PCA Partnership/Workshop
Best Practices for Successful Implementation

1  Marketing/Communication:
   Get the word out
   > Post information about your PCA partnership/workshop date(s) on your website. Include a
     link to the PCA website/content/videos to get people excited!
   > Send an email blast (template on PCA partner website) about the upcoming workshops.
   > Create a flyer (template on PCA partner website) to distribute at your coach/parent meetings
     with workshop descriptions and details.
   > Include a phrase on your Coach Applications stating ‘Must be Double-Goal Coach
     certified to be considered for coaching position.’
   > Include information about the PCA workshop on Team Contact sheet – you can be
     sure coaches won’t lose/ignore that sheet!

Encourage participation
   > Be sure to announce the workshop dates! Make the expectation clear from the beginning!
   COACH
   > Coaches who attend the PCA Double-Goal Coach Workshop get first choice of
     practices times/fields.
   > To gain all-star eligibility for their players, coaches attend the PCA Workshop!
   > Send out a ‘Parent/Guardian Letter’ telling parents that their child’s coaches are
     required to be Double-Goal Coach certified. The parents will most likely hold the
     coaches accountable for this!
   PARENT
   > In order for a player to be eligible for all-stars, one of his/her parents must attend the
     Second-Goal Parent Workshop.
   > Make a portion of registration fees refundable for parents who attend the PCA
     Workshop.

2  Verification/Enforcement Plan:
   Tracking certification
   > Designated a Board Member to be the Certification Coordinator.
   > Certification Coordinator maintains database/spreadsheet of certifications for
     coaches/parents.
   > Instruct coaches/parents to sign-in at the workshop so that there is a record of their
     certification. Be sure to make a copy of the sign-in sheet the night of the workshop
     before the PCA Trainer leaves! (You can even take a picture of it with your smart
     phone!)

Enforcing the mandate
   > Coach isn’t allowed on sidelines if they haven’t attended the Double-Goal Coach
     Workshop.
   > Coach can’t get uniforms for his/her team without completing the Workshop.
   > If your coaches are paid, withhold pay until the Workshop is complete!

See the “Online Partnership Game Plan” sheet to plan your successful Online PCA Partnership!