoria as the number one choice for servicing PSO and NSO coaching programs.
- 3.2. Enhance partnerships that maintain efficient and effective operations that reduce duplication and enable sharing.
- 3.3. Sustain current funding budget levels and increase revenues by 5% every year
- 3.4. Identify and develop an applied research component for the discipline of coaching (eg. Research Grants distributed by NCI)
- 3.5. Investigate and develop new integrated programming, such as an M.B.A. with a Coaching Sport Leadership emphasis, or PhD specific to coaching.
- 3.6. Retain a committee consisting of the Coaching Association of Canada, 2010 Legacies Now (BC Government), University of Victoria and CSC-Pacific to advise on NCI-BC programming

Strategies	NCI	Partner	Stakeholder	2009	2010	2011	2012
Utilize network of partners within BC sport system to promote and coordinate the delivery of NCI in Victoria and Province wide. (Eg. Use of PacificSport Network of Athlete Coach Services)	Driven	Influenced	CSCP PacificSport				
Meet with key Victoria based NSO's to identify programming needs and potential to integrate advance coach education initiatives	Driven	Driven	NSO				
Formally promote NCI-BC programming to international sport organizations and the value of a one year program	Driven	Influenced	International Sport Orgs				
Identify fund raising opportunities or partnerships to enhance scholarship support.	Driven	Influenced	Partners				
Work with content specialist to identify research in coach education and athlete performance.	Driven	Driven	CSCP / Universities				
Enhance International Coaching School that promotes a financially viable model.	Driven	Influenced					
Ensure partnerships with key Canadian Sport organizations that ensure NCI Diploma is legislated as a professionally recognized accreditation, and minimum entry standard coaches of national level programs.	Driven	Driven	CofC / COC RTE / CWG				
Identify funding stream through "podium coaching grants" to administer High Performance coach Professional Development	Driven	Influenced	CAC / RTE / Podium				
Work with University of Victoria to identify how curriculum may align to NCI-BC programming to ensure reasonable credit transfer for practicum experiences or content related projects.	Driven	Driven	Uvic				
Work with other post secondary institutions to ensure optimal entry requirement for NCI program (Eg. supporting practical experiences or minimum NCCP standards)	Driven	Driven	Various Institutions				
Work with other post secondary institutions to provide mutual credit transfer for practicum experience or content related projects.	Driven	Driven	Various Institutions				
Identify policies around tuition (deposit) and scholarship eligibility	Driven	Driven	CAC				