Winning Strategies for Career Centers Serving Student Athletes, NASPA 2012

Goals of Presentation and Learning Outcomes:
1. To share our experiences developing, implementing, and assessing the impact the Career Center has had based on our work and the work of others on the student-athlete population.

2. Host an in-depth and productive discussion on how to begin such an initiative, assess its impact, and exchange ideas on how to reach this population with career education.

3. Participants will have a forum to discuss the work they are currently doing with student-athletes, learn about ways to begin doing so if they seek this opportunity, and leave with a greater understanding about the process of gaining buy-in with the athletic department, coaches, colleagues, and students.

4. Participants will also begin to understand the challenges around working with athletes and become aware of the ways in which we, as Career Centers, can make programming opportunities and career education available to them.

5. Participants will use presenters’ examples of work with student athletes to evaluate the possibility of implementing such work on their campuses.

6. Participants will discuss the benefits and challenges of working with this population both structurally (campus culture) and professionally (how to frame your work, counseling techniques and focus).

7. Participants will leave with tangible resources for future reference, including: a list of articles addressing the needs of student athletes and the research to date on this population, a list of websites to visit and other companies who offer services for student-athletes, and at least several examples of programs the presenters have held for student-athletes.

8. Any thoughts, feedback, scholarly references, and approaches discussed will be recorded and then sent out to all attendees for the purposes of documenting the session.

Intended Discussion Points:
- Relevant research on this population
- Work we are currently involved with on our campuses - examples, testimonials, results
- What others doing on their campuses
- Ways to approach this topic: assessing campus culture, ability/time to actually provide this service and embarking on this outreach endeavor
- Challenges based on campus culture, type of school, athletes and their schedule, receptiveness
- Understanding the world of athletics, the NCAA

Primary Sources:

Presenters experience working with the NCAA CHAMPS Life Skills Program (now the NCAA Student-Athlete Affairs), which included 5 focus areas, including Career Development.

Top 21 qualities employers seek, National Association of Colleges and Employers (NACE), 2007


Websites:
National Collegiate Athletic Association- www.ncaa.org

Job Search Engines for Athletes

www.thecorporateplaybooks.com
www.careerathletes.com
www.workinsports.com
www.teamworkonline.com

Howie Jacobson (Connects talented students to corporate business) - www.athletestobusiness.com

Sports Psychologist Jarrod Spencer (Resources for athletes, coaches, and counselors in understanding their perspective and the challenges that the role brings)-www.mindoftheathlete.com

Game Theory Group - http://gtgnews.wordpress.com/
http://www.varsityedge.com/
www.berecruited.com

LinkedIn Groups:
NCAA Athletes in the Workplace- can join if current/former athlete and connect with anyone who is willing; Great networking resource for athletes looking to get into really any field.

Career Athletes
Access Athletes
Athletes to Business
Athlinked
The Corporate Playbook

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