



## Organization Certification Implementation Guide

We've been working with administrators across the U.S., Canada, Australia, and Germany with our [Organization Certification program](#). Most of these organization and league administrators have asked us the following question:

*How can we help ensure our coaches and parents use their Pro Level Memberships that comes with the Coach Baseball Right Organization Certification program?*

To answer this question, both Coach Baseball Right and the organization and league administration need a plan that lays out specific steps to implement the Organization Certification program and its [Pro Level Membership](#) across the entire organization and league.

Coach Baseball Right will implement the following **six steps** to help organizations and leagues maximize usage in the Organization Certification program. We highly recommend administrators implement the following **eight steps** to maximize their coach and parent Pro Level Membership usage in the Organization Certification program.

### Six Steps - Coach Baseball Right

On Coach Baseball Right's end, we implement the following steps to help certified organization's and league's coaches and parents use their Pro Level Memberships:

- [STEP 1]** Coach Implementation Guide: A 'How to Guide' on best practices to get started and sustain the use of Pro Level Membership
- [STEP 2]** Regular Communication with Coach and Parent via Email
  - Highlights where they should go in the Member Dashboard and best strategies on how to use them with their team / child.
- [STEP 3]** Invitation to Facebook Support Group
- [STEP 4]** Direct Communication
  - Contact Steve Nicollerat and Tom Zinselmeyer via phone, video conference, email, or text.
- [STEP 5]** Email Reporting / End of Season Audit\*
- [STEP 6]** Work with Organization and League administrators on making adjustments for the following season.



## Organization Certification Implementation Guide

### Eight Steps - Organization and League Administrator

The following steps are what we recommend administrators do to help to implement the certification to their coaches and parents:

- [STEP 1]** Celebrate your Coach Baseball Right Organization Certification with an announcement to your community!
  - Post announcement on your social media
  - Post announcement on your website
  - Email the announcement to your community
  - Announce it at Community Meeting(s)
  - Include the announcement in any Printed Material
  - Include this announcement (again) as one of the first topics at the next meeting
  - For example: “We are excited to announce that all our coaches and parents will have access to the best coaching resource - Coach Baseball Right Pro Level Membership... More details to follow!” Edit this message and/or add a link to show them what resources they’ll get.
- [STEP 2]** Clearly define your program’s expectations centered around: “Meaningful personal and player development through sport”
  - Use the [Coach Baseball Right Coach’s Checklist](#) to help frame these coach expectations
- [STEP 3]** Market your program’s expectations to use Coach Baseball Right Organization Certification program.
  - Post it on your social media
  - Post it on your website
  - Email your community
  - Community Meeting(s)
  - Any Printed Material
- [STEP 4]** Introduce your Organization Certification and the Pro Level Membership and its resources to each coach and parent by:
  - Post it on your social media
  - Post it on your website
  - Email your community
  - Community Meeting(s)
  - Any Printed Material
  - Include this announcement (again) as one of the first topics at the next meeting



## Organization Certification Implementation Guide

<input type="checkbox"/> <b>[STEP 5]</b> Introduce <a href="#">Coach Portfolio Template</a> as a requirement to hold coaches accountable to your organization and leagues standard and expectation as well as your investment in Coach Baseball Right
<input type="checkbox"/> <b>[STEP 6]</b> Assign each coach and/or parent a Pro Level Membership through your “Team Management” portal in your Member Dashboard. <input type="checkbox"/> Once this is done, Coach Baseball Right will begin to email them with how to use their membership and provide strategies on how to utilize the resources with their team / child.
<input type="checkbox"/> <b>[STEP 7]</b> Collect Coach Portfolios digitally or in-print either at season checkpoints or at the end of the season to evaluate growth in your program.
<input type="checkbox"/> <b>[STEP 8]</b> Work with Coach Baseball Right on making adjustments for the following season.

### Complementary Steps

The following steps would complement the recommended steps above, but may not necessarily fit organization and league needs.

- Host an in-person or online Coach Baseball Right Clinic to help introduce or reinforce (depending on when coaches and parents get their Pro Level Memberships) the Organization Certification program while providing coaching instruction.
- Schedule an administration or board meeting with Coach Baseball Right, via in-person meeting or call, in order to work through specific administrator needs.