



AAACE

THE ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION
by characterplus



2023 - 2024



“Building a Culture of Autonomy, Belonging, and Competence through character education for student-athletes and the role models who coach them”



Born from CharacterPlus’s work with the NCAA, 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.

AACE Coaches and athletes will come to a personal and team understanding of

- *Core values*
- *Self as a leader*
- *Noble purpose*
- *Relationship building*
- *Intrinsic motivation*
- *Role modeling*
- *Empowering others*
- *A sense of belonging*





ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION (AACE)

\$3750

AACE includes a “Coaching for Excellence” Summit for coaches and ADs at the beginning of the school year, followed by three Student-Athlete Character Summits with your student leaders. Each athletic team at your school will select two students as representatives for the year. These students will attend all three student summits.

Coaches and AD “Coaching for Excellence” Summit

General Sessions

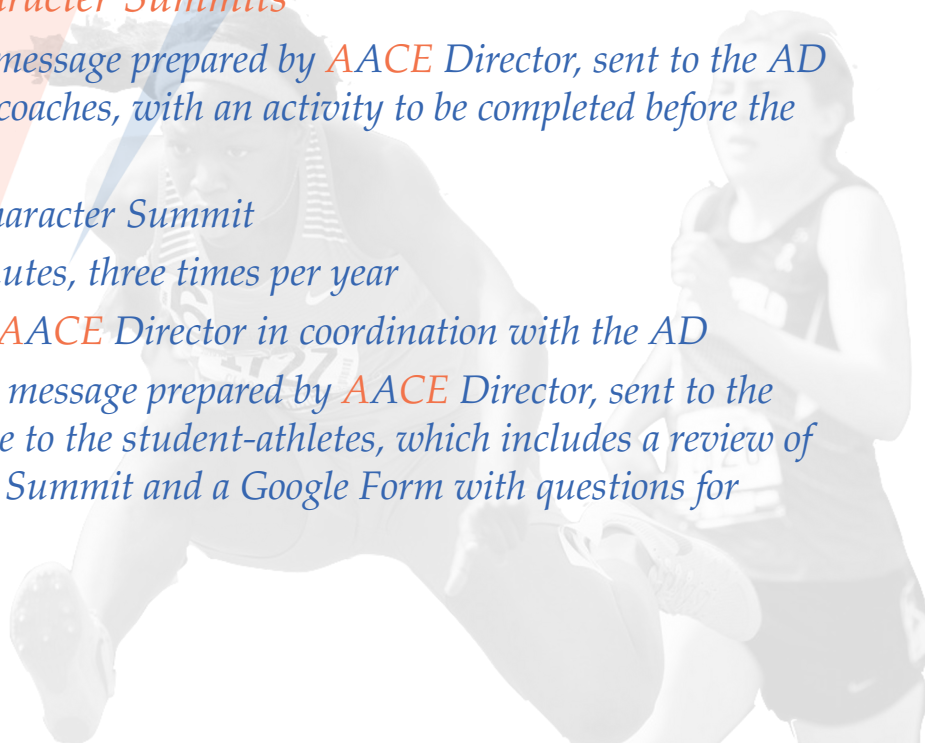
- Purpose and impact of AACE
- Overview of Student Summits
- Coaching for Excellence through the PRIMED Framework
- Possible additional general sessions TBD

Breakout Sessions

- AD Breakout with school-specific coaches
- Possible additional breakout sessions TBD

Student-Athlete Character Summits

- Pre-Summit video message prepared by AACE Director, sent to the AD to distribute to the coaches, with an activity to be completed before the Summit.
- Student-Athlete Character Summit
 - Up to 70 minutes, three times per year
 - Designed by AACE Director in coordination with the AD
- Post-Summit video message prepared by AACE Director, sent to the coaches to distribute to the student-athletes, which includes a review of key points from the Summit and a Google Form with questions for students.





Coach and AD Session Topic Options

“Rising to the Level of Our Training”



- *“Adding Fuel to The Speed of Trust!”* The importance of intentional character development



- *“Raise Your Influence”* Raise the level of your influence by developing your WHY



- *“Do We Know Where We Are Going?”* Develop program values



- *“Let’s Bust Through our Intuitive Fences”* How to expand your comfort zone



- *“Leading From the W”* Learn to focus on process over outcomes



- *“Harnessing the Power of Habit”* Our identity is tied to that which we repeatedly do



- *“How Does It Feel to be Coached By Me?”* Leadership Style Discernment



- *“What Do You See When You Look in the Mirror?”* Develop your team’s identity



- *AD-Specific “Coaching in Front of the Xs and Os”* What is in your glove box?





SESSION TIME	30 OR FEWER PARTICIPANTS	31-75 PARTICIPANTS
60-MINUTE WORKSHOP FOR COACHES	\$350	\$450
90-MINUTE WORKSHOP FOR COACHES	\$500	\$600
2-HOUR WORKSHOP FOR COACHES	\$700	\$800
HALF-DAY WORKSHOP FOR COACHES	\$900	\$1,000
FULL-DAY WORKSHOP FOR COACHES	\$1,400	\$1,500
HALF-DAY STUDENT LEADERSHIP CAMP	\$900	\$1,000
FULL-DAY STUDENT LEADERSHIP CAMP	\$1,400	\$1,500

DO YOU NEED ADDITIONAL SUPPORT IN YOUR ROLE AS AN AD? OUR AACE DIRECTOR CAN HELP!

TECHNICAL SYSTEM SUPPORT (EXPERTISE INTEGRATION HELP FOR SCHEDULING, COMMUNICATION TOOLS, ETC)	\$100/HOUR
AD CULTURE DEVELOPMENT COACHING (CREATING A THEME FOR THE YEAR, ALIGNING YOUR ORGANIZATIONAL PLAN, BUILDING RELATIONSHIPS WITH COACHES, ETC)	\$500 FOR 5 1-HOUR SESSIONS



Meet our Athleadership Academy in Character Education (AAACE) Director



Todd Moeller

AD, O'Fallon HS (retired)

Certified Master Athletic Administrator (CMAA)



tmoeller@characterplus.org

About Todd

Todd has served in education for 33 years as a math teacher, coach, and athletic administrator/director. In addition to being a Certified Master Athletic Administrator, some of Todd's accomplishments include:

- St. Louis Metro-Area Football Coach of the Year*
- Two-time Illinois Division 7 Athletic Director of the Year*
- Outstanding Athletic Director - Illinois Principals Association Southwest Region*
- Illinois High School Association Distinguished Service Award*
- During 18 years as AD, the O'Fallon Panthers amassed 21 state final appearances, including four state championships.*

Todd has been married for 32 years and has three daughters and five grandchildren.



*“AA**CE** encompasses every positive aspect that high school athletics should be. I believe that AA**CE** helps our young student-athletes develop the lifelong positive leadership traits they need for success.” Mike Roth, Parkway School District Athletic Director (retired), 2022 MIAAA Athletic Director of the Year*

AA**CE**

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*“This helps me improve my personal life by working on my self-awareness when it comes to empowerment and confidence on and off the court.” AA**CE** Graduate, Southern Indiana University*



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