Presentation Overview

- Athletics Mission
- Recent Efforts
- Ongoing & Upcoming Plans
- “Take A Stand” Video
Athletics Mission
Athletics Mission & Core Values

Mission Statement

• In support of the Educational Mission of the University
  • We protect and promote the safety, health and well-being of each and every one of our Student-Athletes
  • We guide and support our Student-Athletes in their quest for excellence – academically, athletically and socially
  • We gather and engage our University Community to become a part of our plans

Core Values

• Academic Integrity
• Competitive Excellence
• Social Responsibility
• World-Class Experience
Athletics Diversity Statement

App State Athletics is committed to promoting and valuing the diversity of our Student-Athletes, Coaches and Staff

• We value diversity as the expression of human similarities and differences, as well as the importance of an environment conducive to knowledge, respect, acceptance, understanding and global awareness

• We are committed to sustaining a culture of diversity and inclusion across all dimensions including, but not limited to, race, sex, age, national origin, creed, socioeconomic class, disability, gender expression, sexual orientation, marital status and parental status

• We are committed to creating an inclusive culture that fosters equitable participation for student-athletes as well as equitable career opportunities for coaches, administrators and support staff from diverse backgrounds

• We are committed to partnering with campus departments to educate and celebrate cultural diversity
Recent Efforts
Diversity & Inclusion Initiatives – Recent Efforts

• Operations Plan – Planning for Athletics Department
  • Promote and Celebrate Diversity & Inclusion throughout Department
• Mountaineers RISE Programming
• Diversity & Inclusion Assessment with Dr. Leonard Moore (2018)
• Black Student-Athlete Association (formed 2019)
• Black & Gold Tribune Articles – Providing Platform for Student-Athletes (2020)
• Athletics Department Strategic Diversity & Inclusion Culture Committee (2020)
• App State Student-Athlete “Real Talk” Forums (2020)
• “Taking A Stand” Student-Athlete Video released (2020)
• Bridge Builders Mentoring Program (2021)
• Career Services Partnership (2020)
BSAA Recent Events

BSAA PRESENTS
A MENTAL HEALTH EVENT

MENTAL HEALTH IS IMPORTANT TOO!

November 23rd 2020
7pm
Guest speakers: Doug Middleton (Free Safety for the Jacksonville Jaguars) and Jacob Cooper’s (staff psychologist)

BSAA PRESENTS

“STRAIGHT TALK”

COME FELLOWSHIP AND CONVERSE FOOD WILL BE PROVIDED: MELLOW MUSHROOM

WHEN: (TUES) MARCH 3RD 2020,
TIME: 7PM
WHERE: 6TH FLOOR ATHLETICS COMPLEX

BSAA PRESENTS

Politics, and Civic Engagement
October 14th
7:30pm
Zoom Event
We hope to see you all there!
Zoom link will be provided on our Blackboard
Mountaineers RISE Program

- Bridge Builders Mentoring Program – Connect SAs w/Alumni, Donors, Faculty, Staff, etc.
- Student-Athlete Real Talk Events
- Mental Fitness Series with Sports Psychology – Podcast on Intersection of Race & Mental Health
- International Student-Athlete Virtual Gathering
- Student Affairs and Wellness & Prevention Services Collaboration
- Civic Engagement: Voter Education & Registration Event
- Election Reflection Space
- Student-Athlete Advisory Council
- Black Student-Athlete Association
- Black Student-Athlete Summit
App State Athletics presents: Real Talk

A space for Black identified student-athletes and allies to unpack the most recent traumatic events that have occurred. The event will focus primarily on the experiences of Black student-athletes, but allies are also encouraged to join.

By the athletes, for the athletes

Moderation and support will be provided by Dr. Fleming, Reggie Hunt, Makini Thompson, Pierre Banks, and Dr. Cooper.

JUNE-30th 7pm

Coaches and admin invited to listen, observe, and learn.

#BlackLivesMatter
Mountaineers RISE Program

**WHAT IS MOUNTAINEERS RISE?**

**RESILIENCE**
**INTEGRITY**
**SERVICE**
**EMPOWERMENT**

The Department of Athletics is committed to providing intentional programming to support the development of the student-athlete.

**OUR MISSION**
The Mountaineers RISE program aims to develop, nurture, support and prepare student-athletes to be world-class leaders.

**THE VISION**
To develop the student-athlete as a total person and assist them in building a solid foundation for a successful life after intercollegiate athletics.

**CORE VALUES**
Our core values guide and govern our actions at all times. They define “the Mountaineer way”.

1. **ACADEMIC INTEGRITY**
2. **SOCIAL RESPONSIBILITY**
3. **COMPETITIVE EXCELLENCE**
4. **WORLD-CLASS EXPERIENCE**
Bridge Builders Mentoring Program

- Bridge Builders Mentoring Program – Partnership with Alumni Association
  - Connect Student-Athletes with Professionals who share similar Career Interests & Values
    - Priority given to Student-Athletes of Color & other Marginalized Populations
  - Give Alumni Opportunity to Connect w/Student-Athletes, Sharing Invaluable Professional Experiences & Insights
  - Strategic Connections between Alumni & SAs Strengthen Retention/Recruitment Efforts of Underrepresented Populations
- Other Goals for Mentoring Program
  - Job Placement (secure employment following graduation; data to be collected)
  - Development of Student-Athlete Goals & Plans
  - Professional Development Opportunities
  - Preparation & Transition for Life after App State
Career Services Partnership

- Career Strategy 101 for Student-Athletes
  - Resume Prep; Job Search Strategies (e.g., LinkedIn, Job Fairs, Online Etiquette); Seal the Deal (e.g., Salaries & Benefits, etc.)
- Career Meetup Series
  - Events Designed for Student-Athletes; Posted on YouTube and Career Services Website
- App State Pro Day – Student-Athlete Career Fair & Networking
  - Open for all Student-Athletes; Mandatory for Senior Student-Athletes
- Career Center Virtual Drop In Hours
  - Jennifer Perry – Athletics Liaison, Weekly Office Hours for Student-Athletes
Career Services Partnership

We are here to help YOU!
The Career Development Center serves all students and alumni pursuing various future professional endeavors. In Partnership with AppState Athletics, the Career Development Center ensures that all student athletes have career advising and resources readily available. Coaches are invited to career events and to meet with employers, so they may have firsthand knowledge of the strong desire to hire disciplined, committed student athletes.

Career Coaching | Job & Internship Assistance | Career Readiness Tools

What support do AppState student athletes get?
• Career Coach and Liaison to AppState Athletics
• Resume and cover letter review; mock interviews; practice job search strategies
• Career Development overview during Student Orientation for student athletes
• College to Career course offered in summer and fall
• Invitations to networking events with employers who actively recruit student athletes
• Access to handheld account, AppState’s career management system, with over 6,400 employers and more than 650 visiting campuses each year

How successful are AppState graduates?
With 1 year of graduation, 93.1% of student athletes report enrollment or employment. On average, 40% of graduates pursue professional or graduate school.

Where do AppState graduates work?
Our graduates work in a variety of employment opportunities. Following is a sampling of employers who recruit on campus and hire our graduates: Amazon, C.H. Robinson, North Carolina Public Schools, Cisco, Enterprise Rent-a-Car, Southern Energy Management, Peace Corps, Wake Forest Baptist Health, Wells Fargo, IT, Eastman Chemical Company and Fast Enterprises.

Bring YOUR A Game!
The Career Development Center offers support and assistance with the following career topics:

Resume | Interview Skills | Job Search | LinkedIn | Graduate School Applications

Here’s how you can take advantage of our services:

1. Make an appointment in Handshake with your Career Coach for your major or with the Career Athletics Liaison, Jennifer Perry (JP), at perryja@appstate.edu.

2. Log in to Handshake for info on exciting webinars on topics like resume building, interviewing tips, Job Search 101, how to maximize your Handshake profile, how to create and build a network on LinkedIn, and many more!

3. Join a Zoom Resume Clinic! The Athletics Resume Clinic JP will host the resume clinics in Zoom every Tuesday. Log on: https://appstate.zoom.us/j/82633124921

Meeting ID: 826 331 24921
Time: 11:00am - 1:00pm

4. Check out the Career Studio! Career Studio will be conducted through Zoom during regular Career Studio hours, Monday - Thursday between 2:00pm - 4:00pm. More info at careers.appstate.edu.

5. Follow us on social media: @appstatecareers for updates, tips & more!

6. Attend Career Meetups designed for the unique needs of student athletes.

Career Strategy 101 for Student Athletes
Wednesday, October 21, 2020
7:00pm - 8:00pm
Join via Zoom (Passcode: 679192)

Session Schedule:
7:00 - 7:10pm
Welcome and Overview of Career Development Center Services

7:10 - 7:35pm
Room A - Resume Prep
Room B - Job Search Strategy in a Virtual World
Room C - Career Prep in a Virtual World: LinkedIn, Job Fairs, and Online Etiquette
Room D - Seal the Deal: Salaries/Benefits/Retirement Plans
Career Services Partnership

APP STATE PRO DAY
The Practice of Networking

Monday February 8, 2021
6:30pm - 8:00pm
via Zoom

Does the term “networking” strike fear in you? Do you have images of people in professional suits at a formal event? Do you feel like you don’t really know what networking is or means? Then App State Pro Day is for you!

The Career Development Center and AppState Athletics are pleased to present an opportunity to hear a panel of employers provide tips on how to network, follow up with contacts, and make meaningful professional connections. You will then have a chance to practice those networking skills with employers.

6:30 - 6:35 Welcome
6:35 - 7:00 Facilitated Employer Panel: The Practice of Networking
7:00 - 7:15 Introductions to Employers
7:15 - 7:50 Networking Breakout Rooms with Employers
7:50 - 8:00 Closing Remarks

Participating Employers: Athletics 2 Careers, Charleston Police Department, E&J Gallo, Enterprise, Joe Gibbs Racing, Secret Service, Spectrum, The Select Group, TTI, Waffle House

AppState Athletics Career Meetup: Why We Hire Student Athletes (Panel Discussion)
Thursday, August 13, 2020 | 3:30pm - 4:30pm
Zoom Meeting

Submit your questions here for our panelists.

Charis Nunez
Sales Recruiting Manager, GMI Gallo
AppState Alumni, Major: Public Relations, Corporate Concentration, Minor: Business, Public Relations

Brad Leggett
SI Regional Manager, Techtronic Industry

Stanley Broaden
Assistant Commissioner for Championships at The Southern Conference
AppState Alumnus, BS Exercise Science and Kinesiology, MPA, Public Management

Amy Cazal
Talent Acquisition Manager, Enterprise

Gaining work and internship experience is tough if you are a Student Athlete. Join these former AppState Student Athletes to learn how they identified opportunities on campus that gave them “real world” experience for their resume.

Our panelists:

- Stanley Broaden
  Assistant Commissioner for Championships at The Southern Conference
  Former AppState Student Athlete - Soccer and Track

- Katie Mellow Melhorn
  School Counselor, Parkview High School (Georgia)
  Former AppState Student Athlete - Basketball
Counseling Center Partnership

• Support For Our Student-Athletes of Color
  • Ongoing Programming Through Student-Athlete Leadership & Development
  • Collaboration with Former App State Football Student-Athlete, Doug Middleton
    • Dream The Impossible Initiative (Network of Providers)
  • App State Counseling Center Hired Adjunct Counselor of Color
Athletics Strategic Diversity & Inclusion Committee

- Reading of Univ. Diversity Statement prior to the National Anthem for all Home Contests
- Promoting our Student-Athlete Voices & Perspectives
  - Black & Gold Tribune
  - Video Series, and Student-Athletes, Coaches & Staff on Social Media
- “More Than An Athlete” Shirts for all Student-Athletes (design chosen by Student-Athletes)
- Inclusive Community Series featuring Lamont Sellers from Intercultural Student Affairs
- Black History Month & Women's History Month Engagements
  - MLK Speech Video by SAAC
Ongoing & Upcoming Plans
Ongoing/Upcoming Diversity & Inclusion Initiatives

- Continue improving BCBS Mountaineers Rise Program
- Emphasize Career Coaching, Mentorship & Networking Opportunities
- Continue Career Services Programming specific to Student-Athletes
- Intentionally seek a Pool of Talent with great Diversity, Recruiting & Hiring More People of Color
- Newly formed Athletics Strategic Diversity & Inclusion Committee identifies areas for improvement
Ongoing/Upcoming Diversity & Inclusion Initiatives

• SBC “Be The Change” Racial Equity Initiatives
  • Voting, Civic Engagement, Community Policing
  • Spread The Love

• Steve & Marcia Wilks Graduate Diversity & Inclusion Scholarship
  • Creates access/opportunities for underrepresented, talented diverse candidates to gain employment experience & build network
  • Awarded to qualified former App State SA who is pursuing a graduate degree at Appalachian State University
  • Includes year long internship in App State Athletics focusing on networking, mentorship, and professional development

• Real Response Communication Platform

• Black History Month – SA Features
Real Response Platform

• Communication Platform for SAs to Report Issues of Concern
  • Can be anonymous
  • Reports to Athletics Admins in real time
  • Connects SAs with resources & assistance
  • Collaborate with campus partners when appropriate
  • Provides SAs additional platform to have a voice
Staff & Student-Athlete Demographics

- Athletics Staff – Underrepresented Populations
  - Increased from 8.6% in 2015 to 18.3% in 2020

- Athletics Student-Athletes – Underrepresented Populations
  - App State Student-Athletes Demographics
    - Total % Student-Athletes from Underrepresented Populations – 36% (In-Line w/NCAA Division I Avg.)
    - Total % Black/African American Student-Athletes – 25% (NCAA Division I Avg. – 16%)
  - App State Student-Athlete Academic Performance
    - NCAA Graduation Success Rate (GSR) – 85% NCAA GSR
    - Cumulative GPA for All App State Student-Athletes – 3.33 GPA; 17 Consecutive Semesters above 3.0 GPA
Recruitment/Hiring Strategies

• Advertise Positions with Women Leaders in College Sports, Minority Opportunities Athletic Association

• Using the New NCAA Leadership Collective
  • Highlights the careers and achievements of Ethnic Minority Athletics Administrators & Coaches
  • NCAA member institutions & Conf. offices to diversify talent pools & be more inclusive in making personnel decisions
  • Resource to be used for Hiring Coaches, Senior Staff, finding Guest Speakers, etc.
“Take A Stand” Video
“Take a Stand” Video