

Some brief but bull's eye excerpts about what counts, from *High School Today*, "Coaching Evaluations in Education-based Athletics," a few highlights and key points that are useful for periodic self-assessment [the bracketed sections are either paraphrases or my interjections; the rest is directly quoted]. The article reinforced my thinking about expectations. Please forward or share a print out (attached) with our assistant coaches:

There is so much more involved in education-based athletics than wins and losses. Winning games depends on numerous variables, not the least of which is available talent. In order to succeed, players need to be coupled with good coaching, a realistic schedule, absence of injuries to key personnel, perhaps favorable weather, and even a little luck. It should not be interpreted, however, that striving to win a game isn't important because the preparation and effort, planning highly organized practice sessions, preparing realistic strategy, and putting young people in a position to succeed through hard work, dedication, and teamwork is essential.

Coaching tenure should not be influenced or initiated by community expectations, booster club interests or even politics. [Beyond administrative tasks,] If winning or seasonal records shouldn't be major ingredients in coaching evaluations, what should be the basis?

- Being positive and encouraging with their athletes while providing sound skill and strategic instruction.
- Teaching values, character and lifelong lessons beyond elements of their specific sport.
- Serving as a positive role model for not only the athletes but also for your fans, student body and community [What I've found interesting is the microscope effect. We're under it, but we cannot peer backward through the inverted *magnifying* glass. Parents watch the side-lines about as much as they watch the game, and the spectator's interpretations of coaches conduct find their way to my ears; they usually speak to role modeling.]
- Following the policies and procedures for the school, league and state association.
- Communicating effectively with athletes, parents, teachers, administrators, media and everyone involved with the athletic program [This communication piece can be a life-preserver. As much as one might not want to engage, even when our emotions drive us away from instinct, the simple motto usually works best—kill them with kindness.]
- Involved in professional development activities in order to enhance their background and knowledge. The goal in professional development is the accompanying benefits to the athletes and programs.

Thank you for all of our coaches do, especially in fielding the best prepared team possible and building student character.