



TEXAS A&M UNIVERSITY

Thornton-McFerrin Coaching Academy

EXPECTATIONS FOR PROFESSIONAL BEHAVIOR FOR COACHES

Members of the Undergraduate Coaching Certificate Program and the Thornton-McFerrin Coaching Academy are expected to conduct themselves in a professional manner during coaching field experiences, including, but not limited to, the following:

COMMUNICATION

A coach will be expected to demonstrate effective communication by

- Speaking professionally with awareness of tone, language, and audience
- Writing in a tone that is professional and grammatically correct
- Actively listening to others
- Clearly conveying expectations, feedback, and necessary information
- Avoiding derogatory language and profanity
- Being aware of body language and facial expressions
- Refraining from communication with athletes that includes but is not limited to electronic communication and social media outside of approved organization platform

DRESS

A coach will be expected to demonstrate appropriate dress for the context by

- Following organization's dress code for coaches
- Refraining from tight-fitting and revealing clothes and any clothing that promotes drugs, alcohol, violence, or political affiliation
- Wearing appropriate footwear

INTEGRITY

A coach will be expected to demonstrate ethical behavior and uphold legal duties by

- Adhering to organization's code of ethics
- Protecting confidentiality
- Promoting a safe environment for athletes
- Exhibiting reliability and dependability
- Following appropriate chain of command
- Upholding governing body rules
- Respecting others
- Setting clear professional boundaries



EXPECTATIONS FOR PROFESSIONAL BEHAVIOR FOR COACHES

SELF-MANAGEMENT

A coach will be expected to demonstrate a growth-mindset behavior and take responsibility for learning by

- Seeking opportunities to enhance coaching skills
- Asking for help and feedback
- Taking initiative
- Taking responsibility for actions and consequences
- Reflecting on coaching practices and experiences for improvement

TECHNOLOGY

A coach will be expected to demonstrate appropriate use of technology and media by **refraining from**

- Taking and/or sharing photos and videos of athletes on personal electronic devices
- Sharing personal contact information with athletes
- Using phone during meetings, face-to-face conversations, and while actively coaching

TIME MANAGEMENT

A coach will be expected to demonstrate time management skills by

- Maintaining consistent attendance and punctuality
- Being prepared
- Meeting deadlines
- Responding to communication in a timely manner

I, _____ (print name) **agree to uphold the above expectations for professional behavior and understand that failure to do so could lead to my removal from the coaching field experience and the Undergraduate Coaching Certificate Program.**

Signature

Date