**5. FIVE PILLARS AND BRANDING PAPER – 300 Points. Due Friday, Jan. 31, 2020. Please write a minimum five to seven page paper addressing the assignment topic.**

**Please deposit this assignment to Blackboard in the ‘Submit Assignments’ tab.**

This effort will be the capstone assignment for this course. This paper may be used in your portfolio as the topic of one of your elective chapters and can be included as an appendix at the end of your portfolio. You may write this from the perspective of a coach or an assistant athletics director, associate athletics director, athletics director, or other administrative staff member in any capacity at either the two or four-year collegiate level. If you are an assistant athletics director and desire to become an athletics director, write it from an athletics director’s perspective. If you are in any other administrative role and have a goal of becoming an athletics director, write it from an athletics director’s perspective. If you are an assistant coach write from the perspective of a head coach.

Include the following components in your paper:

**PART 1:** Based on the information provided by the model set by Jack Swarbrick at the

University of Notre Dame, put together a list of five pillars defining the culture at either

your present institution or one where you would like to be the athletics director or head coach. You also have the option of using a fictitious institution that would represent insights, values, and the culture you would like to see under your leadership as athletics director or head coach. You will define and answer the questions: What is our culture? and What are people in your organization identifying as the key elements defining who they are? You will address what language people in the organization use to define their culture. Finally, explain how these five pillars inform and drive decisions and strategies from one day to the next.

**PART 2**: In simple terms, branding is the [process](http://www.businessdictionary.com/definition/process.html) involved in creating a unique name and [image](http://www.businessdictionary.com/definition/image.html) for a [product](http://www.businessdictionary.com/definition/product.html) in the [consumer’s](http://www.businessdictionary.com/definition/consumer.html) mind, mainly through [advertising campaigns](http://www.businessdictionary.com/definition/advertising-campaign.html) with a [consistent](http://www.businessdictionary.com/definition/consistent.html) theme. Branding [aims](http://www.businessdictionary.com/definition/aim.html) to [establish](http://www.businessdictionary.com/definition/establish.html) a [significant](http://www.businessdictionary.com/definition/significant.html) and differentiated presence in the [market](http://www.businessdictionary.com/definition/market.html) attracting and retaining loyal [customers](http://www.businessdictionary.com/definition/customer.html).  
  
You will write your Branding Statement using information and insights from your readings, class assignments, and personal knowledge, experience, and observations. This part should be two to three pages in length. You should use the following questions below for guidance in developing your brand:

• What does your ideal brand look like? What images come to mind? Branding is much more than the logo and mascot, so list what other components make up a complete branding plan.

• What is special about the hopes and dreams you have for the extraordinary brand you will create for your institution?

• State how your brand is distinctive compared to branding efforts at other two or four-year colleges or universities?

• When you revisit this project five to seven years into the future what will it look like?

• How does your branding plan anticipate change and succeed deep into the future given innovations and trends you forecast over the next decade?

• How does your branding plan serve both the short-term and long-term needs of your coaches, administrators, and student-athletes?

• Why should others *buy into* your branding plan?

Final Thoughts: Do not think of this as an academic exercise to earn points and check an assignment off a list. An inspired set of pillars, a clear and well-defined culture, and a powerful branding plan, along with making a full commitment to them, or even going through a process where your existing culture and values are analyzed and become crystalized in your mind, can have a deep impact on your leadership as you serve others for many years to come.

Note: As the capstone assignment for this course, you are required to include the proper APA title page with running head an Abstract page with a *Keywords*: section.. The Abstract is in blocked form, so the paragraph is not indented as usual. In addition, the Abstract should not be any longer than 350 words and is limited to one or two paragraphs. In the Abstract you will offer the reader a summary of each level two heading in the paper.

Always begin your papers with a level one heading of **Introduction** (in bold and in the center of the line). In the introduction you will tell the reader the topic of your paper, what the reader can expect to find, and of what they might learn by reading your work.

**Rubric for Five Pillars and Branding Paper**

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| **Criteria** | **Needs Work**  **(0-4 pts.)** | **Average**  **(5-10 pts.)** | **Accomplished**  **(11-15 pts.)** | **Exemplary**  **(16-20 pts.)** | **Points**  **Earned (300)** |
| **Pillars Statement** | Did not create a pillars statement or explain its rationale/ importance | States with minimal level of clarity the pillars statement for their program and minimal explanation of its rationale/importance | States with some degree of clarity the pillars statement for their program and general explanation of its rationale/ importance | Develops a clear pillars statement for their program with a comprehensive explanation of its rationale/importance | **/100 pts** |
| **Culture Definition** | Did not define the culture or explain its rationale and importance | States with minimal level of clarity the definition of culture for the program they lead with minimal explanation of its rationale and importance | States with some degree of clarity the definition of culture for the program they lead with some general explanation of its rationale and importance | Develops a clear definition of culture for the program they lead with a comprehensive explanation of its rationale and importance | **/25 pts** |
| **Key Issues** | Did not include their key issues or explanation of their rationale and importance | States with minimal level of clarity the key issues that will characterize their program from others with minimal explanation of their rationale and importance | States with some degree of clarity the key issues that will characterize their program from others with some general explanation of their rationale and importance | Develops clear key issues that indicate what is going to characterize their program from others with a comprehensive explanation of their rationale and importance | **/25 pts** |
| **Branding Statement** | Did not include a description of their branding statement | States with minimal level of clarity their branding statement  they will implement to better define their program. | States with some degree of clarity their branding statement they will implement to better define their program | Clearly articulates their branding statement they will implement to better define their program | **/100 pts** |
| **APA format** | No evidence or attempt to adhere to APA standards. Did not include two references or the Abstract | Uses APA format for general document guidelines. Included only one reference or did not include the Abstract | Uses correct APA format for general document with some errors. Professional appearance of the report. Included two citations minimum and the Abstract | Uses correct APA format for general document with few errors. Professional appearance throughout document. Included two references and Abstract | **/50 pts** |
|  | | | | **Total** | **/300 pts** |