



HOW AQ COACH HELPED PROVIDE SMF WITH A BETTER WAY TO TRAIN AND SUPPORT COACHES

++ INTRODUCTION

Saskatoon Minor Football (SMF) runs the second largest youth flag football league in Canada with 80+ teams, 800+ players and 91 coaches. At this size, one of their greatest challenges was providing enough qualified coaches to ensure every athlete receives proper instruction and has a positive experience playing flag football. After running coaching clinics for years they found that the upfront time commitment of learning how to coach deterred many parents from volunteering and knowledge retention after the clinics was low. They attempted referring coaches to various online resources but found this was not sufficient as coaches did not utilize this form of support.

++ PROPOSED SOLUTION

SMF used the AQ Coach App and Admin portal to deliver personalized educational content (drills, practice plans, skill tutorials and playbooks) to all coaches using a mobile micro-learning approach. The end result was coaches being able to access guided educational support prior to each practice in a time efficient manner. After setting up the Admin portal in August, SMF introduced the AQ Coach mobile app to all coaches at their regular pre-season meeting. Coaches were instructed to download the app and use it as their main training and support resource throughout the season.

RESULTS

SMF surveyed 25 of their flag coaches who used AQ Coach regularly throughout the fall 2018 season. Their experience levels ranged from first-time coaches to 5+ years of coaching. These are the survey results outlining how coaches responded to a mobile training and support approach:

94%

SAID HAVING AQ COACH IMPROVED THEIR COACHING EXPERIENCE

89%

PREFERRED AQ COACH OVER ONLINE E-LEARNING MODULES

92%

PREFERRED AQ COACH OVER TRADITIONAL ONLINE RESOURCES (PDF'S, YOUTUBE, ETC.)

83%

REPORTED THAT HAVING AQ COACH MADE THEM FEEL MORE CONFIDENT COACHING

TESTIMONIALS

“

I had a comment from a parent that they thought I had been coaching for years because of how I ran practice; when in reality, this was my first year coaching.

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WAYNE SHUTRA ++ NEW COACH

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It was great to have everything available in one spot vs. sorting through links on the internet. Wish I had this when I started coaching 6 years ago!

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ROB FORRESTER ++ COACH

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The easy access 'at your finger tips' is great. It's nice to see consistent new material through out the practice plans. Preferred this app in comparison to Hockey Canada's lay-out.

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JESSIE SCHWARK ++ COACH

“

AQ Coach made coaching far more accessible to those who were nervous to do it. It provided our inexperienced and experienced coaches with great resources so they could effectively and efficiently run practices, develop skills, and coach in games.

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BRIAN GUEBERT ++ COMMISSIONER

CONCLUSION

By providing coaches with a micro-learning approach to training and support through a mobile app, Saskatoon Minor Football was able to ensure athletes received high quality instruction while also reducing the upfront time commitment associated with traditional online e-learning training modules. In addition to this, they were able to deliver resources to coaches through a medium that they drastically preferred over online pdf documents and videos. This new approach will support SMF into the future as they continue to grow and strive to deliver the highest quality of player skill development while still keeping their league affordable for participants.

AQ COACH WAS DEVELOPED IN COLLABORATION WITH FOOTBALL CANADA



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YOUR ORGANIZATION, VISIT ATHLETE-ERA.COM/COACH**