



2023-2024 Leadership Development Annual Report





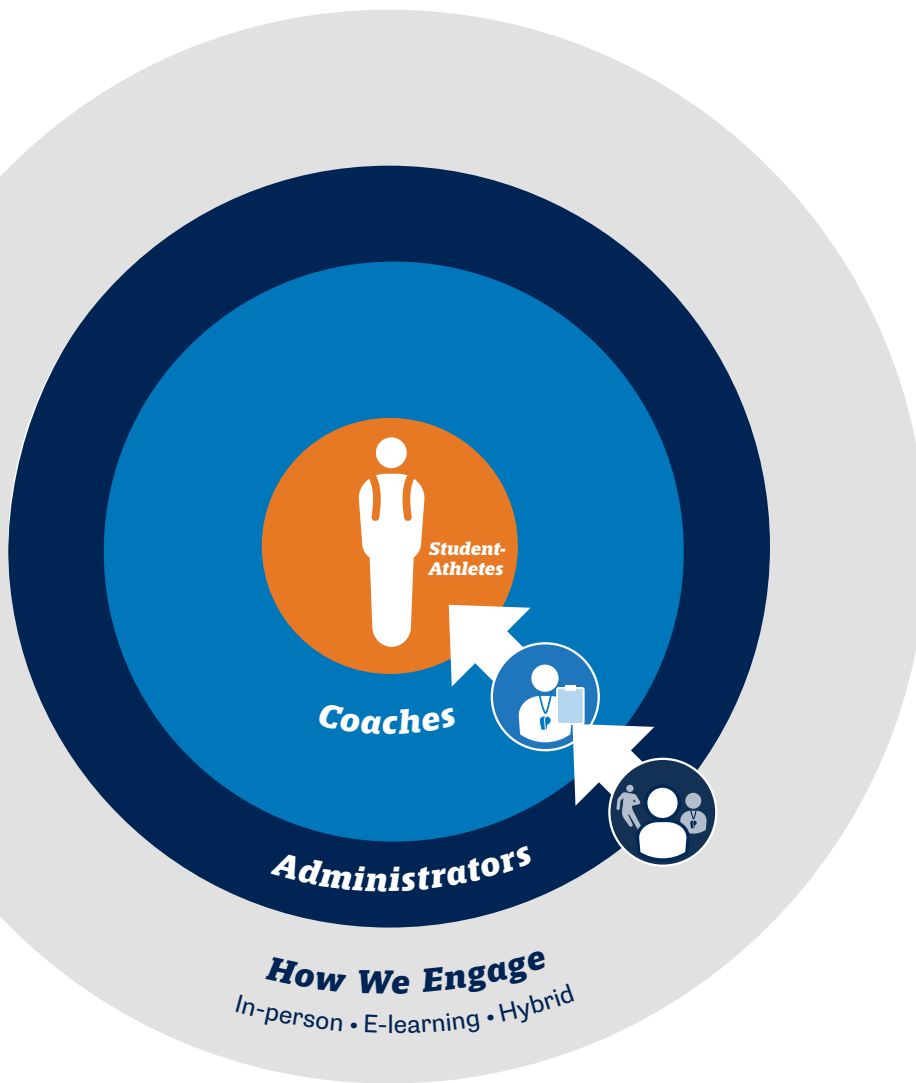
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Leadership Development

Who We Are

Leadership development educates and empowers **student-athletes**, **coaches** and **administrators** through transformative experiences that develop effective leaders, cultivate an inclusive community, and enhance the college sports landscape.



What Is NCAA LearnLead?

NCAA leadership development uses the “LearnLead” icon as our **primary program/event icon**. The goal of all programs put on by leadership development is that student-athletes, coaches and administrators **come ready to learn** and are provided with a transformational experience inspiring them to **leave the program ready to lead** those they serve in their community/campus. #NCAALearnLead is the hashtag we use on social media for all our programming.

Where We Are Going

- » To be known as the destination for people development in college athletics.

How We Serve

- » Extend learning and development opportunities, whether in-person, e-learning or hybrid learning.
- » Provide exemplary instructional design, effective integration of educational technologies, interactive digital media development and administration of the NCAA Learning Portal.

Leadership Development Values

ACCOUNTABILITY

Take ownership of our behaviors and responsibilities.

COLLABORATION

Working together to produce the most effective outcomes.

COMMUNITY

Promote an inclusive environment to create space for belonging and impact.

INNOVATION

Pursue creative pathways to meet evolving needs and forward movement.

PERSONAL DEVELOPMENT

Demonstrating commitment to lifelong growth, learning and empowerment.



Overall Leadership Development Impact

LEADERSHIP DEVELOPMENT PROGRAMMING METRICS

109 coaches, **417** administrators and **1,504** student-athletes were learners across **16** programs administered by leadership development.



\$3.5 million distributed across **70** Division II and Division III institutions to support inclusive hiring practices.

130 leadership development programming alumni have been promoted at their current organization or received advanced positions at other organizations.

71 external presentations were made by leadership development to membership outside of regular programming.

PROGRAM ENHANCEMENTS

- Relaunched platform with enhanced features and user interface.
- Enhanced experience for individuals who are both coaches and administrators.
- Expanded searcher and candidate profile capabilities.

DISC

188 DiSC sessions facilitated at **127** member schools and conference offices for **4,447** coaches, administrators and student-athletes.



106 DiSC facilitators represented **95** member institutions or conference office staff in facilitating sessions.

POSTGRADUATE INTERNSHIP PROGRAM

Some notable places where the 2023-24 interns are now employed include Magic Johnson Enterprises, University of Pittsburgh, University of Texas at Austin, the Indiana Pacers, Cabot Golf and the Big Ten Conference.

925 applications; 29% increase compared to 2022-23.

28 of 33 postgraduate interns had immediate job placements.



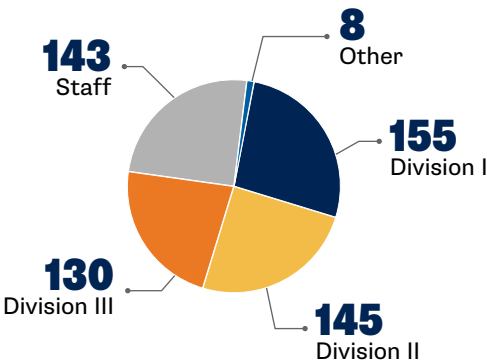
E-LEARNING

The e-learning portal engaged an average of **4,725** monthly active users and a total of **123,174** registered learners.

Throughout fiscal year 2024, **368** courses in total were available within the NCAA Learning Portal. E-learning staff collaborated with stakeholders on **10** new e-learning projects and updated **10** existing projects. Collaborations included work with: academic and membership affairs; administrative services; championships; communications; the Eligibility Center; inclusion, education and community engagement; governance and policy; and legal affairs. Additionally, staff presented at the 2024 Regional Rules Seminar and held office hours and webinar trainings for school and conference administrators.

22,522 learners completed the presurvey for the Sports Wagering Coaches Education, informing users on gambling's harms and the risks sports wagering poses to the integrity of their games.

NCAA LEARNING PORTAL COURSE OFFERINGS



An updated NCAA Learning Portal design launched in August 2024 features improved navigation, updated course organization, and an FAQ section for a more engaging and effective learning environment.

Note: Leadership development is a unit within the Inclusion, education and community engagement department. The **staff** is a team of 10 individuals, consisting of a managing director, director, two associate directors, two assistant directors, a coordinator and three postgraduate interns.



Creating Journeys to Success

Highlighting learners who have been through multiple programs that attribute parts of their success to leadership development.



Jared Young

“ As I look towards my future, I can honestly say that each **NCAA LD program that I attended added clarity to my vision** ... giving me what I know will be lifelong thought-partners and reference points on my journey.”

2023 Career in Sports Forum Participant

2024 Basketball Coaches Academy

2024 Career in Sports Forum Moderator

Business Analyst, McKinsey & Company



Ahmad Boyd

“ Thanks to NCAA LD, **I've become a more confident, self-aware, and purpose-driven leader**, eager to continue making a positive impact on individuals, teams, and the environments I engage with daily.”

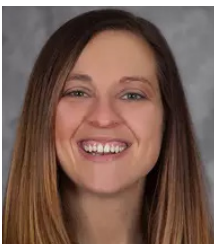
DII & DIII Ethnic Minorities and Women's Internship Grant Recipient

2024 Effective Facilitation Workshop

2023 Student-Athlete Leadership Forum Facilitator

Dr. Charles Whitcomb Leadership Institute Participant

Director of Student-Athlete Development, Northwestern University



Lisa Liotta

“ I have been lucky to be exposed to this programming as a student-athlete, young professional and veteran professional throughout the last 20 years, **ultimately helping shape who I am as a leader** and deputy director of athletics/SWA today.”

2004 Student-Athlete Leadership Forum as a Student-Athlete

2007 NCAA Ethnic Minorities and Women's Internship Grant Recipient

2008 Emerging Leaders Seminar

2010 CHAMPS/Life Skills Development Orientation

2011 Effective Facilitation Workshop

2011 Career in Sports Forum as an Administrator

2011 Women's Leadership Symposium

2012 Student-Athlete Leadership Forum as an Administrator

2012 NCAA Division II Athletics Directors Association Women and Minorities Mentoring Program

2015 Strategic Alliance Matching Grant

2020 NCAA Pathway Program

Deputy Director of Athletics/Senior Woman Administrator, Canisius University



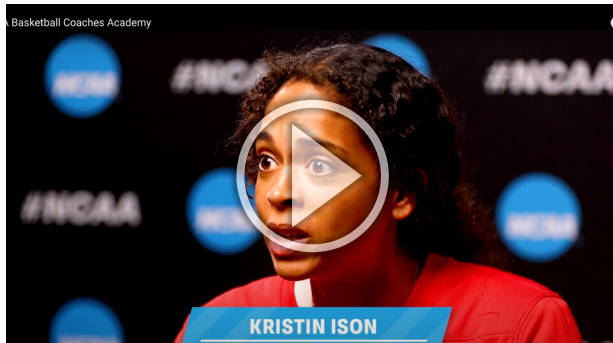
Program Highlights

To understand the impact of the NCAA leadership development programming and get a glimpse of the transformational experience created within these programs, please watch the videos provided below.

STUDENT-ATHLETE PROGRAMS: 2024 Student-Athlete Leadership Forum



COACHES PROGRAMS: Basketball Coaches Academy



ADMINISTRATOR PROGRAMS: Dr. Charles Whitcomb Leadership Institute





Student-Athlete Programs

182 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **98%** of learners at the Career in Sports Forum felt better prepared to network with sports administrators at the campus, conference or national levels.
- **97%** of learners at the Career in Sports Forum felt the information they learned was applicable to their current lives.
- **97%** of learners at the Career in Sports Forum felt the information they learned at the forum would help them excel as a leader on their campuses.
- **100%** of learners at the Career in Sports Forum felt they were provided with high impact practices that will push them forward in their aspiration for a career in sports.

Testimonials

“ I loved how we had our own team to really get to know over the course of the program. I enjoyed that I was able to **create a safe and brave space for others** and they did the same for me which felt so much better and made us want to share and really be vulnerable.”

“ The great speakers and selection of student-athletes was just amazing. **I love this experience** and the advice and guidance to step out of my comfort zone!”

“ **I loved the connections.** I found other people who are very similar to me, which was both encouraging and relieving.”

PAR: The leadership development team used the preparation, applicable and relevance concept to best articulate the impact of programs listed below.

- **Preparation:** Measures if the program made participants better prepared to navigate their environment.
- **Applicable:** Measures if the program sessions were applicable to the participant's leadership or respective role.
- **Relevance:** Measures if the program content is relevant to the participant's current role or development needed for future roles.



350 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **95%** of Student-Athlete Leadership Forum learners felt the information learned made them better prepared to make a difference on their teams, campuses and conference offices.
- **99%** of Student-Athlete Leadership Forum learners felt the information learned was applicable to their current lives.
- **99%** of Student-Athlete Leadership Forum learners felt the information they learned was relevant to excelling as leaders on their campuses and conference offices.
- **98%** of Student-Athlete Leadership Forum learners left having a better understanding of their values and strengths and how to apply them to their leadership style.

Testimonials

“I am beyond grateful for being able to attend. If I had to narrow it down, I have opened my eyes to my own self-doubt. I recognize it and **realize the true potential I have**. I understand who I am and plan to elevate everyone around me.”

“The environment that you all created was one that fostered fun, expression and true friendship. The goal was clear from start to finish and the guidelines for maintaining the safe space were what set the standard for growth. I truly feel like this was **the best professional development event I have ever attended**.”

“(I liked) the networking opportunities and ability to meet and see that other student athletes are going through the same leadership struggles I am back at my campus. **I was also able to see what SAAC can be used for** and it has made me want to discuss with our SAAC advisors how to adjust our focus to reach a new, different set of goals that more align with a greater goal.”



16 LEARNERS



PAR Program Survey Highlights

- **100%** of learners at the Above the Rim Summit felt better prepared to make an informed decision regarding pursuing a professional career or returning to school.
- **100%** of learners at the Above the Rim Summit felt the information learned is applicable to their current experiences as student-athletes.
- **100%** of learners at the Above the Rim Summit felt the information learned was relevant to making an informed decision about the next step in their journeys.
- **100%** of learners developed an understanding of ways to build a sustainable career at the next level and beyond.
- **88%** of learners left with a refined understanding of their personal brand and reputation management.

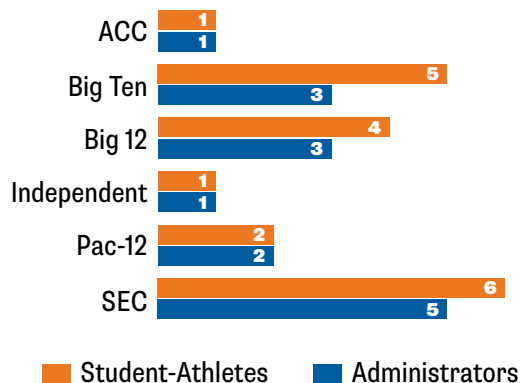
Testimonial

“ I truly found myself and **understand who I am off the court.** ”



35 LEARNERS

Conferences Represented



PAR Program Survey Highlights

- **100%** of Elite Football Student-Athlete Symposium learners felt better prepared to make an informed decision regarding pursuing a professional career or returning to school.
- **100%** of Elite Football Student-Athlete Symposium learners agreed the information learned was applicable to their current experiences as student-athletes.
- **100%** of Elite Football Student-Athlete Symposium learners felt the information learned was relevant to assist them in making an informed decision about the next step in their career journey.

Testimonial

“(This program) gave both the **administrators and players real-life experiences to relate to** and understand how life operates in the NFL.”

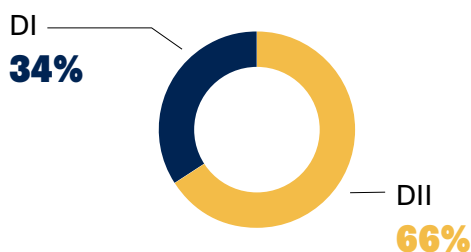


901 LEARNERS

Conferences Represented

The Southern Intercollegiate Athletic Conference was represented by Clark Atlanta, the Central Intercollegiate Athletic Association by Claflin and the Mid-Eastern Athletic Conference by Maryland Eastern Shore.

Divisions Represented



PAR Program Survey Highlights

- **100%** live engagement in Mental Focus/Mindset (Self Awareness)
- **100%** live engagement for Civic Awareness (Leadership Drive)
- **100%** live engagement in representation by HBCU (Social Awareness)

Testimonials

“Always do your research and make sure to seek advice from **trusted sources like your ARISE mentor.**”

“I am so grateful to be a part of these **transformative events!**”





Coach Programs

5 LEARNERS

Schools Represented

University of Houston (Big 12)
University of Iowa (Big 10)
University of Maryland (Big Ten)
University of Mississippi (SEC)
University of North Carolina (ACC)

PAR Program Survey Highlights

- **100%** of NCAA Women's Basketball Champion Forum learners felt better prepared for head coach interview processes.
- **100%** of NCAA Women's Basketball Champion Forum learners felt the information learned was applicable to their current roles as coaches.
- **100%** of NCAA Women's Basketball Champion Forum learners felt the information learned was relevant to excelling in their long-term careers as a coach.

Testimonial

“ The program provided a safe and intimate space for growth and leadership. It stretched beyond surface level thinking and **allowed for deeper exploration of values and philosophies.** ”

5 LEARNERS

Schools Represented

Louisiana State University (SEC)
Southern Methodist University (AAC)*
University of Arkansas (SEC)
University of Maryland (Big 10)
University of Missouri (SEC)

* At the time of this program they were in the American Athletic Conference (AAC), now they are in the ACC.

PAR Program Survey Highlights

- **100%** of NCAA Football Champion Forum learners felt better prepared for head coach interview processes.
- **100%** of NCAA Football Champion Forum learners felt the information learned was applicable to their current roles as coaches.
- **100%** of NCAA Football Champion Forum learners felt the information learned was relevant to excelling in their long-term careers as a coach.

Testimonial

“ I appreciated the realness and honesty given to us in our individual sessions. I really appreciate all the constructive feedback. And I’m so appreciative that I have individuals I can call with questions and concerns.”

45 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **86%** of learners at the NCAA Basketball Coaches Academy felt better prepared to interview for a higher coaching position.
- **95%** of learners at the NCAA Basketball Coaches Academy felt prepared to attain the head coaching position and build a sustainable career in the leading role.
- **97%** of learners at the NCAA Basketball Coaches Academy felt the information learned was applicable to their current role as a coach.
- **97%** of learners at the NCAA Basketball Coaches Academy felt the information was relevant to excelling in a long-term career as a coach.

Testimonials

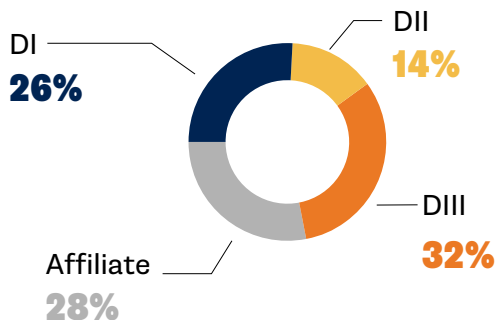
“ This was an incredible experience. Learning from some of the best in the business opens my eyes to the ways in which I can help change my program and how I can level up not only in my career, but in my life. Mentally, physically, emotionally. We get wrapped up as coaches so much into the job that we forget the fact that we are human. And we forget that we bring something to the table that other people don’t, and vice versa.”

“ I know now that I am ready to be a head coach. Being here this week has removed all the doubt that I have in myself and my abilities.”

43 LEARNERS



Divisions Represented



PAR Program Survey Highlights

- **97%** of learners at the NCAA and NFL Coaches Academy felt better prepared to effectively lead and coach in their current positions.
- **100%** of learners at the NCAA and NFL Coaches Academy felt the information learned was applicable to their current coaching career.
- **100%** learners at the NCAA and NFL Coaches Academy felt the information was relevant to their long-term career as a coach.
- **100%** of learners at the NCAA and NFL Coaches Academy felt they were provided an understanding of the skills and experience needed to excel at their current role and to pursue a head coaching role.

Testimonials

“This experience is nothing what I thought it would be. I believe ***I have walked away with some tools that will help make me a better person and a better coach.*** I am grateful for this opportunity.”

“***This program was extremely helpful for me personally*** and has given me the blueprint to continue to improve and better serve my program and players.”

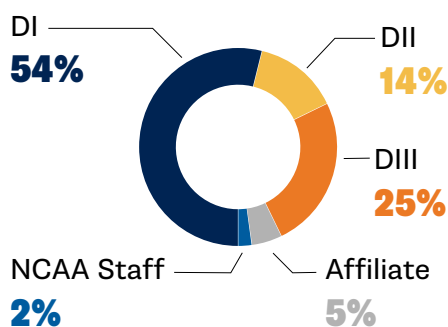




Administrator Programs

190 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **95%** of learners at the Emerging Leaders Seminar felt better prepared for the acquisition of and transition into full-time, permanent roles.
- **99%** of learners at the Emerging Leaders Seminar felt the information was applicable to what they do in their current role.
- **99%** of learners at the Emerging Leaders Seminar felt the information learned was relevant to excelling in current and future roles.
- **74%** of learners at the Emerging Leaders Seminar felt they were more aware of available career options in collegiate athletics and how to pursue those opportunities.

Testimonials

“ (I appreciated) the opportunity to learn and interact with current and future professionals in a growth-focused setting. **Everyone is here to help us grow and challenge us to be better** so that we can all succeed together.”

“ This event truly changed my perspective and reminded me why I want to be in this industry. **This is definitely an event that I would love to suggest to my peers!** Thank you so much for making a difference in people's lives and inspiring the new generation of young professionals in athletics!”



35 LEARNERS

Divisions Represented



PAR Program Survey Highlights

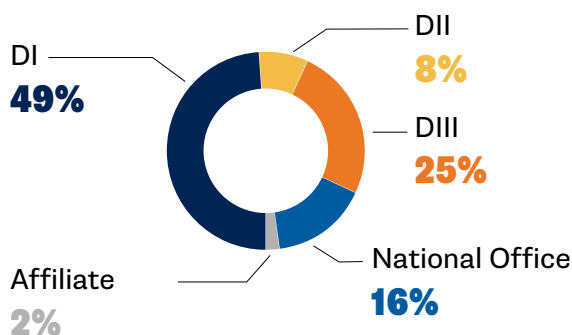
- **87%** of learners at Foundations of Fundraising felt better prepared as a confident professionally trained fundraiser.
- **97%** of learners at Foundations of Fundraising felt they had a better understanding of what is required to manage the fundraising process.
- **100%** of learners at Foundations of Fundraising felt the program facilitated learner visualization of fundraising as a pathway opportunity to access senior-level positions in college athletics, particularly as an avenue to ascend to the athletics director seat.
- **100%** of learners at Foundations of Fundraising felt the program will help them make an informed decision about the next step in their journey.

Testimonial

“Being able to learn from other individuals who have been in the industry for a longer period than I have. As a young female, I look up to those who have been doing this for a period of time and **providing me insight on how to become successful.**”

55 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **96%** of learners at the Effective Facilitation Workshop felt confident that they could successfully participate as a facilitator at NCAA programming (e.g., Student-Athlete Leadership Forum, Career in Sports Forum).
- **100%** of learners at the Effective Facilitation Workshop felt the information learned was applicable to their current roles.
- **100%** of learners at the Effective Facilitation Workshop felt the information learned was relevant to excelling in their long-term careers.
- **96%** of learners at the Effective Facilitation Workshop felt they had built self-awareness as it relates to communication and flexing their style to be more effective with others.

Testimonials

“It was a safe space where we were all able to share and learn from each other. Through our cohorts presenting, **I was able to pick up different techniques and tools that I am going to be able to use going forward** in my athletic administration career.”

“**(I liked) the ability to work in groups and learn from others, getting constructive feedback and then having the opportunity to implement in another activity. It allowed me to see some areas of strength, but also areas where I can improve** when working with others.”

15 LEARNERS



Divisions Represented



PAR Program Survey Highlights

- **100%** of learners at the NFL/NCAA Administrators Academy felt better prepared to grow in their current position and apply the skills learned.
- **100%** of learners at the NFL/NCAA Administrators Academy felt the information learned was applicable to what they do in their current position.
- **100%** of learners at the NFL/NCAA Administrators Academy felt the information learned was relevant to excelling in their current role and future roles.
- **100%** of learners at the NFL/NCAA Administrators Academy felt better prepared to embrace the inevitable challenges of being a leader and how to thrive within the football industry.

Testimonial

“*This program challenged me to think outside of my day-to-day operations. It opened my eyes to avenues that I never imagined before and showed me that they were obtainable.*”

22 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **96%** of learners at the Pathway Program felt better prepared to adapt to change in both their current role and in their future role as an athletics director or commissioner.
- **100%** of learners at the Pathway Program felt what they learned during the sessions was applicable to what they do in their current role.
- **100%** of learners at the Pathway Program felt they had a better understanding of how to navigate their first 90 days as an athletic director or commissioner.

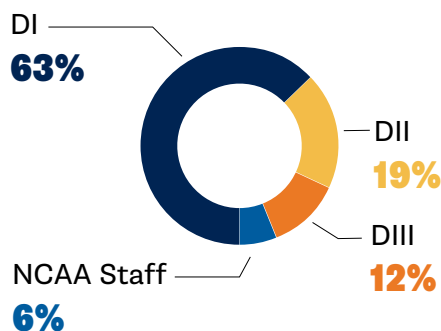
Testimonials

“*This program is legitimately **the most impactful experience I’ve had** in my time working within intercollegiate athletics.”*

“*This program has really **opened my eyes to what it is going to take to be in the ‘chair’**. Seeing how the council works and the other committees have been eye opening and very helpful to understand the NCAA and their process even more.”*

17 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **100%** of Leadership Institute Year 1 learners felt better prepared to effectively communicate how their values contribute to/impact their colleagues and teammates.
- **100%** of Leadership Institute Year 1 learners felt the information they learned was applicable to their current role.
- **100%** of Leadership Institute Year 1 learners felt the information learned is relevant to excelling in their long-term careers.
- **100%** of Leadership Institute Year 1 learners felt the program provided a safe learning environment for them to connect with one another and openly share personal and professional experiences.

Testimonials

“**This program is a necessity!** I feel like this has broken me down while building me up, while providing tools to heal and grow. This has been an absolute blessing!”

“I truly appreciated how the Year 1 program was **structured to foster personal growth, which is essential for becoming a better leader.** It felt like a space where I could arrive with an open mind, ready to be challenged, gain new perspectives, and evolve both personally and professionally.”

18 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **100%** of Leadership Institute Year 2 learners felt better prepared to not just survive in their environments, but also to thrive.
- **100%** of Leadership Institute Year 2 learners felt the information learned was applicable to their current role.
- **100%** of Leadership Institute Year 2 learners felt the information learned was relevant to excelling in a long-term career.
- **100%** of Leadership Institute Year 2 learners felt the program challenged them to identify and operationalize their leadership style and philosophy.

Testimonials

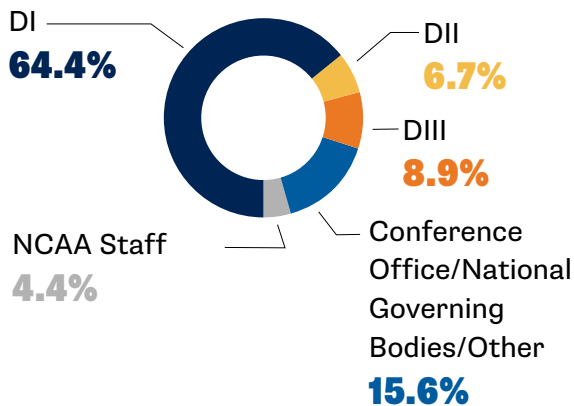
“I am forever indebted and grateful for the NCAA staff and all those involved in the CW Leadership Institute. **The word transformative doesn't seem powerful enough to describe what this program has done for me,** and I look forward to the day that I can return in some capacity to pay it forward.”

“**I felt that we all gained more confidence in ourselves,** our values, leadership philosophies, etc., and it was beautiful to see it all come together at the end!”



45 LEARNERS

Divisions Represented



PAR Program Survey Highlights

- **85%** of alumni learners at the Leadership Institute felt better prepared to manage conflicts between authenticity and industry standards.
- **100%** of alumni learners at the Leadership Institute felt the information they learned was applicable to their current role.
- **100%** of alumni learners at the Leadership Institute felt the information they learned was relevant to excelling in their long-term career.
- **80%** of alumni learners at the Leadership Institute felt more knowledgeable about the path to an athletics director or conference commissioner role after the program.

Testimonials

“**I needed this year’s alumni program more than I thought** coming into the weekend. I needed to hear the stories of my colleagues and to gain better perspective about my current assignment and the necessity of my presence (and folks like me) in this industry.”

“The alumni program was a great opportunity to reflect and refresh. **I believe the continuing development is important** and thankful that it’s available to us long after we have completed the initial program.”

