



✪ MAKE *LIFE YOUR SPORT*™ ✪

For Immediate Release:

Joining Forces: Pepperdine University and On Focus

Today, many coaches, athletic departments, and teams face the challenge of keeping their APR (Academic Progress Rates) above 925, with the bulk of the responsibility falling on the coaches to ensure student success. Coach Tom Asberry, from Pepperdine University, summarizes his challenge as follows: "Our APR (Academic Progress Rates) is an inherited disaster, and we're doing everything we can to remain focused on our number one goal: to help students graduate."

The non-profit organization On Focus (Fostering Opportunities and Career Utilizing Sport) is providing innovative ways to assist colleges and universities with a common need: increasing Academic Progress Rates (APR).

On Focus is now partnering with universities, such as Pepperdine, to provide relief to coaches and athletic departments.

On Focus assists in ...

- ✦ Increasing **Academic Progress Rates**
- ✦ Developing and enhances **alumni base**.
- ✦ Helping student-athletes **complete graduation requirements**;
- ✦ **Attracting and retaining** highly qualified students; and
- ✦ Providing continual **follow-up services** for athletes while in school and after they leave the institution.

These critical services provided by On Focus come at a time when the NCAA is strictly holding athletic departments and coaches accountable for their actions and the success of their students.

Coach Asberry states that at Pepperdine, "we are making every effort to increase our APR score by recruiting players who can perform academically, monitoring them very carefully, and providing academic counseling."

To succeed in this on-going challenge, Pepperdine chose to partner with On Focus to provide more comprehensive services to their student athletes and strengthen their athletic program, while increasing their APR.

The mission of On Focus is to enhance the developmental success of individuals by delivering the core principles (Education, Support, Planning, Exit, Preparation, and Progress) of transition to athletes who are members of the global community of sport.

To learn more about the unique services offered through On Focus, or to establish a partnership with your institution, visit the website at www.onfocus.org or email info@onfocus.org.

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