



# Leaders of the PAC: Making Better Leaders of Our Collegiate Basketball Players



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## Introduction

### Why We Need to Lead our Leaders:

We need to help mold and develop leadership among our incoming freshman entering college. We continue to ask these young men to be leaders but have not invested the time, energy, and resources in helping making these young men leaders. The PAC12 has made great strides in making themselves a premier conference and revenue generator in college athletics, some of the responsibility should fall upon them to help develop the leadership qualities we sometimes assume these young men should or already have. How can we expect these young men to be leaders when some of them have not had anyone leading them? Some of our players may come from single-parent households and have not had a positive role model in their life. They have not been properly taught how to act as men and no longer children. Educating these players will help protect the investment that the PAC12 and the University is fostering by having them participate as student athletes.

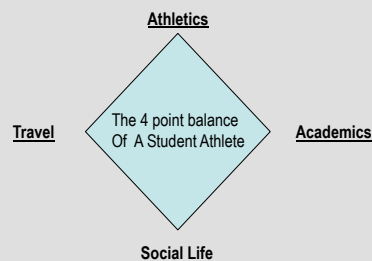
## The Landscape



All incoming scholarship basketball athletes will be required to attend the 3 day conference in order to participate in conference play in the upcoming year. Due to the proximity of the schools in the PAC12 I would nominate 2 cities as possible destination points allowing for convenience of travel and facility usage. The conference would be held in July in either San Fran area (Stanford-Cal) or in Utah. Both Universities are within close proximity to a major airport and accommodations can be utilized on the campus due to school being out for summer break. This will also allow easier modes of transportation for invited guests and speakers to the conference.

## The Stress and Pressure of Being a College Athlete

College athletes earn fewer bachelor's degrees than do students in general, they take longer to do so, their grades are lower, and their curricula is less demanding (Adelman 1990). Coming from high school and being thrown into the high profile level of a PAC12 school can be a very intimidating and daunting task for these players. Student athletes report greater difficulty than other students in taking leadership roles, learning from their mistakes, discussing their personal problems, and articulating their thoughts (Dudley, Johnson, and Johnson 1997)



We often are blinded by all the glamorous aspects we see on the television of these athletes. But we forget of all the pressures that a college athlete faces. They are often provided with many advantages normal students are not and have to balance that moving forward. "Some of the wrong decisions you hear about with a lot of athletes are a result of just one bad move. This program will give them something to reflect on, help them realize they are leaders and hopefully have a positive impact on them making smart decisions in their careers. It's an early intervention. (Wharton and NFL Launch Program for Teen Athletes/Alison Damast)

## Oregon Ducks Basketball Student Athlete Survey (Multiple Choice)

- What is the hardest part of being a student athlete in the PAC12
  - Academics (6)
  - Time Management (3)
  - Game Performance (3)
  - D. Pressure to Succeed (3)
- What was the hardest transition to make from HS to College
  - Personal Responsibilities (9)
  - Academics (2)
  - Time Management (3)
  - D. Other (1)
- What is one thing expected of you at this level you weren't prepared for?
  - Leadership (9)
  - Athleticism (1)
  - Expectations (3)
  - D. Other (2)
- What is one thing you had better training on before coming to University of Oregon and PAC12 conference
  - Media Training (6)
  - Social Media (8)
  - Time Management (1)

## Contact Information and Acknowledgements

For further information, please contact Steven Thomas, [stevent@uoregon.edu](mailto:stevent@uoregon.edu)

## Example Schedule of Topics To Be Covered

- Being in the public spotlight
- Social Media training
- Media interview
- Dealing with boosters/alumni
- The right and wrong decisions to make
- Speaking engagements in the community
- Financial training
- Daily chores training (laundry, food, etc.)
- Sport and School balance
- Travel tips and tools (how to pack, what to pack, rules)
- Networking with alumni and boosters
- Etiquette training (dinner, clothing, cultural)
- Speech and dialogue training
- Dealing with adversity
- How to handle the pressures of being a student athlete
- Guest Speaker – Those that came before you
- Guest Speaker – Professional athlete
- Guest Speaker – Athletic Director
- Guest Speaker – Leadership
- Guest Speaker – Leading Others



## Budget For 2013 PAC12 Freshman Basketball Conference

12 Conference schools with an average of 3.5 scholarship basketball athletes

- 12 x 3.5 = 42 players. Will estimate 50 players per year.
- Flights (est.) = \$18,000
- Guest Speakers = \$25,000
- Accommodations/Transportation = 15,000 (dorm usage for players)
- Meals = \$7,500
- Resources (copies/folders etc.) = \$2,000
- Technology = \$3,000
- Staffing = \$5,000
- Training Resources = \$5,000
- Miscellaneous = \$5,000

**Total (est.) = \$85,500\***

\*sponsorship opportunities will supplement costs

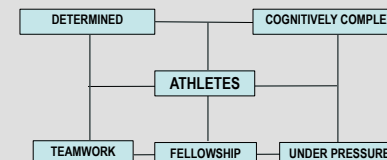
## Why Athletes May Be Our Best Leaders

### Athletes: Natural Born Leaders

(James Bailey) Newsweek

- Athletes are determined:** Progressing in sports mean negotiating an increasingly exclusive series of hurdles that can't be cleared without discipline, focus, determination, patience, practice, and more practice. It takes sweat equity to bring whatever a leader possesses to fruition.
- Athletes appreciate fellowship:** Athletes understand the tangible advantages of executing a plan. Their very goal achievement is contingent upon following well and truly. Leading is rooted in having learned the lessons of following
- They preach and practice teamwork:** Integration is necessary to gather a coherent whole, but everybody gets the chance to shine. Everybody on the team has to do the job in order to achieve success.
- They are cognitively complex:** They grasp the dynamic flow of many inter-related variables, simultaneously played. All the intricacies of learning an offense and team culture show the kind of thinking it takes to keep up on the playing field.
- Working under pressure:** There are enormous stakes at hand to one's future. The investment placed upon these athletes and the amount of people watching will show the true colors of a person's leadership ability. They must outperform anxieties and continue to stay calm, cool, and collected.

*Sports surface, support, and, potentially, impart that most important of leadership qualities: Character. Athletes have character in abundance. College athletes are the next generation of leadership and it's time we turned to them and provide the leadership training we yearn for and they deserve.*



## References

- Athletes being Natural Born Leaders: <http://www.businessweek.com/articles/2012-04-10/athletes-natural-born-leaders>
- Developing Leadership Capacity in College Students: <http://ncip.umd.edu/include/pdfs/MSLReport-FINAL.pdf>, <http://thesportjournal.org/article/athletes-expectations-success-athletics-compared-academic-competition>
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