

Research and Projects:
Report to
ISBS Board of Directors 2005

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How about ISBS members
developing Continuing
Professional Development
(CPD) modules delivered on
line?



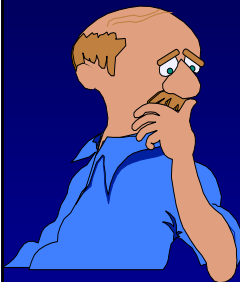
The Concept

- Coaches complete CPD modules via the Coaches Information Service (CIS) website



- Certificate in the science of'
 - An international qualification indicating that the coach has scientific knowledge in that sport topic current at the time of issue of the certificate

Why CPD?



- Coaches seek to apply the latest scientific knowledge to improve their coaching and the performance of their players/athletes

Why CPD via the WWW?

- Sport science tends not to be disseminated to coaches in an efficient and 'coach-friendly' manner:
 - Scientific publications are not 'coach friendly' and
 - Do not focus on the implications and applications of the findings for coaches
 - A 'user pays' system is required that rewards scientists for disseminating information to practitioners in a 'coach friendly' manner
- The website is readily accessible globally

About the Modules

- Written by leading sports scientists expert in the specific topic
- Written and edited to be 'coach friendly' while remaining scientifically correct
- Cover a range of topics based on scientific disciplines of biomechanics, skill acquisition, exercise physiology, psychology etc.
- Incorporate the latest knowledge from recent research

About the Modules

- To be updated regularly with new material to remain current
- Simply administered – progression through each module depends on the correct response being given to the questions based on the presented material (see the ASA CPD module for an example of the proposed format)

www.care.ed.ac.uk/asa/

About the Authors

- Selected (by sub-site editors) as current leaders in research in specific topics within that sport
- Selected to provide a range of topics and scientific sub-disciplines in the sport

How Would it Operate?

- Coaches complete modules at their own pace to earn the 'Certificate in(topic) '
- Candidates could enter and register through various entry points e.g. the website of the sports association, CIS, or websites of national bodies
- The modules could feature collaborative branding:
 - ISBS
 - Other Sport Science Associations
 - Sports governing bodies
 - Host universities

How Would it Operate?

- Coaches pay on-line for each module
- Accounting and financial administration handled by Edinburgh Research and Innovation (the University of Edinburgh's research support and commercial liaison office)
www.research-innovation.ed.ac.uk
- Certificates to be distributed to coaches who have completed the module

How would Income be Disbursed?

- 'top slice' for endorsing body (e.g. a sports governing body)
- Proposed to disburse the remainder as follows:
 - 50 % to authors
 - 35 % to cover administrative costs
 - 15 % for editing, formatting and quality control

Note: Authors must be covered by indemnity insurance (it may be possible to deduct premiums from authors' payments progressively i.e. no initial cost to authors)

What is Included in Administrative Costs?

- Processing of on-line payments and disbursement
- Accounting and record keeping
- Charges for on-line payment (World-Pay)
- Legal arrangements and contracts (with sports bodies and authors)
- Marketing (in cooperation with the sports body)
- Web programming and post production (incorporating video clips, graphics etc.)
- Certification (production, handling, and postage)

Unrealistic?

- A similar scheme is already working !

www.care.ed.ac.uk/asa/

Summary of Major Outcomes

- Educates coaches
- Raises standards of coaching and performance
- Expands sport association's involvement in coach education
- Rewards leading scientists for their involvement in coach education
- Provides an income to sports bodies to assist in achieving their educational and research goals
- No cost or risk to sports associations