



Case for Coach Investment

1. **Context:** Through the past few years, during and post-pandemic, First Tee HQ coach training requirements were relaxed for First Tee's Coach Program, to provide time and flexibility for chapters to adopt an age-based program model and rebuild their coaching staff and volunteers.

First Tee's Coach Program provides a learning pathway for coaches to develop their coaching skills to make an impact with participants. The pathway is a partnership between chapters, coaches, First Tee HQ led in-person trainings and eLearning.



2. **Vision:** As a positive youth development organization, the goal is to have Level 3 trained coaches leading all First Tee Program classes for age groups 12-13 years and 14+ years.
3. **Why:** Coaches who complete Level 3 coach training, have developed their coaching skills to serve as a positive youth development mentor, through exposure to all levels of coach training, many hours of program delivery experience as well as observation, reflection, and feedback.

4. **Evidence:**

- a. **Coach Retention:** Coaches who attend higher levels of coach training have higher retention rates (93% compared to network average of 70%).

Note: Coach- Participant relationships develop over time and are one of the key factors driving participant retention.

- b. **Program Observations:** Through national program observations and scoring of the Coach Observation Form (COF), on average coaches at the following training levels perform as follows:

- Level 1 Coaches: 71% score on COF and observers classify as a fun, safe junior golf program.
- Level 2 Coaches: 82% score on COF and observers see the emergence of an integrated life skills program.
- Level 3 Coaches: 93% score on COF and observers see the delivery of a positive youth development program.

- c. **Level 3 Coach Training:** Coaches who attend Level 3 coach trainings, rate the experience, and have provided the following quotes over the years:

▪ **97% of coaches rated their overall satisfaction with the Level 3 training as a 4 or 5.**

- *"The Level 3 training was an incredible experience for me- it provided more than I was expecting in terms of the presentation by expert/experienced coaches, the outdoor hands-on application, and especially the environment fostering camaraderie with the other coaches."*
- *"The trainers were all engaging and passionate about wanting to help us as coaches to learn new skills and become better coaches."*

▪ **98% of coaches rated their understanding of the First Tee Building Blocks as a 4 or 5.**

- *"While there was a lot that I learned, the most beneficial discussion came when talking about dealing with teenagers in today's world. It was helpful to discuss the differences in today's world vs when we were teens."*

- *"Can't say enough great things about the training. All the HQ Trainers were well versed in the curriculum that we are teaching and there wasn't a sign of weakness between all of them."*
- *"I was impressed with how much I learn every training and how much information I take back to my chapter."*

▪ **94% feel a deep understanding of the seamless approach to delivering the First Tee Program**

- *"The training was excellent and opened my eyes to some changes to incorporate in the way I deliver a lesson plan to the youth within the program."*
- *"I left the training feeling positive, energized and like I had truly learned a lot I want to implement."*

d. **Academic Research:** Prior academic research findings on program impact, found that highly trained coaches were key to life skill development and building relationships with participants. Published research findings and results can be found [here](#).

5. **Parents Care:** Having trustworthy and well-trained coaches matters to parents.

a. First Tee x Harris Poll findings

1. 89% of parents say, "I am looking for more opportunities for my child to build character in the current climate."
2. 82% of parents say, "I wish my child had more access to well-trained coaches."
3. 90% of parents say ""I value coaching that goes beyond skill development to focus on the holistic development of my child."

6. **The Ask:** For chapter boards and executive directors to increase chapter investment in coach training and development as it directly impacts participant outcomes and achieving the mission as a positive youth development organization.