



# Florida Athletic Network Initiative

JANUARY 2024

# FLORIDA ATHLETIC NETWORK

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Beginning in '2024, the **FLORIDA ATHLETIC NETWORK (FAN)** will change the landscape of high school athletics in Florida. FAN kicks off 2024 with a new initiative to build better and more informative Athletic Departments throughout Florida High Schools with professional career initiatives while maintaining a strong athletic presence that help raise academic achievements. High Schools do not have the resources or experience to maintain high quality and professional sports management programs with detailed and updated information. Using current School resources FAN helps students boost their life, academic and career skills challenging them to real-world work challenges that can lead to a career in the Sports Industry. Through the FAN Initiative, schools will now manage their own products and programs to build revenue for High School Athletic Programs.

FAN introduces high school students to the sports career industry by giving them an opportunity to work these industry programs within their own schools. With industry professionals from all over Florida, through partnerships with professional teams, college athletics and sports organizations, students get hands on training as well as industry certifications while they attend high school. FAN sees the need for student involvement in the athletic programs where funding and resources fall short. These students will develop the knowledge and ability to obtain jobs while initiating career objectives that will benefit them and the school during their High School Career. The FAN Initiative is to build Athletics in High Schools to the same level as Professional and Collegiate Sports Programs.



# OBJECTIVE WITH ATHLETIC DEPARTMENTS

Changing the Financial Landscape of Athletic Departments

Overall employment in entertainment and sports occupations is projected to grow 13 percent from 2021 to 2031, much faster than the average for all occupations; this increase is expected to result in about 95,500 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently.

About 106,200 openings each year, on average, are projected to come from growth and replacement needs. The median annual wage for this group was \$49,470 in May 2021, which was higher than the median annual wage for all occupations of \$45,760.

**Source: US Bureau of Labor Statistics**

High School Athletic Departments do not have the resources for this type of Marketing and Management due to lack of funding, experience and resources. FAN offers the Marketing Arm needed for every athletic department without outsourcing. We work with current Students to create and oversee Marketing and Career Initiatives in the High School Athletic Departments at NO COST to the school.





# TARGETED GOALS AND OBJECTIVES

## Targeted Population | Area

- Approximately 2,400,000 Florida High School Students
- Over 600,000 Student-Athletes in Florida High Schools
- 700+ Florida High Schools with Athletics
- 67 School Districts
- 22 Florida High School Sports

## Proposed Performance Measurements

- 67 Proposed Seminars
- Estimated 30% of students will participate in programs
- Estimated 50% retention goal
- Approximately \$50,000 extra funding for Athletic Departments along with over 35,000 new sports industry training positions created from initiative





# CHANGING THE LANDSCAPE

EDUCATING A BETTER STUDENT WHILE EMPOWERING THEM ON CAREERS IN SPORTS  
PROPOSED PROGRAM DESIGNATIONS



## 1<sup>st</sup> OBJECTIVE

Set up Student Sports Information Directors (SSID's) in High Schools to operate Marketing Program for Athletic Department. SSID's will oversee Broadcast Network, Website, Social Media, Athletic Department. Their objective will be to build funding for athletics and maintain and update team information. SSID's will report directly to the Athletic Director, and Sports Marketing for High School Athletic Director.

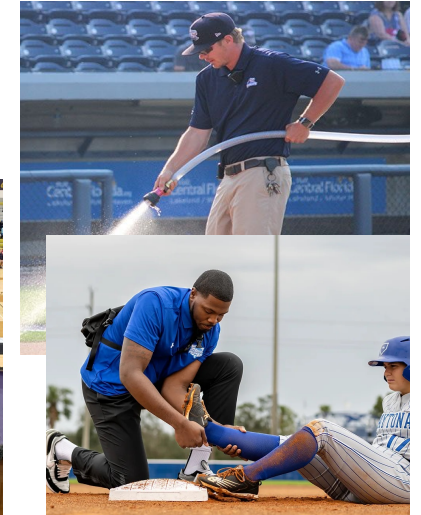


## 2<sup>ND</sup> OBJECTIVE

SSID's will schedule events for students for sports career initiatives through the FAN Initiative:

- A. Recruit Team Managers for Teams
- B. Build Sports Careers Initiative through existing school resources
- C. Set Up New Student-Athlete Programs

Each Program and Event will be held at High School for All Students to attend.



## 3<sup>rd</sup> OBJECTIVE

Initiate sports career programs in high schools through existing classes or club activities. Each sports career category will offer an industry certification after course completion. They can use the time worked for Community Service Hours towards Bright Futures Scholarships or set up a 529 College Prepaid account for their earnings. Students must complete their community service hours to be eligible for the 529 payment option.

# SSID

## Student Sports Information Directors

Implement Student Sports Information Directors in High Schools, (SSID). The SSID will report directly to the Athletic Director. The SSID will be responsible for Management of:

- School Broadcast Network
- Athletic Website
- Social Media Accounts
- Team Managers
- Facility Management

The SSID and FAN will work with existing Athletic Department Marketing Programs as well as set up new programs for building revenue for Athletics. Students will not be responsible for any B2B or other sales for the school. FAN's professional marketing team will oversee the sales programs.

The SSID will promote other events including Building a Better Student-Athlete and Sports Career Programs through the FAN Initiative.



**OBJECTIVE:**

Institute a Student Sports Information Director (SSID) in every high school, reporting to the Director of Athletics, the SSID is responsible for oversight of a comprehensive public relations program and serving as the primary media contact for the school's sport's teams as part of the athletics program. The position will be in charge of distribution of all department related news releases, game statistics reporting, production of department publications, and other duties as assigned by the Director of Athletics. The position requires the ability to handle an irregular work schedule, including evenings, weekends and holidays.

**Student Sports Information Director (SSID)**



## OBJECTIVE:

Provide the tools and program to participating student's media productions skills, including digital video capture, video editing, writing and journalism. This program will offer the students to develop real-world life skills, such as teamwork and creative collaboration, that will benefit in them after graduation. Some of the programs of interest include:

1. Video Broadcast Games and Events, Live and On-Demand
2. Studio Shows and Events
3. Team Coverage
4. Player Interviews
5. Coaches Shows
6. Editors
7. Graphics
8. Production Crews
  - Camera Operators
  - Audio Techs
  - Host and Commentary
  - Field Reporters
  - Replay



# High School Sports Network



## OBJECTIVE:

Social media managers lead a School's Social Media Strategy to boost visibility and customer and client engagement. A Social Media Manager manages the School's online presence by developing and implementing their social media strategy.

## Responsibilities

- Develop social media campaigns and define their KPIs.
- Update content across various social media channels.
- Engage with followers and customers.
- Resolve customer queries.
- Utilize social media marketing tools for revenue.
- Keep an eye on the latest social media trends.

## Social Media Managers



## OBJECTIVE:

Website Management is the collection of processes used to ensure School's Website is professional, up-to-date, and functioning as intended. It encompasses general maintenance, security, and long-term development of the website, as well as organizing your content delivery and marketing strategy.

The Webmaster manages the website's content, including writing new content, creating new pages and functionality, implementing and maintaining code solutions, editing and auditing existing content, and removing outdated content.

Website Managers Responsibilities include:

1. Planning
2. Organizing
3. Staffing
4. Leading
5. Controlling



## Website Managers/Webmasters

OBJECTIVE:

This role is responsible for season information:

1. Rosters
2. Schedules
3. Player Profiles
4. Coaches Profiles
5. Press Guides
6. Press Releases

The Team Manager will also be responsible to recruit for their sports team:

1. Videographer
2. Photographer
3. Reporter
4. Video Editor

They will also be a part of all team information throughout the season:

1. Updating
2. Game Broadcast
3. Coach's Shows
4. Social Media Pages
5. Website Updates



**Team Managers**

# CAREER OBJECTIVES

## FLORIDA RISING STARS EXPERIENCE

Through our partnership with the Florida Rising Stars Experience, SSID's will schedule and promote the Career in Sports Seminars. Students and Parents will have the opportunity to learn from Industry Professionals what it takes to build a future in the sports world. The career paths for the event include:

1. Sports Marketing
2. Video Production
3. Equipment Managers
4. Athletic Trainers
5. Facility Maintenance and Management
6. Officiating

Students and Parents will spend 30 minutes with each Industry Professional learning the qualifications and certifications needed to work in the specific career path. Students will choose the path interested in and work in that area with the School's Athletic Department. Each Student will earn time through community service hours for Bright Futures Scholarships and set up a 529 College Pre-Paid account where funds earned can be distributed. Students will earn experience and certifications to move forward in the career path they choose.





# EVENTS

SSID's will schedule and promote the Building a Better Student-Athlete Seminar for all High School Students-Athletes. The seminar will educate student-athletes and their parents the requirements to graduate high school and earn college credits while in high school.

Student-athletes will understand the requirements and qualifications for earning a college scholarship. Academic advisors from local colleges will be in attendance to advise parents and students their current status to attend college.

The following outline will be used to design specific curriculum for the student-athlete participating in the Florida Athletic Network Initiative.

## High School Diploma Options

- 24-Credit Option
- 18-Credit ACCEL
- Career and Tech Education CTE
- Advanced International Certificate of Education AICE
- International Baccalaureate IB

## State Assessment Requirements

- ELA Concordant Score
- EOC Comparative Score
- 18-Credit Option vs. 24-Credit Option
- CTE vs. 24-Credit Option
- SAT/ ACT Testing
- Dual Enrollment
- Online Learning, Home Education
- FAFSA
- Scholarships/ Grants

# High School Graduation Requirements





1. College Qualifications per Level
2. NCAA Recruiting Regulations
3. Amateur Status/ Form
4. NIL
5. Transfer Portal
6. Letter of Intent
7. Eligibility
8. What College is best for You?

## NCAA Athletic Options



## IMPLEMENTING PROGRAMS

Student Sports Information Directors (SSID's) in each High School will develop an Operation's Team to assist in the School's Athletic Department workload. Everything from Athletic Training, Equipment Managers, Field Crew Personnel, Broadcasting Crews, Website Developers, Social Media Reporters, Marketing and Sales, Facility Maintenance, all working in accordance with the school's Athletic Department.

Each department will provide updated information to the Athletic Director the status of each team and players welfare before they take the field or court. The idea is to run the Athletic Department with the same structure as a college or professional sports association. This will not only keep stats and scores up to date but bring in the much-needed revenue to support the Athletic Programs in the High School.



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## BENEFITS TO HIGH SCHOOLS:

- SPORTS MANAGEMENT TEAM FOR ATHLETIC DEPARTMENT
- TEAM MANAGEMENT FOR EACH TEAM
- UP-TO-DATE WEBSITE AND SOCIAL MEDIA PAGES
- LIVE AND ON-DEMAND TV NETWORK
- 50+ NEW SPORTS MGMNT POSITIONS FOR STUDENTS
- PROGRAM INCENTIVES
- FACILTIES MANAGEMENT
- ATHLETIC ADMINISTRATION ASSISTANCE
- EXTRA \$10,000 PER MONTH\*
- **NO COST** TO SCHOOLS

\*Extra Monthly Income varies upon School's DMA (Designated Marketing Area), \$10,000 is an average return across most of Florida's DMA's. Some Schools can be higher or lower depending on Market Area.

# CONTACT INFORMATION

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