



## **Partnership Proposal**

National Association of Academic Advisors for  
Athletics (N4A) Partnership Proposal To The  
National Collegiate Athletic Association  
(NCAA)

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Subject to Approvals – Not For Distribution

## **Proposal History**

At the 2006 National Convention, Sandy Meyer (Past President) and Kerry Howland (President) had the opportunity to meet with the leadership of NACADA and Julie Cromer of the NCAA. At that time, the N4A was invited to participate in the development of an educational curriculum designed to address implementation of the NCAA's Academic Performance Program (APP), specifically Academic Progress Rate (APR) results. After the convention, President Howland appointed a Task Force (Evans, Rivas, Leger, and Richardson) to attend a meeting of the newly created Academic Reform Curriculum Advisory Board (ARCAB). This joint meeting between the N4A, NACADA, and NCAA produced curriculum outlines for education platforms.

In October 2006, N4A leadership was invited to attend the NACADA national convention in Indianapolis. N4A Executive Committee and Task Force members met with NCAA staff and NACADA leadership regarding collaboration on two educational initiatives in development by NACADA. By this time, NACADA and the NCAA had established a partnership for education on APP and APR legislation and standards.

During this October meeting, the N4A was encouraged to pursue development of its own partnership proposal targeted for coaches' education on the intent and goals of APP and, in particular, improvement strategies relating to low APR scores.

At the 2007 mid-year meeting of the Board of Directors, the N4A committed to the submission of this proposal, including the aggressive development of a pilot presentation and the organizational tasks and budget to facilitate this project.

## **The Association**

The National Association of Academic Advisors for Athletics (N4A), founded in 1975, is a diverse educational, service, and professional organization. N4A members are academic support and student services personnel committed to facilitating student-athlete academic and personal success. These objectives are achieved primarily by providing informed, competent advising and by serving as a liaison between the academic and athletic communities on college campuses across the country.

N4A members promote the integrity of their profession by providing guiding principles and quality services to support one another as they share information, resources, and expertise in their efforts to empower student-athletes to become more productive individuals through educational and personal development.

Over 1000 N4A members enjoy networking and collaboration opportunities through its list serve/homepage, five annual region conferences, and a national convention. Our member services include a national office, Web site, research and survey opportunities, newsletter, refereed journal, etc. Over 530 members attended the 2007 national convention.

## **Partnership Rationale**

The essence of the NCAA Academic Performance Program is the increased and shared accountability by institutions for the eligibility and retention of their student-athletes. By definition, APP requires effective collaboration throughout the University for student-athlete academic achievement and degree completion. The public “scorecard” of APR is intended to promote institutional ownership for athlete academic progress and student connection with the campus community.

The national APR reveals numerous institutions with poor records of performance relative to athlete eligibility and retention, and the NCAA seeks to provide educational assistance to member institutions and their implementation of improvement strategies across the broad spectrum of APP goals and requirements.

This partnership provides the NCAA with the vital expertise of N4A professionals who work daily at the core of athlete eligibility and retention efforts and are, ultimately, the practitioners best suited to evaluate, confront, and impact the most strategic elements of APP. N4A professionals possess the comprehensive experience necessary to assess and address the athletes’ ability to compete in the classroom, their connection with the university, and the many variables influencing their eligibility and retention behaviors.

In many cases, poor APP/APR data is mistakenly perceived solely as an academic problem. N4A’s intention with this partnership is to fundamentally challenge such perceptions and include education initiatives with the true owners of APP and APR, the administration of the institution, its athletics department and coaches.

Institutions seeking an in-depth analysis of how to improve the academic support services rendered to student-athletes will have access to a review process intended to produce “model practice” recommendations. The N4A reviews will identify and promote the behaviors and expectations required to turn eligibility and retention goals into action and practice.

In conclusion, the central purpose of the N4A-NCAA partnership is to provide the NCAA membership and associated groups with viable educational resources in order to be proactive in creating a culture that maximizes shared-ownership and responsibility for, “providing student-athletes with an exemplary education and intercollegiate athletics experience in an environment that recognizes and supports the primacy of the academic mission of its member institutions, while enhancing the ability of student-athletes to earn a degree” (NCAA Division 1 Committee on Academic Performance).

## **The Partnership and Its Goals**

The N4A and the NCAA partnership centers on the development and delivery of APP education initiatives and is designed to develop and implement N4A instructional workshops and consultation visits to organizations, individuals, and institutions. This partnership would access the N4A's professional expertise which is uniquely qualified to construct such training, assessment, and education initiatives regarding APP and APR.

The N4A will develop educational initiatives targeting professionals whose job responsibilities have a direct or indirect impact on the NCAA Academic Performance Program (APP) including, but not limited to, faculty athletics representatives (FAR), head and assistant coaches, athletics department and university administrators, faculty oversight members, university retention officers, academic support administrators, and the athletes themselves. These goals include the following:

1. Develop and implement a comprehensive training program for N4A members selected for the instructional presentation program and/or the consultant program.
2. Deliver effective instructional presentations to organizations or groups impacted by APP.
3. Provide consultant teams to NCAA member institutions, which will administer self-assessment instruments, execute site visits, and develop action recommendations for APP administration issues and APR improvement planning.
4. Provide trained consultants to serve the NCAA's program of comprehensive support service reviews related to NCAA Athletics Certification.
5. Pursue institutional and participant outcomes for an enhanced appreciation for APP intent and goals (as reflected in the multiple elements of APR and GSR), technical understanding of APP/APR reporting and mechanisms, and detailed education of successful strategies for student-athlete retention and academic achievement.

The education initiatives will demonstrate how the goals and intention of APP can be integrated into the athletic department culture and overall institutional retention effort. By design, the initiatives extend beyond the simple detail of APR reporting and the basic education of APR requirements. The N4A seeks to direct educational services to the true "owners" of APP and APR, the administration of the institution and leadership of the athletics department and its coaches.

## **Partnership Structure**

The partnership is managed by three task forces which will, in turn, report to a N4A Board of Directors' position (Director-At-Large) assigned to oversee external relations, sponsorships and partnerships. In June 2007, Phil Moses of North Carolina State University was appointed to serve a two-year term as the Director-At-Large with these responsibilities.

The three task forces are Administrative, chaired by Phil Racicot, Instructional Workshops/Presentations chaired by Steve McDonnell, and Consultants, chaired by Gerald Gurney.

- The Administrative Task Force is charged with the overall management of the partnership. This administrative team will address implementation requirements of the partnership including member application and selection process, budget, and program evaluation.
- The Instructional Workshop Task Force will develop training content and materials for N4A presenters. These workshops will address a variety of groups, conventions and/or conferences regarding successful practices of APP implementation and APR improvement planning.
- The Consultant Task Force will develop comprehensive training programs for N4A members who will administer institution self-assessments, make site visits to review campus programs and services, and develop recommendations for APP and APR achievement plans.

### **Task Force Membership**

The following N4A members are serving on the respective task forces:

#### Administrative:

Phil Racicot (Chair)	Duquesne University
Brian Evans	Utah State University
Jen Kulics	Kent State University
Joe Luckey	University of Memphis

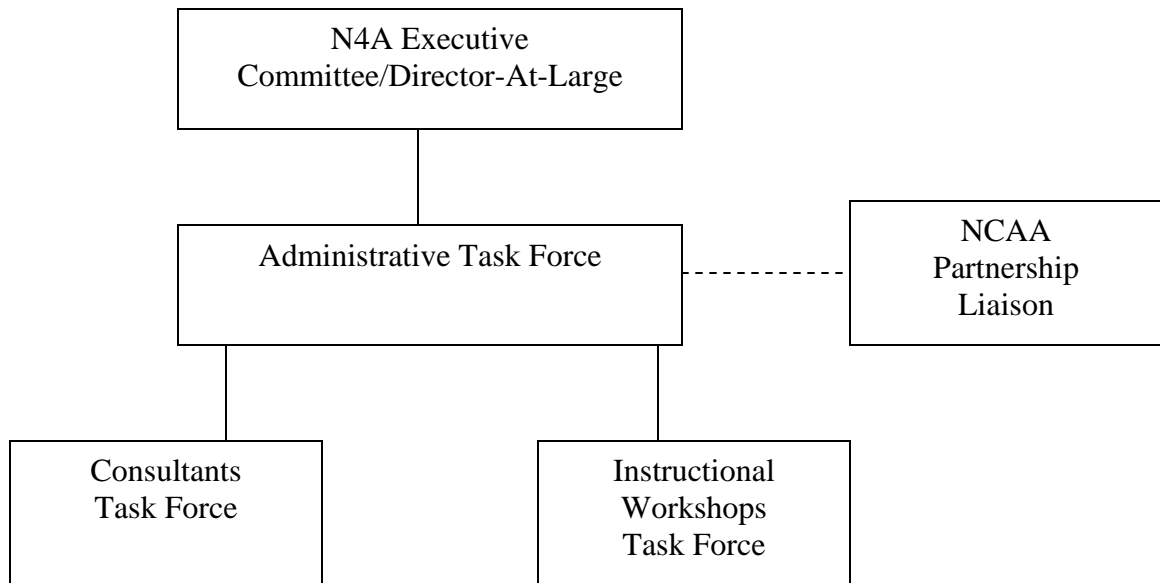
#### Instructional Workshops/Presentations:

Steve McDonnell (Chair)	Texas A & M University
Allen Hauser	Appalachian State University
Demetrius Marlowe	North Carolina State University
Jack Rivas	University of California, Santa Barbara
Kim Ross-Watkins	Morgan State University

#### Consultants:

Gerald Gurney (Chair)	University of Oklahoma
John Anderson	Texas Tech University
Colleen Evans	San Diego State University
Michael McDaniel	Oral Roberts University
Nicki Moore	University of Oklahoma
Jim Rost	Middle Tennessee State University

## Administrative Oversight of the N4A/NCAA Partnership



### **Administrative Task Force**

The Administrative Task Force is assigned to solve implementation requirements and strategies of the proposal and supervise work product.

- Fully develop and complete N4A proposal for NCAA submission.
- Address the following implementation issues:
  - Selection process and criteria of trainers, presenters, and consultants;
  - Review and editing of work group product/presentations and consultation with the NCAA about content as appropriate;
  - Primary liaison to NCAA and other proposal partners on matters related to educational initiatives and N4A-NCAA partnership;
  - Monitor expenditures and accounting;
  - Develop proposal marketing and promotion strategies;
  - Assess initiative performance for revenue opportunities;
  - Evaluate performance of trainers, presenters, and consultants.
- Promote and market the N4A / NCAA Partnership;
  - Establish distribution channels for information about educational initiatives.

## **Instructional Workshops Task Force**

The Instructional Workshops Task Force will develop all training content and materials, including manuals for trainees, surveys and assessment forms, handouts for presentations, etc.

- Charged to develop comprehensive training model, content, and educational information for distribution.
- Develop training materials to be used to guide development of presentations and content for educational initiative.
- Train presenters for professional, large, public workshops including style, interactive technique, use of AV and technology, etc.
- Give presentations to conventions/conferences, organizations, and professional associations to include the following:
  - N4A National Convention
  - FARA Conference
  - NCAA Convention
  - Athletics Conferences and their administrative groups (SWA, Compliance, etc.)
  - Coaches Conventions
  - D-1A Athletics Directors Association
  - NACDA
  - NACADA
  - NASPA
  - N4A Regional Conferences
  - COIA Conference
  - Two Year Colleges (3C4A, NJCAA)

## **Consultants Task Force**

The Consultants Task Force will provide a comprehensive training program to develop consultants for on-campus assignments.

- Will develop a program menu from which institutions select a variety of options:
  - Full institutional review of APP implementation
  - Full academic support services review
  - APR Review – specifically focused on institutional APR improvement plan
  - Self-study assessment
- Teams of trained consultants assigned to campus visits for reviews of the academic support programs with a special focus on developing APR improvement strategies.
- Assessment tool developed to include all components required by the NCAA for Athletics Certification.

## **Implementation Timeline for the N4A-NCAA Partnership**

July 2007	N4A approves and submits final proposal with funding request to NCAA N4A submits program statement on Academic Support Services Review to NCAA
August 2007	NCAA issues acceptance, terms and conditions for partnership N4A Board approves partnership NCAA/N4A issues press release on partnership ARCAB meeting in Indianapolis N4A application process for presenters and consultants opens
September 2007	Identify opportunities for workshop presentations N4A selection of applicants September 30 - October 2 N4A Region 2 Conference Task Forces complete development of training materials and modules Task Forces schedule training sessions
October 2007	Conduct training sessions. October 10 – 12 N4A Region 5 Conference October 14 – 15 N4A Region 1 Conference October 18 – 21 NACADA National Conference
November 2007	Present at FARA November 16 - 18 Conduct training sessions Commence scheduling of consultant visits and instructional workshop presentations
January 2008	Present at NCAA Convention Task Forces meet in conjunction with mid-year Board meetings. N4A-NCAA Partnership Progress Assessment
Spring 2008	N4A Region 3 and 4 Conferences Continue consultant appointments and instructional presentations
June 2008	Partnership Presentation Update at N4A Convention (with NCAA)
July 2008	N4A budget report on partnership expenditures and payments

## **Long-Term Strategies To Sustain Programs**

- Develop ongoing partnerships with different associations and secure commitments to present at National/Regional Conventions (e.g., FARA, COIA).
- Synchronize N4A outreach efforts with the Academic Performance Program requirements for APR Improvement plans and the NCAA Academic Support Program Reviews.
- Train individual N4A members to serve as peer reviewers for NCAA self-study certification and the Athletics Certification Program.
- Designate individual N4A members available to serve as a resource for institutions in the process of developing and reviewing APR improvement plans.
- Provide ongoing assessment of the educational initiatives to determine effectiveness.
- Provide N4A consultant teams available for proactive reviews of academic support programs and services.

## **Partnership Evaluation Process**

### **Instructional Workshops/Presentations**

- Participant evaluation and feedback onsite.
- Two-month post-workshop report on participant use or adaptation of strategies, improvements plans, or self-study tools.
- Acquire feedback from NCAA staff members and other external representatives in attendance.

### **Consultants**

- Use of self-study as pre-test and post-test instrument.
- On-site evaluation.
- Institutional feedback on site visit process, consultant operations, program analysis and follow up services.
- Administrative response to recommendations and APP implementation improvement reports.
- Access and track APR data results.

### **Partnership**

- Reporting schedule between Administrative Task Force and NCAA Membership Services.
- Task Forces will convene with N4A Board of Directors each January to review the effectiveness and efficiency of services and operations.