

APPENDIX D \ Summary Of Programs Offered by NFL's Player Engagement Department^a

To Whom Available	Program	Program Description (According to NFL)
High School Student-Athletes	NFL PREP 100	Program includes: Classroom sessions on player health and safety; On-field instructions highlighting technical drills and techniques; Insight on the academic and athletic experiences of a professional athlete from current and former NFL players; Leadership Development training by the National Guard; and, classroom sessions led by NCAA representatives to explain the most up-to-date information regarding eligibility, recruiting, and compliance information for parents and student-athletes.
High School Student-Athletes	NFL Prep Sports Career Expo	The NFL Prep Sports Career Expo, produced in conjunction with Why Not Sports, Inc., enlists professionals from all aspects of the sports industry to inform, educate, and enlighten student-athletes on career opportunities within the professional sports arena. Students are educated about the academic requirements needed to successfully transition from high school to college and are enlightened about a broad spectrum of career opportunities within the sports industry outside of being a professional athlete.
Rising Senior High School Student-Athletes	Prep Leadership Program	Program includes: Basics of Leadership – assessments, styles, motivating others; Professional Development – life skills, social media; Career Development – preparing for the future (resume, mock-interview, public speaking, networking); Financial Education – introduction to financial terms, tools, and the role of financial advisors; and, Basics of Management.
High School Student-Athletes in Baltimore	1st & Goal Program	<p>The 1st & Goal program focuses on supporting student athletes with meeting and exceeding academic standards including improving grades, attendance, and graduation rates. The program supports the social-emotional growth of each athlete through a curriculum that focuses on financial literacy, character development, conflict resolution, mentoring, communications and health, safety and wellness.</p> <p>NFL Player Engagement has partnered with the Family League of Baltimore and selected The Academies at Frederick Douglass High School as the target athletic program. The Family League of Baltimore is a non-profit organization that convenes, coordinates, and funds programs to strengthen the lives of children and families in the Baltimore area with the hope of improving the lives of the city's youth from birth to their entry into adulthood.</p>

^a These programs can be found at the NFL's Player Engagement Department website at <https://www.nflplayerengagement.com>.

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NCAA Student-Athletes	NFL-NCAA Life Skills Roundtable	The NFL-NCAA Life Skills Roundtable for Student-Athletes is designed to provide student-athletes with a forum to discuss the resources and support that they need in order to meet their personal and professional goals. Through intimate discussions with a diverse representation of student-athletes (sport, gender, ethnicity), the NFL and the NCAA will gain a better understanding of the personal and professional development needs and goals of student-athletes. The student-athletes will also afford the opportunity to participate in professional development seminars as well as assessments to increase self-awareness.
Rookie NFL players	Rookie Transition Program	<p>The NFL Rookie Transition Program is an orientation for all drafted and undrafted rookies based on the four principles of NFL History, Total Wellness, Experience and Professionalism. The symposium includes presentations, videos, and workshops focused on these principles as well as other topics, including player health and safety, decision making, mental health, substance abuse and domestic violence prevention, non-discrimination, and maintaining positive relationships. Rookies are provided with resources and best practices to assist them with their shared responsibility in successfully identifying off-the-field challenges and transitioning from college to the professional level.</p> <p><i>The Rookie Transition Program is the only program listed here that is mandatory.</i></p>
Current players	Continuing Education	<p>The Continuing Education Program (CEP) assists current and former NFL players to complete their undergraduate degree, pursue graduate studies and utilize other educational opportunities to prepare for life after football.</p> <p>The CEP partners with colleges and universities across the country to design detailed plans to assist players in reaching their educational goals. By working closely with academic advisors, these individualized educational plans may include opportunities to pursue coursework in a player's franchise city, at his original institution or through distance learning via Internet-based coursework.</p> <p>Players who have already completed their undergraduate degree may opt to participate in graduate school or professional certification programs aimed at enhancing their skills and abilities. The CEP can assist players to identify appropriate, accredited schools, provide guidance on admission requirements including graduate exams (GRE, GMAT, LSAT, etc.) and assist players in the preparation of their graduate application.</p>
Current players	Financial Education	The National Football League Financial Education Program (FEP) provides players with valuable knowledge to manage their personal finances and improve financial decision-making. The objective of the program is to ensure the long-term financial stability of players throughout the League. The program offers players resources and a realistic perspective on the current economic environment. The non-credit seminars teach players about cash management, insurance, tax planning, estate planning, investments, retirement planning and other related topics.

Appendix D: Summary Of Programs Offered By NFL's Player Engagement Department (continued)

To Whom Available	Program	Program Description (According to NFL)
Current and former NFL players	Broadcast Boot Camp	A hands-on program that offers current and former NFL players the opportunity to explore multiple on-air job functions in the television/media business. The program includes sessions on tape study, editing, show preparation, radio production, control room operation, studio preparation, production meetings, field reporting and game preparation. Each player has the opportunity to tape segments in a studio environment as a game analyst and as a field reporter. Players are also able to experience what life is like in the broadcast booth and in other media positions.
Current and former NFL players	NFL Business Management and Entrepreneurial Program	The NFL Business Management and Entrepreneurial Program is a joint effort between the NFL, the NFLPA and premiere graduate business schools. These custom programs seek to improve players' ability to evaluate business opportunities through interactive workshops, stimulating discussions and practical knowledge. This program is ideal for NFL players interested in owning, operating or building their own businesses. Topics covered include: personal investments, non-profit and social awareness foundations, business plan review and assessment, property management, operations and cash-flow management, recruiting, hiring, and human resource management. Players are provided the opportunity to look at realistic business scenarios and dissect opportunities they may be considering. The Wharton School, University of Pennsylvania, Harvard Business School, Kellogg School of Management, Northwestern University, University of Notre Dame, and, the Stanford Graduate School of Business are all participating schools in the program.
Current and former NFL players	Business of Music Boot Camp	The NFL Business of Music Boot Camp is an intensive immersion program for current and former NFL players who are interested in understanding the essential components and make up of today's music industry. Utilizing the world-renowned faculty of NYU's Clive Davis Institute of Recorded Music, top industry professionals, and internationally recognized artists, participants experience the creative process first-hand via classroom sessions and round table discussions. Over the course of four days, participants will engage in discussions and interactive workshops covering all contemporary aspects of the music industry including production, artist development, digital music, publishing, artist management, marketing, and touring. Participants will gain a better understanding of the steps they should take to pursue a successful career in the music industry and will learn how to turn their creative ideas into concrete business plans.
Current and former NFL players	Hospitality & Culinary Management Workshop	Hosted at New York City's award winning Institute for Culinary Education, the Hospitality & Culinary Management Workshop introduces participants to the fundamental skills required for success in the hospitality and culinary industries. Whether you're considering owning or managing a small inn, a large hotel chain, a local café, or a five-star restaurant, learning from some of the best in the business will help you avoid the pitfalls of the industry and get a head start on your future career.

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Current and former NFL players	NFL-NCAA Coaches Academy	<p>The program provides 30 current and former NFL players with tools and networking opportunities for potential careers as football coaches. Many of the participants currently have high school or college coaching positions. The NCAA also invites football coaches who have less than eight years of college coaching experience to take part. This is an excellent opportunity for players who are looking to continue their careers on the football sidelines to learn leadership, management and administrative skills from football coaches at all levels.</p> <p>Sessions include instruction from NFL, college and high school coaches, business leaders and athletic administrators. Topics include how to build a personal and professional brand; managing budgets; successful networking; media messaging; coaching contracts; building relationships in college; effective leadership; understanding the academic landscape; and, the interview process. Participants also experience mock interview sessions.</p>
Current and former NFL players	Pro Hollywood Boot Camp	<p>The NFL Pro Hollywood Boot Camp is an intensive filmmaking workshop for players aspiring to careers in the motion picture industry. Through classroom learning and practical application, current and former NFL players receive a crash course in the art of moviemaking and are introduced to various disciplines and careers in the film business.</p>
Current and former NFL players	Consumer Products Boot Camp	<p>The NFL Consumer Products department is the architect of the NFL's brand as it relates to Retail products, On-Field product, Club Practice Gear and Promotional items. This division works with NFL licensing partners and retailers to identify key product trends and new business opportunities.</p> <p>This custom program is tailored to those who are interested in learning more about the consumer products design, licensing, and manufacturing industries. Under the guidance of faculty from the University of Maryland Robert H. Smith School of Business and official NFL Licensees, participants will receive an overview of the consumer products field with a focus on business planning, product marketing, and industry trends and practices. A tour of a licensee campus and an exclusive visit to the NFL's Consumer Products Summit will enhance the lessons learned in classroom sessions and provide a great backdrop for the extensive mentoring and networking opportunities available.</p> <p>The four days will culminate in a Group Pitch Project in which participants will compete in groups to develop, create, and deliver a product pitch to a panel comprised of League executives and industry experts.</p>

Appendix D: Summary Of Programs Offered By NFL's Player Engagement Department (continued)

To Whom Available	Program	Program Description (According to NFL)
Current and former NFL players, along with spouses	Franchising Boot Camp	<p>The NFL Franchising Boot Camp, open to current and former players and their significant others, focuses on the franchising industry and how to take advantage of the resources and business practices franchisors provide to their franchisees. The program will cover the types of businesses that rely on franchising, where to get information about them, how to devise a franchise business plan, what annual and daily operational costs to expect, how to put together a winning team and whether or not franchising is right for each player and spouse.</p>
Former NFL players	Legends Community	<p>The NFL Legends Community is designed to connect former players with each other, their former teams and the NFL. Twenty Legends will lead the outreach and assist the NFL in administering the NFL Legends Community.</p>
Former NFL players and spouses	Transition Assistance Program	<p>The NFL Transition Assistance Program (TAP) marks the evolution of the NFL Career Transition Program (CTP), which hosted over 250 former NFL players from 2010–2013. TAP has been created in a partnership with former players and Georgia Tech faculty experts. The purpose of TAP is to provide transitioning players and their significant others peer to peer support through relationships with trained NFL Transition Coaches (former players) who will emphasize a holistic approach to Total Wellness.</p> <p>Transition is a continuous process unique to each individual's situation. At TAP, all attendees will chart their specific course through conversations with others who have experienced the physical, psychological, and social aspects of transition. The curriculum also features sessions pertaining to fitness, nutrition, career development, financial success, and much more.</p> <p>Upon completion of the program, attendees will leave with their Transition Playbook resource guide, which includes customized tools for success, Player Engagement resources, and NFL Player Benefits information.</p>
Minorities interested in coaching	Bill Walsh NFL Minority Coaching Fellowship	<p>The Bill Walsh NFL Minority Coaching Fellowship is an annual program administered by the NFL Management Council and NFL Player Engagement.</p> <p>The program's objective is to use NFL clubs' training camps, offseason workout program and minicamps to give talented minority coaches opportunities to: observe; participate; gain experience; and, ultimately gain a full-time NFL coaching position.</p> <p>Designed as a vocational tool to increase the number of full-time NFL minority coaches, all 32 NFL clubs participate in the program on an annual basis. Participants are hired for the duration of training camp, including all pre-season games, and clubs are encouraged to hire a minimum of four participants.</p>

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Potential head coaches	NFL-NCAA Champion Forum	The NFL-NCAA Champion Forum is an educational forum where individuals who have been identified as a potential head coaches by administrators in the membership will simulate the intercollegiate interview process from researching the position to their first staff meeting after becoming a head coach. By achieving the following objectives, the forum is providing tailored education to future head coaches at the intercollegiate level.
Potential college football coaches	NFL-NCAA Future Football Coaches Academy	The NFL-NCAA Future Football Coaches Academy is an educational forum where individuals who have recently completed their collegiate eligibility, and have a desire to enter the college football coaching profession, will learn about and explore football coaching careers with a primary focus on intercollegiate athletics. By achieving the following objectives, the academy is educating participants on the various aspects of securing, managing and excelling as a coach at the intercollegiate level.
Head football coaches, athlete development professionals, clinicians, and directors of football operations from the NCAA and NFL	NFL-NCAA Summit	The summit allows each group participating individual sessions focused on becoming a more informed and educated administrator and coach. A clinician led session provides attendees with valuable skill enhancement and professional development education focused on protecting the mental and physical well-being of athletes. In addition, participants spend time together to discuss key cross collaboration opportunities that will allow them to serve student-athletes, professional athletes and executives in a more informed and efficient fashion.
Aspiring journalists and communications professionals	Sports Journalism & Radio Boot Camp	Hosted at Bowling Green State University, the Sports Journalism & Radio Boot Camp will provide aspiring journalist and communications professionals the opportunity to hear the latest from industry leaders; find out what social media options are available, including creating your own blog; and, learn what it would take to become a sports communications professional at the pro or college level.