



INTERNATIONAL OLYMPIC COMMITTEE

***Dual Careers: Which support to athletes is necessary to excel in sport and education***

**The IOC Athlete Career Programme**

14-15 October 2014

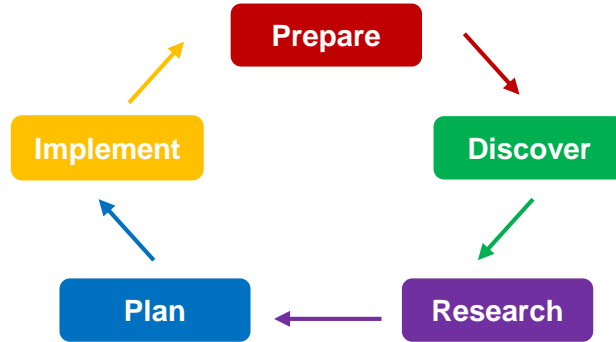
# IOC Athlete Career Programme



- Launched in 2005 as a social responsibility of the Olympic Movement
- IOC ACP supports elite athletes to successfully manage training and competition as well as day-to-day life
- IOC ACP focuses on three pillars:
  - Education
  - Life Skills
  - Employment
- 32 NOCs have their own programmes through contracts with Adecco
- Outreach Programme available to other NOCs
- Reached over 15,000 athletes from over 100 countries



# IOC Athlete Career Programme



**Prepare** – Understand and commit to the career development process

**Discover** – Investigate your strengths and passions

**Research** – Find out more information

**Plan** – Devise a plan for success

**Implement** – Develop skills to fit with your plan and begin to ‘live’ your plan

# Participating NOCs



## Europe:

Czech Republic  
Denmark  
Finland  
France  
Germany  
Hungary  
Italy  
Norway  
Poland  
Portugal  
Romania  
Serbia  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
United Kingdom



## Africa:

Morocco  
South Africa

## Asia:

China  
Hong Kong  
Singapore  
South Korea

## Central/South America:

Argentina  
Brazil  
Chile  
Peru

## North America:

Canada  
Mexico  
United States

## Oceania:

New Zealand

# Outreach Programme



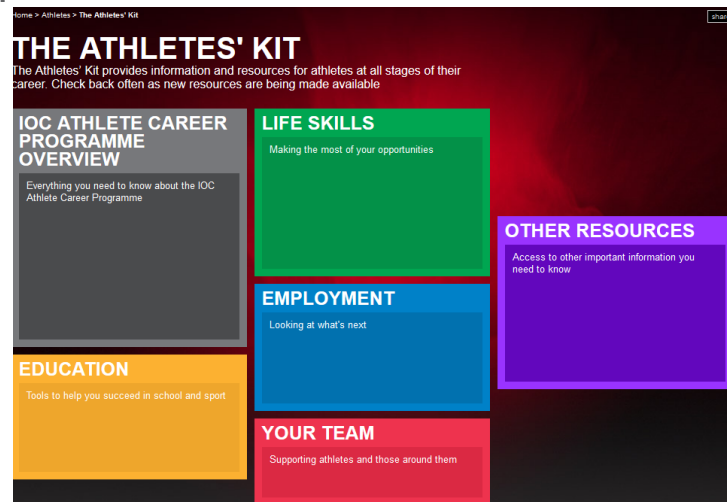
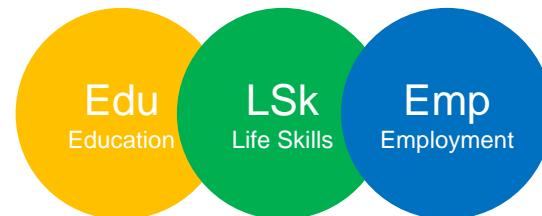
- Delivered to those NOCs without an ACP in place
- Led by members of Athletes' Commission, retired athletes and employment experts



# Athletes' Kit



- Includes information and resources for athletes at all stages of their career
- Currently has resources supporting to the Athlete Career Programme, but will continue to grow and include resources from the Entourage Commission
  - Includes sections on the three pillars of the Athlete Career Programme: education, life skills, and employment
  - Also includes worksheets for athletes to be able to put the information into practice
- Hosted in the Athletes' Space page on Olympic.org at [Olympic.org](https://olympic.org/athleteskit) at [Olympic.org/athleteskit](https://olympic.org/athleteskit)



# Promotion – Athletes' Space



Home > Athletes > Athletes' Space share

## ATHLETES' SPACE

Your support from the IOC

**THE ATHLETES' KIT**

► Resources for your next steps

**ENTOURAGE**

► Supporting athletes and those around them

**NEWSLETTER**

► For the Record #8

**ONLINE COURSE**

► IOC Athlete MOOC

**Athlete stories**

Michelle Lewis Freeman  
2008 Olympian

837 Elite Athletes like this programme I like it

ATHLETES' SPACE

- IOC ATHLETE CAREER PROGRAMME
- ENTOURAGE
- NEWSLETTER
- RESOURCES



# Promotion – Olympic Games





# Promotion – Youth Olympic Games



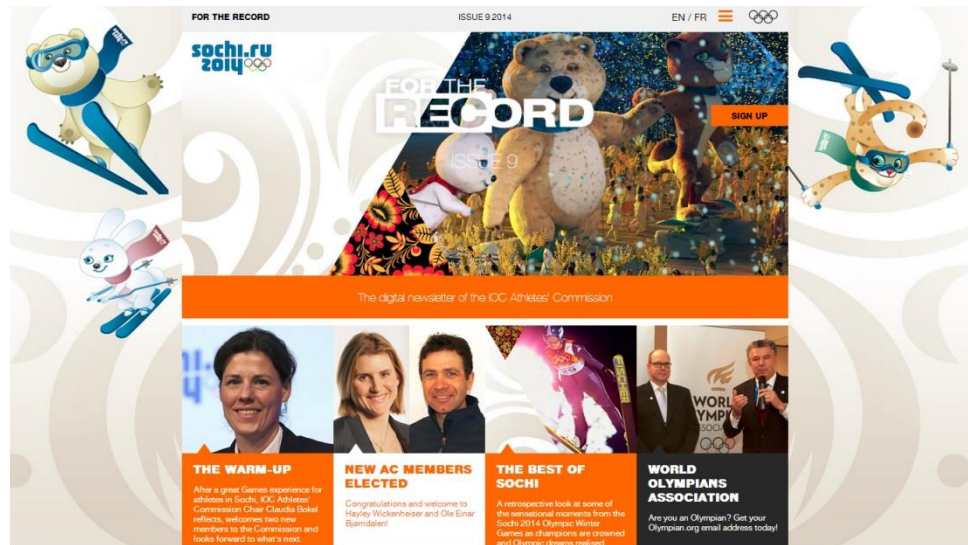
- Workshops as part of Culture and Education Programme
- *Balance Your Act*
- *Act on Your Time*
- Led by members of IOC Athletes' Commission



# Promotion – *For the Record*




- *For the Record* is the newsletter of the IOC Athletes' Commission, published four times a year
- Contains news and features for athletes by athletes
- Now in a new cross-platform format
- Hosted on Olympic.org at [Olympic.org/fortherecord](http://Olympic.org/fortherecord)



# The IOC Athlete MOOC – Online Courses



 IOC Athlete MOOC

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## IOC Athlete MOOC

Learn from the best in world sport


- Free interactive online courses
- Boost your performance
- Shape your future career

The International Olympic Committee has brought together Olympic champions, world-renowned coaches, top academics and inspirational leaders to teach subjects ranging from nutrition to sports management.


Our short courses are designed for elite athletes, delivered by experts in their field and are available online at any time.

[Get access](#) [View courses](#)

What is a MOOC?




Choose a course from the world's best sporting minds



**Smarter Eating for Better Performance**

Professor Ron Maughan, Chair of the Nutrition Working Group, IOC Medical Committee explores the fundamentals of nutrition, and the impact diet has on training and competition.


[Launch course](#)



**Athlete Career Transition**

Ex-Olympic champions advise on preparing for transition from elite sport into working life, and how a career in sport can give a competitive advantage in the workplace.

[Launch course](#)



**Can Champions be Made?**

Professor Craig Williams of the University of Exeter explores the theories and practices of taking the raw materials of talented young athletes and turning them into champions.

[Launch course](#)



## IOC Session Copenhagen 2009

- *All constituents of the Olympic Movement should endorse the importance of **combining education and sport***
- *Priority should be given to the development of programmes aimed at **building athletes' lifetime skills***
- *Consideration should be given to the identification of 'athlete-friendly' structures, including schools, universities, technical institutes, and corporate sponsors, with whom sport and **educational partnerships can be established***

## Athletes' Forum 2011

*Educational tools should be delivered through the following means:*

- **Toolkits**, including videos, to be placed on the IOC, NOC and IF websites
- **Online courses for athletes and entourage members**

## IOC Athletes' and Entourage Commissions

- Develop Educational tools; the commission should further study the best way to reach out to athletes and incorporate educational information in a toolkit as well as online platforms
- Online Education - based on the results of the pilot project, continue the development of online courses

# 2014 pilot project



## Objectives

- To provide easy access to high quality educational information and to stimulate interest and provide links for further study
- Gauge the appetite among athletes for online education
- Understand type of information and formats most valued by athletes
- Develop an understanding of user profile
- Evaluate the educational platform
- Assess the appetite for accreditation/qualifications from academic partners



**Elite Athletes** aged 17-25

SPORTS COACHING	SPORTS SCIENCE	SPORTS SOCIOLOGY	SPORTS MANAGEMENT
TEACHING & LEARNING	SPORTS PHYSIOLOGY	HISTORY OF SPORT	LEADERSHIP & MANAGEMENT
CHILDREN & YOUNG PEOPLE	SPORTS PSYCHOLOGY	GLOBAL SPORTING SYSTEMS	SPORT INDUSTRIES
SPORTS ANALYSIS	SPORTS NUTRITION	CONTEMPORARY ISSUES IN SPORT	SPORT BUSINESS
PEDAGOGY & PRACTICE	SPORTS TECHNOLOGY	SPORT & MEDIA	CAREER MANAGEMENT



# What's live on the MOOC today?



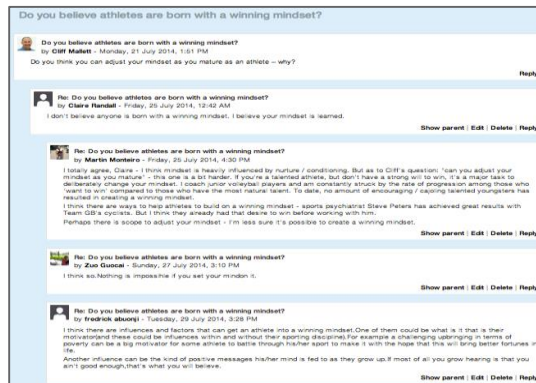
## Sports Insights



100%

## Progression Tools

## Course Quiz



## Discussion Forums



Lecture Transcripts



## Further Reading Links



## Live Events





# Key User Findings

## Quantitative

- ✓ 3,000 registered users
- ✓ 29% courses completed (industry average of 5%)
- ✓ 7:10 min average session duration
- + 42% of registered users have registered but consumed no content
- + Mobile experience not best in class (63% bounce rate; 3:13 min average session duration)

## Qualitative

- ✓ Short course format, video lectures & insights highly valued (4.5/5.0)
- ✓ Most practical courses Knowledge is Golden/Sports Psychology – rated most useful / interesting (4.6/5.0)
- ✓ Live event content “pure gold” / “really shone” / “amazing”
- + Discussion fora get lower ratings vs other course elements (3.4/5.0)
- + Live event production improving “audibility was inconsistent” / “sound wasn’t great”





# Key User Findings

...the closest thing to physically being in the classroom

*SC-H, Football Coach, UK*

...levels are just right for a beginner ... it's a great first step

*RK, Table Tennis Coach, India*

...a cellphone app would be great...

*TC, Swimmer, Ireland*

...I found the MOOC by accident...

*RR, 400m runner, Lebanon*

...performing in the field, or transitioning into careers, there's a real relevancy...

*KG, Ice Hockey Player, Canada*

...I'm a visual learner, it really suited my learning style...

*NF, Rugby Player, UK*

...very useful, I couldn't find that information from any other sites...

*GG, Epee Fencer, Mongolia*

I like Performance Management Tool – a very good addition...

*RS, marathon runner, NL*

...you need a Facebook page

*NS, Field Hockey Player, Ireland*

...we learnt a lot, I'm bringing it to coaches in our federation...

*AP, Weightlifting Coach, SA*



For 2015, develop the programme further based around the current “taster” scope

(in which the IOC provides a bridge between competing athletes and the more formal world of Academic Education)



THANK YOU !