



PROFESSIONAL DEVELOPMENT SEMINAR SERIES

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PROFESSIONAL DEVELOPMENT SEMINAR SERIES

- Need to “fill the gap” between Leadership Training and specific University Sport Context
- Focus on “new” employees/volunteers- may or may not have been student athletes- likely no formal training in university sport
- Use existing resources from 17 member institutions
- Apprentice cohort- max of 2 per institution



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- First Cohort
 - 27 participants from 17 schools
 - Mix of coaches and administrators
 - All female participants- intentional focus for first year on Women in Sport
- Presenters
 - AD's and Associate AD's from 11 schools plus panelists from 17 members and guests
- Format
 - 1-2 seminars per month
 - Synchronous and asynchronous- expected to attend by recorded for viewing
 - Homework- one pager summaries shared with individual AD
 - Capstone Group Project- presented in October at in person meeting
- Timeline- March through October



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- Topics for Presentations
 1. Introduction and Keynote with Dr. Dru Marshall
 2. The Student Athlete
 3. The Roles of U Sports and Candawest
 4. The Role of the University Sport Coach
 5. Performance Services for Student Athletes
 6. Budgets, Fundraising and Sponsorship



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- Topics for Presentations

7. Event Management and Webcasting

8. University Alumni and Engagement

9. Safesport and EDI

10. Eligibility, Scholarship and Awards

11. Marketing, Communications and Social Media



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- Capstone Projects
 - Participants have been placed into groups of 3-4
 - They will present on a topic of their choosing at an in-person meeting in October, coinciding with a CW in-person Special Meeting
 - Members have agreed to support their apprentices to attend the in person meeting.
 - At the end of the presentations, apprentices will receive a certificate of completion for the program.