

RECRUITMENT & RETENTION

Coaching Recruitment and Retention Strategy

Check List Template

This checklist is meant as a guide for clubs who wish to be intentional in their approach to recruit and retain their coaches. The actions below are suggestions that can be used at the organization’s discretion based on what they deem appropriate and realistic.

One thing to keep in mind is that throughout the integration of coach recruitment and retention policies, the coach’s well-being should always be at the forefront of the intended result. Coaches must understand the expectation that comes with their roles, and organizations should follow through with the expectations by not over taxing their coaches throughout the year.

Find below actions that can be taken on by the club pre-season, during the season, and post season, in order to increase coach retention and recruitment.

Pre-Season	Low	Med	High	N/A
Offer and Cover the Cost of Professional Development Opportunities to Coaches				
Contact Us , your PSO , and/or your municipal recreation department to see if there are any opportunities for free or subsidized coaching resources.				
Promote courses that are specific to your sport and that match your coaches’ development pathways.				

Pre-Season	Low	Med	High	N/A
Offer Registration Discounts to Coaches to Attend Conferences and Training				
Highlight different opportunities for your coaches to attend at the beginning of the year and offer discounts to attend.				
Attend one event altogether based on the needs of coaches and/or the organization.				



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Pre-Season	Low	Med	High	N/A
Offer an Effective Onboarding Program				
Address the many benefits of coaching for your organization as well as the expectations that come with being a coach				
Schedule an initial briefing with new coaches				
Have material and resources available for new coaches to feel confident in their role				
Develop a clear and precise list of expectation and responsibilities				
Provide a list of internal (board members, provincial parent organization) and external (Sport NB, Provincial Sport Office, etc.) contacts				
Adequately promote benefits and compensation opportunities within your club.				

Pre-SeasonSport	Low	Med	High	N/A
Coach Retention Strategies				
Discuss last season and any goals coaches may have for the upcoming season. Are they comfortable or looking for a change in the new season?				
Ensure appropriate decision-making opportunities for the coach are communicated (would they like to change age groups, adjust the piece of the programming)				
Assist them in finding assistant coaches or helpers so that they can take breaks or miss practices without feeling guilty				

Pre-Season	Low	Med	High	N/A
Develop a Mentorship Program				
Identify a point person within your organization that new coaches can communicate with throughout the season for their questions and concerns.				
Develop a mentorship program with specific check-ins, timelines, deadlines, and more.				



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Pre-Season	Low	Med	High	N/A
Set Expectations with Other Members of the Club				
Set up a parent meeting hosted by your organization and walk through the ground rules for the season and set expectations for the coach and parents regarding acceptable behaviour.				
Be clear on how your organization plans to deal with behaviour issues with parents, players, or spectators.				

Pre-Season	Low	Med	High	N/A
Create Partnerships with Universities, Colleges, High Schools, and Other Regional Clubs to Recruit Coaches				
Schedule meetings with different heads of departments.				
Discuss the possibility of school credentials being obtained by coaching.				
Offer resources to entice students to become community coaches.				
Inquire with clubs who operate in your sport's offseason if some coaches have demonstrated a desire to pursue further coaching opportunities.				

Pre-Season	Low	Med	High	N/A
Raise Awareness on the Benefits of Coaching in Your Community				
Create videos and posts highlighting the benefits of coaching.				
Share posts during National Coaching Week from various local, provincial, and national sport & recreation organizations.				
Partner with different sport organizations to create a community marketing strategy on the benefits of coaching in youth sport.				



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Pre-Season	Low	Med	High	N/A
Promote and Provide Incentives for Current and Potential Coaches				
Registration discount for children of coaches.				
Covering lodging, mileage and offering per-diems for away games.				
Provide coaches with the necessary equipment for them to be successful in their role. <ul style="list-style-type: none"> • Include online platforms as well (team snap, practice writing platforms, etc) • Include successful program equipment/apply for grants for funding said equipment (i.e., cards, dice, tennis balls, all for a variety of activities) 				

During the Season	Low	Med	High	N/A
Organize Events to Show Appreciation to Your Coaches				
Participate in National Coaches Week Activities.				
Run a networking event early in the year for all the coaches in the club.				
Host a coaches' night a few times throughout the season at a local meet-up spot.				
Create a "Monthly Coach Spotlight" with Facebook article or newspaper article to recognize all their efforts and highlight their specific work.				
Host an end-of-the-year banquet highlighting and awarding coaches for specific achievements.				

During the Season	Low	Med	High	N/A
Provide Continued Feedback to Coaches				
Formal or information feedback to all coaches (if volunteer).				
Formal and informal performance review (if contracted).				
Distribute a newsletter related to coaching, your sport, athlete development and other resources to coaches.				



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During the Season	Low	Med	High	N/A
Develop a Code of Conduct and Various Policies for Athletes, Coaches, and Parents				
Ask your Provincial Sport Organization for a copy of their policy and/or examples based on their provincial requirements.				
Reach out to your Regional Consultant for input and feedback on policy development.				

Post Season	Low	Med	High	N/A
Conduct Exit Interviews for Coaches That Decide to Leave the Organization				
Put together a series of questions highlighting both pros and cons of coaching.				

Post Season	Low	Med	High	N/A
Hand Out a Survey Developed by the Organization to all Coaches to Gather Their Feedback				
Develop a survey that covers the experience of coaching for the club to identify how your organization can do better				
A similar survey should also be developed and directed at parents and athletes to gather comments on coaches.				



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Resources

For further questions, guidance, and information on how to develop coach retention and recruitment strategies, here are some organizations who have put together resources and pathways dedicated to coaching needs:

The Coaching Association of Canada (CAC)

[Coach](#)

The Sport Information Resource Centre (SIRC)

[SIRC.ca](#)

The Canadian Center for Ethics in Sport (CCES)

[Home | Canadian Centre for Ethics in Sport \(cces.ca\)](#)

The True Sport Movement

[True Sport | \(truesportpur.ca\)](#)

Canadian Women in Sport

[Womenandsport.ca/ressources](#)

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