



## **360 Academic Sports Academy Backgrounder**

### **ABOUT US:**

360 Academic Sports Academy, founded in 2020, is a 501(c)(3) non-profit organization that provides a combination of academic support and sports training to student-athletes in the New York City area to guide them toward success in high school, college and beyond. The organization helps individual athletes improve their skills and grow their confidence in order to build future leaders that affect positive change in their communities. This is accomplished through two phases: athletic and performance training and academic enrichment and placement. The athletic and performance training begins in the student-athlete's middle school years, showcased in high school, then fully developed to be recruited into the top colleges in the country.

For the organization's academic enrichment and placement phase, student-athletes are prepped for entry into top, selective high schools, provided with test prep and tutoring for college admissions and ensured to be employed in a career-oriented job within six months of college graduation. Since its creation, 360 Academic Sports Academy has put together a six-step process to ensure that they achieve its purpose. The six steps include: identify, prepare, train, invest, support and shape. With these six steps, the organization assists many student-athletes in accomplishing their athletic and professional goals.

### **MISSION STATEMENT:**

360 Academic Sports Academy is a sports-based, educational, youth-development organization based in NYC. Our mission is to provide the academic and athletic support, focus, and guidance needed to help build future leaders who will effect positive change into their communities. We transform the lives of student-athletes in the NYC area by providing a combination of academic support and sports training that uniquely engages and develops these students, creating a path to success in high school, college, and beyond.

### **HISTORY:**

Luis Monell launched 360 Academic Sports Academy in Fall 2020, one of the most challenging times in recent history. However, for the underserved student-athletes the organization supports, its timing could not have been better. With the cancellation of sports seasons, remote learning being an inconsistent learning environment, guidance counselors being stretched thin between the needs of high school and college counseling and scarce athletic offerings, 360 stepped up to offer student-athletes in NY the education and assistance they deserve.

Since its launch, the student-athletes train and participate in vital academic enrichment experiences, such as its innovative sports journalism class. In Summer '22, 360 Academic Sports Academy offered 25 new student-athletes a summer camp where they trained outside and began bridging the COVID-19-induced educational gap through in-person academic enrichment and guidance counseling. In addition to this in-person education, 360 helped student-athletes prepare and submit their high school and college applications and essays. In March, this work resulted in 14 student-athletes' successful placement in prestigious independent boarding schools. It also began recruitment for the 360 Academic Sports Academy Summer Camp, which supports 25 new male and female student-athletes until their college graduations. Currently, 360 Academic Sports Academy plans to accept members for the upcoming class, host more events and camps and provide off-season training for the student-athletes.

### **ACCOLADES:**

Dec. 19, 2022 - On a budget under \$200,000, 360 Academic Sports Academy placed 37 kids in Top 50 boarding and other schools, generating \$7.5 million in scholarships (over four years).

### **BOARD MEMBERS:**

- Luis Monell  
Title: Founder
- Bill Mitchell  
Title: Co-Executive Founder
- John M. Samuels  
Title: Board Member
- Joseph L.D.  
Title: Board Member
- Paul Allen  
Title: Board Member
- Alison Morpurgo  
Title: Board Member
- Anthony Cavallaro  
Title: Board Member
- Lesia Bates-Moss  
Title: Board Member
- Stan Lai  
Title: Board Member
- Peter Buckley  
Title: Board Member

## **PROGRAMS LIST:**

- Off-Season Training Program (Nov. 1, 2023 and Nov. 2, 2023)
  - 360 offers labs which give 360 student-athletes a personalized strength/conditioning plan, personalized throwing program, mechanical analysis, velocity program, live at-bats, and more.

## **EVENTS LIST:**

- 2nd Annual High School Showcase (Oct. 22, 2023)
  - 360 Academic Sports Academy hosts a high school showcase giving participating middle-school student-athletes the opportunity to showcase their baseball skills in front of many notable high school coaches.
- 3rd Annual Boarding School Showcase (Nov. 11, 2023)
  - Top-ranked boarding school, Loomis Chaffee, hosts a tour of the school and a showcase so 360 student-athletes can display their skills in front of top boarding school coaches.
- Parent Information Night (Jan. 6, 2024)
  - Parents are invited to join a Zoom session that includes a brief presentation to answer questions about the 360 program and how it helps young student-athletes achieve success beyond sports.

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