FRONT OFFICE
INTERNSHIP PROGRAM

MAKE A PLAY FOUNDATION

WHO ARE WE?

Make A Play Foundation, Inc. is a nonprofit 501(c)(3) organization that prepares underrepresented students with athletic backgrounds for executive careers in highly competitive industries, including sports, entertainment and beyond.

WHY ARE WE DOING THIS?

Our research indicates that the overwhelming majority of corporate executives played a competitive sport, but that less than 5% come from underrepresented communities. We searched but soon realized that there was no definitive resource for underrepresented students with athletic backgrounds interested in executive career paths (front office executives, head coaches, athletic directors, Fortune 500 CEOs). So, we decided to make a play for students off the field.

WHAT IS OUR SOLUTION?

We have created a comprehensive program that leverages technology, one-on-one mentorship, in-person programs, and professional work experience to further our mission. Our year-round career training program serves as a resource for students looking to build competitive professional profiles for executive careers and leverage their athletic experience as a professional skill.

MAP'S FALL-FORWARD PLAN

CURRENT CONDITIONS

Due to the lack of diversity in industry-agnostic C-Suite positions—and the absence of a clear strategy to reach racial and gender parity in competitive industries—underrepresented students with athletic backgrounds lack the direction to reach the C-Suite level.

STRATEGIES

Curriculum

Coaching

Career Training

Cohort Learning

ACTIONS

- Blended in-person and online learning that uses sports as a framework to ensure our students successfully navigate the recruiting and retention processes for entry-level roles

- 10-month curriculum designed to build competencies in problem-solving, management, interpersonal communication, presentation, and leadership and innovation, while promoting personal growth and wellness

- Monthly engagement with expert coaches to provide tangible feedback and on-going support

TACTICS

- Place students into full-length internships with top companies that value community involvement, diversity, and inclusion in competitive industries

- Place students into full-time entry level roles with employers in competitive industries

- Connect students to mentors and coaches in C-Suite and Mid-Level roles.

GOALS

Where C-Suite Levels across industries are as diverse as the people they attract and the problems they aim to solve.

"As far as I'm concerned, a fallback plan concedes defeat before you've even started—it implies that you should take attention away from your primary goal "if" it doesn't materialize. We don't believe in fallback plans or taking backward steps. We believe in moving forward, and in that way, our program provides students with a fall-forward plan for "when," not "if," they succeed on the field and in the boardroom."
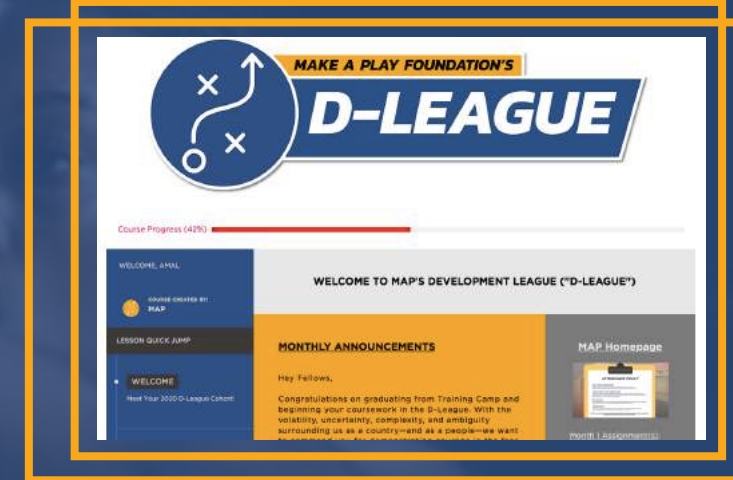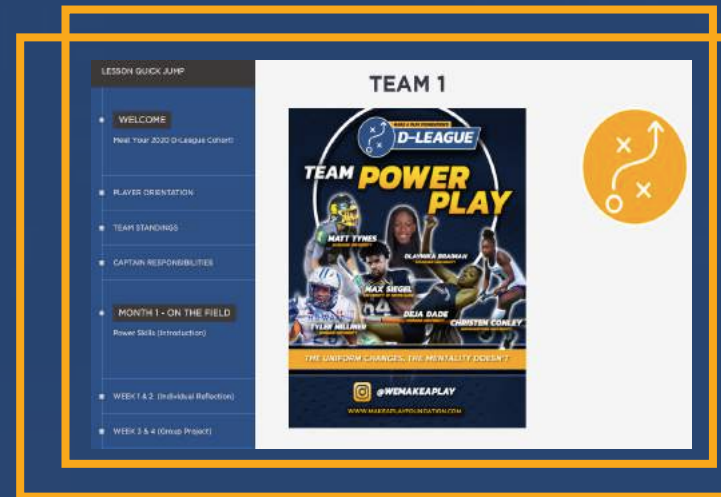**— Amal Yamusah, Founder**

CURRICULUM

COACHING

CAREER TRAINING

COHORT LEARNING

We leverage our students' athletic backgrounds and competitive spirits to gamify the professional development process. We place each student into a six-person cohort. Each team collaborates with and competes against their peers to successfully navigate our curriculum designed by industry experts—this includes multiple experiential assignments and group projects that students access through our online learning platform. The community-based nature of such learning encourages our students to explore new ideas and practices, developing their competencies in problem-solving, management, interpersonal communication, presentation, leadership and innovation, and wellness. Cohorts include students from across many functional areas to give our trainees broad exposure to peers with different majors and career interests. We incorporate one-on-one coaching into our program to help students nurture individual self-awareness, synthesize takeaways from their participation, train for specific careers, and reflect on their experiences.
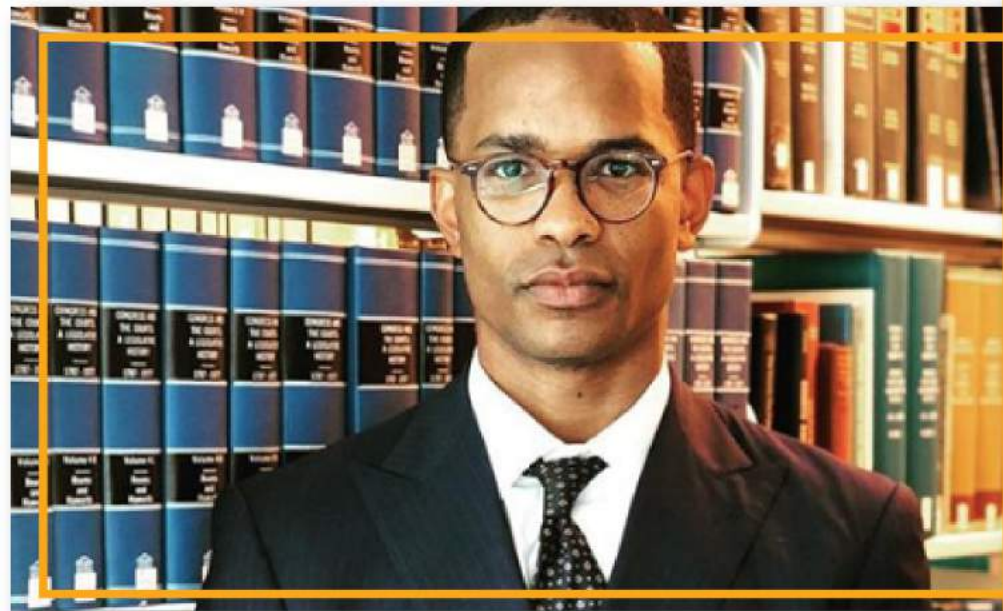
STUDENT REQUIREMENTS

- College sophomore, junior or senior
- 3.0 GPA or higher
- One page resume and completed application
- Completion of MAP's D-League or Training Camp
- Available to work full-time

MAP'S BIG 3

CURRENT PARTNERS

- Anheuser-Busch
- Bank of America
- Bayer Corporation
- Cleary Gottlieb
- McDonald's
- Microsoft
- Paul Weiss
- UBS

GOALS

- Place 100% of our D-League Class into competitive internships
- Place 100% of our Training Camp Class into the D-League for 2021

Program	Requirements	Student Profiles
Training Camp	• **3.0** GPA • 4-Month Professional Development Course • Rising sophomores or above • Available to intern full-time	• **14** students (30 projected for next year) • **3.35** cumulative GPA • 12 Sophomores • 2 Juniors
D- League	• **3.2** GPA • 12-Month Professional Development Course • Rising sophomores or above • Available to intern full-time	• **48** students (90 projected for next year) • **3.54** cumulative GPA • 22 Sophomores; 18 Juniors; 8 Seniors
MAP Players Association (MAPPA)	• D-League graduates and **professional athletes** • 8-months of on-going industry specific learning • Available to intern full-time	• **40** students from this year's Inaugural D-League class will return next year as MAPPA Fellows (5 projected professional athletes)

Overall Vision

Increase the percentage of underrepresented executives in competitive industries by building a strong pipeline of diverse student-athletes with advanced skills for entry-level roles.

* We project to have **160 students** across our three different programs next year—all of whom will be eligible for Summer 2022 internships.

SCHOOL REPRESENTATION

THE MAKE A PLAY FOUNDATION'S
2020 TRAINING CAMP CLASS

MAKE A PLAY
FOUNDATION

TRAINING CAMP
EST. 2020

LEARN MORE AT WWW.MAKEAPLAYFOUNDATION.COM

THE MAKE A PLAY FOUNDATION'S
2020 D-LEAGUE CLASS

MAKE A PLAY
FOUNDATION

D-LEAGUE

LEARN MORE AT
WWW.MAKEAPLAYFOUNDATION.COM

AUBURN	DUKE	HARVARD	NOTRE DAME	UCLA
CAL BERKELEY	GEORGETOWN	HOWARD	OHIO UNIVERSITY	UNC CHAPEL HILL
CAL STATE	GEORGIA TECH	MERRIMACK	PENN	U. WASHINGTON
COLUMBIA	GLENVILLE ST.	MOREHOUSE	SEWANEE	VANDERBILT
CLAFLIN	HAMPTON	NORTHWESTERN	STANFORD	YALE

* We recruit from nine regions across the US. We have established talent pipelines at the country's top universities and HBCUs—most of which our leadership team attended and competed at athletically.

SUCCESS THUS FAR

Cameren Carter
Senior, Columbia Football (Captain)
Wealth Management Intern, *Morgan Stanley*

Jayla Thornton
Senior, Howard Basketball (Captain)
Business Development Extern, *NFL*

Marquis Hubbard
Junior, Columbia Football
Securities Intern, *J.P. Morgan*

Jordan Hill
Senior, Harvard Football (Captain)
Player Personnel Intern, *NFL*

Nyla Pollard
Senior, William & Mary Basketball (Captain)
Player Personnel Intern, *NFL*

Ryan Glover
Senior, Penn Football
Wealth Management Intern, *Morgan Stanley*

Tyler Milliner
Sophomore, Howard Football
Risk & Discovery Intern, *Deloitte*

Zuri Godfrey
Senior, Howard Football
Brand Strategy Intern, *Google*

BENEFITS

1. Expose MAP students to careers in your industry and enable your organization to foster connections with current and future diverse professionals with athletic backgrounds.

2. Provide your organization with brand recognition to differentiate itself among peers and help build relationships with qualified students from ages 19-23.

3. Establish a pipeline of talented, diverse candidates that have been pre-vetted and trained by industry experts to ensure that they are not only competent on paper

4. but knowledgeable and personable.

5. Help your organization build a more diverse and inclusive workforce by taking meaningful action to support and advance current and future professionals of color.

24–MONTH TRADITIONAL PARTNERSHIP TIMELINE

1

SEPTEMBER - JANUARY
Internship Partner Assessment
We collaborate with our partners a full year in advance of the internship to better understand their hiring needs, recruitment timelines, and expectations for candidates and ensure the best placement possible.

2

JANUARY – MARCH
Recruitment
We recruit from nine regions across the US to successfully welcome a new class of diverse student-athletes into the D-League each year. (Atlanta Metropolitan, Carolinas, Mid-Atlantic, New England, Pacific, Southeast, Southwest, Tri-State)

3

4

APRIL
Welcome New Class of Students
We notify students of our selections for the Training Camp and D-League and begin preparing students from both programs for interviews.

MARCH – APRIL
Candidate Evaluation Process for New Class of Students
Our Screening Committee, made up of Fortune 500 HR professionals, conducts a robust candidate evaluation process. We require students to apply with a current transcript and resume, submit a letter of recommendation, and interview.

5

APRIL – JULY
Resume & Interview Training Camp
Students complete four modules and 5+ mock interviews designed to strengthen their resumes and prepare them for behavioral and situational-styled interviews.

6

AUGUST
Interview Period Begins for Upcoming Summer Internships
We provide partners with a resume bundle of suitable candidates from our talent pipeline and recommend students for interviews based on our candidate evaluations and the desired role. Partners reserve the right to make final hiring decisions.

7

SEPTEMBER – MARCH
D-League Curriculum
D-League Fellows begin their substantive coursework; Training Camp Participants do not.

8

MAY – AUGUST
Internship with Partner
Students begin their 10-12 week internship with a partner company.

April also marks the month that MAPPA Fellows choose their single track. Please refer to p. 12.*

APPENDIX

DeAndre Jones, MBA

Education: Vanderbilt University (BS); Georgia Tech (MBA)
Sport: Football
Occupation: Senior Consultant
Organization: Deloitte
E: dljones3447@gmail.com

Micah Pellerin, MBA

Education: Hampton University (BA); Indiana University (MBA)
Sport: Football
Occupation: Corporate Strategy
Organization: 3M
E: micahpellerin@gmail.com