

JANUARY 18, 2020

APPLE LEADERSHIP TEAM-LATE NIGHT ALTERNATIVES & RED ZONE TAILGATES



Presented by the Saint Francis University
APPLE Leadership Team



BACKGROUND



Location

Loretto, Pennsylvania

Enrollment

Approximately 1,300 undergraduate students

Student-Athlete Population

500 student-athletes

Division

Division I

Conferences

Northeast Conference (NEC), Eastern Intercollegiate Volleyball Association (EIVA), and the Collegiate Water Polo Association (CWPA)

WHEN WE FIRST PLANTED OUR (APPLE) SEEDS

Our APPLE Involvement

Number of Years Attending

More than a decade long
commitment

What Keeps Us Coming Back

Growth mindset
Sense of community
Commitment to learning





CORE MEMBERS

APPLE LEADERSHIP TEAM

Elyssa Enrique

Dakota Graham

Kei-shon Graham

Carysse Norris

Josh Taylor



LATE-NIGHT ALTERNATIVES

WHERE THE IDEA CAME FROM

2018 APPLE ACTION PLAN

- Enhance and revamp first SAM Jam of the year
- Host a Wellness Fair
- Create a social norms campaign

NARROWED FOCUS

**Education &
Referral/Counseling**



Education

ESTABLISHED APPLE LEADERSHIP TEAM

- Started with 4...now 8
- Make as big or small as you want
- Try to have good representation of sports/academic years

NEW FOCUS LATE-NIGHT ALTERNATIVES

- Friday or Saturday nights
- 9 PM or later
- 1-2 hours in length
- Open to ALL students
- Prizes
- Food

HOW WE MADE THE LATE-NIGHT ALTERNATIVES HAPPEN

PLANNING

- Establish events at the start of the semester
- Meet bi-weekly to discuss/report on tasks
- Each team member is assigned a task: Facility reservation, donations, grant/funding request, flyers/advertising, etc.
- Determine funding

PROMOTION

- Begin at least 2 weeks in advance
- Social media: Instagram, Twitter, and Facebook
- Flyers around campus

POST-EVENT REVIEW

- Review what worked and did not work at next meeting before beginning the planning for the next event



FORMULA FOR SUCCESS

CREATING BUY IN



FOOD



PRIZES



FRANKIE CUP
POINTS



LATE-NIGHT ALTERNATIVES

CASINO NIGHT

TRIVIA NIGHT

**DODGEBALL
TOURNAMENT**

**WINGS &
WIFFLE BALL**

BINGO

**SCAVENGER
HUNT**



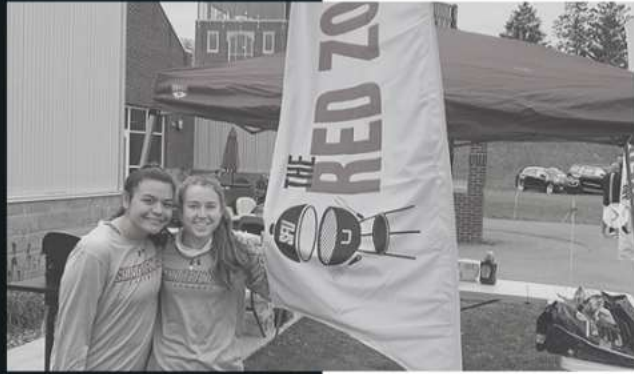
THE RED ZONE TAILGATES

Where
the idea
came
from

How we
implemented
the idea

Why it
was
important
for us





Sporting Events

Football games, Basketball games, Volleyball games, and Lacrosse games

Student-Athlete Events

New Student Welcome (SAM Jam)

Faculty Athletics Mentors

Social for student-athletes, coaches, and FAMs





ROADBLOCKS



SUCCESS STORIES



SUSTAINABILITY AND IMPLEMENTATION

Social Media/ Marketing

Twitter
Instagram
Cognito Forms
Flyers

Creative Funding

CHOICES Grant
Local solicitation
Partnering with other groups on
campus

Buy-In

Diverse Leadership Team
Getting coaches onboard

Evaluations

Leadership Team discussion
Feedback from attendees



CONTACT INFORMATION



GET IN TOUCH - WE ARE HERE TO HELP!



Email Addresses

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