

WHERE TO

A resource dedicated to student-athletes and their Life after Notre Dame.



JUNE 2023

A PLAYBOOK FOR SUCCESS

By Ashley Morgan, Head of Career Transitions



The former student-athletes and managers we meet through Project LAND's Career Transitions Coaching pillar are approaching us from different points in their lives after sports. Some have just left college and are embarking on their first job, while others have played or coached sports professionally and are now seeking something new after an injury or retirement. Still others have been in the non-sports working world for a while and want to tap into other industries or put different skills to work.

Project LAND takes each individual's unique situation into account and fine-tunes our services to their experiences and goals for the future. Since many of us are former student-athletes - like my colleague, Program Director Brandyn Curry (Harvard Basketball '14) - we understand the challenges of post-athletic transitions and are responsive with a customized game plan that offers 1:1 career coaching, résumé best practices, mock interviews, goals assessment, professional profile curation, and more.

HOW TO GET STARTED - APPLICATION AND FIRST MEETING

An eligible* former student-athlete or manager ("candidate") completes their application via **The Project LAND website**, which Brandyn and I review daily. Applicants to the program receive an email within 48 hours to set up the first of three virtual meetings we'll have with them.

The first meeting is 45 minutes and provides an overview of Project LAND and Career Transitions services. We review the information provided through the application process, determine if the candidate requires other Project LAND services, and discuss what to expect from future meetings and the program overall. Finally, we ensure the candidate feels comfortable that we are all aligned with goals and next steps.

Next, I email the candidate their personalized game plan, copying Brandyn and Dr. Tom Carter, Project LAND's CEO (Notre Dame Football '95), who is dedicated to knowing every candidate we serve. The last step is scheduling the candidate's second meeting and connecting with our team to identify potential networking opportunities.

SECOND MEETING - GAME PLAN REVIEW AND Q&A

This follow-up meeting with Brandyn allows him to answer the candidate's questions, check if they need additional support, and review the deliverables outlined in the game plan, which Brandyn then updates if needed. He briefs me and I follow-up with any information the candidate requires.

THIRD MEETING - THE PATH FORWARD

This meeting with the candidate is scheduled to occur about two weeks after the second; our promise is never to exceed that two-week timeframe. I join Brandyn and the candidate again to confirm alignment on the path forward, including if additional engagement is required during the candidate's career transition. If so, Brandyn quarterbackes these future connections and serves as the candidate's Project LAND representative.

OUR CAREER COACHING PYRAMID - PLAYBOOK FOR SUCCESS

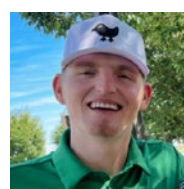
Our Career Coaching Pyramid [below] reflects the candidate's personalized game plan, which provides the latest tips, techniques, and procedures for creating an impactful and engaging résumé and LinkedIn profile and preparing for interviews. In future editions of *Where to LAND*, I'll offer summaries of these best practices as well as insights from our candidates about their own career transition experiences.



*Eligibility: Any former student who has participated in practice or played in a game for a varsity sport at the University of Notre Dame. This also includes any student that served as a manager for a varsity team while enrolled at the University of Notre Dame. The applicant is no longer eligible for sport and graduating.

Newsletter image courtesy of Medienstürmer on Unsplash

PROJECT LAND IS WALKING BESIDE US



"Working with Project LAND truly gave me hope when it came to getting back on my feet professionally. I'd meet with Ashley and the LAND team and each time, we'd take another step forward to finding my next career landing spot. I've learned so much from them.

It can be a daunting experience trying to navigate these waters on your own, and I couldn't be more thankful to have the LAND team behind me the whole way. I truly don't know where I'd be without the team and their mission.

Life can be challenging to say the least, but the fact that LAND is walking beside us former University of Notre Dame student-athletes brings the light we need to any of the apparent darkness we may be facing. They have a very special place in my heart, and I couldn't be more appreciative for their guidance, introductions, and continuous effort to get me to where I needed and wanted to be.

Also, I've seen for myself that there's no one better to be leading the helm than Dr. Carter. My words could not do justice in describing how powerful it is having the opportunity to learn from him and the LAND team.

Regardless of what life throws my way progressing forward, I know I can always count on LAND."

Mike Heuerman, ND '20, Mendoza College of Business; four-year member of Fighting Irish football team; Logistics Manager, Boren Brothers Logistics, Columbus, Ohio