EXPANDING THE GOALPOST

A FOCUS ON CAREERS IN COLLEGE SPORTS FOR ALL
What is “Expanding the Goalpost”? 

Expanding the Goalpost is a program designed by the 2022 College Football Playoff – Indianapolis Host Committee to increase awareness amongst Indianapolis-area high school students (with a focus on ethnic minorities) of career paths in college sports. As part of this initiative, sports professionals within the Indianapolis community are visiting local high school career fairs and classrooms to inform students about the benefits and opportunities within athletic careers.

What is the purpose of “Expanding the Goalpost”? 

Expanding the Goalpost exists to broaden the horizon of high school students who are passionate about sports but are not sure how to make a career out of it. There are numerous opportunities and paths for getting to those opportunities within college sports. The 2022 Indianapolis Host Committee wants to help students recognize the path they are passionate about and guide them through actionable steps to make their career dream a reality.

When I first got into college sports I had no idea I would encourage anyone (former athlete or not) to pursue a career in college sports. My career in athletics has afforded me the opportunity to travel across the country and create lifelong friendships. As a member of the NCAA men’s basketball staff, I feel that I work on the best sporting event in the country.

Bradley Taylor  Assistant Director, Men’s Basketball, NCAA
Expanding the Goalpost through Education

Across the state of Indiana, there are numerous universities that offer programs – inclusive of schools, degree paths, and student organizations – that are specific to the sports industry. Potential paths to a career in sports could start through one of the following programs at universities state-wide:

• Sports Management
• Sports Marketing
• Sports Journalism
• Broadcasting
• Event Management
• Marketing
• Sales
• Graphic Design
• Communications
• Social Media
• Management/Leadership
• Accounting/Finance
• Photography/Videography
• Legal
• Human Resource Management
• Administration

When I first got into college sports I had no idea what I wanted to do. I loved the college seasons and national championships. I got involved and now college sports have impacted my life in many ways. I made lifelong connections, memories, and developed a passion for change. The college sports world isn’t perfect, but that’s why I’m here: to make a difference while positively impacting the sports I love.

Maddie McConnell, IUPUI Sport Tourism Graduate Student, 2022 CFP Indianapolis Host Committee Member
TOP 5

Reasons to Work in College Sports

Whether you played sports in high school or not, if you have an interest in sports, here are the top five reasons why you should consider a career in college sports:

#1 UNITY
College sports has the unique ability to bring people from all walks of life together, regardless of race, gender, ethnicity, nationality, religion or political beliefs.

#2 IMPACT
College sports can have a very positive influence on society and tend to leave a lasting legacy within each community they reside.

#3 WELLNESS
College sports is an industry that provides both health and educational benefits to the participants.

During my five years working in college athletics, I learned there really is something for everyone in this industry! Whether you are interested in social media, event operations or other aspects of the business, you will find opportunities to work with amazing people toward a shared goal of providing a memorable experience for a tremendous group of student-athletes. Not to mention, you will have a ton of fun!

Rachel White, Director of Broadcasting & Student-Athlete Health and Wellness for the Horizon League
TOP 5
Reasons to Work in College Sports

Whether you played sports in high school or not, if you have an interest in sports, here are the top five reasons why you should consider a career in college sports (Continued):

#4 JOB STABILITY
College sports continues to be resilient in economic downturns.

#5 DIVERSE OPPORTUNITIES
A career in college sports is available to all skill sets – communications (graphics, social media, written features), broadcasting (video and television), accounting, legal, operations (running an event), sales (ticketing and sponsorship), and hospitality. These are just a few areas of work responsibilities in college sports departments – both on campus and in conference offices.

My passion for working in college athletics for over 20 years has been fueled by my desire to impact students whose love of sports help them graduate with a degree and positively impact their community. College athletics bring together people from different races, geography, religions, or political beliefs as we all rally behind our favorite teams. In my case, I support both the Auburn Tigers where I graduated and the IUPUI Jaguars where I serve as Director of Athletics.

Dr. Roderick Perry, IUPUI Director of Athletics
To learn more about a career college sports or the potential to gain real-world experience through job shadowing or volunteering, scan the code below and complete the contact form:

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2022 College Football Playoff - Indianapolis Host Committee

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