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THE ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION
by characterplus

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“Building a Culture of Autonomy, Belonging, and Competence through character education for student-athletes and the role models who coach them”



Born from CharacterPlus’s work with the NCAA, the High School Athleadership Academy in Character Education (AACE) provides character education skill-building for secondary school athletes.

CharacterPlus has adapted its K-12 evidence-based process for creating Autonomy (voice and choice), Belonging (being part of a community), and Competence (the ability to do something successfully) for high school coaches and their athletes.

AACE Coaches and athletes will come to a personal and team understanding of

- *Core values*
- *Self as a leader*
- *Noble purpose*
- *Relationship building*
- *Intrinsic motivation*
- *Role modeling*
- *Empowering others*
- *A sense of belonging*





ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION (AACE)



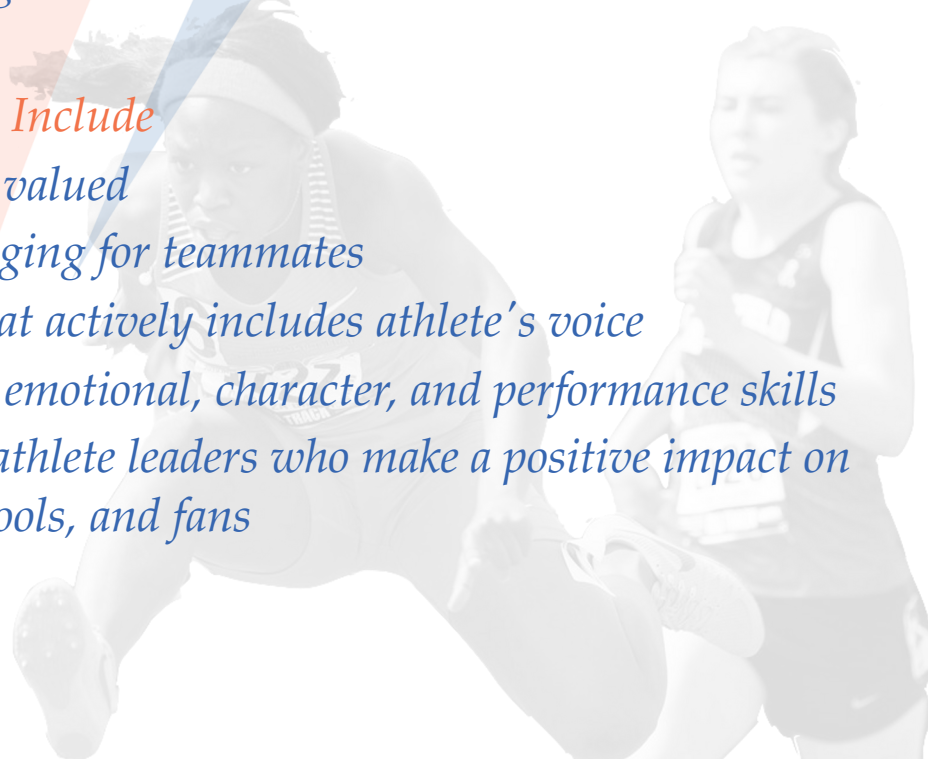
The High School Athleadership Academy in Character Education (AACE) provides character education skill-building for secondary school athletes. CharacterPlus has adapted its K-12 evidence-based process for creating Autonomy (voice and choice), Belonging (being part of a community), and Competence (the ability to do something successfully) for high school coaches and their athletes. Annually, each participating high school selects student-athletes from every sport to attend AACE training in order to become **AACE Character Ambassadors.**

Coach and Athlete Character-Skill Building

- 3 Two-Hour Sessions (Fall, Winter, Spring)
- Coaches Training (Virtual Asynchronous)
- Up to 45 Athleaders per session
- \$3,500 per High School
- Dates Determined in Coordination with Coaches
- Guidelines/Suggestions Provided to ADs Each Season

Planned Outcomes Include

- Athletes feeling valued
- A sense of belonging for teammates
- Team culture that actively includes athlete's voice
- Stronger social, emotional, character, and performance skills
- Model student-athlete leaders who make a positive impact on their teams, schools, and fans





Coaches & Athlete's Testimonials

*"This helps me improve my personal life by working on my self-awareness when it comes to empowerment and confidence on and off the court." **AACE Graduate, Southern Indiana University***

*"**AACE** encompasses every positive aspect that high school athletics should be. I believe that AACE helps our young student-athletes develop the lifelong positive leadership traits they need for success." **Mike Roth, Parkway School District Athletic Director (retired), 2022 MIAAA Athletic Director of the Year***

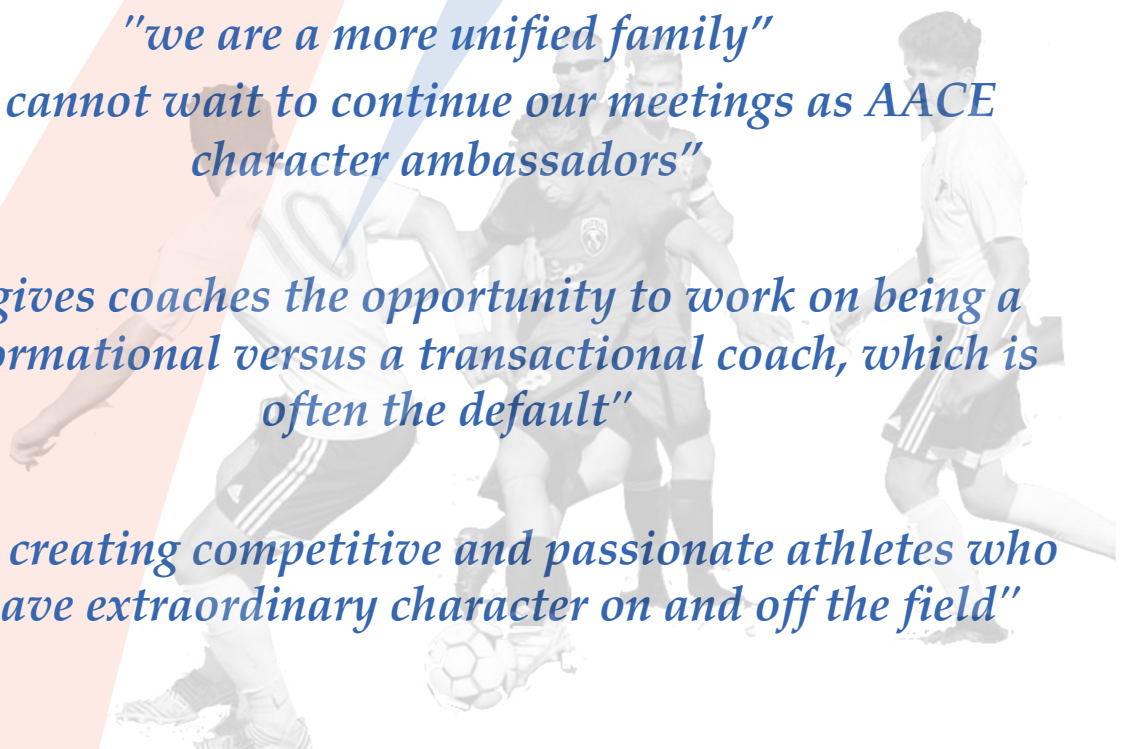
What other NCAA athletes and coaches say about the Athleadership Academy in Character Education's impact:

"we are a more unified family"

"we cannot wait to continue our meetings as AACE character ambassadors"

"this gives coaches the opportunity to work on being a transformational versus a transactional coach, which is often the default"

"we are creating competitive and passionate athletes who also have extraordinary character on and off the field"





CharacterPlus[®]

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a world where positive character is universal



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