[Coaching Association of Canada]

The Coaching Association of Canada unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

Project Description

The main goal is to support the CAC in a holistic evaluation of its current E-Learning modules available for its coaches and to help them design a survey to better understand coaching demographics for the upcoming year. More specifically, the project will:

- Conduct a thorough demographic analysis of current E-Learning users based on existing datasets, comparing findings with previous reports
- Analyze and suggest improvements to the User Experience (UX) and accessibility of the E-Learning platform
- Review past surveys of coaches to generate actionable recommendations for the upcoming survey of coaches in early 2024 that can help the CAC maximize response rate and learn more about its members

Internal Partners: Chief Operating Officer, Director of Sport Safety

Datasets:

1. Internal "Locker" Data (internal database used for E-Learning/Demographics)
2. Previous reports written internally and by external consultants

Coding Languages: Python

Specific Skills
1. Some understanding of UX analysis and survey design could be helpful but not necessary

Expected Technical Difficulty: **Easy/Medium**