

CASE STUDY:

Positive Coaching Alliance

A not-for-profit organization

Positive Coaching Alliance (PCA) develops better athletes and better people through resources for youth and high school sports coaches, parents, administrators and student-athletes.

OVERVIEW

Positive Coaching Alliance (PCA) is a national non-profit organization with a mission to provide all youth and high school student athletes a positive, character-building youth sports experience. Since its launch at Stanford University, PCA has impacted more than 4 million youth athletes. PCA reaches youth and high school sport leaders, coaches, athletes, parents, and officials through live workshops, online courses, published books and articles, and a series of alliances with nationally-recognized coaches, athletes, academicians, businesses and national youth sports organizations. PCA has on average 80,000 external learners.

KEY CHALLENGES

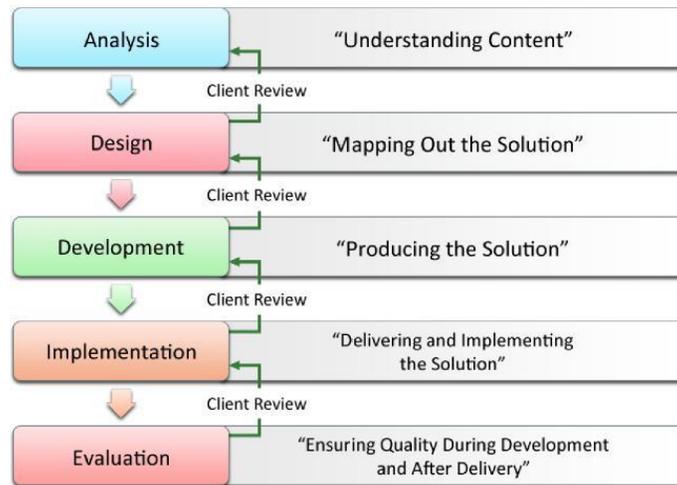
- ✦ PCA was reaching only a fraction of coaches, parents and youth athletes in the United States and identified the need to generate a greater national presence in cities where their live workshops were unavailable.
- ✦ PCA was searching for more dynamic content to incorporate into their existing online courses.
- ✦ PCA needed to translate the curriculum from live workshops in to online courses.
- ✦ PCA required an LMS with eCommerce capabilities.



SOLUTION

PCA partnered with ePath Learning's Pro Services group to update and refresh their existing course materials as well as to develop new courses based on their live workshops. PCA also chose to implement ePath Learning's ASAP to deliver their eLearning to a comprehensive national audience.

The Pro Services development process is based on the proven ISD model—known as the ADDIE Model. The ADDIE Model is divided into functional phases with continuous evaluation and review by both business partners.



The key to ensuring that the courses developed met and even exceeded PCA's expectations was the development and validation of a comprehensive design plan. The design plan was derived from an in-depth analysis process whereby:

- Resource materials are gathered and reviewed
- Subject Matter Experts (SMEs) are interviewed
- Target audiences are identified
- Learning objectives are developed
- Content is identified and organized
- Instructional strategies are developed
- Technical requirements are discussed

ePath Learning's Pro Services team worked hand in hand with PCA to develop engaging and interactive online courses. The courses incorporated a variety of instructional approaches including:

- Customized scenarios
- Inspirational quotes from famous athletes and coaches
- Actionable tips & techniques
- Interactive games
- Audio, videos, and assessments

- Learning templates were also created for future courses to increase efficiencies of future designs.

Sample Screens



To learn more about ePath Learning's LMS technology or Pro Services, contact us: sales@epathlearning.com or call 860.444.8090.