



Using Performance Evaluations with Activity Sponsors

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Project Overview

The primary goal of this project is to implement a performance evaluation system for all sponsors in the district. All sponsors of activities, athletic teams and clubs will be annually evaluated to provide effective feedback as the district strives to establish conditions that will attract and retain the highest qualified personnel. We desire a staff that will devote themselves to the education and welfare of all students.

The performance evaluation has three major components. The **self-report section** aimed at sponsors being reflective on the season, and identify strengths and weaknesses of their teams to help drive continuous improvement model. The second section is a **formal evaluation** that reflects the ability of a coach or sponsor to demonstrate their technical skills, tactical skills, leadership skills, and interpersonal skills. The third section documents the **institutional history** of the club, activity, or sport by identifying post season accomplishments, established requirements for an individual activity handbook for students and parents, a professional growth plan for the activity, a current inventory of major equipment, and a budget request for the next calendar year.

Literature Review

Transformational coaches use their sport as a platform to help young people grow into responsible adults using a student centered coaching philosophy. Effective coaches share strong leadership qualities necessary to establish meaningful relationships and demonstrates sound practices through their actions to achieve the desired results. Coaching requires a balance between technical skills, tactical skills, leadership skills, and interpersonal skills. To be successful at coaching, one needs to be mindful of what motivates them to coach, how they embrace the challenges, and how they define success. This allows the coaches to establish a clear vision and core values that promotes a stronger purpose and more buy-in by all stakeholders.

Interscholastic athletics and activities can become a vital part of the educational process if the focus is on: purposeful planning of clearly stated learning objectives, designed to enhance the academic achievement without interfering with academic success, unique teachable moments are embraced and become a vital part of individual development, and personal responsibility and accountability are stressed for each individual. Sports and teams offer a very active, physical and practical way to instruct and guide learning. Transfer of knowledge and lessons are reinforced through social engagement and authentic assessments. Sports and activities can engage kids and help them embrace learning. Sports also develop reasoning skills needed for contemplation skills and responsible leadership.

We can tap an enormous source of power to improve our organizational performance with the right structure, training, systems and supervisors to build on a well communicated vision. If we can create a shared sense of purpose, it is easier to initiate actions to achieve that purpose. We need to create policies and structures within our organizations that are compatible with our vision. Training and professional development of staff members builds professional capacity to carry out the vision. Alignment of the informational systems, personnel systems and the accountability systems increases the ability of a vision come to fruition.

Key Input Processes

Leadership
Culture
Team Work
Motivation
Inspiration
Relationship
Accountability

Desired Positive Outcomes

Humility
Passion
Confidence
Character
Toughness
Unity
Servanthood
Accountability

Student Centered Coaching

Timeline

Pre-Season	In Season	Post Season	Off Season
<ul style="list-style-type: none"> Introduce Performance Evaluation Tool. Review Coaching Code of Ethics. Provide a copy of NFHS Fundamentals of Coaching Manual. Remind staff of deadlines and paperwork requirements. Ask for input on support needs that they anticipate. Provide support at player and parent meetings. 	<ul style="list-style-type: none"> Observe activities in progress, and gather evidence to complete performance evaluation. Provide support and guidance for coaching staff as needed. Provide support for administrative duties and services. Monitor and facilitate communication between stakeholders when necessary. 	<ul style="list-style-type: none"> Individually meet with coaches to discuss data gathered to support performance evaluation. Discuss coaching perceptions identified through self-report section of Performance evaluation. Periodically ask for student feedback as part of review process. Help coaching staff develop action plan for continual improvement. 	<ul style="list-style-type: none"> Foster relationships to build mutual trust and respect upon. Encourage and support professional growth of sponsors and coaches. Coordinate offseason opportunities. Contemplate the alignment of resources, policies, staffing needs and philosophy of school district.

Actions + Relationships = Results

Action Plan

- Establish a relationship that promotes trust and positive work environment.
- Establish and train staff members on the process.
- Introduce new coaching/staff sponsors to the following resources:
 - District vision and philosophy statements that define our athletic and activities programs.
 - District paperwork requirements for all activities and sports
 - Student Physicals deadlines
 - Mandatory review of Concussion Policy and Return to Play Procedures
 - Mandatory review of Eligibility and Participation Policies
 - Student and Parent Handbook
 - How to submit rosters, stats, game results that support state reporting requirements.
 - Communicating rosters and leave time for all events in a timely manner.
 - Communicate with local and regional media sources to promote sport or activity
 - Safety procedures and incident reporting requirements.
- Mandatory completion of NFHS Concussion in Sports, and submission of completion certificate to the Athletic Directors office annually.*
- Mandatory Coaching Certification or equivalent certification that meets NDE standards on file with Athletic Directors office annually.*
- Complete a post season Performance Evaluation with Athletic Director(s)*
- NSAA website, log-on procedures, and what type of content they can find on the website.
 - Introduction to NSAA Bi-laws, how they guide all activities, and process for changing bi-laws,
 - Who the major contact person is for their sport/activity,
 - How to find most current version of manual for each sport/activity,
 - Where to find deadlines that pertain to each sport, and consequences for missing deadlines. (along with why we need accurate rosters as soon as possible to help with some reports.)
- Introduction to HUDL, - a media resource for activity and sports
- Introduce Coaching Manual provided by NFHS
 - Address the role of interscholastic activities as a student centered learning opportunity.
 - Review coaching Code of Conduct.
 - Provide an overview of the legal responsibilities that shape our actions and responsibilities.
- Ask for input on how to improve the effectiveness of our organization.
- Seek out resources and opportunities that can be used to support all stakeholders.

NDE STANDARDS

5) Systems Management

6) Staff Leadership

Resources

- Amateur Athletic Union, www.aausports.org - Double Goal Coaching Certification
- National Federation of High School Sports, www.NFHS.org - Liberty Mutual Play Positive Program Resources
- National Federation of High School Sports, www.NFHS.org - Fundamentals of Coaching Manual
- National Federation of High School Sports, www.NFHS.org - Individual Sports Rules Book
- National Interscholastic Athletic Administration Association, LTC 630 Athletic Administration: Interscholastic Contest Management - Planning, Preparation and Methods
- National Interscholastic Athletic Administration Association, LTC 703 Athletic Administration: Student Centered Educational Athletics - Performance Beyond the X's and O's
- National Interscholastic Athletic Administration Association, LTC 707 Athletic Administration: Assessment of Interscholastic Athletic Programs and Personnel

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Success happens by focusing on the process, not the outcome.

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