Kid-Focused, Coach-Driven: What Training Is Needed?

November 20, 2013  |  Colorado Springs, CO
Special thanks to Nike for its generous support of this roundtable, and to the U.S. Olympic Committee for providing meeting space.
Kid-Focused, Coach-Driven: What Training Is Needed?

Coach.

It’s one of the most reverential terms in our society, right up there with, well, Reverend. As with ministers, sometimes we just drop the first name when describing those who occupy this position – it’s Coach Wooden, Coach K, Coach Summitt. At the youth level, especially, the honorific confers authority, invokes esteem and implies wisdom, or at least the knowledge to organize energies in a manner that produces a public good, which we assume to include healthy children.

But who’s coaching the coaches? Who is ensuing they have the tools to deliver early positive experiences? Take a look at the charts in this program, with original survey data revealing how few of our 6.5 million youth coaches are trained in key competencies. Less than 1 in 5 say they have been taught effective motivational techniques with children, and less than 1 in 3 say they have been trained in skills or tactics in the primary sport they coach. These are “at best” numbers, surely including a few dads who once heard Nick Saban share his winning secrets at a clinic and assume that qualifies.

Training works, when we understand the psychology of a child. More than two decades ago, University of Washington researcher Frank Smoll established that only 5 percent of kids who played for trained coaches quit the sport the next year; the attrition rate was 26 percent under non-trained coaches. Since grade schools stopped sponsoring organized sports in the 1930s, our system has been dominated by volunteers, most of them well-meaning, most of them winging it. All play a central role in the health of the nation, as a child who becomes inactive will later incur higher medical costs and could die five years earlier than their peers.

In September, we began the process of reimagining youth coaching in the U.S. by considering the prospects of anchoring our disjointed sport system in the principles of age-appropriate play. The U.S. Olympic Committee and a number of national sport governing bodies have created a task force that is acting on this idea, building a template that can help sport organizers move away from a culture of what I would call careless competition, in which a reflexive instinct to win games trumps the needs of child and even athlete development. Six is not 16 with kids, as Designed to Move observes.

Today’s roundtable takes the next step, and asks: What does good youth coaching look like? What are the practical elements we need every adult who works children between the critical ages of 6 and 14 to be trained in? And can we create alignment around a simple, scalable, affordable (perhaps free) platform that has the endorsement of organizations that parents everywhere know and trust? The challenges here are many, matched only by the potential benefits. By shifting the culture to an expectation of training at the lowest level, all boats – and children -- may find themselves lifted.

Tom Farrey
Director, The Aspen Institute Sports & Society Program
@TomFarrey
Tuesday, November 19

Afternoon

Arrivals: Antlers Hilton, Colorado Springs CO

6:30pm
Meet in Hilton lobby, transportation to reception/dinner

7:00pm-8:30pm
Reception and dinner: The Warehouse Restaurant

8:30pm-9:15pm
After-dinner conversation with Alan Ashley and Wade Gilbert

Wednesday, November 20

8:15am
Meet in Hilton lobby for transportation to U.S. Olympic Training Center

9:00am
Welcome, Opening Remarks

• USOC – Alan Ashley, Chris Snyder
• Nike – Caitlin Morris
• Aspen Institute’s Sports & Society Program – Tom Farrey

9:30am-10:30am
What is the state of youth coaching in the U.S.?

Lead discussant: Mike Sagas, University of Florida

• Discussion of SFIA data on quantity, quality of coaches
• Sport, education, other organizations that offer training
• Gaps and implications

10:30am-10:45am
Break

10:45am-11:45am
Think globally: What does the International Sport Coaching Framework offer?

Lead discussant: Sergio Lara-Bercia, International Council for Coaching Excellence

• What should a coaching structure look like in the U.S.?
• What are the roles of key organizations?
• Barriers, opportunities to adoption of ideas

11:45am-12:30pm
Lunch in OTC cafeteria

12:30pm-1:30pm
Act locally: What does good youth coaching look like?

Lead discussant: Dr. Frank Smoll, University of Washington
• How can coaches best foster early positive experiences?
• What are the domains we want them trained in?
• What’s fair to ask of volunteers?

1:30pm-2:30pm  What’s the best way to align, push training down the pipeline?
Lead discussant: Chris Snyder, U.S. Olympic Committee
• USOC’s role in a simple, affordable, scalable platform
• Role of sport governing bodies
• Role of schools, colleges, other providers of training

2:30pm-3:00pm  Next steps + pledge process
Lead discussant: Alex Chan, Clinton Foundation

3:00pm-4:00pm  Tour of U.S. Olympic Training Center

4:00pm  Departures: Taxi to Colorado Springs airport or shuttle bus back to hotel

Get Social

Please share your thoughts and perspectives on the topic through the following means:

Social Media
Twitter hashtag: #ProjectPlay
Aspen Institute Sports & Society Twitter handle: @AspenInstSports

Websites
Aspen Institute’s Project Play microsite: www.AspenProjectPlay.org (NEW!)
Designed to Move: www.DesignedtoMove.org

Email
Sports & Society email: sportsandsociety@aspeninst.org

Survey
Post-event, we will send a brief survey to capture your feedback and additional ideas
The Sports & Society Program will later publish on the Project Play microsite a summary and highlights from the roundtable, with links to supporting materials. To receive a copy, please sign up for our distribution list at www.AspenProject.org.
State Of Youth Coaching

Each year, the Sports & Fitness Industry Association conducts an online survey of 42,000 U.S. households and individuals to collect data on sports participation trends. At the request of the Aspen Institute’s Sports & Society Program, the first-ever questions related to youth coaching were added in 2013. What we learned:

- 4.2 million are head coaches
- 6.5 million youth sports coaches in US*
- 97.6% are active themselves
- 73.5% are male

*Number of US adults age 25+ who are currently coaching youth 14 and under
Source: Sports & Fitness Industry Association, Sports Marketing Surveys USA 2013

Coaches by Age (total = 6.5 million)

- 25-34: 30%
- 35-44: 51%
- 45-54: 11%
- 55-64: 3%
- 65+: 5%

Source: Sports & Fitness Industry Association, Sports Marketing Surveys USA 2013
State Of Youth Coaching
## Coaches Trained by Sport & Domain

<table>
<thead>
<tr>
<th>Category</th>
<th>Soccer</th>
<th>Basketball</th>
<th>Volleyball</th>
<th>Football</th>
<th>Lacrosse</th>
<th>Hockey</th>
<th>Baseball/Softball</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPR/Basic First Aid</td>
<td>72%</td>
<td>57%</td>
<td>60%</td>
<td>61%</td>
<td>73%</td>
<td>74%</td>
<td>56%</td>
<td>67%</td>
</tr>
<tr>
<td>General safety and injury prevention</td>
<td>41%</td>
<td>43%</td>
<td>58%</td>
<td>59%</td>
<td>72%</td>
<td>68%</td>
<td>35%</td>
<td>38%</td>
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<tr>
<td>Sports skills &amp; tactics (primary sport)</td>
<td>32%</td>
<td>30%</td>
<td>30%</td>
<td>47%</td>
<td>54%</td>
<td>56%</td>
<td>31%</td>
<td>25%</td>
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<tr>
<td>Physical conditioning</td>
<td>31%</td>
<td>33%</td>
<td>40%</td>
<td>54%</td>
<td>65%</td>
<td>72%</td>
<td>27%</td>
<td>17%</td>
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<tr>
<td>Concussion management</td>
<td>29%</td>
<td>36%</td>
<td>41%</td>
<td>45%</td>
<td>43%</td>
<td>44%</td>
<td>19%</td>
<td>16%</td>
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<tr>
<td>Effective motivational techniques</td>
<td>21%</td>
<td>22%</td>
<td>20%</td>
<td>37%</td>
<td>51%</td>
<td>47%</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>

*Source: Sports & Fitness Industry Association, Sports Marketing Surveys USA 2013*
Participants

Kirk Anderson
Director, Coaching Education
US Tennis Association

Anderson is one of nine tennis teaching professionals to be certified as a Master Professional by the USPTA and the PTR. He has a Bachelor’s degree in Physical Education and a Master’s degree in Exercise Science from Western Michigan University. Anderson has published dozens of articles and written seven books on tennis. His honors include the International Tennis Hall of Fame Educational Merit Award, the Person of the Year by Racquet Sports Industry, the Professional Tennis Registry Professional of the Year and the Western Michigan University Department of Human Performance and Health Education Alumni Honor Academy.

Alan Ashley
Chief of Sport
United States Olympic Committee

Ashley was named chief of sport performance for the USOC on Sept. 1, 2010, after serving as managing director of sport performance since January 2010. Ashley oversees the USOC divisions tasked with providing targeted resources and support to the National Governing Bodies, athletes and coaches in pursuit of sustained competitive excellence. These areas include coaching and sport science, sports medicine, international games and sport partnerships. Sport performance is also responsible for the preparation and execution of all Team USA activities related to the Olympic and Paralympic Games. Ashley joined the USOC after 16 years with the U.S. Ski and Snowboard Association, where he was a key contributor to the rise of the U.S. ski and snowboard teams, having most recently served as the vice president of athletics.

Tom Avischious
Field Services Director
USA Swimming

Avischious works in the Club Development Division for USA Swimming, the national governing body for the sport. He is in his 19th year with USA Swimming where his main responsibility is oversight of the field staff that visit with clubs and coaches. Prior to this position, he was the Programs & Services Director where he helped develop and oversee most of the current programs designed to help USA Swimming member clubs and coaches.
Jason Baumann
Director of Education
USA Diving

Baumann’s responsibilities at USA Diving include coach education, training and certification. Prior to coming to USA Diving, Jason was the Diving Coach for the University of Minnesota and ran the Twin City Divers club diving team. He coached Junior, and Senior National Champions, NCAA All-Americans, and medalists in International competition representing Team USA. He has been involved with USA Diving for 34 years as an athlete, coach, and administrator. Jason holds a Master’s Degree in Kinesiology from Indiana University.

Garrett Beatty
Ph.D. Student, Sport Psychology
University of Florida

Beatty is a Ph.D. student in the Performance Psychology Laboratory, directed by Dr. Christopher Janelle, at the University of Florida. Prior to beginning his Ph.D. studies, Garrett spent two years as a secondary educator, football coach, and track & field coach. Garrett also served three years advising the Sport Management major at UF. Garrett’s primary research foci include studying how the emotion regulation strategies individuals employ influence their ability to perform motor tasks. Ultimately, Garrett is interested in seeing this work applied to improve performance in athletes, emergency response professionals, military personnel, and individuals engaged in clinical rehabilitation protocols.

Kyle Boyer
Manager of Coaching Education & Training
US Lacrosse

Boyer has been with U.S. Lacrosse since 2008 and worked in the finance department until 2011 when she moved over to coaching education. Prior to her time at U.S. Lacrosse, Kyle worked for DC United of the MLS in accounting from 2007-2008, served as the head women’s soccer coach for North Park University in Chicago, IL from 2005-2007 and was in public accounting from 2001-2005. Boyer holds a masters degree in banking and bachelors in sociology.
Participants

Janet Carter
CEO
Coaching Corps

Carter joined Coaching Corps, formerly Team-Up for Youth, as Executive Director in 2008 and has led the expansion of Coaching Corps from a local Bay Area organization to a national leader in the sports-based youth development field. Coaching Corps recruits, trains, and places passionate volunteers as coaches in after-school programs to work with kids living in low-income communities, providing them with the health, educational and social benefits of having a trained coach as a teacher and role-model. For 15 years prior, Janet served as Vice President of the Family Violence Prevention Fund, now called Futures Without Violence, helping to grow the organization from a local nonprofit to a national leader in the effort to end violence in the family. She has served on numerous boards and is past Chair of the Annie E. Casey Foundation’s Children and Family Fellowship.

Alex Chan
Clinton Health Matters Initiative

Chan currently serves as the Orfalea-Brittingham fellow at the Clinton Health Matters Initiative (CHMI), where he oversees the management and cultivation of CHMI’s programmatic commitments. Prior to joining the Clinton Foundation, Alex was the City Planner for a mid-sized suburb in Southern California. He holds a master’s in urban planning from the University of Michigan and recently completed graduate degrees in public administration and communications management from the University of Southern California.

Jay Coakley
Professor Emeritus
Department of Sociology
University of Colorado Colorado Springs

Coakley has for 40 years done research on connections between sports, culture, and society with much attention given to the play, games, and sport participation of young people. Coakley is an internationally respected scholar, author, and journal editor and has received many professional awards. His book, Sports in Society: Issues and Controversies, is used in universities
worldwide. He continues his work to make sport participation a source of enjoyment and development for young people, and to make sports more democratic and humane for people of all ages.

**Diana Cole**  
*Director, Coaching Education*  
*USA Volleyball*

Cole joined USA Volleyball in 1998 as an Administrator for the Coaching Accreditation Program (CAP), and in 2000 became the Coordinator for the Nike VolleyVan and Assistant for Grassroots Programs. Cole assumed the role of Manager of Coaching Accreditation Programs in 2002 and became Director of Coaching Education Programs in 2005. Diana is a USAV CAP Level III accredited coach and became a USAV CAP Cadre member in 2000. At USA Volleyball, Diana directs all facets of the coaching education programs, including IMPACT and the Coaching Accreditation Program (CAP). Diana also authored the National Federation of High Schools (NFHS) Fundamentals of Coaching Volleyball online course which launched in the Fall of 2009, and has had a hand in consulting/editing three textbooks for the American Sport Education Program (ASEP) and Human Kinetics.

**Peter Davis**  
*President/Director*  
*Sport Performance management*

Dr. Davis has worked in the elite sport field for more than 30 years, cultivating a diverse and unique career in several countries and different sport systems including: Exercise Physiologist at Nike; Director of Sport Sciences and Sports Medicine for the Australian Institute of Sport (for the Olympic Athlete Program); Director of Coaching, Sport Sciences and Technology at the U.S. Olympic Committee; Director of High Performance for Australian Rugby; and Director of Sport Science, Sports Medicine and Research for the Own The Podium Program in Canada. Currently Dr. Davis is the Founder and President of Sport Performance Management, an independent consulting firm based in Colorado, working with over 8 National Olympic Committees, over 50 National Governing Bodies, 60 Provincial Governing Bodies and other sport organizations in the areas of Strategic Planning, Long Term Athlete Development, building coaching systems and other specific performance related projects.
Participants

Jay Demings
Youth Program Director
USA Basketball

Demings joined USA Basketball, the governing body for basketball in the nation, in November 2013 to guide its newly created youth basketball division. Demings will oversee all facets of the department, including the development of youth basketball initiatives that address player development, coach education and safety in sport. He arrives at USA Basketball with 16 years of experience in boys and girls basketball and a master's degree in sport leadership from Northeastern University. He served as director of operations for the Boston Amateur Basketball club in Boston, where he oversaw all aspects of the non-profit basketball program. From May 2011 to August 2012, Demings was a sport director at Boys & Girls Clubs of America in Warwick, R.I.

Kristen Dieffenbach
Associate Professor and Director, NCACE
West Virginia University

Dieffenbach is an associate professor of Athletic Coaching Education at West Virginia University and an Association of Applied Sport Psychology certified consultant. Currently she is the president of NCACE (National Council for Accreditation of Coaching Education). Kristen is also a professional coach with a category 1 (elite) USA Cycling license and a Level II endurance specialization from USA Track and Field. She been a coach for over 18 years working at the high school, collegiate, recreational, and elite levels. Her research interests include professionalism and ethics in coaching, athlete talent development and underrecovery.

Tom Farrey
Director, Sports & Society Program
Aspen Institute

Farrey, an Emmy Award-winning journalist and author of Game On: The All-American Race to Make Champions of Our Children, has directed the Sports & Society Program since its inception in 2011. The vision for the program
flowed from his work as a long-form reporter with ESPN, including the 2008 publication of Game On, an investigation of the culture and structure of modern youth sports that became a required text in courses at many universities. In 2013, Farrey received an Edward R. Murrow Award for his piece on a paralyzed youth football player. Two of his other ESPN Outside the Lines stories have won sports journalism Emmy awards.

**Wade Gilbert**  
**Professor**  
**California State University, Fresno**

Dr. Gilbert is a frequent contributor to scientific periodicals, books, and popular media reports on sport coaching issues. He has directed research and applied consulting partnerships with coaches and athletes across multiple sports and countries. He is the Editor-in-Chief for the *International Sports Coaching Journal* and Associate Editor for the *Journal of Sport Psychology in Action*. Dr. Gilbert also co-edited the Routledge Handbook of Sports Coaching and serves as a scientific advisor for BeLikeCoach, a non-profit dedicated to improving the quality of youth sport settings.

**Nick Inzerello**  
**Senior Director, Football Development**  
**USA Football**

Inzerello is the senior director of football development for USA Football, where he is responsible for programs and resources serving football coaches, game officials, youth league administrators and players. This includes USA Football’s nationally accredited coaching education program for youth tackle, flag and high school coaches as well as programs including Heads Up Football, FUNdamentals, NFL FLAG and Punt, Pass & Kick (PP&K). In addition to his work at USA Football, Inzerello has served as a volunteer football coach in the Fairfax County (Va.) Youth Football League and serves on the Board of Directors for the National Council for Accreditation of Coaching Education (NCACE).
Participants

Sergio Lara-Bercia
Senior Research Fellow
International Council for Coaching Excellence

Lara-Bercia is a Spanish former professional basketball player and coach who has lived in the UK since 1999. In his 20 years of experience coaching, Sergio has been fortunate to work at all levels of the participation spectrum, from beginners to internationals. He has also led the development of the UK Coaching Children Curriculum, as well as producing a suite of resources for children’s coaches. At the International Council for Coaching Excellence, based at Leeds Metropolitan University, he has project managed the development of the International Sport Coaching Framework and has served as an advisor for countries such as South Africa and the Philippines. An M.Sc. in Sport Psychology, he is in the process of completing his PhD studies in the area of Psychosocial Development of Children In and Through Sport.

Ken Martel
Technical Director, American Development Model
USA Hockey

Martel has worked for USA Hockey for the past 15 years. The first 8 years of which as a National Team Coach at the U17, U18 and U20 divisions, including coaching USA Hockey’s first world championship gold medal teams at U18 and U20. He is currently USA Hockey’s Technical Director for the American Development Model, the organizations player development program. Prior to joining USA Hockey, Ken held coaching positions at St. Cloud State University, Michigan Tech University and the United States Air Force Academy.

Dave McCann
Director Coach Development
USA Rugby

McCann is one of the nation’s leaders in coaching education, having been elected President of the National Council for the Accreditation of Coaching Education in 2007. Dave also serves as President of the Institute for Sport Coaching. Prior to coming to USA Rugby, Dave was the U.S. Olympic
Committee Manager of Coaching Education. In 2003 Dave joined the U.S. Ski and Snowboard Association as Director of Education Services. Dave started his career in coaching education in 1995, with the American Sport Education Program as its Associate Director. Dave has an MBA from Wake Forest University.

Ted Miller
Vice President and Sports Education Director
Human Kinetics

In 25 years with the company, Miller has risen through the ranks at Human Kinetics from intern to VP. For 14 of those years he directed HK’s Consumer Division, increasing sales revenue more than five-fold during that span. Miller has acquired and overseen the development of hundreds of instructional books and DVDs, including those by coaching legends like John Wooden, Dan Gable, and Mike Krzyzewski. He has also forged successful business partnerships with several dozens of sport and coaching organizations, and most recently reached an agreement with the International Council for Coaching Excellence and the American Association of Health, Physical Education, Recreation, & Dance to publish a new online coaching journal starting in January 2014.

Caitlin Morris
North America Executive Director, Access to Sport
Nike, Inc.

Morris is the North America Executive Director of Access to Sport, an organization supported by Nike, Inc. dedicated to unleashing human potential by enabling and inspiring youth participation in sports, active play and increased levels of physical activity. A 10-year veteran of Nike, Inc., Ms. Morris has served in various business leadership positions in Corporate Communications and Sustainable Business and Innovation. As Senior Director of Integration and Collaboration, Ms. Morris led stakeholder engagement and partnership efforts focused on improving working conditions in the supply chain. As Stakeholder Partnerships Director for the Mobilize team, she focused on integrated advocacy efforts to accelerate human potential., including global partnerships leveraging sport for development. Prior to joining Nike, Inc., Caitlin spent seven years at Mattel, Inc. working in corporate responsibility and international government affairs.
Participants

**Jon Nolting**  
*Director of Sport Education  
U.S. Ski and Snowboard Association*

Nolting oversees the coaches education program for the USSA. In the past year he has developed an on-line foundational ski and snowboard coaching course that is now a requirement for all USSA member coaches. In addition, he has been a driving force in developing the USSA’s long-term athlete development (LTAD) framework and infused LTAD programming into the coach education and certification system. He has taught coaches clinics for the past fifteen years in alpine skiing and currently coaches youth soccer while working through the U.S. Soccer coaches education system.

**Nathan Plowman**  
*Partnerships Director, Access to Sport  
Nike, Inc.*

Plowman serves as the Director of Partnerships for Nike’s Access to Sport division. In this role, he leads the management of major partnerships within the public and private sector. He has previously advised a number of non-profit and for-profit organizations, including Nike’s Sustainable Business & Innovation group, with the goal of aligning business performance with sustainability and social good. He holds a Master’s degree from Oxford University.

**Scott Riewald**  
*High Performance Director, Winter Sports  
United States Olympic Committee*

Scott Riewald is the Winter Sports High Performance Director for the US Olympic Committee. In this role, Riewald oversees and team of sport science professionals and, in partnership with the winter sport National Governing Bodies, helps develop service and support strategies to prepare the US athletes for international competition, focusing on the Olympic Games and World Championships. Riewald’s background is in biomechanics/ biomedical engineering, with undergraduate and graduate degrees from Boston
University and Northwestern University, respectively. Riewald also worked as the Biomechanics Director for USA Swimming and as the Sport Science Administrator for the US Tennis Association prior to joining the USOC.

**Paul Roetert**

**CEO**

**AAPHERD**

E. Paul Roetert, Ph.D., is the Chief Executive Officer of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). AAHPERD is the largest organization supporting and assisting professionals involved in physical education, recreation, fitness, sport and coaching, dance, and health education. Prior to this position, he was the Managing Director of the United States Tennis Association’s (USTA’s) Player Development Program and Tournament Director of the U.S. Open Junior Tennis Championships. He was also the Executive Director for the American Sport Education Program at Human Kinetics, in Champaign, Illinois. He is a Fellow in the American College of Sports Medicine, and he received the Editorial Excellence Award from the National Strength and Conditioning Association for his work on the *Journal of Strength and Conditioning and Research.*

**Mike Sagas**

**Professor and Chair**

**Department of Tourism, Recreation and Sport Management**

**University of Florida**

Prof. Sagas’ primary line of inquiry in the field of sport management has been focused on the under-representation and differential treatment of youth, women and minorities in sports. The general goal of this research has been to provide theoretical and practical insights needed by scholars, policy makers, and managers to identify the barriers that limit the status, development, advancement and well-being of youth, women and racial minorities in sports. Sagas has authored or coauthored over 80 refereed journal articles and is a Research Fellow of the North American Society for Sport Management. Sagas also serves the University of Florida as the Faculty Athletics Representative to the NCAA and SEC.
Participants

Dan Schuster
Assistant Director of Coach Education
National Federation of State High School Associations

Schuster is the Assistant Director of Coach Education and also is the editor of the NFHS Ice Hockey Rules Book. Dan has been with the NFHS since August of 2008. Dan received his Bachelor’s degree in Sport Communication and his Master’s degree in Athletic Administration from Indiana University. Dan is responsible for many of the day-to-day operations of the NFHS Coach Education Program (www.nfhslearn.com). He has had the opportunity to be involved in the strategy, planning and growth of the NFHS Coach Education program. He actively promotes the program to member state associations and NFHS partners nationwide.

Erin Smith
Director of Education and Training
US Lacrosse

Smith is the director of education and training at U.S. Lacrosse where she guides the organization’s national strategies for the development and implementation of its national standardized training and certification programs for coaches and officials of men’s and women’s lacrosse at the high school and youth levels. She has worked at U.S. Lacrosse since 2004 and resides in Baltimore, MD.

Frank Smoll
Professor of Psychology
University of Washington

Smoll’s research focuses on coaching behaviors and the effects of competition on children and adolescents. He has published more than 135 scientific articles and book chapters, and he is co-author of 22 books and manuals on youth sports. Dr. Smoll is a fellow of the American Psychological Association, the Association for Applied Sport Psychology (AASP), and the National Academy of Kinesiology. He is an AASP Certified Consultant and was the recipient of AASP’s Distinguished Professional Practice Award. Dr. Smoll has extensive experience in conducting psychologically oriented coaching clinics and workshops for parents of young athletes.
Chris Snyder
Director of Coaching Education
United States Olympic Committee

Snyder’s responsibilities include discovering and providing resources to better benefit sport culture and the National Governing Bodies that service sport in our great nation. In addition, he is focused on supporting both the Sport Performance Department and Team USA coaches as they strive to be the best they can be. Previously, Snyder served as the Manager of Coaching Education and Training for U.S. Lacrosse. In addition to guiding the coaching education program for U.S. Lacrosse, he also served a large role in curriculum development, resource implementation, and event programming. Snyder hails from Central Pennsylvania and holds an undergraduate degree from Shippensburg University and a Masters of Education degree in Sport Management from Millersville University.

Jim Thompson
CEO
Positive Coaching Alliance

Thompson founded PCA, a non-profit formed at Stanford University with the mission to create a movement to transform the culture of youth sports so that all youth athletes have a positive, character-building experience. Jim was previously director of the Public and Global Management Programs at the Stanford Graduate School of Business. Since its founding in 1998, Positive Coaching Alliance has developed a network of more than 130 trainers across the U.S., who have delivered 10,000-plus workshops for youth sports leaders, coaches, parents and athletes. Thompson is the author of eight books and was named one of the Top 100 Sports Educators in the U.S. by the Institute for International Sport in October 2007.
About the Aspen Institute

The Aspen Institute is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute has campuses in Aspen, Colorado, and on the Wye River on Maryland’s Eastern Shore. It also maintains offices in New York City and has an international network of partners.

www.aspeninstitute.org

About Sports & Society

The mission of the Sports & Society Program is to convene leaders, facilitate dialogue and inspire solutions that help sports serve the public interest, with a focus on the development of healthy children and communities. The program provides a venue for thought leadership where knowledge can be deepened and breakthrough strategies explored on a range of issues.

http://www.aspeninstitute.org/policy-work/sports-society

About Project Play

The Aspen Institute’s Project Play is a two-year project that will lay the foundation for the nation to get and keep more children involved in sports as a means to creating healthy lifestyles. After insights are collected from a range of leaders in a series of roundtables and other events, the Sports & Society Program will in late 2014 produce a framework to help stakeholders create “Sport for All, Play for Life” communities.

www.AspenProjectPlay.org

About Designed to Move

Designed to Move is a global call-to-action supported by a growing community of public, private and civil sector organizations dedicated to ending the epidemic of physical inactivity. More than 75 sport and academic organizations have endorsed the plan, co-authored by Nike, the American College of Sports Medicine and the International Council of Sport Science and Physical Education. Our collective vision is of future generations running, jumping and kicking to reach their greatest potential.

www.designedtomove.org

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