



# SHAW GRAHAM COACHES' EXCELLENCE INITIATIVE

## THE PLAN



U.S. Ski & Snowboard has created a comprehensive plan to augment our coaches' certification curriculum and develop a technology-driven delivery mechanism that is accessible and user-friendly. Our goal is to achieve universal coaches' certification by 2022 with a long-term development strategy in place for club development and regional delivery through the club system. Through adoption and implementation of this new plan, U.S. coaches in the ski and snowboard disciplines will have the opportunity to achieve a new level of comprehension and significantly broaden their knowledge base while benefitting from a collaborative, continuous learning environment.

Unlike our international counterparts, the coaching system in the U.S. is incongruous and does not provide for a uniform standard of teaching and training coaches. This lack of continuity places U.S. coaches at a disadvantage because there is no standardization for their training and there are no systems in place nationwide to share best practices and new methodologies. There is a substantial need in the U.S., and more specifically in the skiing and snowboarding disciplines, to have a multitude of base-level training courses available for all coaches in the field that is both comprehensive and compulsory. Thousands of coaches across the country are passionate and committed to what they do but they lack access to a rigorous curriculum that will ensure they are implementing the best possible practices. Many coaches also lack advanced communications experience and interpersonal skills development, which would enhance the bond between coach and athlete and create a superior level of centralized training methods and practices.

Additionally, there is a significant need for continuing education for elite coaches to provide them the opportunity to consistently enhance and refine their coaching methods and practices based on new, leading-edge information that becomes available. U.S. Ski & Snowboard's goal is to revolutionize the way we train coaches through a multi-faceted process:

- ❖ **Revise and modernize our core curriculum for basic coaches' training and continuing education for elite coaches**
- ❖ **Deploy the curriculum via a software platform tool that we develop that is easy to access and user-friendly**
- ❖ **Make this comprehensive training mandatory for all coaches across the country and work with the regional clubs to ensure success and compliance**

U.S. Ski & Snowboard is in the process of creating a new curriculum development model that combines the elements of generic training, endemic training and professional development outlined below, but we have a great deal more to do to achieve our goal and with limited annual resources we require philanthropic investment to make this program a reality.



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U.S. Ski & Snowboard's plan is to enhance the quality of our athletic programs through sport education for clubs, coaches, athletes and parents to ensure that every athlete has the best possible experience and the opportunity to reach their highest potential in their sport discipline. The Sport Education department develops resources and delivers programs of the highest quality in accordance with our vision, mission and values. Our programs are based on a long-term athlete development model (U.S. Ski & Snowboard Training Systems), ensuring that expertise, information and assets represented by us support the development of all athletes and help build increasingly stronger national teams and competitive snow sports nationwide. U.S. Ski & Snowboard is now working to update and modernize our training paradigm by refocusing and streamlining our efforts to have the largest and most effective impact possible on our coaches and our athletes.

We have the same systems in place that other elite sports disciplines do but those systems need to be refined, reorganized, augmented and deployed in an effective and efficient manner **with the goal of achieving and mandating universal coaches' certification by 2022-2023.**



As a 501(c)3 non-profit organization, U.S. Ski & Snowboard is inherently limited in the scope of resources that can be dedicated to new initiatives. Therefore, philanthropic investment in the organization is critical for long-term sustainable growth. U.S. Ski & Snowboard needs additional investors in the Shaw Graham Coaches Excellence initiative to ensure its success through continuous funding. Beyond the universal coaches' certification through a revitalized curriculum and new technology platform, delivery through the regional club system and various high performance centers around the country is crucial for creating systemic change. Philanthropic investment will be applied to the following areas of greatest need:

## Technology Development

- ❖ Technology Leadership Website - Complete Build Out
- ❖ Storefront - Complete Build Out
- ❖ Systems Integration
- ❖ Learning Management System Maintenance

## Sport Education Personnel

- ❖ Education and High Performance Project Leadership
- ❖ Foundation Leadership Support
- ❖ Instructional Designer
- ❖ Alpine Coach Development Experts
- ❖ Subject Matter Experts

If you are interested in learning more or partnering with U.S. Ski & Snowboard in this investment in the future of our U.S. coaching system, please contact Victoria Brown, Principal Giving Director, at [victoria.brown@usskiandsnowboard.org](mailto:victoria.brown@usskiandsnowboard.org) or 435.602.0040.