



OVERVIEW:

The long-term success of an Athletic Department is tied to how well the department can align staff, coaches and student athletes with the mission of the University. The ability to acquire reliable, actionable data is critical to measure Athletic Department alignment.

Game Change Athlete Development Services & Consultancy (GC) and the Sport Conflict Institute (SCI) have partnered to provide NCAA institutions with Student Athlete Experience and Engagement Review (EER) services. Our approach provides data that is independent, impartial, confidential and uses multi-modal data acquisition strategies.

"I can talk to my athletes every day all day. Very rarely will a student athlete tell me something is wrong. There are simply too many potential negative consequences from coming forward overtly."

Athletic Director - Div. I University

EXPERIENCE & ENGAGEMENT REVIEW PROCESS:

GC and SCI's strengths center around the ability to offer independent and impartial team and departmental assessments. Our objective is to protect both the individual student athlete and the athletic department through the collection of data that allows for a fact based, pro-active approach to achieving the institutions objectives.

GC and SCI uses a range of data collection methods including:

- ★ Qualitative assessments (interviews with coaches, student athletes, staff and administration)
- ★ Quantitative assessments
- ★ Process observation
- ★ Benchmarking
- ★ Document review

INSTITUTIONAL BENEFITS:

The benefits are clear. Your institution can make better, more informed decisions about your Athletic Department based on quality data. The benefits to this approach over time are massive:

- ★ Higher quality and more actionable data on alignment, engagement and student athlete experience
- ★ An early warning system that identifies issues that may exist in the department
- ★ The ability to proactively manage identified issues
- ★ A cost effective approach to avoiding potential issues before they become public and/or crises

Upon completion of an institutional EER a prescriptive report is generated to offer solutions and implementation strategies to maximize your departments institutional alignment and efficacy..



D.I.Y. IS SUBOPTIMAL

The most diligent athletic department staff may have difficulty in conducting a reliable EER. It is not a departmental core competency and there may be on the part of staff to under report or de-emphasize potentially critical findings. Moreover, student-athletes often fear reprisals or consequences in providing candid feedback to about the institution, coaches and/or administrative staff.

ABOUT DUNCAN FLETCHER	ABOUT JOSHUA GORDON
<p>Duncan Fletcher founded Game Change in 2011 to provide services to elite and professional sports organizations and athletes.</p> <p>Mr. Fletcher has extensive experience working with professional athletes and major professional sports organizations through his work with the Professional Association of Athlete Development Specialists (PAADS) and the Professional Athlete Transition Institute (PATI). He has co-authored articles in peer review journals related to athletic identity and athlete development.</p> <p>A former Division I hockey coach, Mr. Fletcher is aware of many of the challenges faced by both student athletes and athletic departments who care about engagement in the broader academic community and individual student athlete development.</p> <p style="text-align: center;">Visit: www.gamechange.ca</p>	<p>Mr. Josh Gordon founded the Sports Conflict Institute (SCI) after previously directing the Competition Not Conflict (CNC) project at the University of Oregon School of Law.</p> <p>He is a conflict management professional and an experienced mediator, facilitator, educator, and organizational capability builder.</p> <p>Mr. Gordon specializes in sports related conflict building on experiences that include working with Fortune 500 firms including McDonalds, HP, WPP and more.</p> <p>He is dedicated to minimizing the destructive costs of conflict in sports, by looking far below the tip of the iceberg, and fostering the positive value sports can provide to athletes, coaches, supporters, and administrators.</p> <p style="text-align: center;">Visit: www.sportsconflict.org</p>

MORE INFORMATION:

For more information on how Game Change and the Sport Conflict Institute can be of service to your institution, please contact Duncan or Josh.

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