

Working Together to Meet the Coaching Education Needs of Our State



Get started with your coaching education initiative today!

With a complete curriculum containing the courses necessary for PIAA/PSADA coach certification, offered in classroom and online formats, and customized to your unique needs, Human Kinetics is poised to assist you with the implementation and maintenance of your coach education program. Contact Jerry Reeder today to get started!

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Your Guide to Meeting the New State Coaching Education Requirements



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PIAA/PSADA Coach Education Program

The PIAA/PSADA Coach Education Program will assist you in meeting Pennsylvania's new coach education mandate by offering:

- A high-quality, comprehensive curriculum;
- User-friendly course materials and procedures;
- Customized course components and services;
- In-person and online course delivery options;
- Free instructor training;
- A PIAA/PSADA-specific coach and administrator web page; and
- A dedicated staff prepared to address concerns immediately.

Your coaches will receive training that's customized to PIAA/PSADA specifications. With Human Kinetics' help, we have crafted a coaching education program that's uniquely relevant for our state concerning such issues as:

- Association by-laws, policies and procedures, and/or rules and regulations specific to coaches and athletes
- Sports medicine guidelines
- Sportsmanship issues
- Sudden cardiac arrest certification
- Concussion management certification
- Heat acclimatization certification
- PIAA current issues

Train coaches now!

Certified instructors in Pennsylvania are poised to begin training coaches now before the June 2016 mandate takes effect. **PSADA strongly encourages the training of coaches in the classroom using Human Kinetics Coach Education courses.** The exchange of ideas and experiences between coaches and instructors is invaluable to both new and seasoned coaches alike. For classroom clinics, you can tap into the network of current instructors or you can train to become an instructor and certify your own coaches. Hundreds of athletic directors and athletic trainers have already taken the step to become certified instructors. Contact PSADA for a list of instructors, upcoming coaching clinic dates, and instructor training sessions.

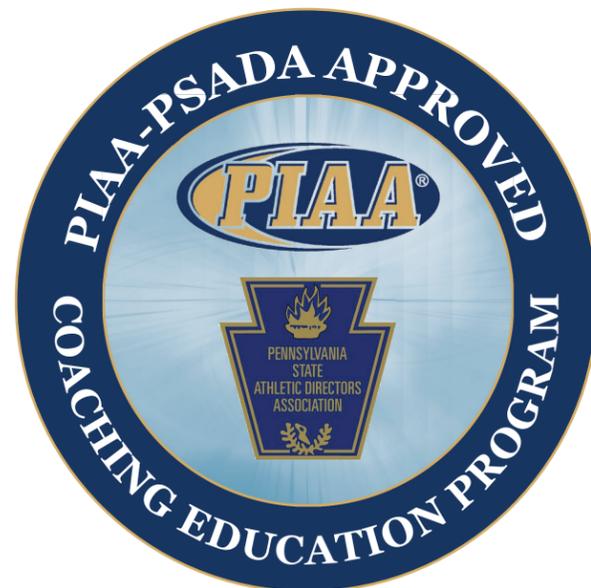
Online courses are available through the PIAA/PSADA page at www.HumanKineticsCoachEducationCenter.com.

The most effective way to change the culture of sport and positively influence athletes is through coach education. Let's get started! See the rest of this brochure to learn how.

Instructor Profile: John Wolf

Hundreds of athletic directors and athletic trainers have become or are in the process of becoming certified instructors in *Coaching Principles* and *Sport First Aid*. One of these instructors is **John Wolf**, Athletic Director, Riverside Beaver County School District, Ellwood City, PA, who is certified as an instructor for both courses, and who recently taught his first clinics.

John's motivation in becoming an instructor was to put a face to the training. Instead of sending his coaches to an instructor at a different location, "I wanted to help the coaches in the district receive the required training close to home with a familiar face," he said. It was that comfort level that led to a rewarding first-time clinic experience. "I very much enjoyed working with my coaches, and both my coaches and I learned a lot and had a good time," said Wolf. John is looking forward to conducting future training sessions and building relationships with coaches in his district. "Perhaps the biggest benefit of being an instructor is having the ability to help coaches grow and mature in all aspects of coaching," states Wolf. "I would recommend any athletic director become an instructor."



Course Discounts

Purchase both certification courses together and save

Purchase *Coaching Principles* and *Sport First Aid* courses together in these convenient bundles and save. The course packages listed below meet the PIAA coaching certification requirements. The bundled package prices listed below **already reflect a 30% discount**; the discounted prices apply to any size order. Successful completion of the courses contained in either course package will result in PIAA coaching certification.

Coaching Education Classroom Course Package with E-books

ISBN: 978-1-4925-1664-4

Price: \$80.00

Includes *Coaching Principles* and *Sport First Aid* classroom courses *Successful Coaching, Fourth Edition* and *Sport First Aid, Fifth Edition* delivered as e-books

Coaching Education Classroom Course Package with Paperbacks

ISBN: 978-1-4925-1666-8

Price: \$90.00

Includes *Coaching Principles* and *Sport First Aid* classroom courses *Successful Coaching, Fourth Edition* and *Sport First Aid, Fifth Edition* delivered as print textbooks

Coaching Education Online Course Package with E-books

ISBN: 978-1-4504-7680-5

Price: \$80.00

Includes *Coaching Principles* and *Sport First Aid* online courses *Successful Coaching, Fourth Edition* and *Sport First Aid, Fifth Edition* delivered as e-books

Coaching Education Online Course Packages with Paperbacks

ISBN: 978-1-4504-7679-9

Price: \$90.00

Includes *Coaching Principles* and *Sport First Aid* online courses *Successful Coaching, Fourth Edition* and *Sport First Aid, Fifth Edition* delivered as print textbooks
(Tax and shipping charges apply)

Buy courses in quantity and save!

School districts and classroom course instructors save money by purchasing individual courses in quantity. For the first time ever, course discounts are available to bulk purchasers with savings starting at 20% (minimum 15 courses) and going as high as 35% based on the number of courses purchased. Contact Jerry Reeder for more details on these exciting course savings! (Discounts do not apply on bundled course packages listed to the left.)

Discount schedule for individual courses purchased in quantity

Quantity	Discount
0-14	0%
15-30	20%
31-100	25%
101-500	30%
501+	35%

For example, the purchase of 35 *Coaching Principles* classroom courses at \$75.00 each (retail) would cost \$2,625.00. With the 25% discount, the cost would drop to \$1,968.75, or \$56.25 per coach. That's an overall savings of \$656.25 or \$18.75 per coach.



Additional Services and Support

Testing and fulfillment

Our program services team is devoted to the timely processing of tests and focused on providing you with the course materials you need when you need them. With *Coaching Principles* and *Sport First Aid* courses, coaches have the option of taking their tests on paper or online. Paper tests (submitted on scan forms) are processed within 48 hours of receipt. Online tests are scored electronically, and coaches receive immediate feedback on test results.

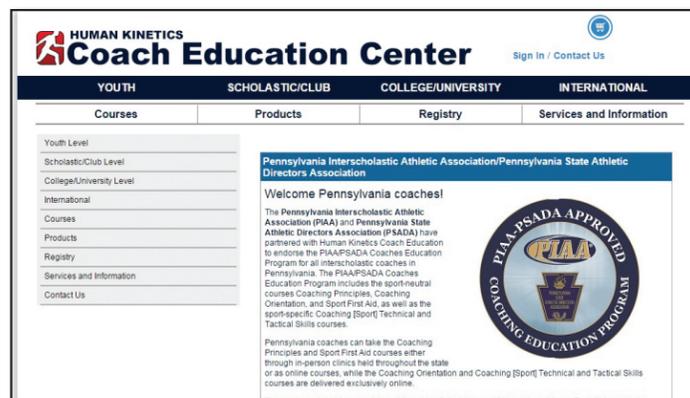
Online compliance-tracking tools

As an instructor or administrator, you have access to the **National Coaches Registry (NCR)** to verify coaches' certifications. In addition to the site's individual coach look-up feature, you have the ability to run comprehensive reports of all coaches trained and certified through PIAA/PSADA down to the school district level. Through the NCR, you have the means to measure compliance with just a few key strokes.

Coaches who pass our courses are entered in the NCR. Each coach's record contains information on courses taken and passed completion and dates. Coaches can print course completion certificates and transcripts directly from the NCR.

Customized organization web page

The PIAA/PSADA page at www.HumanKineticsCoachEducationCenter.com directs coaches exactly where to go for purchasing and taking online courses.



Free hot-topic webinars

Webinars are a convenient communication and teaching tool that eliminate travel costs and time out of the office. In conjunction with PIAA/PSADA, Human Kinetics will host a series of webinars covering a variety of topics that will assist you with the implementation and maintenance of your coaching education program. Your coaches will also benefit from hot-topic webinars addressing

- Sportsmanship, bullying, and social media;
- By-laws often overlooked or violated;
- Annual rules interpretation meetings; or
- Professional development credits for coaches and athletic administrators.

Instructor Profile: Marc Schaffer, Athletic Trainer

Marc Schaffer, MS, LAT, ATC, is a licensed athletic trainer employed by CPRS Physical Therapy and serving Manheim Central School District, who recently was certified as an instructor for both *Coaching Principles* and *Sport First Aid*, and who recently taught his first clinics.

To become an instructor, Marc was required to take the courses he planned to teach. "Taking the two courses allowed me to absorb the material and see how the exams were written and delivered," said Marc. "Having gone through everything myself, I was better able to instruct my coaches," added Marc. "Overall, the instructor-training process was simple."

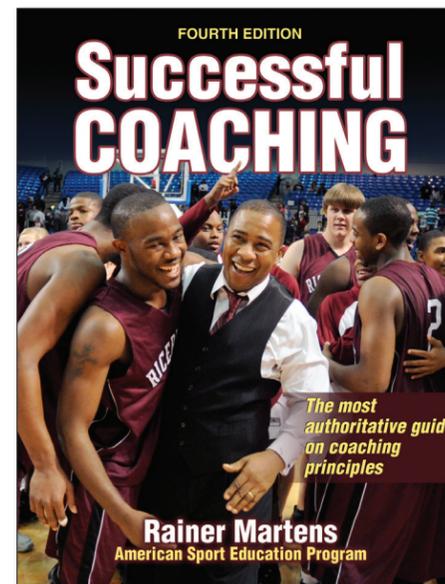
To help ease into the role of instructor, Marc relied on the experience veteran instructors. "The day before my first clinic, I helped a long-time instructor co-teach his course to see how he taught the course, and I took some ideas from him," said Marc. "I also contacted Jerry Reeder at Human Kinetics for tips on how to teach the course." Jerry is not only a 15-year Human Kinetics Coach Education staff member, but also a seasoned *Coaching Principles* and *Sport First Aid* instructor dating back to the mid-90s. Marc advises other new instructors to use co-teaching as a way to help the course run more efficiently and provide coaches in attendance with different viewpoints brought by instructors with varying real-world experiences.

Coaches who attended Marc's *Sport First Aid* clinic appreciated learning the first aid information, but it was the open dialogue throughout the course that made the experience especially valuable. "As athletic trainer at the school, I was able to answer their specific questions as we discussed different first-aid scenarios and make sure they all know how to handle any situation that may arise at our school."

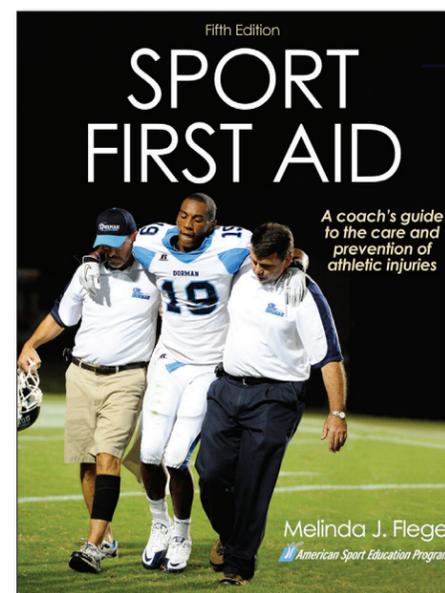
In addition to teaching the *Sport First Aid* course, Marc teaches the *Coaching Principles* course, mainly as a way to assist his athletic director. "I decided to get certified in *Coaching Principles* as well so I could be available to teach both courses should my AD need someone to teach both on short notice," says Marc. "You could say it makes an instructor more 'marketable' having both certifications. An AD only needs to find one instructor."

Marc encourages others in his profession to become certified instructors. "Considering the ease by which an athletic director or athletic trainer can become an instructor and the assistance available from veteran instructors in preparing to teach the courses, I enthusiastically recommend others become certified instructors."

Approved Courses



The two courses include comprehensive texts and useful study guides that provide foundations for learning and serve as valuable references well after coaches complete the courses.



A strong educational foundation for coaches

Coaching Principles provides the underpinnings of what it takes to be a successful coach—beyond the Xs and Os. Based on the text *Successful Coaching*, written by Rainer Martens, *Coaching Principles* challenges coaches to:

- define who they are as coaches (their coaching philosophy, objectives, and style), coach for character, and coach diverse athletes;
- understand a coach's responsibilities before, during, and after the sport season;
- enhance communication and motivational skills and manage athletes' behavior;
- become more effective teachers of technical and tactical skills;
- train athletes for energy and muscular fitness, to fuel athletes, and to battle drugs;
- be aware of a coach's legal responsibilities, and ways to minimize risk; and
- manage relationships with diverse groups of athletes, parents, staff, administrators, officials, medical personnel, and the media.

Coaching Principles engages students on critical issues such as preventing bullying and using social media, issues that all coaches must be prepared to address. Similarly, a straightforward discussion of drug abuse among athletes is included in the course, covering performance-enhancing drugs, steroids, prescription drug abuse, methamphetamines, and drug-testing.

The video that accompanies the course depicts real-life scenarios that coaches deal with on a daily basis. It also features roundtable discussions with experienced master coaches who provide practical guidelines and sage advice for new coaches on a variety of topics.

Coaching Principles and the text *Successful Coaching* blend the latest findings and accepted practices in the sport sciences with practical advice from seasoned coaching veterans. *Coaching Principles* helps pave the way for a fulfilling sport experience for coaches and their athletes.

A coach's guide to athlete injury prevention and care

Based on the text *Sport First Aid, Fifth Edition*, the course provides coaches with first-response guidelines for more than 100 sport-related injuries and illnesses.

Sport First Aid covers protocols for

- conducting emergency action steps and providing life support;
- conducting the physical assessment and administering first aid for bleeding, tissue damage, and unstable injuries;
- moving injured athletes; and
- returning athletes to play.

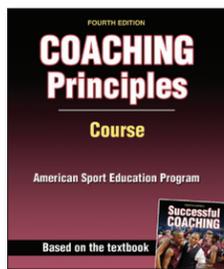
Sport First Aid also includes the latest information and guidelines for

- recognizing and treating concussions from the Centers for Disease Control and Prevention;
- using cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED) from the American Heart Association;
- recognizing and treating heat illnesses from the National Athletic Trainers Association; and
- reducing athletes' risk of injury or illness, such as implementing preseason conditioning programs, creating safe playing environments, planning for weather emergencies, ensuring proper fitting and use of protective equipment, enforcing proper sports skills and safety rules, and developing a medical emergency plan.

Classroom Course Delivery

Classroom courses offer in-person interaction

Classroom instruction for our *Coaching Principles* and *Sport First Aid* courses—driven by our nationwide network of certified instructors—has always been central to our program’s success, and we remain committed to it today. The courses are packed with knowledge, wisdom, and advice that is sure to have even your most seasoned coaches saying “I’m glad I took those courses” when leaving your clinics.



Classroom courses are scheduled and conducted by certified instructors. Instructors purchase classroom course packages from Human Kinetics. Coaches register for and purchase their courses from the instructor.

Certified instructors in Pennsylvania are poised to begin training coaches now. PSADA strongly encourages the training of coaches in the classroom setting to maximize the learning experience. The exchange of ideas and experiences between coaches and instructors is invaluable to both new and seasoned coaches alike.

How to become a classroom course instructor

As an athletic director or certified athletic trainer responsible for training coaches at your school, take command of your coaching education and become a certified instructor in *Coaching Principles* and *Sport First Aid*. It’s simple to become an instructor, and there’s no cost to you. There are two methods by which you can become an instructor, which are described below.

To become a certified instructor, you will need to complete four steps:

1. Register for a new instructor training webinar. Dates and registration information available on the Human Kinetics Coach Education Center.
2. Take the course you plan to teach (provided online at no cost to you).
3. Complete the course test.
4. Participate in the new instructor training webinar.

Or you may attend an in-person instructor training clinic conducted by PSADA:

1. Register for a PSADA New Instructor Seminar. Dates and registration information available on the PSADA website.
2. Take the course you plan to teach (provided online at no cost to you).
3. Complete the course test.
4. Attend the PSADA New Instructor Seminar.

To get started, contact Jerry Reeder at 800-747-5698, ext. 2325 or JerryR@hkusa.com.

Classroom course prices

Coaching Principles Classroom Course Fourth Edition with E-book
ISBN: 978-1-4925-1665-1
Price: \$65.00

Coaching Principles Classroom Course Fourth Edition with Paperback
ISBN: 978-1-4925-1667-5
Price: \$75.00

Sport First Aid Classroom Course Fifth Edition with E-book
ISBN: 978-1-4925-1669-9
Price: \$45.00

Sport First Aid Classroom Course Fifth Edition with Paperback
ISBN: 978-1-4925-1668-2
Price: \$55.00



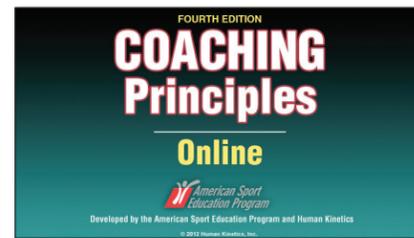
Online Course Delivery

Online courses offer 24/7 convenience

While we believe strongly in the superior education coaches receive through classroom instruction, we also understand it may be difficult to get all of your coaches together at one time for a clinic. That’s why we offer online versions of *Coaching Principles* and *Sport First Aid*. Modeled after the classroom courses, the online versions contain many of the same learning activities, video clips, and discussion points brought out in the classroom courses, presented in an interactive, engaging online format. Online courses are accessible 24/7 through the Human Kinetics Coach Education Center website.

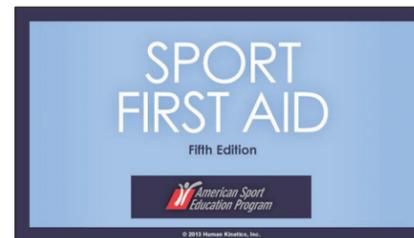
Online courses are purchased by coaches individually through the Human Kinetics Coach Education Center website. A dedicated PIAA/PSADA page on the site directs coaches to the courses they need to take to satisfy the PIAA/PSADA coaching education requirements. You can place a link to this page on your website providing coaches with easy access to the courses they need.

Online course prices



Coaching Principles Online Course Fourth Edition with E-book
ISBN: 978-1-4504-3344-0
Price: \$65.00

Coaching Principles Online Course Fourth Edition with Paperback
ISBN: 978-1-4504-3056-2
Price: \$75.00



Sport First Aid Online Course Fifth Edition with E-book
ISBN: 978-1-4504-8428-2
Price: \$45.00

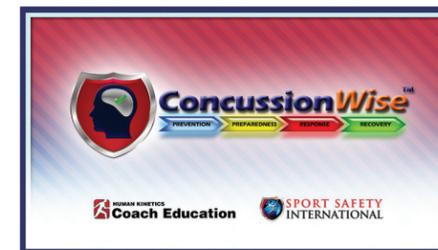
Sport First Aid Online Course Fifth Edition with Paperback
ISBN: 978-1-4504-7683-6
Price: \$55.00

New online courses address today’s most pressing sport safety concerns

Human Kinetics Coach Education and Sport Safety International (SSI) have partnered to offer online training and certification in the recognition and treatment of concussion, heat illness, and sudden cardiac arrest.

ConcussionWise, *HeatWise*, and *CardiacWise* are video-rich online courses reflecting the most current assessment and management protocols. *ConcussionWise* contains a Pennsylvania-specific component addressing requirements unique to our state.

The SSI courses are perfect complements to the *Sport First Aid* course and provide one-stop record-keeping and shopping convenience for you and your coaches. Contact Jerry Reeder for information on how you can implement SSI courses into your coaching education curriculum.



ConcussionWise
ISBN: 978-1-4925-3055-8
Price: \$4.99



HeatWise
ISBN: 978-1-4925-3059-6
Price: \$4.99



CardiacWise
ISBN: 978-1-4925-3057-2
Price: \$4.99