

NGB Coaching Evaluation Framework

The following information shows examples of what might be included in your organisation evaluation framework.

Pillar	Objective	Actions	Outputs/Outcomes	KPIs	Evaluation Methodology
Coaching	<ul style="list-style-type: none"> Broaden the coaching base to include more women from grassroots to high performance Increase the visibility and profile of female role models in coaching Provide a pathway for women aspiring to become elite/high performance coaches 	<ul style="list-style-type: none"> Invest in targeted coach education programmes in NGB NGB to deliver flexible learning to women Invest in education programmes which target young females in coaching NGB to establish coaching networks for female coaches Ongoing monitoring of social media accounts to ensure gender balance of imagery and storytelling. 	<ul style="list-style-type: none"> Opportunities for females to engage in coaching courses Increased number of females coaching Increase in coaching skills/knowledge Culture change in clubs regarding women in coaching Opportunities for females to shadow elite level coaches Increased visibility of female coaches as ambassadors/role models 	<ul style="list-style-type: none"> Increase in female attendance on coaching courses. 60/40 gender split of personnel delivering coaching courses/workshops/events, etc. Increase number of female coaches progressing to next coaching level. Coaching network established for... Mentoring programme established for... Annual survey released and responses collated. Needs of the female coach identified Barriers to coaching experienced by females identified Coach satisfaction and net promoter score increases each year. Annual Women in Coaching conference takes place. 	<ul style="list-style-type: none"> Data analysis on current number of female coaches at all levels Data on No. of females who attend courses Gender breakdown included in all coaching data collected by the NGB. Survey of participants' pre/during course using 'confidence Q', needs analysis, identify barriers to coaching/officiating and NPS (How likely are you to recommend X to a friend). Follow up survey of participants +3 months to investigate: <ul style="list-style-type: none"> Confidence Q How many have continued coaching/officiating (if not, why not) Focus group with selection of female coaches based on themes from the surveys.