APPLE LEADERSHIP TEAM - LATE NIGHT ALTERNATIVES & RED ZONE TAILGATES

Presented by the Saint Francis University
APPLE Leadership Team
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
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

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

Why it was important for us

How we implemented the idea
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
**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
John Krimmel:
jkrimmel@francis.edu
Sarah Ross
sross@francis.edu

Twitter
@SFU_SADev_ALT

Instagram
@sfu_sams_saac_fli_alt