NSCA Private Sector Coach of the Year Award Rubric

Award Overview

- **Type**: Annual
- **Award Sponsor**: NSCA Private Sector Professional Development Group (PDG)
- **Proposed Award Name**: NSCA Private Sector Coach of the Year Award
- **Rationale**: This award recognizes an NSCA member in the private sector who demonstrates exceptional impact in client outcomes, application of evidence-based practices, advocacy for the strength and conditioning profession, and significant contributions to the NSCA. The award celebrates professionals who advance the field through innovative training, leadership, and engagement with the NSCA community. It does not overlap with existing awards, as it specifically focuses on private sector achievements.
- **Conference to be Awarded at**: National Conference
- **Minimum Eligibility Requirements**:
    - At least three consecutive years of NSCA membership.
    - Holds an active NSCA certification (e.g., CSCS, NSCA-CPT).
    - At least one full year of service in an NSCA volunteer role or significant contribution to NSCA activities.

Evaluation Methods

- **Objective Scorecard**: Quantifiable metrics based on membership, certifications, and NSCA involvement.
- **Essay/Personal Statement**: Written or video submission detailing the candidate's achievements in client impact, evidence-based practices, advocacy, and NSCA contributions. To be reviewed by at least three members of the NSCA Private Sector PDG.
- **Letter of Reference**: A letter from a client, colleague, or professional familiar with the candidate's work, emphasizing impact in the private sector.
- **Award Recipient Requirement**: Recipients must submit a video showcasing the impact of their work, with an NSCA media-release waiver signed by all participants.

Objective Scorecard

Criteria	Total Possible Points
Minimum Eligibility	
3 consecutive years of NSCA membership	3 points
Active NSCA certification (CSCS, NSCA-CPT, or equivalent)	2 points
At least 1 full year serving in an NSCA volunteer role or significant contribution to NSCA activities	1 point
Total Minimum Eligibility	**6 points**
Additional Criteria	
Additional years of consecutive NSCA membership (1 point per 3 years; max 2 points)	2 points
Completed term in an NSCA volunteer position beyond required (1 point per term; max 3 points)	3 points
Published in NSCA journals or quarterlies (1 point per publication; max 3 points)	3 points
Attendance at NSCA conferences or clinics (1 point per event; max 3 points)	3 points
Total Additional Criteria	**11 points**
Total Possible Objective Points	**17 points**

Essay/Personal Statement Rubric

- **Submission Format**: Written essay or recorded video statement.
- **Review Process**: Evaluated by at least three members of the NSCA Private Sector PDG.
- **Tiebreaker**: Committee vote based on overall impact and alignment with award criteria.
- **Criteria Definitions**:

Level	Description
Excellent	Demonstrates outstanding client impact, innovative use of evidence-based practices, significant advocacy for the profession, and extensive NSCA involvement. Example: A

	trainer whose clients achieve transformative results (e.g., significant performance improvements or rehabilitation success), consistently applies peer-reviewed research to design cutting-edge programs, leads regional advocacy for professional standards, and frequently presents at NSCA events or publishes in NSCA journals.
Very Good	Shows strong client outcomes, effective use of evidence-based practices, notable advocacy efforts, and consistent NSCA involvement. Example: A professional whose clients show measurable progress, integrates research into most programs, advocates for better training standards locally, and regularly attends NSCA conferences.
Good	Provides solid client results, uses evidence-based practices adequately, contributes to professional advocacy, and has moderate NSCA involvement. Example: A trainer with clients who achieve expected outcomes, applies research in some programs, participates in local advocacy, and occasionally engages with NSCA events.
Fair	Exhibits basic client success, limited use of evidence-based practices, minimal advocacy, and occasional NSCA involvement. Example: A trainer with some client improvements, uses general research sparingly, has limited advocacy, and minimal NSCA participation.
Poor	Lacks significant client impact, neglects evidence-based practices, offers little to no Advocacy, and has minimal or no NSCA involvement. Example: A trainer with inconsistent client results, no research application, no advocacy, and no NSCA engagement.

Criteria	**Excellent**	**Very Good**	**Good**	**Fair**	**Poor**
Client Impact (Success stories from training clients/athletes)	5	4	3	2	1
Evidence-Based Practices (Implementing peer-reviewed research)	5	4	3	2	1
Impact on the Field (Advocacy for a better profession)	5	4	3	2	1
NSCA Involvement and Contributions (Volunteer activities, conference attendance, publishing)	5	4	3	2	1
Impact of Work (Based on letter of reference)	5	4	3	2	1

Total Possible Points	**25**