

# Coach for College

THRIVE NETWORKS

A Global Initiative to Promote Higher Education Through Sports

## ORIGINS

- Emerged from trips by Duke student-athlete Parker Goyer to Vietnam and Belize in summer 2007 and from a personal project started as a Fellow with the Robertson Scholars Program.
- Started with \$120,000 in seed funding from the Duke Provost and Duke Dean of Undergraduate Education, along with \$43,000 from the Chancellor of UNC-Chapel Hill.

## KEY PROBLEMS ADDRESSED

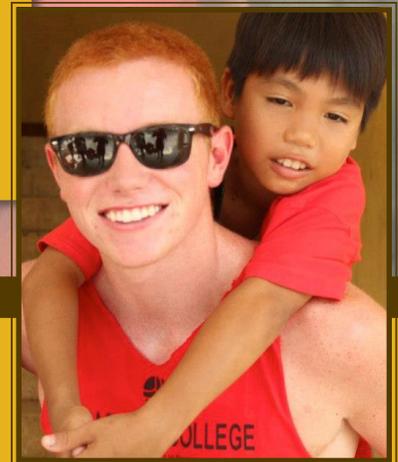
- High rate of middle school dropout and poverty in rural parts of developing countries.
- Low rates of study abroad, in-depth community service, and clear career goals among college athletes.

## GOALS

- Improve psychological well-being, educational attainment, and job-related productivity for disadvantaged youth in developing countries, currently Vietnam.
- Help American student-athletes become leaders with a strong commitment to positive social change and the skills needed to succeed in today's increasingly globalized world.
- Use sports to bridge divides between countries, cultures, and athletic rivals.

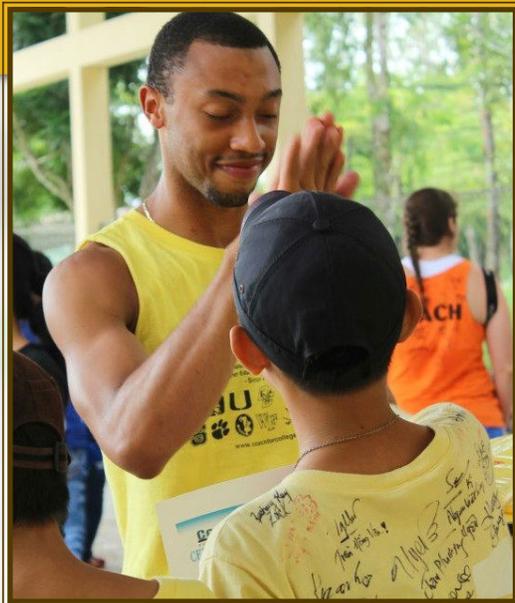
## PROGRAM MODEL

- A given site offers two to four sports-learning camps during the summer, each three weeks long. Each camp's curriculum is designed for a different middle school grade (rising 6<sup>th</sup> - 9<sup>th</sup> grade students, aged 11-15).
- Two different 4-hour camp sessions per day. Each camp session accommodates 48-60 middle school students, divided into four teams.
- 16 "coaches" per 3-week camp (8 American college athletes, 8 bilingual Vietnamese college students). 2 past coaches serve as College Student Directors.



## PROGRAM MODEL

- Middle school students can participate up to four times (each summer during middle school).
- College students can participate up to two times (the second time as a College Director) and can subsequently assume volunteer or staff positions with the program.
- The program is designed for replication throughout Vietnam and other developing countries, and for American college athletes at any NCAA university.



## PROGRAM ACTIVITIES

- Youth participate in six 45-minute classes in four different sports (Tennis, Soccer, Volleyball, Basketball, or Baseball), six 45-minute classes in four different academic subjects (Biology, Physics English, Math), and twelve 45-minute classes in Life Skills.
- Academic lesson plans are tailored to textbooks from the upcoming school year and focus on connecting sports to academic subjects via sports metaphors/examples and active learning methodology.
- Life Skills classes emphasize life skills that can be learned from sports and use proven, research-based psychological techniques.
- College students work in cross-cultural teams of two American college athletes and two Vietnamese college students. Every college student teaches one sport and one academic subject for the entire three-week camp. Every college student teaches all 12 Life Skills classes to one team in each camp session.
- Team-based sports competitions and individual Academic and Life Skills Tests at the end of each week.
- Winning teams and the individuals with the top three Academic and Life Skills scores receive awards.

## OUTPUTS

- Currently operates at five sites in two provinces of Vietnam.
- Eight summer programs (47 three-week camps) have been implemented in Vietnam since summer 2008.
- Has served over 3200 youth from 13 middle schools, 380 Vietnamese college students from 30 universities, and 344 American student-athletes from 32 universities. The program started with student-athletes from Duke and UNC in 2008, was expanded to all universities in the Atlantic Coast Conference in 2011, and currently serves student-athletes from the ACC, Big Ten, Big East, Ivy League, Pac-12, and the SEC.



## KEY RESULTS

- **Youth:** Four academic research studies have assessed the program's effect on Vietnamese youth, two of which involved randomized controlled trials (in summers 2012, 2013 and 2014). These studies show that participation in the CFC program causes youth to form higher educational aspirations and have a lower probability of dropout than non-participants, with greater levels of program participation associated with greater effects.
- **U.S. Athletes:** Over six summers, 69% of student-athlete participants indicate changes in all five of our target outcomes: Increased Concern for Others, Increased Cultural Competency, Development of a Global Perspective, Increased Self-Efficacy, and Increased Sense of Purpose in Life. 40% of student-athletes explicitly refer to CFC as their "most life-changing experience to date" in their post-camp surveys.



## FUNDING

- \$2.3 million has been raised for the program since 2008, including \$1.1 million from American universities.
- The program has received funding from 24 different universities: Duke, UNC, Virginia Tech, UVA, Miami, Florida State, Wake Forest, Boston College, Pitt, Louisville, Notre Dame, Syracuse, Southern Cal, Indiana, Iowa, Northwestern, Ohio State, Wisconsin, Iowa, Missouri, South Carolina, Harvard, Princeton and Dartmouth.
- In 2009, the program received a \$175,000 grant from the U.S. State Department and has received in-kind contributions from Nike and Under Armour.

## NOTABLE STUDENT-ATHLETE PARTICIPANTS

- Ned Crotty, Duke Lacrosse, 2009 Leading Point Scorer in the Nation, 2010 Tewaaron Trophy for Most Outstanding College Lacrosse Player, 2010 NCAA Men's Lacrosse Championship.
- Becca Ward, Duke Fencing, Two-time bronze medalist in 2008 Olympics, won three NCAA Individual Fencing Titles, 2012 Mary Garber Award for ACC Athlete of the Year.
- Loren Shealy, UNC Field Hockey, 2013 Sports Illustrated Female College Athlete of the Year.
- Ryan Rotanz, Virginia Tech Lacrosse, 2012 Yearley Love Unsung Hero Award.
- Zoe Skinner, UNC Lacrosse, 2013 Yearley Love Unsung Hero Award.
- Claire Crippen, UVA Swimming, 2012 Buick Human Highlight Reel.
- 17 of our participants have been members of NCAA Champion teams, some more than once.
- Several of our student-athletes have pursued fellowships and careers in public service, including Teach for America, the Peace Corps, and Americorps.



## FUTURE PLANS

- Ultimately, the goal is to become a global initiative serving student-athletes from across the NCAA at hundreds of sites in developing countries in Asia, and potentially also Africa and South and Central America.
- The intermediate goal is to expand the program steadily each year, from 56 athletes and 800 youth in 2015, to 650 athletes and 10,000 youth in 2020.
- The priority is to focus first on expansion among U.S. universities (by obtaining participation of all universities in the major athletic conferences) while simultaneously expanding sites within Vietnam, and once national expansion in Vietnam is achieved, to focus on expansion to other countries.



## PRESS AND ENDORSEMENTS

- The founder Parker Goyer has met with a number of prominent leaders, including Donna Shalala, Wendy Kopp, Bill Bradley, David Gergen, Rece Davis, Jay Bilas, Condoleezza Rice, and Erskine Bowles.
- Since March 2008, numerous articles have been published which feature or mention Coach for College, the CFC founder, or CFC participants, including in The Birmingham News, The (Raleigh) News & Observer, The Durham Herald-Sun, DUKE Magazine, The Vietnam News, NCAA Champion Magazine, espn.com, The Chronicle of Higher Education, and ESPNW.
- CFC Founder invited to give presentation on Coach for College to 400+ student-athletes and administrators at the NCAA National Student-Athlete Leadership Development Conference in May 2008.
- Profiled in NCAA on Campus TV Show in Jan. 2009.
- Northwestern student-athlete Davion Fleming featured in a Big Ten Network commercial for his work with Coach for College in the fall 2013 season.
- Chapter on Coach for College's theory of change published in the book Education and Disadvantaged Children and Young People in October 2013, edited by UNESCO Chair Colin Brock.

