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/athleteskit
Promotion – Athletes’ Space

http://www.olympic.org/athletes-space
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
Background

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
What’s live on the MOOC today?

Sports Insights

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!