



# 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.

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## USATF Coaching Education Strategies & Goals

- 1. Continually develop, refine, and deliver a 21<sup>st</sup>-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.