



360 Athlete Development

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Our Mission

360 Athlete Development (360AD) aims to serve student, professional, and retired athletes by providing success-driven, progressive programming that focuses on leadership, career, social, and personal development to foster holistic growth in all areas of life. 360AD utilizes in-person presentations/events, success coaching, online workshops, and program development to achieve this mission.

Our Philosophy

As a 501c3 non-profit, 360 Athlete Development strives to guide student, professional, and retired athletes towards holistic growth in an inclusive and inspiring environment. We look to provide our athletes with free success-oriented programming and services to promote development in all areas of life; particularly for academic, personal, leadership, and career developmental achievements. Through a variety of programs, athletes have the resources to grow in cognitive, emotional, physical, and social well-being both now and in the future.

Services

Life skills Workshops - 360 Athlete Development provides an extensive list of comprehensive life skills workshops that serve athletes and promote success in all areas of life. We offer a specific sequence of workshops to assist student-athletes during their first year of college. Workshops can be delivered for free via Zoom or in-person at your respective campuses for a minimal fee depending on location.

Success Coaching - 360 Athlete Development offers student-athlete success coach training to staff members who have regular contact with your student-athletes. We can also offer direct success coaching for your most at-risk student-athletes from our staff, all of whom have Masters in Social Work and years of experience working with athletes.

Program Development- 360 Athlete Development can evaluate and/or assist with building your own student-athlete development program. Utilizing our “Student-Athlete Success Team” model we can aid with identifying campus staff, administrators, and various programs that will serve in supporting your entire student-athlete population, streamlining the resources available through your college.



Year One: Workshop Series

<u>FALL SEMESTER</u>	<u>SPRING SEMESTER</u>
Transition for Success <i>Preparing for success in college both Academically & Athletically</i> Financial Literacy <i>Learning how to manage financial-aid checks and student loans.</i> General Study Skills <i>Teaching students how to take in-class notes, proper classroom etiquette, and test preparation.</i> Stress & Time Management <i>Discussing the relationship between stress and time management.</i>	Self-Leadership <i>Learning about Character</i> Interpersonal Communication <i>Learning how to communicate with people from different backgrounds, ages, and sex.</i> Social Media Awareness <i>Protecting your brand while increasing your presence on social media sites.</i> Developing Self-Esteem <i>Discussing self-worth, and Athletic Identity.</i>

Student-Athlete Life Skills Needs Program Assessment

The following survey has been designed to identify workshops and opportunities that would be most helpful to supplement the academic and athletic experience of your student-athletes and to foster overall personal development. There is space at the end for additional comments or suggestions

Name:	Sport/Year:
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Please place a checkmark next to each workshop topic you feel would benefit student-athletes

ACADEMIC EXCELLENCE	
General Study Skills	
Time Management Skills	
Library Resources	
PERSONAL DEVELOPMENT	
Nutrition	
Eating Disorders	
Healthy Relationships/Sexual Responsibility	
Developing Self-Esteem	
Stress Management	
Alcohol Choices & Addictive Behavior	
Depression & Grief	
Interpersonal Communication	
Manners & Etiquette	
Dealing with Authorities	
Understanding Diversity	
Fiscal Responsibilities	
Violence Prevention	
Leadership	
Social Media Awareness	
Name, Image & Likeness Informational	
CAREER DEVELOPMENT	
Post-College Transition	
Career Networks	
Business Etiquette	
Job Search Process	

Please use the space below to make any other comments or suggestions for programming that you would like to see planned for student-athletes.

THANK YOU

Measuring Success (Outputs & Outcomes)

360 Athlete Development's measurement of success will be quantified with outputs and outcomes. The first output is reaching our monetary goal. To successfully launch our organization's programming we need the proper funding. We must work diligently to find the right grants and donors, who understand the need we are filling and support our vision. The second output will be the standardization of 360 Athlete Development's programming. Make sure that each aspect is properly crafted to operate so that every athletics department that partners with us can hit the ground running with a user-friendly format and access to assistance virtually 24/7. The final output is in reference to our life skills programming. 8 interactive e-learning (online) workshops based on research and experience in the field that support student-athletes during their first year of college enrollment. Topics were chosen through needs assessments given to over 500 student-athletes across the country.

Outcomes will be broken down into short term and long term. The short-term outcome will be to partner with 45 community colleges in our first 2 years. With an average number of 100 student-athletes per athletics department, that is potentially 4,500 student-athletes served. The outcome of participation will be 80% of student-athletes will feel more confident managing the expectations of being a full-time student and full-time athlete, retention rates will increase by 25%, and finally, 75% of student-athletes actively participating in programming will either remain or obtain eligibility to participate in their respective sport.

The long-term outcome is to partner with 130 community colleges upon the completion of our five-year budget model, serving 13,000 student-athletes in the process. That equals roughly 20% of the total community college athletics departments across the country. The long-term outcome for student-athletes will be 90% will feel more confident managing the expectations of being a full-time student and full-time athlete, retention rates will increase by 35%, and last, 85% of students actively participating in programming will either remain or obtain eligibility to participate in their respective sport.

360 Athlete Development can make a huge impact within community college athletics very quickly, as the majority of community colleges lack the student-athlete development component within their athletics departments. Offering these services will not only assist athletics departments with necessary programming while supporting student-athletes during their pivotal first year of college, but it will also prepare them for success if and when they transfer to a four-year university. After all, this type of programming is exactly what they may find when they transfer to a larger college. Now they will have the experience and confidence needed to hit the ground running in the classroom, and in their respective sport.