

Positive Coaching Alliance Coordinator Board Member Job Description

The PCA Coordinator is a board member who guides the process of creating an organizational culture that promotes the kind of behavior and values that the league wants to see in its players, coaches, parents and fans.

Organizational Culture is simply “the way *we* do things *here*.” Great organizations have positive cultures that let people know how they are expected to behave. Culture is powerful. If they know what behavior is expected of them, people tend to behave the way the culture prompts them to behave. Don’t let the larger win-at-all-cost (WAAC) culture get a foothold in your organization. Let everyone know that “We Honor the Game Here.” Remember, if you aren’t *intentional* about emphasizing an Honor the Game culture, WAAC will become the accepted norm in your organization.

KEY RESPONSIBILITIES:

- 1 **Assemble a board subcommittee** to accelerate the implementation of the culture-shaping effort, and to maximize the positive impact.
- 2 **Make PCA an agenda item at EVERY board meeting** so that your positive coaching initiative remains top of mind!
- 3 **Plan, schedule and promote your PCA workshops**
 - a. Live workshops: Select date(s), promote workshops – set up an RSVP system, order materials for workshops, attend the workshops, follow-up with attendees after the workshops for their feedback/comments.
 - b. Online workshops: Set a deadline for workshop completion, promote the training, refer to PCA’s coach certification database to check coach attendance.
- 4 Work with your webmaster to **update your web site!** A PCA page on your web site sends a clear message that Honoring the Game is a priority in your organization.
- 5 **Communicate with your PCA Representative** throughout the year to ensure that you’re getting the most from your PCA partnership!
- 6 **Nominate a coach** in your organization for PCA’s Annual Double-Goal Coach® Award (nominations due in November).