



West Virginia DEPARTMENT OF
EDUCATION

Performance Evaluation of Athletic Coaches

Office of School Improvement

Learning Objectives

- To review the evaluation process for athletic Coaches
- Review the evaluation process (WVBE Policy 5310)
 - ✓ Review components of the Evaluation System
 - ✓ Review timelines and implementation
 - ✓ Review tools utilized in the evaluation process

Definition of Athletic Coach (Section 4.1)

- A member of a school faculty, substitute teacher, student teacher within a public school, or an authorized certified individual under contract with a county board of education who provides instruction, direction, or supervision to athletic teams for the purpose of developing ability or skill to perform in athletic contests.

Staff Orientation (Section 6.5)

- Orientation. An annual meeting to assure that all employees have a full understanding of the purposes, instruments, and procedures used in evaluating the performance of employees. (4.13)
- An orientation meeting shall be conducted annually for all employees at the beginning of the employment period or within two weeks of an employee's reporting date. The evaluation process shall be initiated annually, regardless of the date of hire. (6.5)

Primary Purpose of Evaluation for Athletic Coaches (Section 21.1)

- Make an objective assessment of the performance of a coach
- Ensure that quality coaching is provided to students

Coaches (Section 21.3)

Who can evaluate coaches?

Principals, assistant principals or athletic directors who are appropriately certified according to WV Code 18A-2-12

Coaches

- Two observations (minimum) per evaluation
- Minimum of one written evaluation per coach's and assistant coach's contract period is required each year
- Same form used for both observations and evaluations

**West Virginia Department of Education
Policy 5310
Evaluation of Athletic Coaches***

Coach's Name _____

School _____

Sport _____

Completion Date _____

Shall be completed within four (4) weeks at the conclusion of each sport's season as defined by WVSSAC.

Professional and Interpersonal Relations. EXEM <input type="checkbox"/> EXS <input type="checkbox"/> MS <input type="checkbox"/> UNS <input type="checkbox"/>
<ul style="list-style-type: none"> a. cooperates with building principal, b. cooperates with athletic director, c. develops rapport with coaching staff within the school, d. organizes coaching staff, e. develops positive relationship with participants, f. develops positive relationship with student body, g. develops positive relationship with faculty, h. develops positive relationship with parents and community, i. develops positive relationship with game officials, j. develops positive relationship with news media, k. develops positive relationship with opponents, l. employs appropriate conduct during games, m. employs appropriate conduct during practices, n. attends league, conference and WVSSAC meetings, o. participates in activities that foster professional growth and development, p. motivates staff and players toward desired goals, and q. commands respect by example in appearance, manners, behavior and language. <p>Comments:</p>

Coaching and Related Areas EXEM <input type="checkbox"/> EXS <input type="checkbox"/> MS <input type="checkbox"/> UNS <input type="checkbox"/>
<ul style="list-style-type: none"> a. develops high caliber and quality instruction, b. teaches fundamental skills, c. handles athletic injuries, d. cares for equipment, e. supervises participants and disciplines team appropriately, f. designs quality organization of practice sessions, g. designs pre-season planning, h. supervises managers and other support personnel, i. manages budget, j. follows purchasing procedures, k. initiates game organizational skills, l. follows league, conference, and WVSSAC policies, m. devotes time and energy to coaching duties, and n. follows end of season procedures. <p>Comments:</p>

<https://wvde.us/wp-content/uploads/2024/08/ELI-Evaluation-of-Athletic-Coaches-Form.pdf>

Ratings for Coaches

- Exemplary
- Exceeds Standards
- Meets Standards
- Unsatisfactory

Assistant Coaches (Section 21.5)

- The principal, assistant principal or athletic director, with input from the head coach, shall conduct observations and evaluations of assistant coaches.

Coaches

- The evaluation conference is held within the four-week period at the end of each sport's season as defined by the WVSSAC. (21.6)
- Coaches and assistant coaches have the right to include a written statement as an addendum to the evaluation. (21.7)
- The coach and/or assistant coach shall sign the evaluation form denoting that the supervisor has reviewed the evaluation and the coach/assistant coach has received a copy. The signature shall not imply concurrence with the findings. (21.8)

Improvement Plan (Section 22)



Developed by the principal, assistant principal, or appropriately certified athletic director



Utilized when a coach's performance is unsatisfactory in an area of coaching responsibility

Improvement Plan (Section 22)

- Improvement Plan shall include:
 - Identified deficiencies
 - Specific corrective action to remediate deficiencies
 - Time frame for monitoring and deadlines (No more than a semester in length)
 - Resources and assistance

Improvement Team (Section 23)

- Requested by coach or supervisor
- Team is composed of
 - Immediate Supervisor
 - Additional Administrator
 - Another Coach from the same or related sport who is selected by the coach and approved by the county superintendent

Improvement Team (Section 23)

- The improvement team serves as a resource to the immediate supervisor who shall retain authority for the evaluation.
- The team shall monitor the improvement plan and may
 - Conduct observations
 - Provide training
 - Identify additional resources

Coaches' Responsibilities (Section 24.1)

- Professional and Interpersonal Relations
 - Communicates with educational personnel, parents, students, and others
- Coaching and Related Areas
 - Organizes strategies for teaching sports skills and sports management systems.
 - Specific performance criteria is outlined in Section 25.

WVSSAC

- Website – <https://wvssac.org>
- We recommend attending the WVSSAC Conference to:
 - Stay current with rule changes
 - Network with fellow athletic directors
 - Develop a deeper understanding of the purpose of athletics and coaching in schools

Resources

- <https://wvde.us/school-improvement/resources-trainings/educator-evaluation/>
 - Forms
 - Rubrics
 - Mini-sessions
 - Trainings