ABSTRACT

CREATIVE PROJECT: The Playbook: A Career Exploration Program for Student Athletes at Ball State University

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DEGREE: Master of Arts in Student Affairs Administration in Higher Education

COLLEGE: Teachers College

DATE: May 2014

PAGES: 52 pages

College and university athletes provide a source of entertainment and revenue for an institution and create a sense of pride and school spirit. However, the academic, athletic, and personal schedule requirements of a student athlete can prove to be rigorous and time consuming which can lead to low levels of engagement when it comes to academics. This program was created to ensure that individuals, who have dual roles in higher education as both students and athletes, are able to devote time to exploring academic and career interests. This program allows athletes to engage in personal exploration through questionnaires and self-reflection, while introducing campus resources that are available to them, information about campus offices, and key individuals that can assist them on their journey to finding a future career.