



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!