

KENT STATE ATHLETICS

ABOUT

Athletics at Kent State began shortly after the school was first established in 1910.

Today, Kent State sponsors 19 athletic teams at the NCAA Division I level, with eight for men and 11 for women. All current teams compete in the Mid-American Conference except for the school's newest sport of women's lacrosse, which started play in the 2019 season in the ASUN Conference.

The Athletic Department supports around 450 student-athletes annually, with 4,000 former student-athletes having passed through the ranks.



Maximizing Successful Workforce Transitions For Former Student-Athletes

CHALLENGES

- **Lacking current, updated contact information** of former student-athletes, so no way of connecting with them.
- **Meeting the goal** of securing internships, jobs, or further educational opportunities, for all student-athletes when they graduate.
- **Limited time and resources:** 1 person in the Student-Athlete Development Department dealing with 450 student-athletes; 7 people in the advancement department to deal with 4,000 former student-athletes.

SOLUTION

The Student-Athlete Development Department is a one-person team tasked with **successfully transitioning all current and former student-athletes into the workforce.**

Kent State Athletics chose Graduway to power their platform, Flashes Connect. to better leverage their time and resources.

With their Graduway platform, Kent State Athletics now has a centralized space for its Student-Athlete Development Department to build a digital career community made up of current and former student-athletes who can connect and engage with each other.

Without the involvement of the Student-Athlete Development Department, student-athletes are now able to reach out to graduates via the directory to ask for the help, advice, direction and encouragement that they need, while a dedicated jobs board allows them to access

exclusive job postings from former student-athletes.

Katie Schilling, Associate Director of Student-Athlete Development says that the key factor for them is the **ease of set up and really simple, intuitive admin and user experience.** Although doing very little to encourage them, except for a weekly digest that takes minimum time to prepare, the platform is seeing an addition of 10 new users a month. The **statistics section provides a ready-to-present stock of information** to prove exactly how the platform benefits the department.

On the user side, **the sign-up process with LinkedIn** saves them having to set up an additional profile and helps to ensure that the data is kept fresh and relevant.



KEY RESULTS:

 **123** EVENTS POSTED

to reach a larger audience easily

 **272** MENTORS

signed up who are willing to help

 **WEEKLY** DIGEST

draws people back to the platform

 **4,739** JOBS POSTED

by former student-athletes, the Student-Athlete Development Department and through the Handshake integration



The biggest benefit for us has been connecting current and former student-athletes in pursuing their careers

Katie Schilling, Associate Director of Student-Athlete Development

