



ECSELL SPORTS CASE STUDY



"Ecsell Sports has allowed us to have a different conversation with our coaches and to focus in on what is really important: *the student-athlete.*"

Mitchell Stine, PhD
Athletic Director

CHALLENGES

- The school had a goal of "improving the student-athlete experience," but they had no way of **measuring** this objective
- The current culture had a primary focus on wins and losses rather than student impact
- They had never utilized a data-driven coaching development program before

MAIN OBJECTIVES

1. Improve the overall experience of every student-athlete at Norris High School
2. Make the AD's life easier by adapting a systematic way of having development conversations with coaches
3. Support each coach and staff member's development journey with tools, processes, and insights

AT A GLANCE

- Program: Norris High School, Nebraska
- AD: Dr. Mitchell Stine
- Coaches measured: 20+



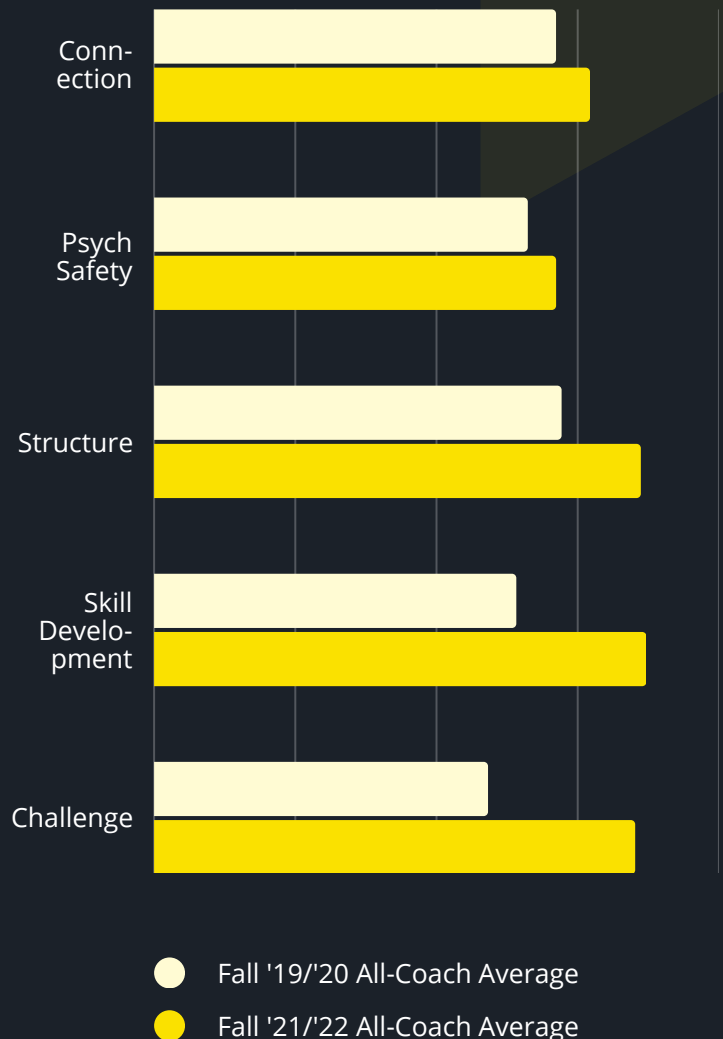
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SOLUTION & RESULTS

- **Coaches:** The *Coaching Effect Survey* provided each individual coach with an in-depth view of how they impact the student-athlete experience. The *Eccsell Learning Platform* helped them grow their strengths and target their areas of opportunity, while also providing practical resources and community support.
- **Athletic Director:** Receiving longitudinal data and key insights into his coaches' effectiveness allowed him to engage in productive growth conversations with each coach, and implementing a systemic coaching program solidified a roadmap for future success.
- **Overall program:** The culture shift from "winning mindset" to "growth mindset" resulted in a **15% average increase** in coaching effectiveness.

CHANGE IN OVERALL COACHING EFFECTIVENESS SCORES AT NORRIS HS





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WHAT THE STUDENTS SAY

REAL RESPONSES FROM NORRIS STUDENTS PROVIDED IN THE *COACHING EFFECT SURVEY*

- "Thanks for all the work and thought put in to XC! Its so nice that he truly cares about each and every one of his athletes."
- "She really makes coming to practice fun, and I know after I am out of high school that I will still be able to talk to her and she will still care about me a lot."
- "I think she is an amazing coach. Even with our ups and downs as a team, she is always there for each and every one of us, and I think I have learned so much, this is the most I've ever actually learned about volleyball. I feel like in middle school the coaches never put this much time and effort in to the team but [Coach] is always so supportive and is always there for us all."
- "Last year was quite rough as I was diagnosed with anxiety but [Coach] has made it known that she cares about that and that she will help me through it. I haven't had a time yet this year where my anxiety was out of control."
- "She always makes sure we are having fun but makes sure to imply the expectations/rules of the sport. She always has us strive to be the best version of ourselves when playing."
- "He's just great overall for the time that he has been my coach in football. It's nice to have a team and a coach who look after you and care for you."
- "I just want to say that I have been lucky to be apart of this team and to have [Coach] as my coach. I love the Sapphires so much and it's crazy to see how much the team has grown, technique and attitude wise."