

# University of Florida

## Athlete Development Specialist Certificate

### Course

The Professional Association for Athlete Development Specialists (PAADS) and the University of Florida (UF) have partnered to allow practitioners and students to receive specialized education and training in the field of Athlete Development.

#### COURSE DESCRIPTION:

UF teaches the concept of Athlete Development through the following two bodies of knowledge:



The program curriculum is built on the assumption that these two components amalgamate in the developmental process of athletes to allow them to meet their potential as a player in their sport domain, while also growing, developing, and succeeding in life away from sports, and in life after retirement from sports competition.

Students that earn the Athlete Development Specialist Certificate conferred by PAADS gain a **basic** cognitive understanding of the major factors that shape **Athlete Performance Development**. Topics addressed in this domain include athlete nutrition, physical training, fitness, health and safety, sport psychology, and athlete maturation. This acumen allows graduates to successfully communicate across the ecosystem of athlete development with nutritionists, athletic trainers, coaches, performance enhancement coaches, and mental health professionals.

Students in the program also acquire **advanced** knowledge and skillsets that shape **Athlete Personal Development**, including the critical competencies needed to assist athletes maintain their well-being and off-field success, both during their playing careers and in life after sports. Topics addressed in this domain include athlete fiscal literacy, media literacy, transitions in and out of sports, athlete identity development, athlete career development, mental health, professionalism and behavior.

Students in the program are also **introduced** to several sport business development topics including legal aspects of sport, sport business research, and sport industry management.

#### LEAD INSTRUCTOR:

Dr. Michael Sagas, EdD  
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**COURSE WEBSITE:**

<http://elearning.ufl.edu/>

**REQUIRED COURSE TEXTS:**

1. Foyle, A. (2015). Winning the Money Game: Lessons Learned from Financial Fouls of Pro Athletes.

All other required readings will be posted on the course website.

**COURSE OBJECTIVES:**

Upon successful completion of this course, students will be able to:

- Comprehend the discipline of athlete development and the many career opportunities available in the industry.
- Comprehend the UF Athlete Development Literacy Model and how to create programming around many of the identified literacies.
- Demonstrate how effective public relations can establish, maintain, and improve athlete's relationships with media, fans, sponsors, and the public.
- Design and develop plans for how athletes can promote positive messages through various forms of media.
- Demonstrate how athletes can manage media challenges and opportunities they may face.
- Identify and implement assessment tools used to guide athletes through appropriate career transitions.
- Comprehend how an athlete's interests, identity work, education, skills, and abilities provide the foundation for a successful sport career transition.
- Describe the fundamentals of personal finance to enable athlete financial security
- Assist athletes in their basic awareness and understanding of the importance of personal finance.
- Possess a broad-based understanding of the business of sport, including legal aspects of sport and the role of research in sports.
- Describe and apply the role of an ADS in making psycho-social interventions on behalf of athletes.
- Possess a broad-based understanding of the principles of sport science and athlete human development.

## **COURSE FORMAT:**

This course is being taught completely online through the UF Canvas learning management system. Students are also expected to view all of the course lectures and complete all assignments through the course website. Students should adhere to the UF policies regarding academic misconduct (i.e., plagiarism, cheating, or other dishonest representations of academic work). The course is delivered through 7 modules and students will be responsible for completing assignments within each module. Participants that complete the 7 course modules successfully will be awarded a Certificate of Completion from UF for this course.

Students that earn the *Certificate of Completion* for this ADSC Course can subsequently submit a copy of the *Certificate* directly to PAADS, along with proof of the completion of a bachelor's degree from an accredited university, to receive a **Certificate of Status as a Professional Level Athlete Development Specialist from PAADS** ([www.paads.org](http://www.paads.org)).

The 7 modules that will be offered through this non-credit asynchronous continuing education course are:

1. **The Field of Athlete Development**
2. **Athletes and Media Relations**
3. **Athlete Career Development and Transitions**
4. **Fundamentals of Athlete Personal Finance**
5. **Sport Business for Athlete Development Specialists**
6. **Psycho-Social Interventions for Athlete Development Specialists**
7. **Sport Science for Athlete Development Specialists**

## **GENERAL EVALUATION GUIDELINES:**

Grades will conform to the degree to which each of the requirements stressed in class is met in the various assignments, quizzes, and projects.

## **ASSIGNMENTS AND GRADING SCALE:**

### **Module 1: The Field of Athlete Development**

Athlete Development Personal Communications Resources Kit	20 pts
Discussion Questions Assignment	20 pts
Discussion Board #1	10 pts

### **Module 2: Athletes and Media Relations**

Athlete Development Media Resource Kit	20 pts
Discussion Questions Assignment	20 pts
Discussion Board #2	10 pts

### **Module 3: Athlete Career Development and Transitions**

Athlete Development Career Development Resource Kit	20 pts
Discussion Questions Assignment	20 pts
Discussion Board #3	10 pts

### **Module 4: Fundamentals of Athlete Personal Finance**

Athlete Development Fiscal Literacy Resource Kit	20 pts
Discussion Questions Assignment	20 pts
Discussion Board #4	10 pts

### **Module 5: Sport Business Fundamentals for Athlete Development Specialists**

Discussion Questions Assignment	20 pts
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### **Module 6: Psycho-Social Interventions for Athlete Development Specialists**

Discussion Questions Assignment	20 pts
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### **Module 7: Sport Science for Athlete Development Specialists**

Quizzes	60 pts
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### **Final Project: Athlete Development Resource Board**

50 pts

<b>Total Points:</b>	<b>350 points</b>
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Students must earn 80% of possible points in each Module and 280 of the 350 points overall to “successfully” complete this course and receive a *Certificate of Completion* from the University of Florida.

Students that fail to earn an 80% or greater in a Module may be offered, at the discretion of the instructor, the opportunity to repeat assignments or quizzes in order to improve their scores.

## **ADDITIONAL COURSE POLICIES**

### **Honor Code Policy:**

*“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”*

The following pledge will be either required or implied on all work:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment”

Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

**University Policy on Academic Misconduct:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**University Policy on Accommodating Students with Disabilities:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

### **Getting Help:**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

## **Module 1: The Field of Athlete Development**

In this module, students will gain an understanding of the discipline of athlete development and the many career opportunities available in the industry. Further, students will be introduced to the curriculum model for the course, the Athlete Development Literacy Model.

### **1. Athlete Development Specialist Certificate (ADSC) Course Introduction**

- a. Introduction to the Course and Syllabus (Sagas)
- b. Defining Athlete Development (Sagas)

### **2. Athlete Development as an Academic Discipline**

- a. Working as an Athlete Development Specialist (Carr)
- b. PAADS Curriculum Guidelines and the ADS Certificate (Sagas)
- c. The LAADR Athlete Development Literacy Model (Sagas)
- d. Athlete Development as Individualized Work: Using DISC
- e. Introduction of Athlete Development in Youth Sports (Sagas)
- f. Life Skills and Positive Youth Development Through Sports (Sagas)

### **3. The Athlete Development Industry**

- a. An Overview of Athlete Development Programs (Foyle)
- b. Athlete Development at the WTA (Livengood)
- c. Athlete Development in the National Rugby League (Hepenstal)
- d. Athlete Development in the NRL Players Association (Aravena)
- e. Athlete Development in the Private Sector: Game Change (Fletcher)

## **Module 2: Athletes and Media and Public Relations**

In this module we will focus on how effective public relations can establish, maintain, and improve athlete's relationships with media, fans, sponsors, and the public. We will cover the importance of both traditional and social media platforms and how to work with both. We will also take a look at how athletes can manage media challenges and opportunities they may face. Ultimately, this module is about developing skills about the sports industry and its relationship with the media in order to aid athletes at all levels of competition in their interactions with media and the public.

### **1. Athlete Public Relations and Image Development**

- a. Introduction to Athletes and Media Relations (Schmittl)
- b. Building and Maintaining the Athlete's Image (Schmittl)

### **2. Training Athletes to Interact with Media**

- a. Athlete Media Training (Bloomston)
- b. Social Media in Sports: Athletes in Control (Schmittl)
- c. Being Your Best on Social Media (DeShazo)
- d. Crisis Communication (Schmittl)

## **Module 3: Athlete Career Development and Transitions**

Through this module, students will understand the latest science related to transitions, mental health, and career development and be equipped to identify and implement assessment tools used to guide athletes through appropriate career transitions. Further, students will comprehend how athlete's interests, education, skills, and abilities provide the foundation for successful career transitions and career development.

### **1. Athlete Transitions In and Out of Sport**

- a. Overview of Athlete Transitions (Carr)
- b. Youth and College Athlete Transition Issues (Carr)
- c. Professional Athletes and Life After Sports (Carr)
- d. What's Next?: The Difficult Transition for Athletes (Doha Goals Forum)

### **2. The Science on Athlete Transitions**

- a. Transition in Sport - Introduction (Beatty)
- b. Expertise Development (Beatty)
- c. Career Stage and Gerontology Models (Beatty)
- d. Thanatology Models (Beatty)
- e. Developmental and Transitional Coping Models (Beatty)
- f. Future Holistic Models (Beatty)
- g. Research on Elite Sport Transitions (Beatty)
- h. Interventions (Beatty)

### **3. Preparing Athletes for Career Transitions**

- a. Athletic Identity and Its Impact on the Sport Career Transition (Wendling)
- b. Career Literacy Basics for Athletes (Sagas)

## **Module 4: Fundamentals of Athlete Personal Finance**

Through this module, students will gain an appreciation of the fundamentals of personal finance to enable athlete financial literacy and security. Further, students will gain an understanding of ways to assist athletes in their basic awareness and understanding of the importance of personal finance.

### **1. What is Money to Athletes and how it is Made**

- a. Psychology of Athletes and Money (Barrell Interviews)
- b. What is Money and Begin with a Goal (Marken)
- c. How Money is Made (and Lost) (Marken)
- d. Where Does it All Go (Marken)

### **2. Where Does the Money Go and Passing It On**

- a. Common Mistakes (Marken)
- b. How to Keep It: Legal Basics (Harrod Interview #1)
- c. How to Keep It: The Three Phases of Athletes and Money (Harrod Interview #2)
- d. Moving to Action (Marken)
- e. Seminar on Financial Education for College Athletes (Di Virgilio)

## **Module 5: Sport Business for Athlete Development Specialists**

### **1. The Sport Industry**

- a. Professional Sport Leagues (Thomas)
- b. Sport Governance (Thomas)
- c. Sport Agents (Thomas)
- d. Niche Sports and Start-up Leagues (Thomas)

### **2. Legal Aspects of Sport**

- a. Tort law and Risk Management (Thomas)
- b. Contracts (Thomas)
- c. Agency Law (Thomas)
- d. Intellectual Property (Thomas)

### **3. Research in the Sport Industry**

- a. Introduction to Sport Business Research (Sagas)



## **Module 6: Psycho-Social Interventions for Athlete Development Specialists**

### **1. Athlete Mental Health and Referring Athletes**

- a. Managing Mental Health (Seitz)
- b. Depression and Suicide (Seitz)
- c. Generalized Anxiety (Seitz)
- d. Substance Abuse (Seitz)
- e. Disordered Eating (Seitz)
- f. Sleep Issues (Seitz)

## **Module 7: Sport Science for the Athlete Development Specialist**

This module is designed for students to build a foundation in sport science and athlete human development. Through exposure to these components, students will gain knowledge in the fundamental concepts of sport medicine and the treatment, rehabilitation, and prevention of athletic injuries; sport nutrition and the utilization of food substances during physical activity and recovery; motor learning and movement behavior as a result of practice; and sport physiology of how the systems of the body function and adapt before, during, and after exercise.

### **1. Introduction to the Athlete**

- a. Adaptation through Physical Training
- b. Motor Performance Abilities and Behaviors
- c. Developmental Stages and Maturation

### **2. Strategies for Maximizing the Athlete's Potential**

- a. Long Term Athlete Development

### **3. How the Body Works**

- a. Body Structures Important for Performance
- b. The Athlete's Energy Supply
- c. Nutrition, Energy Systems, and Fuel for Diet

### **4. Enhancing the Athlete's Physical Work Capacity**

- a. Aerobic vs. Anaerobic Capacity
- b. Core Training Principles
- c. Training Stimulus and Human Performance
- d. Physiologic Strength and Power
- e. Peripheral Structure Adaptations
- f. Central Strength Adaptations

### **5. Enhancing the Fluidity of Movement**

- a. Coordination, Flexibility and Range of Motion