

ENGAGING STUDENT-ATHLETES

FORWARD PROGRESS ATHLETICS CONSULTING



October 18, 2017

WHO WE ARE

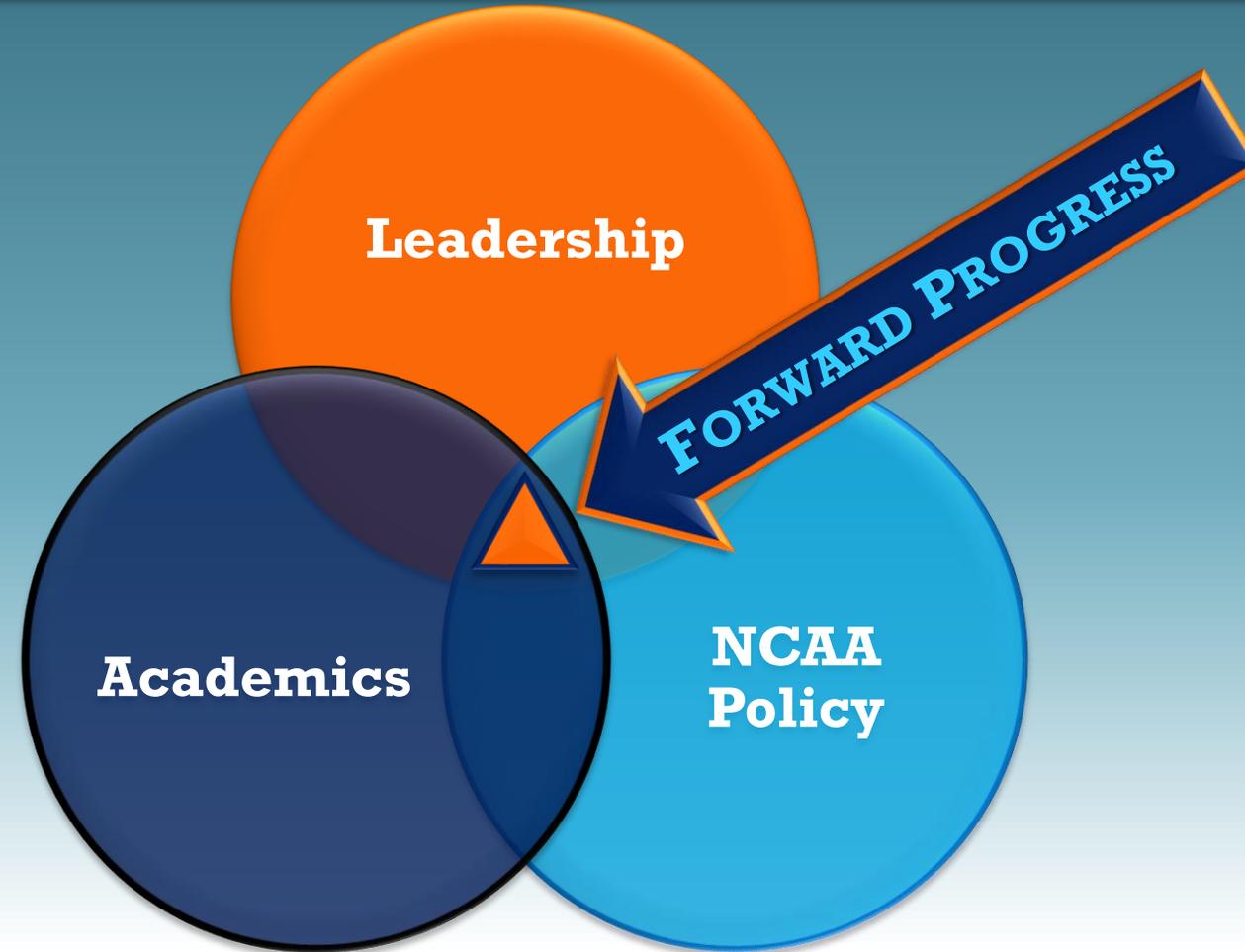
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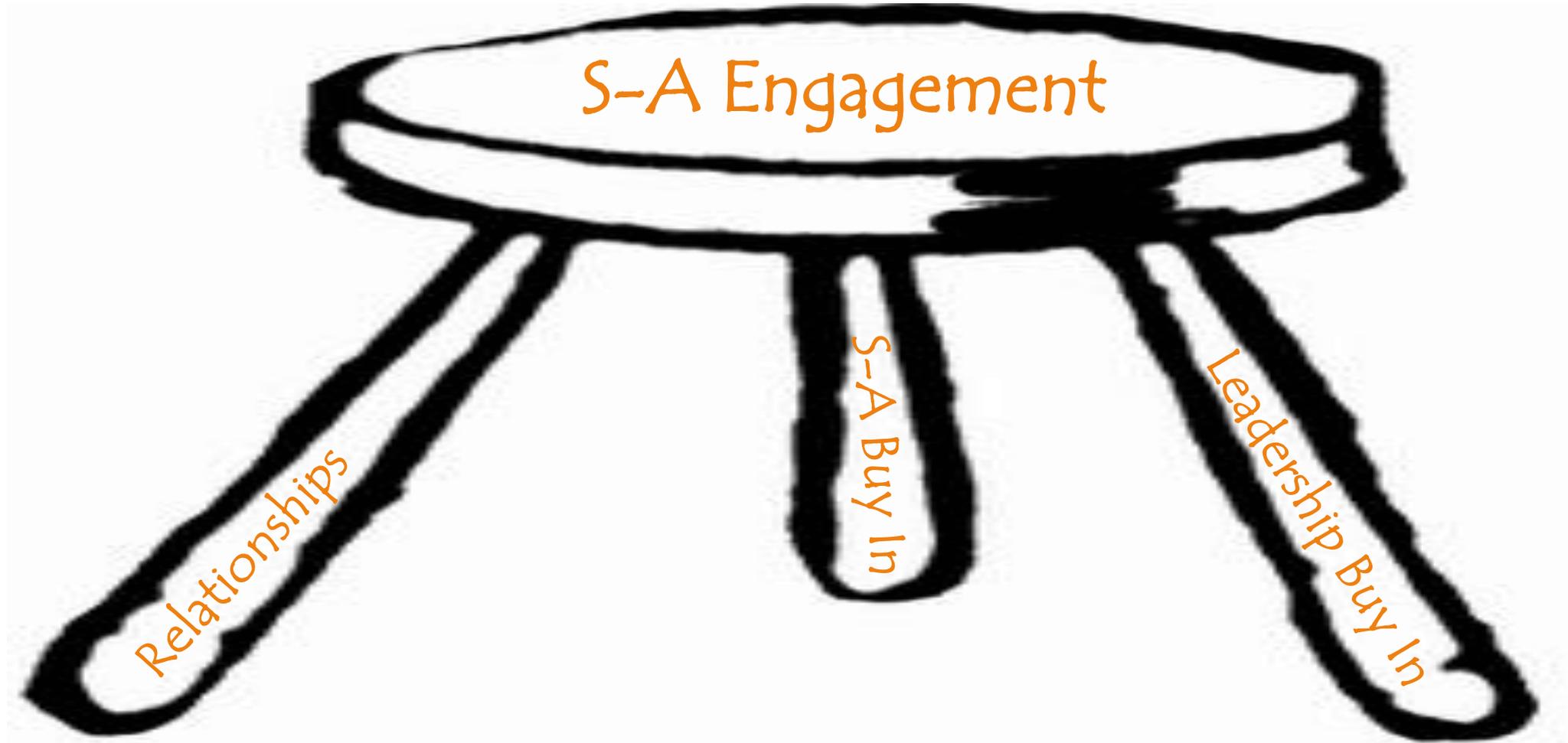


WHY It's Important to Engage Student-Athletes



- 1. Positive Student-Athlete Experience**
 - 2. Power of Culture/ Belonging / Community**
 - 3. Engaged Student-Athletes = Retained Student-Athletes**
 - 4. Better Alumni Engagement Post-Graduation**
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HOW: Does it Pass the 3-Prong Test?



1. STUDENT-ATHLETE BUY IN

- **“Recruit” Student-Athletes**
- **Know your Student-Athletes**
- **Listen**
- **Create Opportunities**



2. ATHLETIC DEPARTMENT BUY IN

- **Coaches**
- **Administrators**
- **Athletic Trainers**
- **Strength & Conditioning**
- **Academic Advisors**
- **SAAC/Captains' Council**



3. BUILDING RELATIONSHIPS

Maximize your impact with limited resources through
RELATIONSHIPS

- **Limit your focus (prioritize)**
- **Get started**
- **Finding resources & maximizing your budget**

BEST PRACTICE EXAMPLES:

Life Skills Award

- **Best Academic Team- GPA**
- **Community Service**
- **Personal Development**
- **Supporting Teams**
- **SAAC**

BEST PRACTICE EXAMPLES:

Take Community Service to the Next Level

- **Project-based & multiple interactions = more impactful**
- **Servant Leadership**

BEST PRACTICE EXAMPLES:

Student-Athlete Led

- **Award Show- ESPY Style**
- **Competitions** (*Kickball/Water Pong/Dodge Ball*)
- **Make it Social** (*S-A dance, Talent Show, Lip Sync Battle*)

WHAT'S YOUR LEGACY?

A landscape photograph showing three trees of decreasing size from left to right on a green field under a clear blue sky. The trees are positioned at approximately one-third, two-thirds, and three-quarters of the way across the frame, illustrating a progression or legacy.

**You are not a leader...
until you have produced another leader,
who can produce another leader.**

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