A FIVE-STEP CHECKLIST FOR CREATING A SUCCESS COACHING PROGRAM IN YOUR SCHOOL OR DISTRICT

Outline provided as a service by Touch Point Connection, Inc.

Touch Point Connection, a 501(c)3 organization can contract with your organization to: (1) provide technical support as you develop a coaching program, (2) provide technical and operational support for your coaching program once it is operational, or (3) manage coaching programs.

Step1: Determine program purpose and fit, explore leadership and funding.

Step 2: Build leadership, secure financial support, agree to program components, program management frameworks, understand site requirements, and establish the target date for a program launch.

Step 3: Market/introduce the program into the site.

Step 4: Launch, operate, and evaluate an introductory program.

Step 5: Sustain and grow a coaching program over time.

THE FIVE STEPS IN MORE DETAIL...

Step 1: Determine program purpose and fit, explore leadership and funding.

1. What are you trying to accomplish, e.g. problems you wish to remedy or service offerings you wish to expand/enhance?

2. What measures and methods will be used to evaluate the program? How will you know if coaching is working?

3. Reality check: What coaching can and cannot impact.

4. Identify marketing needs
   - Identify those groups or individuals who will be natural proponents.
   - Identify those who will need to be educated or won over.

5. Where is leadership coming from, e.g.
   - To choose program services and service targets
   - To determine safety, logistical, and operational frameworks and processes.
   - To fund the program.
   - To market the program.
   - To coordinate program operations and finances.
   - To serve as liaison with TPC.

6. Review of management and coordination options, e.g.
   - Internally led and internally staffed program, with technical support from TPC
   - Integrated: School/TPC partnership
   - Non-integrated, e.g. after-school/contracted program.
   - Other -- to be determined

7. Establish budget frameworks: What do you want and how much that costs.

8. Secure funding to pay for program set-up and services, e.g. existing resources, FFO, District Foundation, grants, service fees, etc.

Step 2: Build leadership, secure financial support, agree to program components, program management frameworks, understand site requirements, and establish the target date for a program launch.

1. Bring together and organize a site-based leadership team to plan and set goals for fund raising, program selection, marketing, and the program launch.

2. Examine legal, safety and contractual issues, e.g. insurance, parental permissions, confidentiality, mandatory reporting requirements and processes, fingerprinting and background checks, etc.

3. Examine service delivery options, e.g.
   - Use of Community Volunteer Coaches, Vs Certified Professional Coaches
   - 1:1 coaching, group coaching, training for parents and staff, etc.
   - Target populations: grade, gender, academic success, other
   - Any limitation to number of school-provided coaching sessions.
   - Length and frequency of coaching meetings
   - Fee based options to consider for students or parents
   - In school, after school, off school grounds

4. Determine program cost projections and Launch target(s), plan and budget

5. Discuss the logistical issues, e.g.,
   - Space for personal coaching, group coaching, and training
   - Hours of service
   - Release time from classes
   - Hall passes
   - Appointment scheduling
   - Non-coaching days
   - Site support needed

6. Coordination and Management: what and by whom, e.g.

With The Coaches	With The Students

• Recruitment (Decideon: community volunteers or professional coaches)
• Fingerprinting, background checks
• Screening, reference checks
• Training,
• Scheduling
• Management/volunteer coordination
   - Supervision and on-going support and accountability
   - Contracts: volunteers or employees
   - Payroll, withholdings etc.
   - Insurance
   - Communications/retention
   - Etc.
	• Program promotion
	• Intake interviews
	• Parental permissions
	• Matches with appropriate coach/program
	• Scheduling and follow through on appointments/ missed appointments
	• Hall passes
	• Data collection

7. Determine operational single point of contact liaison for program operations.

8. Secure funding.

9. Program Cost Projections and Launch Target(s), Plan and Budget

Step 3: Market/introduce the program into the site.

1. To Whom

2. How and When

3. By Whom

Step 4: Launch, operate, and evaluate an introductory program.

1. What to offer first and to whom?

2. Budgets / Funding

3. Organize the processes and operations

4. Staffing

5. Recruiting students

6. Evaluation

Step 5: Sustain and grow a coaching program over time, e.g. long-term plans for program integration, service offerings, funding and evaluation.