

Game Plan 2023



THE RUBENSTEIN-BING

— Student-Athlete —
Civic Engagement Program

Executive Summary

The Rubenstein-Bing Student-Athlete Civic Engagement Program (ACE) strives to provide D-I student-athletes with short-term, immersive, and consequential service opportunities that complement their skills and provide opportunities for growth. ACE provides a unique opportunity for student-athletes to travel abroad; to engage in leadership and teamwork skill development in a non-athletic context; and to learn about and experience inter- and cross-cultural learning.

The Game Plan for the next four seasons seeks to build on our strong early foundation, and continue robust programming. We intend the five goals that follow to grow ACE's reach and impact, and help the program become a signature service experience and a national model for student-athlete engagement.

1.

Expand the ACE roster with increased enrollment and new alumni opportunities

- » Develop a return service opportunity for alumni in order to continue their engagement and immersion
- » Explore and develop a fifth ACE session to support growing interest in the ACE program
- » Modify the number of ACE sessions offered early in the calendar to maximize student-athlete participation

2.

Grow the ACE program playing field geographically

- » Create a session opportunity (through growth or replacement) for an ACE program in an urban and metropolitan area
- » Look at areas of student academic interest in determining session locations

3.

Extend the ACE pre-season and post-season resources and opportunities

- » Provide more flexible and remote-learning pre-season training and preparation opportunities
- » Link post-season opportunities to other existing campus programs

4.

Enhance the on-the-field conditions of ACE student-athletes

- » Provide more nutrition training and information for student-athlete participants
- » Expand the information about and access to training facilities available at program sites

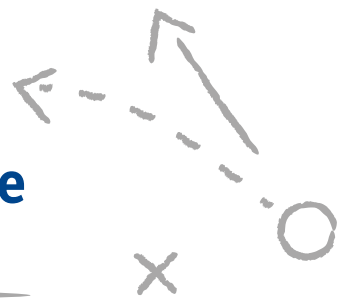
5.

Build a championship-caliber team to fortify ACE's ongoing and future work

- » Hire a permanent, full-time program coordinator to assist with the work and growth of ACE
- » Elevate ACE in national conversations about the personal and professional development of student-athletes

We will strive to emerge from Game Plan 2023 having contributed more to the civic and service development of student-athletes; we will strengthen perceptions of student-athletes as individuals engaged in the larger educational work of their institutions and with social issues important to communities around the world. And we will more strongly link ACE to the civic engagement and service programs of our partner Universities, the larger higher education community, and NCAA college athletics.

Game Plan 2023: Growing and Deepening the ACE Experience



Introduction

The Rubenstein-Bing Student-Athlete Civic Engagement Program (ACE) strives to provide University Division I (D-1) student-athletes with short-term, immersive, and consequential service opportunities that complement their skills and provide opportunities for growth through engagement and reflection.

In 2015, recognizing the unique challenges that D-1 student-athletes face to their time and ability to both study abroad and engage in volunteer or service projects of a significant length, Duke and Stanford Universities came together to create ACE, a three-week civic engagement and service experience for D-1 varsity student-athletes.

In the inaugural summer of 2016, forty student-athletes from Duke and Stanford participated in international community-based service program sessions in China, India, South Africa, and Vietnam. Working with local community partners, student-athletes taught classes, coached sports, and undertook basic construction projects. In the following three summers, 117 additional student-athletes returned to these communities to continue engagement, build partnerships, and immerse themselves in other cultures.

Following four successful summers, we are taking stock of the work that has been done well, the areas in which we envision ACE doing more, and the goals we have for the future of the program. The five goals that follow provide a Game Plan under which we intend for ACE to grow its reach and impact, and that will allow ACE to become a signature service experience and a national model for student-athlete engagement.



The ACE Impact: Early Evidence of Success in the Field

In the first four summers of ACE, the 157 student-athlete participants contributed more than 13,800 service hours to their host communities and organizations. Through their service, student-athletes leveraged both their knowledge of sports and their educational accomplishments to make a positive impact.

Further, ACE provides a unique opportunity for student-athletes to travel abroad; to engage in leadership and teamwork skill development in a non-athletic context; and to learn about and experience inter- and cross-cultural learning. Across Duke and Stanford University campuses, ACE is increasingly perceived as a positive part of the student-athlete culture. ACE experiences may help participants become more effective leaders, contributing to the service and engagement culture of their teams.

Figure 1. Teamwork Outcomes Reported By ACE Alumni

After ACE, I am better able to...

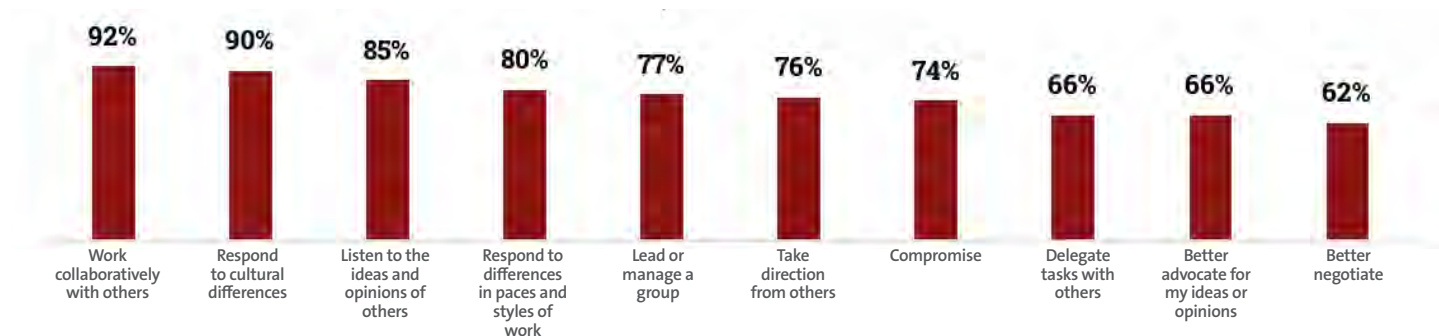


Figure 1: Data drawn from ACE End of Program Reflection Surveys, 2016 to 2018 (n=119).

ACE participants have found that their summer experiences help them reflect on how they perceive themselves and their skills. While ACE participants are regularly inclined to see themselves as strong leaders and team members prior to participation in the program, the majority of ACE alumni report some level of improvement in their skills in these areas, such as increased self-confidence (see Figures 1 and 2). Alumni also report a stronger ability to speak up, initiate projects or program changes, prioritize work, and give and take directions.

Figure 2. Leadership Outcomes Reported by ACE Alumni

After ACE, I am / I have

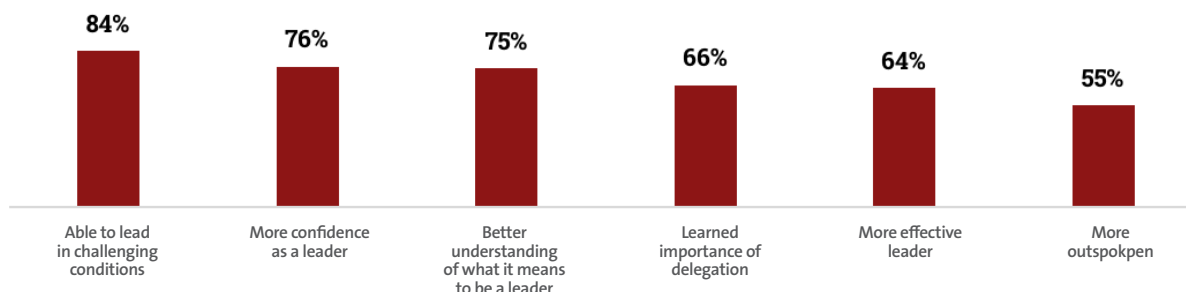


Figure 2: Data drawn from ACE End of Program Reflection Surveys, 2016 to 2018 (n=119).

ACE introduces student-athletes to issues facing other communities across the world, helping participants to recognize and understand global inequalities (see Figure 3). The majority of ACE alumni report that their ACE experience enhances their awareness of global social, political, and economic issues. After the ACE summer sessions, ACE participants have developed a more nuanced understanding of global diversity – including how various worldviews, belief systems and environmental perspectives contribute to contemporary issues and problem-solving.

Figure 3. Key Outcomes for ACE Participants as Reported by ACE Alumni

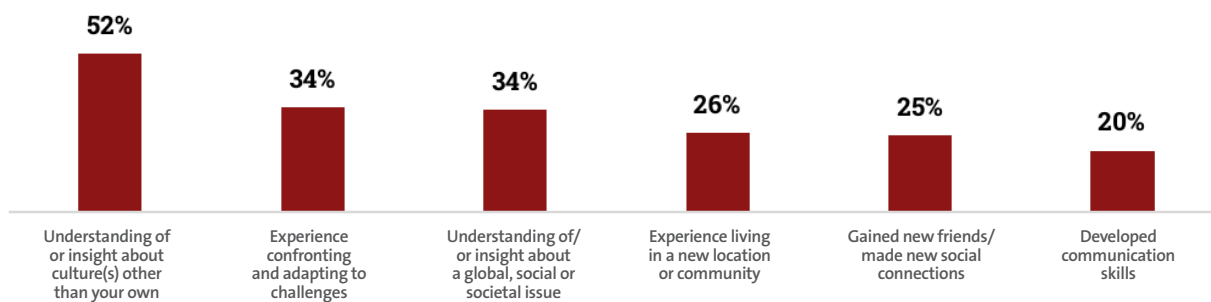


Figure 3: Data drawn from ACE End of Program Reflection Surveys, 2016 to 2018 (n=119).

With this exposure to global inequalities, ACE alumni find themselves more willing to engage politically when they encounter a cause or issue important to them. ACE is successful in encouraging participants to volunteer, donate money, write a letter to the editor, participate in demonstrations, take on issue-related coursework, and vote for favorable public officials (see Figure 4).

Figure 4. Key Political and Civic Engagement Gains as Reported by ACE Alumni

I am very likely to...

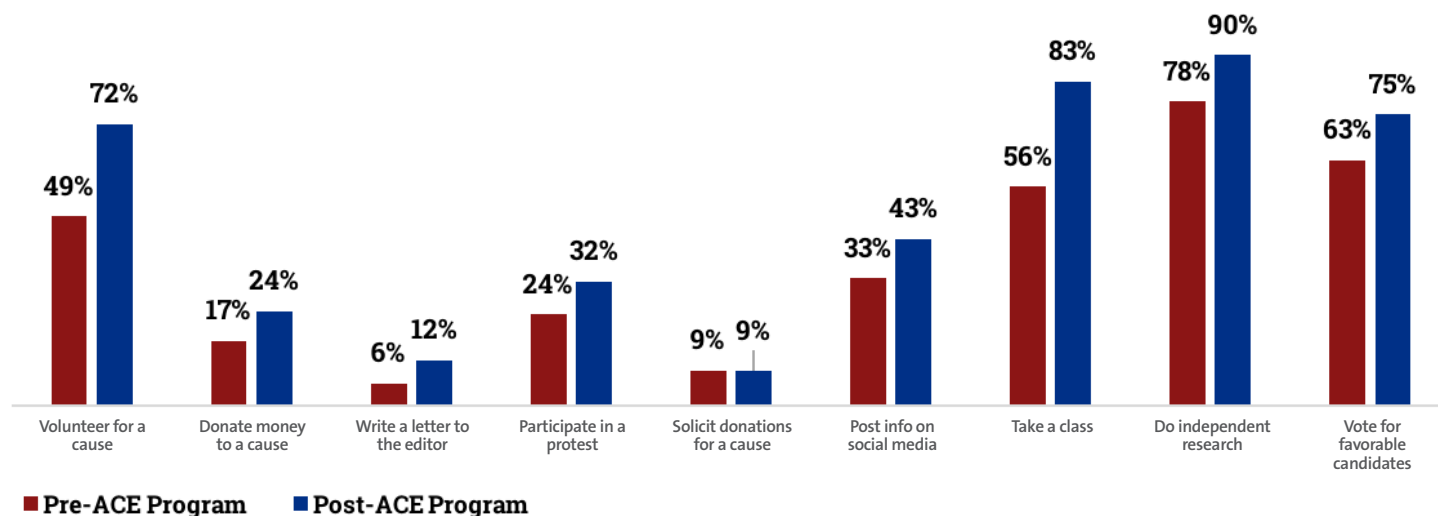


Figure 4: Data drawn from ACE Pre-Program and End of Program Reflection Surveys, 2016 to 2018 (n=119).

Beyond learning about social issues around the globe, ACE helps participants develop their understanding of other cultures. Alumni most frequently rate cultural learning as the top impact of ACE. They are somewhat less likely to rate their understanding of other cultures as “excellent” after ACE, pointing to a newfound appreciation of what is required to meaningfully engage with and understand diverse cultures.

What Guides Game Plan 2023

The Game Plan for the next four seasons of ACE is informed by stakeholder outreach and our program values. We seek to build on our strong early foundation and continue robust programming. In doing so, we hope that ACE will become a model program for effective, immersive, and experiential civic engagement for student-athletes.

Nevertheless, we are cognizant that the growth and expansion of ACE will require the continued financial health of the program. Underlying each of the goals laid out in the next section is a commitment to continue to work to ensure the program's fiscal health. We recognize that some of our goals may require revision as the National Collegiate Athletic Association (NCAA) continues to revise and implement its standards for the education and work of student-athletes.



OUR VALUES

Five values shape our work with student-athletes and host communities, and guide our integration into the civic engagement and public service culture at Duke and Stanford:

1. **Teamwork** is fundamental to our program's operation.
2. **Humility and culturally sensitive service** guide our approach and partnership model.
3. **Connecting with communities across the world through sports** provides a unique opportunity for our student-athletes to develop as global citizens.
4. **Immersive, collaborative learning** between our student-athletes and community partners is the goal of the experience.
5. **Safety and well-being** are priorities in program development and implementation.

OUR STAKEHOLDER OUTREACH

In order to develop this game plan, our work began with a period in which stakeholders, including our student alumni and varsity coaches, and leaders in the field of student-

athlete engagement, such as program directors at peer institutions and leaders of volunteer organizations, were asked to share their own goals and ideas for the future of the ACE program.

Using surveys and focused interviews, we collected ideas and opinions using scaffolded outreach to student-athletes and coaches. Student-athletes who had not participated in ACE and varsity coaches were asked about their perceptions of ACE, generally, as well as a more specific set of questions about program design, locations, and service opportunities, which were also asked of ACE alumni.

A COMMITMENT TO SERVING AN EVER-BROADER SEGMENT OF STUDENT-ATHLETES

Taken together, the goals that make up Game Plan 2023 are designed to enhance ACE's commitment to the student-athletes of Duke and Stanford, and the communities that host and serve with those participants. The goals seek to open ACE to more participants, to expand the reach of ACE to new communities, and to provide a deeper set of experiences and learning opportunities to our alumni.