

BEST PRACTICES

Tips for athletic communications professionals in promoting the Academic All-America® award

What makes the Academic All-America award special?

Academic All-American is a title reserved for **college student-athletes** who perform at an **elite level** in their **chosen sport** and in the **classroom**. The all-time list of 40,000+ Academic All-Americans includes major sports stars and some of the world's most accomplished individuals in medicine, business, science and the arts. Established in 1952 and selected by College Sports Communicators (CSC), Academic All-America is the longest running and premier award for **athletic and academic success** across championship college sports at all **NCAA** levels, the **NAIA**, **two-year colleges** and **Canadian institutions**.



What's the proper terminology for the award?

The registered trademark for the program is Academic All-America®, Academic All-District® and Academic All-America Hall of Fame®. Please use the proper language in your releases. In your headlines, refer to the award as either Academic All-District® or Academic All-America®. It is also appropriate to use the term Academic All-American when referring to your honorees.



Who should I nominate?

Each sport contest has a maximum number of nominations available. Within those limits, submit all student-athletes who meet the athletic and academic criteria for Academic All-District recognition.

You will have the opportunity to select which student-athletes you want to advance to the national ballot to be considered for Academic All-America. You should have a strategy to maximize the chance of your very best student-athletes being selected. The final ballot will be finalized by a selection committee.

In "positional" contests like soccer, football, baseball and softball, avoid advancing multiple players at the same position. In non-positional contests like volleyball, basketball, track/cross country, it's important to limit AAA nominations to your strongest candidates to not split your own vote.

Why should I vote if I haven't nominated a student-athlete?

Think of it as your civic duty as a CSC member! All nominated athletes deserve our attention and consideration. Without a strong voter turnout, we risk the integrity of the program. Voting takes some time and we understand that your time is at a premium. Please plan accordingly so you can vote: every CSC member is eligible to vote in their respective divisions for the Academic All-America contest.

My student-athlete won, now what?

Congratulations! Your school has an Academic All-District or Academic All-America selection. This is a big deal! Here are recommended ways to promote your student-athlete and their award:

- **Inform the individual, coaches and athletic director** (or direct report) after the official announcement.
- **Post a release** on your website.
- **Create an infographic** for social media with links to your release.
- **Give it some context.** Maybe this is your school's first Academic All-America selection, maybe it's your 200th. Consider adding a feature page to your athletics website dedicated to all previous Academic All-America selections.
- **Make a short video.** Interview your award winner. Talk to their academic advisor and their coach. This can be an excellent opportunity to bridge the gap between academics and athletics on your campus.

Need inspiration? Check out our examples page for promotional techniques at [CollegeSportsCommunicators.com](https://www.collegesportscommunicators.com)



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