EVALUATING COACHES

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St. Dominic High School, O’Fallon, MO
Archdiocesan Catholic High School
Grades 9-12
Co-educational
725 Students

Parkway School District, St. Louis, MO
Public School District in St. Louis County
4 High Schools Grades 9-12
5,500 Students
Overview

Hiring Methods for Coaches
Athletic Philosophies
In Season Coach Evaluations
Head Coach Evaluations
Long Term Planning
Assistant Coach Evaluations
Take Aways
Hiring Methods for Coaches

Head Coaches

1. Internal & External Posting/Advertising of Position
   - District Posting, CYA
   - Statewide online resources, MOReap.org
   - Local Newspapers
   - Word of Mouth

2. Interview Committee
   - AD + additional Administrator
   - 2 Other Head Coaches
   - 2 Student Athletes
   - 2 Parents

3. Final Administrative Interview
   - Financial Considerations
   - Best fit for School Mission & Athletic Philosophy
Hiring Methods for Coaches

Head Coaches

Interview Sequence

1. Pre-Interview Packet
   * Salary Structure
   * Current Rosters
   * Next Year’s Schedule
   * Interview Requirements (time, materials, etc.)
   * District Specific Materials (Witness Statement, etc.)

2. Committee Interview
   * 4-5 Candidates is ideal
   * Single Day
   * Scoring Rubric
   * Send Forward 2 candidates…prioritized

3. Final Interview
   * Admin Only
   * Financial Agreements
   * Be prepared to offer your 1st Choice on Sight
Hiring Methods for Coaches

Head Coaches

1. Announcement of New Head Coach
   - Team, open time during school day ideal
   - Parents, invited to same introduction
   - 1st Team Meeting, Deliver Expectations

2. Special Event with Constituents
   - Only if available
Athletic Philosophies

1. Missouri — Why We Play Initiative
2. Inside Out Coaching Philosophy (Joe Ehrmann)
3. Priorities:
   - Education Based Athletics
   - Win First Mentality
   - Coaches as Teachers vs. Coaches as Marketers
4. Transactional Coaches or Transformational Coaches
5. Purpose Driven vs. Goal Driven
6. School’s Mission should drive Athletic Mission
Evaluation Methods for Coaches

Pre-Season

1. Summer Workshop for All Coaches or Individual Sport Season Meeting
   - Clearly Outline Expectations for the Season
   - Coaches & Athlete Handbooks Reviewed

2. Provide Post Season Coaching Review
   - Head Coaches’ Evaluations
   - Assistant Coaches’ Evaluations

3. Copy of Last Season’s Head Coaching Evaluation
   - Give HC a chance to keep fresh last year’s points of emphasis
Evaluation Methods for Coaches

In-Season

1. Walk Through Evals
   - 3-4 per season depending on length of season, basketball 4-5
   - 10-15 minutes in total length
   - Record Notes (phone or iPad ideal)
   - Use notes for final Evaluation
   - Note specifics about assistants, if relevant

2. Mid-Season Observations
   - Standard Form
   - 4-5 key areas of observation
   - Record on iPad or Hard Copy to Electronic
   - Email before Practice over

3. Do 3-5 in a given day. Do 1 or 2 before contests begin. Schedule yourself, and be diligent in getting them done.
Evaluation Methods for Coaches

Post-Season

1. S.O.B
   SPECIFIC
   OBSERVABLE
   BEHAVIOR

2. Be Comprehensive
   Caution:
   • If don’t do Mid-Season, End of Season is only reflected in Post-Season Evaluations
   • Wait…approximately 2 weeks after season is over to author
   • “Think,” “Appears,” “Was Reported”

3. Structure in the Positive…Correctible Behaviors
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

1. *Sport Administration:*
As the Head Coach of an Athletic Program, it is your responsibility to administer all levels within the program, and to coordinate with the Director of Athletics and the Assistant to the Athletic Office to ensure that all school policies are being followed. It is the Head Coaches responsibility to ensure that player safety, communication, and sport instruction for all levels of the program.
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

1. **Sport Administration:**
   
   Evaluation Areas:
   1. School & Athletic Policies
   2. Sport Knowledge
   3. Player Improvement
   4. Protocol
   5. School Administration Required Meeting
   6. Parent & Booster Required Meetings
   7. Assistant & Lower Level Coaches
   8. Program Continuity
   9. Maintains Program Discipline
   10. Facilities Coordination
   11. Injury Protocol
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

2. Coaching Fundamentals:
Punch list items of daily requirements that are Head Coach’s responsibility..
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

2. **Coaching Fundamentals:**
   
   Evaluation Areas:
   
   1. Attendance — Requires & Holds Accountable
   2. Practice Plans — Uses Written Daily
   3. Practice Schedule — Publishes & Follows
   4. Scouting — Prepares for Specific Opponents
   5. Player Fairness — Equal Policies for all Players
   6. Locker Rooms — Home & Away
   7. Rosters — Timely, Accurate, Inclusive
   8. Season Ending Report — All Components Completed
   9. Banquet — Planned, Executed, Player Recognition
   10. Dresses Appropriately — Practices & Contests
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation
Long Term Planning

3. Three Year Plan
Coach will provide a three year plan to be attached to evaluation.

Contents Include:
1. Purpose Statement. What is your Program’s Purpose (not goals)
2. Overview of Program
3. Student Profile (what's the projections, feeder program impact)
4. Program Assets and Challenges
5. Academic plan for your Athletes
6. Timeline & Athletic Department Support (what can we do and let's plan moving forward)
7. Professional Development Plan
--define the objective of the program (what's your true north?)
--why does the program exist?
--mission guides the actions
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

1. Sports Administration
2. Coaching Fundamentals
3. Three Year Plan

Rubric Levels:
( ) Meets or Exceeds Expectation
( ) Satisfactory Performance
( ) Sub Satisfactory Performance
( ) Fails to Meet Expectation

Written Comments:
Evaluation Methods for Coaches
Post-Season--3 Major Parts to Evaluation

1. Sports Administration
2. Coaching Fundamentals
3. Three Year Plan

Summative Evaluation Levels:
Director of Athletics Recommendation:
( ) Coach Should Return as Head Coach.
( ) Coach Needs to address specific concerns in order to return as the Head Coach
( ) Coach should not be retained as Head Coach

Additional Comments:
Evaluation Methods for Coaches
Post-Season — Tips for Success

1. Begin with Last Year’s Evaluation
2. One Evaluation Tool for All Head Coaches
3. One Evaluation Tool for All Assistant & Lower Level Coaches
4. S.O.B.
5. Schedule Your Time to Complete
6. Keep Electronic Copy
Assistant & Lower Level Coaching Evaluations:

Keys:
1. Head Coach Completes
2. Athletic Director Reviews All
3. Head Coach Reviews the Evaluation with each Coach Individually
4. Always room for growth. All Perfect=Weak Head Coach
5. Should be seen as a Tool to Promote Personal Growth
Assistant & Lower Level Coaching Evaluations:

Components:
1. Loyalty to Head Coach and Program
2. Care of Equipment
3. Knowledge of Sport
4. Teaching Ability
5. Ability to Motivate
6. Rapport between Coach and Players
7. Intensity of interest in Coaching this sport
8. Supervision of Players in Locker Room and Other Areas
9. Rapport between Coach and rest of Coaching Staff
10. Accepts duties given by Head Coach
11. Communicates Effectively with Players & Parents
Assistant & Lower Level Coaching Evaluations:

Rubric Levels:
( ) Meets or Exceeds Expectation
( ) Satisfactory Performance
( ) Sub Satisfactory Performance
( ) Fails to Meet Expectation

Written Comments:

Summative Evaluation Levels:

Head Coach’s Recommendation:
( ) Coach Should Return at _________ Level
( ) Coach Needs to address specific concerns in order to return in coaching role
( ) Coach should not be retained
Take Aways:

1. Build your own Evaluation Method—Pride in Authorship
2. When you Hire in an Effective way, your Long Term Success with that Coach has a higher Probability
3. Know your Athletic Philosophy—Will always be your True North
4. Be Purpose Driven, not Goal Driven
5. S. O. B.
6. Schedule time to complete Evaluations
7. Evaluations are a Chance for Professional Growth
8. Evaluations are reflective of success of Athletic Director, Head Coach, & Assistant Coaches
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