



A STEP UP ~ NEXT LEVEL 2024
HILTON UNIVERSITY PLACE HOTEL, CHARLOTTE NC

MONDAY, MAY 20, 2024

1:00 pm – 4:15 pm	Basketball Skills Clinic (Johnson C. Smith, Brayboy Gymnasium)
	1:00 pm – 1:05 pm Welcome
	1:05 pm – 1:50 pm Speaker 1: Winston Gandy (South Carolina)
	1:50 pm – 2:35 pm Speaker 2: Tia Jackson (Duke)
	10 Minute Break
	2:45 pm – 3:25 pm Speaker 3: Norm Roberts (Kansas)
	3:25 pm – 4:05 pm Speaker 4: C.Y. Young (Missouri)
	4:05 pm – 4:15 pm Closing Remarks
4:30 pm – 6:00 pm	Break
6:00 pm – 6:15 pm	Welcome and Connection Activity
6:15 pm – 6:45 pm	Marke Freeman Keynote: Holding the Standard
6:45 pm – 6:50 pm	Introductions of Hall of Fame Candidates Class of 2024 Panel Moderator: Christy Thomaskutty (ESPN Basketball Analyst)
6:50 pm – 7:30 pm	Presenters: Hall of Fame Candidates Panel Sponsors: BOA, Visit Charlotte, Worth Advisors
<i>7:30 pm – 7:35 pm</i>	<i>Instructions for following Morning</i>
7:45 pm – 9:00 pm	Meet & Greet Reception Hilton Waterfront

NEXT LEVEL

TUESDAY, MAY 21, 2024

- 7:00 am – 10:00 am** **Registration (Hilton Hotel)**
- 7:30 am – 8:00 am** **Breakfast Buffett Line Opens**
- 8:00 am – 9:35 am** **A STEP UP Assistant Coaches Hall of Fame Class of 2024
Presented by Worth Advisors Induction Ceremony**
- 10 Minute Break**
- 9:45 am – 9:50 am** **Next Level Welcome – Purpose – What You Hope to Gain**
- 9:50 am - 10:50 am** **Session I
TOPIC: Setting the Standards for Success**
- 10 Minute Transition**
- 11:00 am – 12:00 pm** **Session II
MOCK INTERVIEWS
Featured Presenters: Executive Search Firm and Athletic Administrators
Andrew Goodrich, Gardner-Webb (Director of Athletics)
Adam Gordon, Renaissance Consulting
Erik Harper, UNLV (Director of Athletics)**
- 15 Recap Provided by Dr. Ingrid Wicker-McCree (Pictor Group)**
- 12:15 pm – 1:30 pm** **NEXT LEVEL LUNCH
TOPIC: Staying Focused on Your Path to Your Head Coaching Opportunity
Presenter: Amir Abdur-Rahim, South Florida, Head Coach**
- 10 Minute Transition**
- 1:40 pm – 2:40 pm** **Session IV
TOPIC: What Athletic Administrators Really Want to Know from Your Resume
Your Zoom Meet & Greet and In Person Interview
Presenters: Panel of Directors of Athletic Administrators
Lee Butler (South Florida)
Tim Duncan (UNO)
Mike Hill, (UNC Charlotte)
Matt Martin (USC Upstate)
Terry Prentice (Mississippi State)
Jen Strawley (Elon)
Cherie Swarthout (Queens)
Tiffany Tucker, UNC (Wilmington)**
- 2:50 pm – 3:50 pm** **Session VI
TOPIC: Stand and Out and Be Noticed by Search Firms
Presenters: Panel of Search Firms
Adam Gordon, Renaissance Consulting
Ingrid Wicker-McCree, Pictor Group
Kurt Patberg, Mammoth Consulting
Jeff Schemmel, College Sports Solutions
Mike Thomas, CarrSports Consulting**

10 Minute Transition

- 4:00 pm – 5:20 pm** **Speed Interviewing with Athletic Administrators and Search Firms**
- Round One 4:00 pm – 4:20 pm
 - Round Two: 4:20 pm – 4:40 pm
 - Round Three: 4:40 pm – 5:00 pm
 - Round Four: 5:00 pm – 5:20 pm
- 5:20 pm – 5:30 pm** **Check Out**
- 5:30 pm – 6:30 pm** **NEXT LEVEL Networking Reception – Hilton Waterfront Patio**
- 9:00 pm – 10:30 pm** **Basketball After Dark (Optional Attendance)**
Bob Starkey (LSU), Kevin Sutton (IMG), and C.Y. Young (Missouri)



WEDNESDAY, MAY 22, 2024

General Sessions

- 7:00 am – 8:30 am** **Opening - Breakfast**
- 7:00 am – 7:45 am** **Session IX**
TOPIC: Christian Conversation (Optional)
- 15 Minute Transition**
- 8:00 am – 8:05 am** **Opening – Frame the Day**
- 8:05 am – 9:05 am** **Session X:**
TOPIC: The Power of Your Brand to Elevate Your Impact
Speaker: Kaplan Mobray
Award-Winning Author, Motivational Speaker, and Career Consultant
- 10 Minute Transition**
- 9:15 am – 10:15 am** **Session XI**
TOPIC: The Transformative Influence of Trauma Informed Coaching on Student-Athlete Well-Being
Presenters: Dr. Erin Albert (UNC Charlotte Sports Psychologist) and
Dr. Stephany Coakley (Temple, Senior Associate AD Mental Health, Wellness and Sports Performance)
- 10 Minute Break**
- 10:25 am – 11:35 am** **Session XII**
TOPIC: Show Me the Money: Finding Creative Ways to Win in the NIL Era
Moderator: Aisha Foy, Major in NIL Success
- Panelists: Sivonnia DeBarros, NIL Attorney**
Jen Hudson, Open Dorse, Market Manager

**Terry Prentice, Mississippi State Deputy AD & General Manager Student Athlete
Brand Services & Business Development**

10 Minute Transition

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| 11:45 am – 12:05 pm | Free Agents Introduce Themselves |
| 12:05 pm – 12:20 pm | Take Aways/Check Out |
| 12:20 pm – 12:30 pm | Closing Remarks |