



THE ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION
by characterplus

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.



- 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 ●
(AD to meet with Fall Sports, Winter Sports, and Spring Sports during season to highlight implementation of AACE programming)

AACE 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



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

"we are a more unified family"

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

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

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

CharacterPlus

APPLY OR LEARN MORE - VISIT WWW.CHARACTERPLUS.ORG/AACEHIGHSCHOOL

CONTACT TODD MOELLER, DIRECTOR of AACE, CHARACTERPLUS - TMOELLER@CHARACTERPLUS.ORG

CharacterPlus | 2025 Craigshire Road | Suite 150 | St. Louis, MO 63146 | 314.665.1292 | www.characterplus.org | 501(c)(3)