



ICCE

*International Council for
Coaching Excellence*

APPLICANT GUIDANCE FOR THE ICCE ENDORSEMENT PROCESS FOR HEI SPORT COACHING DEGREES

ICCE is looking for expressions of interest from organisations wishing to apply for the ICCE endorsement process. Please read this applicant guidance and sign up using the relevant link if your organisation is interested. ICCE will review all expressions of interest and select four organisations for the 2027 programme by February 2027.

The endorsement process will have the following stages:

1. Process information
2. Self-assessment (Webropol questionnaire link)
3. Decision to apply
4. Completion of the application documents by 15 February 2027 (Webropol link)
5. March 2027: Assessment of the applications and approvals by ICCE
6. Online webinar for all applicants (if needed)
7. Opening of the final documents and Teams help desk for selected applicants
8. Finalisation of the documents by 31 May 2027
9. September & October 2027: Endorsement meetings via Teams — one 2–3-hour meeting for each organisation
10. November & December 2027: Results and written feedback

Self-assessment and application

The purpose of the Self-Assessment - [ICCE Standards for Higher Education Sport Coaching Bachelor Degrees Pre-Submission Self-Assessment: eTest powered by Webropol](#) - is to help the organisation identify the strengths and development areas of its own education in relation to the ICCE Standards for Higher Education in Sports Coaching Bachelor Degrees. The first step in the application process is to complete the self-assessment.

After the self-assessment, it is time to decide whether to apply for the process. For this purpose, a Webropol survey has been created in which you are asked to provide the following documents and information:

- Sport coaching curriculum
- The composition of the working group



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- Description of your programme: how long it has been delivered, the number of staff members, and the number of students
- Your expectations for the endorsement process
- Anything special about your programme that you would like to emphasise

How to succeed in the process

The auditing process is about the organisation's development, and its goal is not only to achieve an endorsement label for the education programme. To get the most out of the process, it is strongly recommended that a working group be assembled for this purpose. It is also hoped that different parties (e.g. students) will be involved at various stages of the process.

The entire process takes time, so please make sure that staff have sufficient time to complete the self-assessments and documentation carefully. We recommend that sufficient time is reserved for a group of people.

Endorsement results

The primary purpose of the process is to assist in the development of the educational programme. The outcome of the endorsement process can be:

- **Full Endorsement:** Where it can be evidenced that a minimum of 80% of a degree programme aligns with the Sport Coaching degree standards.
- **Major Endorsement:** Where it can be evidenced that a minimum of 50% of a degree programme aligns with the Sport Coaching degree standards. It is expected that this endorsement will be used mainly by universities running coaching programmes as a 'Major'.
- **Minor Endorsement:** Where it can be evidenced that a minimum of 25% of a degree programme aligns with the Sport Coaching degree standards. It is expected that this endorsement will be used mainly by universities running coaching programmes as a 'Minor'.

If universities believe they can demonstrate that they meet a higher criterion than the endorsement awarded, they can resubmit between 6 and 18 months after the panel decision.

Why apply?

Experience from the first endorsement pilot: "This process encouraged us to assess whether we meet the requirements of the international coaching degree standards. We were able to map out whether our general qualification criteria meet the new ICCE coaching bachelor's degree standards. This has helped us to clarify our vision of how to increase the impact of our education on our students. To



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further reflect on the education's impact, we decided that it was important to get deeper feedback about its effectiveness from the students. We recruited one of our final-year students each year as an intern during their work placement year to help us develop the influence of the programme. Another significant factor was the possibility to expand our networks. It has allowed us to develop our own competence and thinking in many ways, for example by writing book chapters together, receiving visiting coaches and coach developers, and participating in international working groups. It has also helped us gain access to the thinking of many experts in the field. This journey, which started with the endorsement process, has led us to explore how to include meta-skills in our curriculum processes.”

— Haaga-Helia University of Applied Sciences

Endorsement cost and contact information

The endorsement assessment cost is €4,500. This includes a two-year membership of the ICCE. The fee is non-refundable, and half of the sum will be paid upon application and half at the end of the process.

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