

# External Partnerships

Lifelong Learning, Maintenance of Certification  
Professional Development

*Updated: December 2020*

# Coaching Association of Canada

The Coaching Association of Canada (CAC) unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

We aim to **enhance the experiences of all athletes and participants in Canada through quality coaching**. We foster this through key pillars of coaching leadership and sustainable coaching education. Our coach development supports coaches from grassroots, to professional levels and beyond.



# Who are our coaches?



The CAC provides direct access to an expansive network of Community leaders across Canada. With membership of over **1.6 million coaches** and over 60,000 new coaches joining each day, our partners have the opportunity to engage with a captive audience of their target demographic, who are passionate, and loyal to brand that support their cause.



Above average household income



Value community involvement



Located across Canada

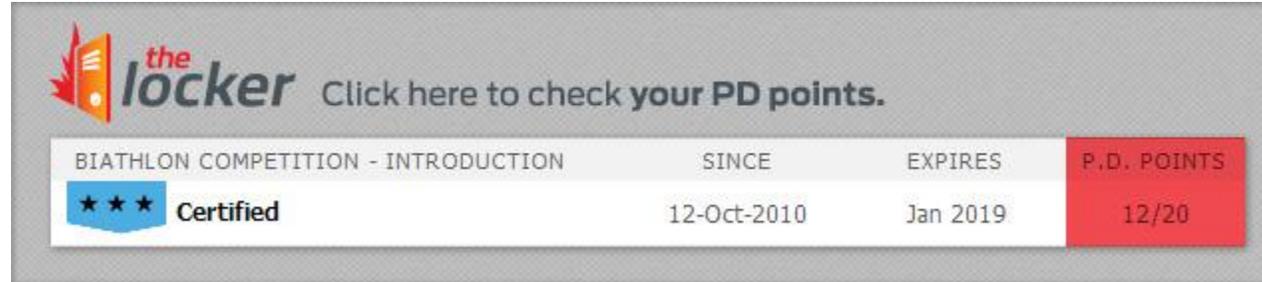


62% are over the age of 35

# What is Lifelong Learning, Professional Development, Maintenance of Certification?

*Lifelong Learning (LLL) is a philosophy, Professional Development (PD) is a process to facilitate learning and **Maintenance of Certification (MoC)** is a policy.*

# NCCP Maintenance of Certification



the locker Click here to check your PD points.

BIATHLON COMPETITION - INTRODUCTION	SINCE	EXPIRES	P.D. POINTS
★★★ Certified	12-Oct-2010	Jan 2019	12/20

MoC is the NCCP policy that requires certified coaches to maintain their certification through PD and training opportunities over a predetermined period. Some sports also require coaches who have achieved TRAINED status to maintain their status through the PD program.

For more information, please visit:

<http://coach.ca/maintenance-certification-faqs>

# Take Advantage of Your Learning Options

You can acquire PD points through a variety of sport-specific or multi-sport activities.

	Activity Category	Points	Limitations
Sport - Specific	Active coaching	1 point/year for every season coached OR 1 point/year for Learning Facilitator or Coach Evaluator activity	To a maximum number of points equal to the number of years of the certification renewal period, e.g. 3 points, if certification period is 3 years
	NCCP activity	5 points/training module or evaluation event	No maximum or minimum
	Non-NCCP activity	1 point/hour of activity up to 3 points maximum	No maximum or minimum
	Coach self-directed activity	3 points for the valid certification period	Maximum of 3 points for certification renewal period
	Re-evaluation in context	100% of the points required for PD credit in the context	No other PD is required if coach chooses reevaluation
Multi-sport	NCCP activity	5 points/training module or evaluation event	No maximum or minimum
	Non-NCCP activity	1 point/hour of activity up to 3 points maximum	To a maximum of 50% of required PD credit for the context in a certification renewal period

External  
Partnership  
PD  
opportunity

# External Partnership Application Process

## Complete External Partner Application

- Name
- Organization
- Email
- Phone Number
- Name of PD opportunity
- Description of PD opportunity
- What is the revision process and timeline of your PD opportunity?
- How is your PD delivered?
- Is your PD opportunity available across the country?
- What language(s) is your PD opportunity available in?
- What is the length of your PD opportunity?
- What is the cost to participants?
- Does your organization track participants?
- Please provide link to materials or upload any materials to be reviewed

## Internal Review

- Review of PD opportunity source files and materials (Education Partnerships Department, CAC Partners)
- Review of organization (Education Partnerships Department, CAC Partners)
- Reference checks of organization's owners and founders (Education Partnerships Department, CAC Partners)
- Valuation of organization and PD opportunity (Marketing and Communications Department)

## External Review (if needed)

## Presentation and recommendation to CAC Senior Management Team

- Review of external partnership by CAC Senior Management Team
  - Chief Executive Officer
  - Chief Operating Officer
  - Director, Education Partnerships
  - Director, Sport Safety
  - Director, Marketing and Communications
  - Director, Innovation and Business Enablement
  - Associate Director, Operations

## Sign Memorandum of Understanding/ Service Agreement

- Finalize partnership

# External Partnership Products Cost Overview

Product	Features	Cost
Data Connector or Manual Entry	Automated or manual data transfer to the CAC Locker	\$1500 annually + billable hours setup and maintenance
Locker Logistics	Event logistics and payment	3% Stripe Fee + 3% or \$5 Administration Fee + \$2 Partner Fee
Hosting Service	eLearning content hosting and delivery	2% of Revenue Generated + 3% Stripe Fee + \$2 Partner Fee

# Current CAC External Partners



# Contact Us



We look forward to learning more about your organization and discussing the ways in which the Coaching Association of Canada can support them through a partnership opportunity.

**To submit an External Partnership Application, please visit:**

<https://forms.office.com/r/7TdF41D2gY>

**For more information, please contact:**

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Coaching Association of Canada

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Coaching Association of Canada  
Association canadienne des entraîneurs