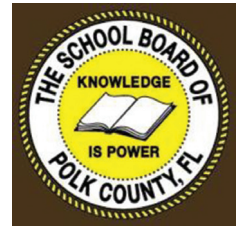


The Polk County School District is excited to introduce a coaching education and certification program that is delivered online and accepted by the Florida Department of Education.

The Polk County School District in conjunction with leading coaching education provider Human Kinetics offers high school coaches the opportunity to take the online courses Coaching Principles, Sport First Aid, and advanced sport-specific courses to meet the Florida Department of Education Athletic Coaching Certification and Endorsement. Certification is earned by successfully completing the required three online courses and passing each course exam with scores of 80 percent or better.



Courses that are convenient, affordable, and effective

Coaches will benefit from the anytime-anywhere convenience of online learning. With these courses, coaches have the flexibility of completing course segments when and where it's convenient for them.

Courses available include the following:

- Coaching Principles
- Sport First Aid
- Coaching Baseball Technical and Tactical Skills
- Coaching Basketball Technical and Tactical Skills
- Coaching Football Technical and Tactical Skills
- Coaching Softball Technical and Tactical Skills
- Coaching Tennis Technical and Tactical Skills
- Coaching Cheerleading Principles
- Coaching Golf Principles
- Coaching Soccer Principles
- Coaching Strength & Conditioning Principles
- Coaching Swimming Principles
- Coaching Track & Field Principles
- Coaching Volleyball Principles
- Coaching Wrestling Principles

Each course is equivalent to three (3) semester hours or 60 in-service points. Requirements for Florida Coaching Endorsement/Certification are nine (9) semester hours or 180 in-service points.

To purchase Human Kinetics online courses, follow these simple steps:

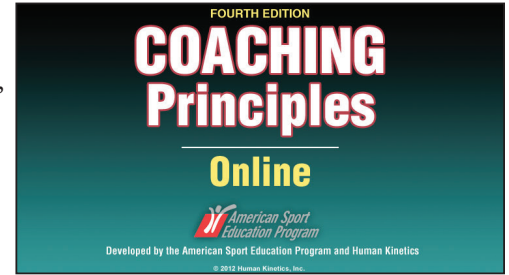
1. Visit www.HumanKineticsCoachEducationCenter.com;
2. Click on View Requirements tab on the home page;
3. Select Polk County from the list of organizations;
4. From the list of courses at the bottom of the page, click on the online course you'd like to purchase;
5. Click Add to Cart;
6. Complete the site-registration form to create your account;
7. Obtain your identification number through the website;
8. Proceed through the checkout process;
9. If purchasing a course that includes a printed textbook, your course package will be shipped to you with 3 to 5 business days.

Human Kinetics online courses offered for certification

Drawing from the text *Successful Coaching*, written by ASEP founder Rainer Martens, Ph.D., *Coaching Principles* provides coaches with essential instruction on the principles of coaching, behavior, teaching, physical training, and management. *Coaching Principles* is the study of the fundamentals of being a successful coach—before even stepping on the playing field.

Through this course, students are challenged to

- define who they are as coaches (their coaching philosophy, objectives, and style);
- enhance communication and motivational skills;
- become more effective teachers and trainers; and
- improve team, relationship, and risk management skills.

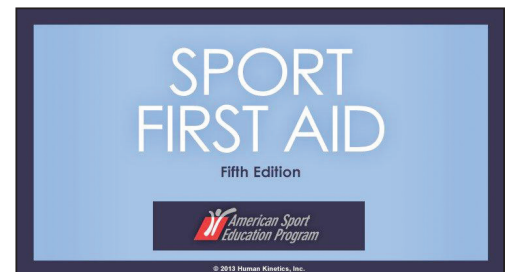


Coaching Principles Online Course with E-book
Price: \$60.00

Coaching Principles Online Course with Paperback
Price: \$70.00

Sport First Aid is designed to help coaches learn the skills to be competent first responders. Based on the textbook of the same title, Sport First Aid is different from general first-aid courses in that it addresses injuries and illnesses coaches can expect to encounter on the playing field:

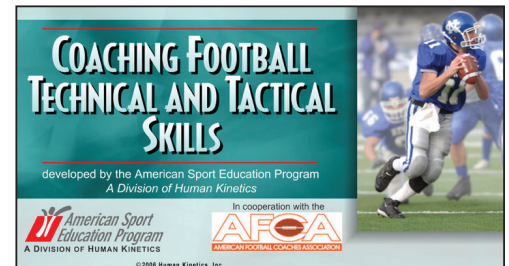
- Develop basic knowledge of sport injuries;
- Recognize common sport injuries;
- Administer appropriate first aid.



Sport First Aid Online Course with E-book
Price: \$40.00

Sport First Aid Online Course with Paperback
Price: \$50.00

From these online courses—available for 12 sports—coaches gain a solid understanding of sport-specific technical and tactical skills in order to teach these skills effectively. Coaches will also gain valuable insight on developing practice and season plans and coaching on game day. See reverse side of this flyer for a complete listing of sport-specific courses.

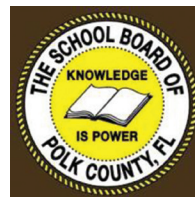


Advanced sport-specific courses
\$49.95 ea. (with print book)

For more information, contact:



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JerryR@hkusa.com



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