



TAPPING THE MORALE WELLSPRING OF ATHLETIC PROGRAMS

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Tapping the Morale Wellspring of Athletic Programs



Founded in 1968

Serves intentionally Christ-centered institutions

17,000+ student-athletes

110,000 students

1000+ coaches

MISSION: To keep Christ at the center of intercollegiate athletics.





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SAMPLE NCCAA MEMBER MISSION STATEMENTS

University Mission

Transform lives through excellent education and intentional discipleship in submission to biblical authority.

University Athletics Mission

Athletics fosters a distinctive culture in competitive athletics that commissions student athletes to impact the world for Jesus Christ.

WHO IS MISSING?



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SAMPLE NCCAA MEMBER MISSION STATEMENTS

University Mission

Provides an academically challenging Christ-centered education in the liberal arts and sciences to students from diverse traditions and economic backgrounds and equips them to lead and labor as scholar-servants in a changing world.

Houghton University Athletics Mission

It is the mission of the University Athletics Department to glorify God by educating and developing men and women leaders who compete with excellence, lead by character, and exemplify Jesus Christ in our world.

WHO IS MISSING?





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SAMPLE NCCAA MEMBER MISSION STATEMENTS

Christian University Mission

We are a Christ-centered community of higher education applying biblical values in strengthening character, sharpening competence, and preparing for service.

Christian University Athletics Mission

The College Athletic Department exists for the purpose of glorifying God by helping make disciples of Jesus Christ, developing competent athletic teams and sharing the Gospel message within the sport culture.

Example:

University Team Connector Program (Faculty/Staff integration with each sports program)

WHO IS MISSING?





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FIRST QUESTION: Is Intercollegiate athletics CO-curricular or EXTRA-curricular?

Co-Curricular

Pursued in addition to the normal course of study or that are beyond, but complement, the regular curriculum and are part of the all-around education

Chapel (were credits earned?), Fine Arts/Humanities events, Community service

Extra-Curricular

Those optional, out of the classroom activities that are not tied to the curriculum or academic pursuit

Intramurals, Ministry/Service teams, Student Government

How can any endeavor that demands 25-30 hours a week for the selected, qualified participants and has full-time employees leading training, and attracts both campus & community support not be Co-Curricular?



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BENEFITS OF MISSIONAL ATHLETICS

- ★ Every contest should place your school in front of local community through media, website, etc.
- ★ Open door to promote your institution to target high schools & homeschoolers
- ★ Brand/institutional loyalty priority with student-athletes
- ★ Allows gifts to be utilized
- ★ Develops leadership & team skills under handpicked leadership
- ★ New fiscal avenues
- ★ Great tool for outreach & discipleship internally, across the street, and around the world



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ACTUAL PROGRAMS TO MAKE BRAND BENEFIT FROM MISSIONAL ATHLETICS

- Prayer partners (general population and student-athletes enlist in prayer partner effort)
- Chapel integration of all Co-Curricular populations (into worship teams, check-in monitors, coaches speaking, athletics chapel, one student-athlete and one coach on spiritual formation team)
- R.A.O.K. ministry where student-athletes provide such acts to faculty, staff, cabinet; “OPEN” to community members, FCA, or stand-alone athletics-led worship once a month
- Fall & Spring move-in days for new students (priority but can for all students); workers provided from athletes already on campus (Fall sports, basketball, Indoor T&F, MVB in spring)
- Student-athletes required to integrate into residence hall networks, music/arts offerings, and attend such events in support (as the “fan”)





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ACTUAL PROGRAMS TO MAKE BRAND BENEFIT FROM MISSIONAL ATHLETICS

- Ride-along/Honorary Coach program: faculty/staff can sign-up to be part of a day trip to a contest or be a part of a home game day (pre-game meal, locker room, sit on bench).
- Residue cards: simply a leave behind in hotel rooms, with **GOOD TIPS** at restaurants, gas stations/convenience stores, that says “Thanks,” shares brand/mission, and maybe a “Pray for me” email point of contact. CAN EASILY BLEND IN GENERAL POPULATION
- Chapel attendance: If mission includes “biblical truth, spiritual growth,” then student-athletes and coaches need to be present (and not just for optics but for growth) at one of two most important markers of a vibrant, intentional Christian institution.
- Example: President Frank Weller, Great Lakes Christian College statement.



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IMAGINE...

A God-appointed coach recruits a team of 12 players.

They spend 40+ hours a week in hands-on training, targeted teaching, and application (games).

Teaching includes the clear goal of rallying and caring for those not playing but watching.

The coach not only role models but conducts labs and “student-teaching” sessions.

This coach only had these players up through their junior year of study and then left them to validate or ruin his instruction and guidance.

One withdrew from the team and the other 11 failed in the biggest game of their three years.

So, the teacher came back for one more “crash course.”

***What could such a team do that would confirm
the coach's effort and instruction and leave a legacy?***





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Just so you know,

*This team built the very Church that had the courage
to launch and sustain every institution within the ABHE
and NCCAA membership.*

They were called the Disciples!

***Never underestimate the mathematical equation:
Calling + Time + God = Transformation via Mission***





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