



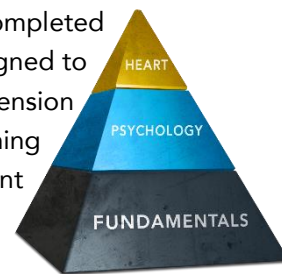
Athletic Director's Evaluation Form

Coach's Name: _____

Sport: _____

Date: _____

This Athletic Director's Evaluation Form has been designed to use with coaches who have completed the 3Dimensional Coaching course for credit or certification on www.3d institute.com. It is designed to be both diagnostic and prescriptive in the evaluation process. If any of the 2nd and/or 3rd dimension attributes are identified as areas that need improvement, coaches can return to the online training to review those specific modules and enhance their understanding. As part of their improvement plan, they can then select appropriate strategies that will increase their effectiveness.



First Dimension

	Ineffective	Developing	Proficient	Distinguished
Strength & Conditioning	0-2	3-4	5-6	7
Notes:				
Utilizes strength & conditioning program to enhance performance of each athlete within specific program				

	Ineffective	Developing	Proficient	Distinguished
Techniques & Skills	0-2	3-4	5-6	7
Notes:				
Teaches appropriate technique and skills for specific program				

	Ineffective	Developing	Proficient	Distinguished
Policies & Procedures	0-2	3-4	5-6	7
Notes:				
Follows and abides by all School District and State Association policies and procedures				

	Ineffective	Developing	Proficient	Distinguished
Administrative Tasks	0-2	3-4	5-6	7
Notes:				
Completes all required administrative tasks in a timely manner (inventories, official's evaluations, online rules review, etc.)				

	Ineffective	Developing	Proficient	Distinguished
Team Equipment	0-2	3-4	5-6	7
Notes:				
Cares properly for all uniforms and equipment				

	Ineffective	Developing	Proficient	Distinguished
Tactics	0-2	3-4	5-6	7
Notes:				
Demonstrates knowledge of game preparation and contest strategy				

	Ineffective	Developing	Proficient	Distinguished
Program Promotion	0-2	3-4	5-6	7
Notes:				
Promotes program through media outlets and conducts end of season celebration to recognize students				

Second Dimension

	Ineffective	Developing	Proficient	Distinguished
Motivation "Pursue and persist"	0-2	3-4	5-6	7
Notes:				
Coach uses appropriate strategies to motivate students both intrinsically and extrinsically				

	Ineffective	Developing	Proficient	Distinguished
Confidence "Belief in a skillset"	0-2	3-4	5-6	7
Notes:				
Coach uses verbal encouragement, past successes, and peer modeling to help ALL students to believe in themselves inside and outside of sports				

	Ineffective	Developing	Proficient	Distinguished
Emotions "Response to situations"	0-2	3-4	5-6	7
Notes:				
Coach employs strategies to successfully create a team culture of excitement and enjoyment				

	Ineffective	Developing	Proficient	Distinguished
Team Cohesion "Creates unity"	0-2	3-4	5-6	7
Notes:				
Coach creates relationships with individuals and builds unity within the team				

	Ineffective	Developing	Proficient	Distinguished
Goal Setting "Desired Results"	0-2	3-4	5-6	7
Notes:				
Coach focuses on process goals to obtain the desired outcome and performance goals				

The 3rd dimension attributes are obviously harder to evaluate and assign a numeric value to. The primary purpose of this section of the evaluation form is to inspire coaches to reflect about these issues and empower a meaningful conversation between coaches and athletic directors.

Third Dimension

	Ineffective	Developing	Proficient	Distinguished
Purpose "Knows the WHY"	0-2	3-4	5-6	7
Notes:				
Coach can verbalize transformational purpose statement and can demonstrate how it serves him/her in decision making processes				

	Ineffective	Developing	Proficient	Distinguished
Values "Guardrails for life"	0-2	3-4	5-6	7
Notes:				
Coach can verbalize highest core values and communicate how they are represented in purpose statement				

	Ineffective	Developing	Proficient	Distinguished
Identity "Who you are"	0-2	3-4	5-6	7
Notes:				
Coach can articulate who they are in and out of sports, in and beyond their role as a coach while helping athletes do the same				

	Ineffective	Developing	Proficient	Distinguished
Character "Good and Great"	0-2	3-4	5-6	7
Notes:				
Coach uses strategies to teach both moral character and performance character				

	Ineffective	Developing	Proficient	Distinguished
Significance "Priorities"	0-2	3-4	5-6	7
Notes:				
Coach demonstrates understanding of when to prioritize the programs purpose over the programs performance and outcome goals				

	Ineffective	Developing	Proficient	Distinguished
Self-Worth "Inherent"	0-2	3-4	5-6	7
Notes:				
Coach creates an environment where every athlete knows their role and worth to the team's cause and relationships				