



USATF Coaching Education Strategic Plan 2013-2016



Challenge question: How do we maintain and grow the educational pathway for USATF and be recognized as the flagship track and field coaching educational model both nationally and internationally?

USATF Coaching Education Vision

DNA

We deliver an engaging curriculum that teaches the art of science of coaching.

PIT CREW

We have world class staff and resources that drive our coaching education programs.

GOLD STANDARD

Our Coaching Education program elevates the performances of our athletes, the legacy of our coaches, and the USATF brand.

LOGGED IN

We provide content that is essentially in a variety of mediums.

OCCUPY TRACK AND FIELD

We educate the masses at all levels of our sport.

USATF Coaching Education Strategies & Goals

- 1. Continually develop, refine, and deliver a 21st-century learning model that is easily accessible.**
 - a. Seek accreditation for the professional pathway (Levels 1, 2 & 3).
 - b. Increase our online learning presence.
 - c. Respond to trends in sport science, medicine, technology, and coaching to enhance the coaching education curriculum.
- 2. Develop an infrastructure and business model that generates resources to sustain and grow track and field coaching education.**
 - a. Establish guidelines to govern the delivery of coaching education.
 - b. Identify and secure necessary resources.
- 3. Establish Coaching as a cornerstone of USATF and the program as the Gold Standard of Coaching Education.**
 - a. Determine the value of the program to all stakeholders.
 - b. Respond to stakeholder needs with innovative, specialized programs.
 - c. Cultivate strategic alliances to expand the program's reach and promote the USATF Coaching Education brand.