



Program Feasibility Statement

New programs or substantial modifications

Consult with the following people or areas to properly fill out this form:

- Your Area Dean
- Articulation Officer
- Career and Technical Education (CTE) Dean
- Facilities
- VP Business

Originator Name: Kathy O'Connor, Ashley Farias

Department: Physical Education

Programs of Study Name: CTE Certificate, Coaching

Degree type: CTE Certificate

Justification for Program of Study:

This program provides opportunities for students that provide comprehensive knowledge and skills specific to athletic coaching, and national and state certification for employment as Athletic Coaches. Skills include strength and conditioning, injury prevention, nutrition guidelines, risk management, and sport skill development. Successful completion of the Santa Barbara City College Athletic Coaching Certificate program provides students the opportunity for employment in Athletic Coaching. Employment opportunities include working as a youth athletic coach, junior high, and high school athletic coach.



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Only fill out this section if you are a CTE program.

Work with your area Dean

Career Technical Education (CTE)

1. Why do we need this program? Attach Labor Market Information (LMI) data (SCCRC CTE Program Recommendation Submission Process)

In the South Central Coast region, the number of jobs related to Coaching are expected to increase. Coaching is anticipated to experience a low risk of automation. In 2021 there were 473 regional completions in programs related to the occupation identified as aligned with Coaching and 521 openings, indicating supply is not meeting demand. Typical entry-level education is a bachelor's degree for Coaches. Completers of Coaching programs from the 2019-2020 academic year in California had a median annual wage upon completion of \$25,138. Fifty seven percent of students are employed within a year after completing one of the programs listed below. Thirty six percent of students attained a living wage within a year of completion. Completers experienced an average of +55% change in earnings after exiting. Forty percent of students were part-time, 6% skill builders, 34% first-generation, and 74% economically disadvantaged.

According to the LMI from November of 2023, positions that students can expect to find upon completion of the Coaching Certificate include but are not limited to:

- Fitness Coaches
- Swim Team Coaches
- Coaches
- Volleyball Coaches
- Soccer Coaches

2. Advisory Committee discussion: Where did the idea come from, who proposed it, what did the Advisory Committee think or recommend? (enter answer here. Please include Advisory Committee meeting date)

-An Advisory Committee Meeting was held on Tuesday, August 20th.

The idea for this certificate program came from a conversation discussing the concerns parents in our community share regarding introducing their child to sport. There is a critical need for the coach(es) to have a basic knowledge of how to coach the youth athlete, as this is a formative time for the youth athlete in development and could determine whether or not the child enjoys sport as they progress. In addition, professionals and leaders of local agencies demonstrated a need for certified coaches.

The Advisory Committee met and shared their recommendations. They are:

Understanding Parent Concerns:

- **Quality of Experience:** Parents are concerned that their children will have a positive experience and avoid negative experiences that could discourage them from participating in sports.
- **Safety and Coach Qualifications:** Parents want to ensure that the program is safe and that the coaches are qualified to lead the program.
- **Program Politics:** Parents may be concerned about potential political issues within the program.
- **Coach/Parent Relationship:** Parents value the importance of developing interpersonal skills, especially in the context of the coach/parent relationship.

Employer Needs and Program Content:

1. Emphasis on Positive Coaching:

- **Positive Reinforcement:** Teach coaches to focus on positive reinforcement and avoid negative criticism.
- **Growth Mindset:** Emphasize a growth mindset, where mistakes are seen as opportunities for learning and improvement.
- **Fun and Enjoyment:** Create a fun and enjoyable environment for all participants.

2. Safety and Certification:

- **Safety Protocols:** Implement clear safety protocols and procedures.
- **Coach Certification:** Require coaches to obtain relevant coaching certifications
- **Background Checks:** Conduct thorough background checks on all coaches and staff.

3. Transparency and Communication:

- **Open Communication:** Foster open communication between coaches, parents, and athletes.

- **Clear Expectations:** Clearly communicate expectations and policies to all stakeholders.
- **Address Concerns Promptly:** Address parent concerns promptly and professionally.

4. Interpersonal Skills Development:

- **Effective Communication:** Teach coaches effective communication skills, including active listening and conflict resolution.
- **Parent Education:** Provide workshops or resources for parents on effective communication and support.
- **Role-Playing Exercises:** Conduct role-playing exercises to simulate common coach/parent interactions.

4. Administrative Training:

- **Administrative Duties:** Train coaches on administrative tasks, such as scheduling, budgeting, and equipment management.
- **Conflict Resolution:** Teach coaches how to handle conflicts and disagreements effectively.
- **Professionalism:** Emphasize the importance of professionalism and ethical behavior.

By addressing these concerns and implementing these solutions, the Youth Coaching certificate will prepare quality coaches and develop effective programs, ultimately providing more coaches and volunteers to potential employers.

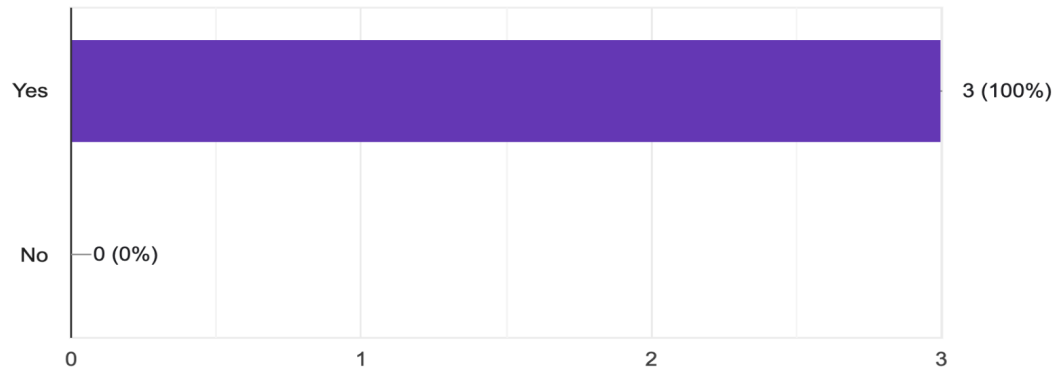
**3. Regional Consortia recommendation - Approval date
(SCCRC CTE Program Recommendation Submission Process) (enter answer
here)**

4. Industry input - Employer survey

Survey data provided by the Director of the Page Youth Center, Head Coach of the San Marcos girls flag football program, and a volunteer coach who serves on the Dos Pueblos Little League Board.

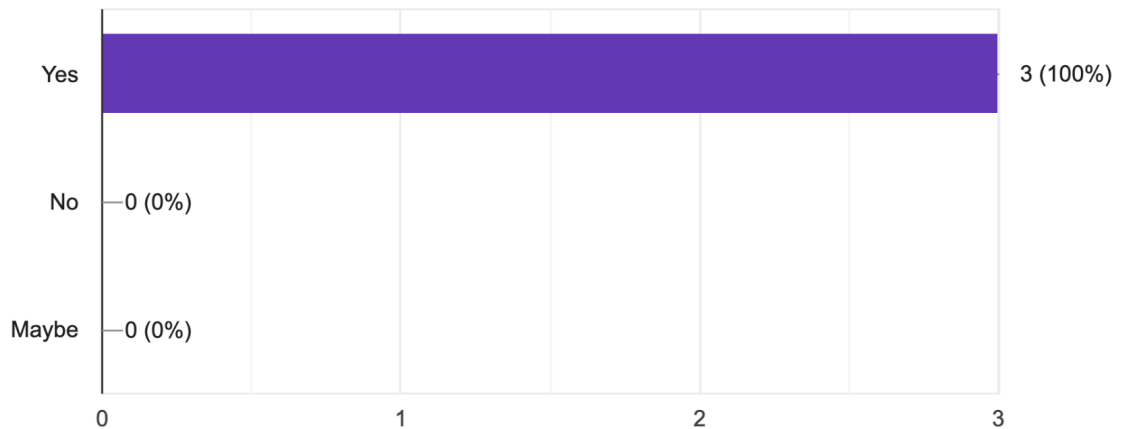
1. Looking at the proposed courses, do you think students that successfully complete this program will be more prepared than other entry-level applicants? (If you check "other" please specify)

3 responses



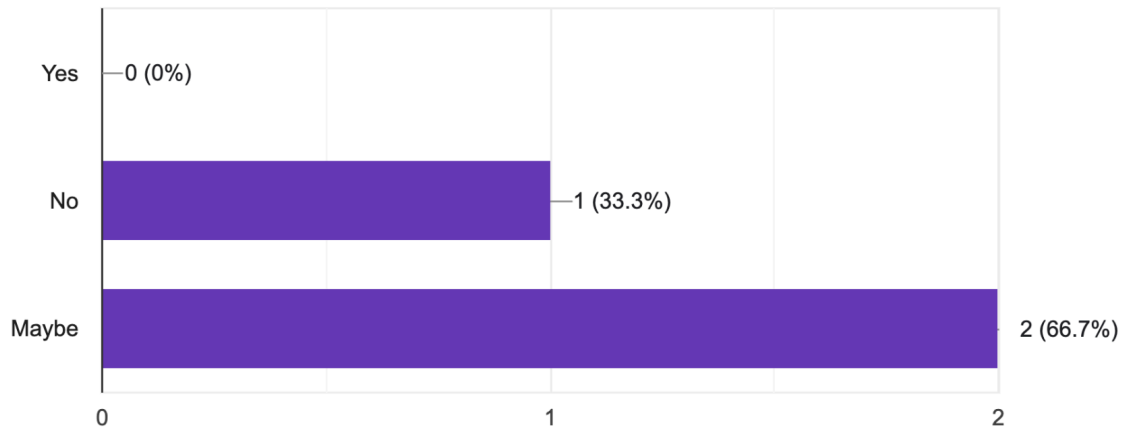
3. Would you hire students that complete this program?

3 responses



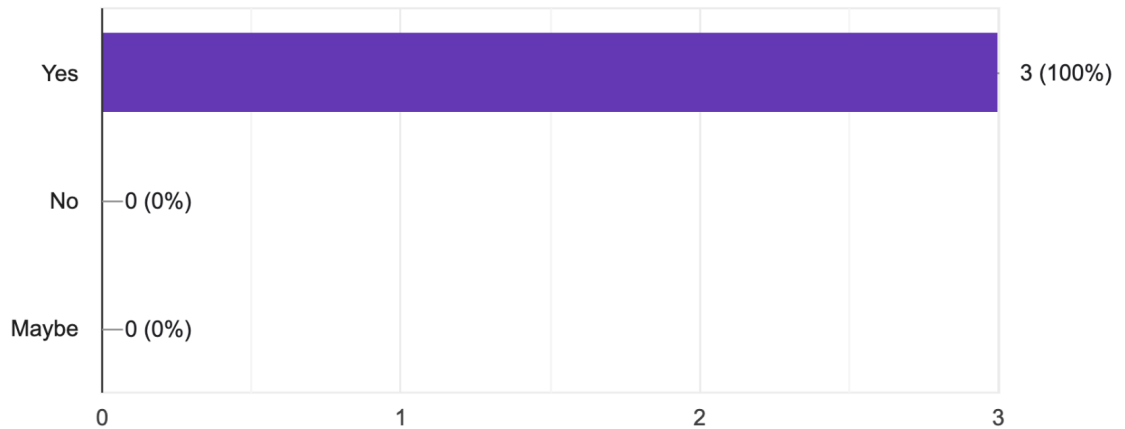
4. Would you consider requiring a certificate in coaching from SBCC of your coaches?

3 responses



5. Do you think there would be an audience for this type of certificate program?

3 responses



6. What skills do employers want our certificate students to acquire through the program?

3 responses

Conflict resolution, positive coaching, engagement/encouragement techniques, and strategic planning.
Coaching techniques, child development, safety, developing a coaching philosophy
Team management (off the field aspects), player management (emotional/mental), social media management,
first aid, aspects that can be applied to any sport

7. What qualifications do you look for in your candidates? 3 responses

Positive attitude, good temperament, and well-prepared.

Knowledge in sport, high character, experience working with youth

interpersonal skills, knowledge of sports, willingness to learn

8. As mentioned previously, there is an opportunity to create a multi-tiered certification program. For example, all coursework online, in-class instruction and hybrid style. There is also an option to hold a low unit certification program (4 units) over the course of a few Saturdays. Would you differentiate levels of certification between your hired coaches and parent volunteers? 3 responses

Yes

Yes. Parent volunteers are very unlikely to do the higher tier.

Yes - a lower level that might appeal to youth volunteer coaches and a higher level that appeals to students wanting to coach at higher levels

9. Is there anything else you would like to share that would help us create a valuable coaching certificate for our students? (*optional*) 1 response

I have shared other possible course ideas with Ashley Farias and think it would be good to have more youth organizations involved.



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Work with Laura Castro, Articulation Officer,
to complete the below section

Narrative Item 1: Program Goals and Objectives

- 1. Prepare students with skills that will help them be employable.**
 - Learn different styles and philosophies of coaching
 - Learn student engagement techniques and strategic planning
 - Learn basic pedagogy of sport, injury prevention, and interpersonal skills such as conflict resolution
- 2. Work experience will allow a student to learn how to become workforce ready and gainfully employed.**
 - Proficient in practice planning, motivation and leadership
 - Support the employer with coaching and interpersonal relationship skills
- 3. Prepare students for continuing education and possible transfer.**

Narrative Item 2. Catalog Description

The Youth Coaching certificate prepares students to obtain the knowledge, skills, and experience employers are looking for in athletic coaching positions. Coaching techniques, sports psychology, leadership, and sports management will be the major topics in the course. The program also provides hands-on opportunities for students to gain experience coaching various sports. Students will be prepared for coaching and employment in the sports industry.

Program Student Learning Outcomes:

- Analyze the numerous roles and responsibilities of coaching.
- Analyze the different styles and philosophies of coaching.
- Identify and develop a risk management plan for equipment, athletes, supervision, facilities, and additional areas that are specific to the sport.
- Demonstrate appropriate age-specific psychological techniques to enhance communication for athletic performance.
- Identify special considerations in coaching diverse athletes including age, gender, cultural background, and ability.



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Narrative Item 3. Program Requirements

New or Existing course	Course Number	Course Title	Units	Sequence
Existing	PE 218	Introduction to Coaching/Teaching	3	Fall
Existing	PE 200	Introduction to Kinesiology	3	Fall
Existing	PE 270	Coaching the Youth Athlete	3	Spring
Existing	HE 103	Responding to Medical Emergencies	3	Spring
Existing	PE 271	Leadership for the Student Athlete	1	Fall
Existing	PE 216	Competition, Motivation, and the Athlete	1	Spring
Existing	PE 290	Work Experience	2	Fall/Spring

Which courses will require new sections to be added to the Schedule?

Course	How many sections will be added
PE 270 Coaching the Youth Athlete	1



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Projected Annual Completers for program:

25-30 students and 75% completion rate per year

		2025-26		2026-27	
Course Number	Course Title	Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
PE 218	Introduction to Coaching/Teaching	2	50	2	50
PE 200	Introduction to Kinesiology	2	70	3	100
PE 270	Coaching the Young Athlete	1	30	2	60
HE 103	Responding to Medical Emergencies	2	50	2	50
PE 216	Competition, Motivation, and the Athlete	2	50	2	50
PE 271	Leadership for the Student Athlete	2	70	2	70
PE 290	Work Experience	2	26	2	26

Student Selection and Fees:

(enter answer here or N/A)

Program included in District Master Plan:

This Youth Coaching Program has been a goal of the department and has been included in our departmental program review planning for over 10 years. The Youth Coaching certificate is fully supported by the SBCC Academic Senate, Curriculum Advisory Committee, and administration. It has been developed by the Physical Education/Health Education department in accordance with Santa Barbara City College's goals reflected in the Educational Master Plan. The Physical Education/Health Education department is responsible for administering the program and for ensuring that it undergoes regular review of curriculum and requirements as part of the department's Program Evaluation Plan.

The Youth Coaching certificate is designed to meet the needs of the local college community. There are no related programs offered in the region. SBCC students will be urged to work closely with an academic counselor to select the most appropriate general education option for their educational goal.

Staffing

Estimated FTE Faculty Workload: 1 FTE

Number Of New Faculty Position: N/A

New Classified Positions: N/A



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Facilities: When applicable, consult with Facilities and VP, Business

Estimated New Equipment Cost: N/A

Cost of New/Remodeled Facility: N/A

Facilities and Equipment Plan: N/A

Estimated Library Acquisition Cost: N/A

Library and/or Learning Resources Plan: N/A

Licensing

Licensing or Accreditation Standards: N/A

Approval of Licensure Board required: N/A

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