



## Key Actors: Youth Sports Coaching Ecosystem

Note: Many organizational, individual or institutional actors fulfill multiple roles within the ecosystem

### Sports Governance

Rule-making bodies for sport programs & competitions

- Int'l federations and sport bodies (e.g. FIFA)
- National Governing Bodies (e.g. USA Basketball)
- State High School Associations (e.g. CIF)
- State sport associations (e.g. Florida Soccer)
- National member organizations (e.g. AAU)
- National chaptered organizations (e.g. GOCR)

### Program Operators

On-the-ground programs where coaching youth occurs

- Out-of-school community youth programs
- In-town recreational sports leagues
- Interscholastic sport programs
- Intramural sport programs
- Sports Academies
- Private trainers & lesson providers
- Camps & sports clinics
- Travel clubs & competitions
- OLY and PARA development programs

### Professional / Commercial Sport

Commercial sport entities that can/do influence youth sports and coaching

- Leagues (e.g. NBA, WNBA, NWSL, NHL)
- Club Franchises (e.g. Lakers, Red Bulls)
- Investors / Owners
- NCAA AthleticS Programs
- Olympic Athletes & Coaches

### Media

Sports media content for public consumption

- Marketers & advertisers (e.g. Ad agencies, marketing teams)
- Broadcast platforms (e.g. ESPN)

- Commentators & public influencers (e.g. studio hosts, podcasters, celebrities)
- Social media platforms (e.g. Meta, LinkedIn)
- Journalists

### Non-Government Funders & Subsidies

- Corporate Social Responsibility
- Private Philanthropy
- Commercial Partners
- Taxation bodies (IRS, State Tax Boards)

### Event organizers and hosts

Operators responsible for delivering youth sports competition & events

- Tournament organizers
- League administrators

### Gyms / sports facilities

The physical spaces where youth sports operates

- Public fields & facilities
- Private fields & facilities
- Large stadiums / arenas

### Insurance

Companies that fund, regulate or provide insurance to coaches and youth sports organizations

- Underwriters
- Brokers

### Apparel and equipment

Companies who make and sell the gear for youth sports

- Manufacturers
- Retailers

### **Coach Education**

Design/delivery of mediated coach learning

- LMS & credentialing platforms
- Course, workshop and clinic facilitators
- Certification, licensing and degree programs
- Coach Education Accreditation bodies

### **Data & Research**

Study of coaching and coach development phenomena

- Department heads & higher education administrators
- Individual researchers (faculty, graduate students, professional)
- University institutes (e.g. Tucker Center)
- Councils and think tanks (e.g. Aspen, PRISM)
- Grant providers (e.g. NIH)
- Data Collection & Evaluation

### **Government Institutions**

Federal, state and local entities that can/do regulate coach-related activities (e.g. permits, requirements)

- Executive Branch, Federal agencies (HHS, IRS, Education, CDC) & US Congress
- Governor's Office, State Agencies (e.g. Education, Health) & State Legislatures
- Mayor's office & city councils
- Local agencies and governing boards (e.g. Dept of Parks & Recreation)

### **Integrity and dispute resolution**

Structures that address and/or regulate coaching ethics, complaints and legal matters

- Anti-doping agencies
- Integrity units / ethics bodies (e.g. Safe Sport)
- Court of arbitration for sport

### **Service & Standards**

Entities that support, guide or inform coach development activities

- Standard bodies (e.g. SHAPE)
- Coaches associations (e.g. United Soccer, NBCA)
- Coach Accreditation Bodies (e.g. NCASE)
- Professional Services (e.g. USCCE)

### **Civil society and human rights bodies**

Entities that engage in civic work to support mission-driven, coach-related phenomena

- Trade unions
- Charities / Foundations
- Mission-driven nonprofits
- National human rights institutions

### **Technology Solutions**

Private and non-profit organizations that provide tool and technological solutions for coaches' use in practice

- Coaching apps
- Software applications
- Video analysis tools