

CONCEPT PAPER

Including Personal Load/Budget and Work Plan

THE FIFTH QUARTER PROJECT

...Because The Game Is Still On!



WRITTEN BY BARRY C. KLEIMAN



*A mountain of work went into Barry Kleiman's **The Fifth Quarter Project**, which can serve as a major catalyst to assist former athletes in living a fulfilled life. Far too often after their playing careers end, they become a forgotten part of society and this is most difficult for them after all the fanfare they received as athletes. **The Fifth Quarter Project** can serve as a beacon light for them in their darkest hours.*

- Dale Brown, Louisiana State University (LSU) Head Basketball Coach, 1972–1997

MISSION

The Fifth Quarter Project provides former college athletes with ongoing career development education and mentorship, ensuring these men and women acquire the critical skills needed to obtain meaningful employment and career success in the next phase of their lives.

VISION

The Fifth Quarter Project seeks to increase awareness of the career challenges faced by so many former college athletes, and to ensure that any individual who is genuinely interested in competing in the next phase of his or her life will be provided with the expert advice and assistance needed to “win.”

Why The Fifth Quarter Project Is Needed:

A college athlete commits a great deal of time and talent to his or her respective college/university. The institution, as well as its student body, alumni, and fans, benefit from the athlete's hard work and dedication. Too often, however, the athletes who give so much to the institutions and greater communities for which they play are ignored once the lights go out on their playing careers.

By their own admission, the National Collegiate Athletic Association (NCAA) estimates that more than 100,000 college athletes fail to graduate each year. Moreover, many college athletes who do graduate have not been provided with the core tools and ongoing support needed to make sustainable career decisions and/or find favorable employment opportunities. Compounding matters, there is no framework in place to help the athletes transition from their student playing days into another career. Although the

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gap is not the fault of any particular entity, this “dropping of the ball” is an unacceptable status quo.

The NCAA has taken some laudable steps to improve their athletes’ professional outcomes, including the creation of their After The Game Career Center program. After The Game is “designed to connect companies with former student-athletes seeking entry-level, midcareer, and executive positions.” A program such as this could prove to be of significant value to those former players who access, understand, and implement the program’s suggestions, but many college athletes aren’t provided with the foundation needed to reap the benefits.

The Fifth Quarter Project’s core curriculum (see attached “Playbook”) provides participating athletes with both primary and advanced career development skills and guides each participant through a systematic “deep dive” that connects head to heart and positions them for sustained career success. Ongoing mentorship is also a critical component of **The Fifth Quarter Project** “Playbook.”

OBJECTIVES

The Fifth Quarter Project will focus its initial, scaled iteration on serving 100 former college athletes. **It is anticipated that 80% of the participants will be gainfully employed in a role related to their predetermined goals one year after committing themselves to The Fifth Quarter Project training.**

Each participant gains:

- “hard” and “soft” job search / career development skills
- the confidence needed to pursue careers they initially believe to be beyond their reach
- ongoing support after the core curriculum has been completed

Each associated institution and sponsor gains:

- proof of a “share the ball” mentality (which they can showcase to future recruits)
- the simple, profound feeling of helping an athlete to achieve beyond the court or field

Each participant’s immediate family will likely gain:

- indirect, but significant benefit from the participant’s continued education, not only due to the participant’s increased income, but also because the participant will be more fulfilled due to the career success attained

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ABOUT BARRY

The Fifth Quarter Project was founded by Barry C. Kleiman.

Barry is a 45-year veteran of the executive search and executive development world. He is also a public speaker, author of the recently published *How the TRUTH Will Set You & Your Career Free*, and chief administrator of professional development programs taught to groups both large and small.

Barry's book *How the TRUTH Will Set You & Your Career Free* walks readers through the critical career success concepts he spent nine years teaching via online, teleconference, and face-to-face trainings. Reaching several hundred individuals in 27 states, Barry self-funded this teaching project as a way of giving back to active AmeriCorps volunteers and AmeriCorps alumni. Participants were taught the professional skills they would need to pursue fulfilling careers – a “thank you” for the service they provided to so many others.

Beginning in 1997, Barry has augmented his executive development career by coaching youth basketball. His passion and integrity as a coach have garnered testimonials from athletes' parents, from a Hall of Fame basketball coach, and, most importantly, from his players. Barry's coaching has also garnered honors from the U.S. Senate for his contribution to San Francisco Bay Area youth, and he was appointed Head Coach of the United States Jr. Boys Basketball team for the 19th Maccabiah Games (Israel).

Barry's conceives of **The Fifth Quarter Project** as a comprehensive distillation of his years of experience as an executive search expert, mentor, and basketball coach. He is passionate about the lives and well-being of athletes, and is eager to provide them with the tools they need to improve their post-game prospects.

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501(C)(3)

The Fifth Quarter Project has been organized as a 501(c)(3) nonprofit organization with Bay Area Community Resources (BACR) acting as its fiscal intermediary. We chose to work with BACR because their mission is congruent with our own: *to promote the healthy development of individuals and families, encourage service and volunteerism, and help to build community.*