



## CAREER AND BUSINESS PROGRAM

Student Athlete Track

### CAREER AND BUSINESS PROGRAM OVERVIEW

In partnership with Troupe21 & Associates (Troupe21) and the Player Networking Event (PNE), the NFL Alumni Association (NFLAA) has launched its first-ever Career and Business Program (CBP) for youth. The CBP is an outcome driven curriculum designed to address the transition needs of high school and college student-athletes (SAs) by engaging them across multiple growth and development modalities (e.g. counseling referrals, classroom lectures, panel discussions, online learning, etc.). The CBP aims to organize quarterly cohorts with SAs by career interests, city, state, region, conference, position, etc.

### WEEKEND SEMINAR

20 Hours

The program provides participants with (1) one-on-one career counseling, (2) skill building assignments, (3) a personal/professional branding evaluation, (4) peer group experiences, and (5) customized content based upon the interests of each cohort.

### DISTANCE LEARNING COURSES

15 Hours

Participants will be provided with credentials to utilize a closed, web-based system that provide players with the opportunity to share business interests, ideas, needs, etc. on an ongoing basis. The following distance learning courses must be completed as a prerequisite to matriculate through the program.

General Business: Participants will be introduced to the most common functional areas of business (i.e. human resources, finance and accounting, sales, marketing, customer service, research and development, operations, general administration and information systems technology). Each participant will select a competency focus and a secondary interest. Session outcomes include a written career goal plan and selection of a mentor from the PNE Mentor Network.

Finance: Participants will be provided group and individual instruction on personal and business finance. The group setting will provide participants with a theoretical framework for understanding personal finance with a focus on: savings, checking, credit and certificates of deposits. Individual sessions will match SAs with FDIC insured banks and credit unions that will help build a customized financial literacy curriculum for each cohort. Session outcomes include opening a bank account and establishing one credit account.

Career Selection: Participants will be provided with a process for selecting a career track. Career track options include (a) shadowing, internship, employment and management trainee experiences; (b) non-profit startup/management; or (c) for-profit startup/management. Session outcomes include a cover letter, resume, biography and a personal statement of capabilities. statement.

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### MONITIZATION PROJECTS

10 Hours

Each participant that satisfactorily completes the program will be allowed to pitch a business-to-business opportunity to the NFL Alumni via the group cohort. The structure and format of each monetization project will be managed through a public/private partnership and cannot be funded by operating funds from the NFL Alumni. SAs will be provided with a complimentary NFL Alumni membership and become eligible for a Name Image and Likeness deal from the NFL Alumni.

