

Coaches' Perceptions of the National Coaching Certification Program (NCCP): Expectations, Awareness, and Value

Through a written survey method, 285 participants reflected on the National Coaching Certification Program (NCCP), including their awareness, expectations, and perceived value of the program. The sample consisted of 63% males and 37% females, with a broad representation of ages from under 19 through to 65 years old. The majority of participants were employed full-time (64%) with at least a university or college education (69%). The length of time that participants had been coaching ranged from having never coached to more than twenty seasons. Nearly half of the participants had been coaching for two to ten seasons. In all, 54 sports were represented, with many participants identifying themselves as coaches of multiple sports.

Overall, a large majority of participants (86.8%) were aware of the NCCP and cited that the most frequent means for finding out about a course was through their sport organization. The greatest barrier to taking a course was lack of availability of courses in the geographical area of the potential participant.

When asked to evaluate the NCCP course in regard to their expectations, a very large majority (95%) of participants stated that the course either met or exceeded their expectations. As well, many participants (51.4%) thought that the value of the NCCP program was “good” before taking a course and the perceived value of the course increased for 54.1% of participants after they had taken a course. Nearly 80% of participants (79.8%) described themselves as likely to take another NCCP course. Participants cited the primary benefit of taking a course to be that the credential ensures better prepared athletes through higher quality of coaching.

Analysis of variance across age, gender, education level, and employment are provided as well as written suggestions for the NCCP.

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