

Basketball Plus Education

The **Basketball Plus Education** program is an activity-based program designed to encourage academic participation. It is a carrot to keep kids in school. The success of the program is derived from constant rewards. Every student is always involved.

What makes this SUCCESS happen is a self-discipline that leads to SUCCESS!! The success is only achieved through manipulation. Activities, such as basketball, are used to generate a commitment to something. As an example, successful businessmen are successful because they made a commitment. In effect, activities are used to manipulate young people into academic success. Once this commitment is made, it leads to other commitments. Human beings are consistent. It just plain happens. Once on the road to success, they stay on the road to success.

We have rules in the **Basketball Plus Education** program that creates an environment for Success. These rules are used in a game called Captain Ball. It is a continuous transitional fast break game. The five (5) basic rules to this game create a commitment to teamwork and personal success. Everybody gets a chance to touch the ball every time. Everybody is involved. When they feel involved, they want to stay involved. To stay involved, the kids need to stay on top of their classes...and they do. That comes from commitment. It really is amazing. Success always follows commitment. Experience tells us that the taste of success is not enough. You always want more. The Captain Ball game is the staple to the program. There is even an instance where at least nine (9) kids have chosen Captain Ball over baseball. The program started with five (5) 5th grade boys in January 2005 and has grown to approximately 70 boys and girls covering four (4) communities.

Other facts about **Basketball Plus Education** program:

- Advertising for the **Basketball Plus Education** is done by the kids.
- Skills Ladder (Ball handling/footwork and offensive skills)
- Academic program driven by Robinson Home School Curriculum
- This academic curriculum has its own delivery program (cross curricular project-based delivery; class revisions with writing)
- The academic program is Age-based...not a Grade-based program.
- One-trait Writing Program.
- The construction of a life sized cardboard school called "Tutor Town" (17.5 feet square and 8.5 feet at its peak).
- An academic peer-tutoring program that has expanded to two (2) elementary schools and one (1) middle school.
- An Academic Monitoring System for college students that tracks the academic progress of every student.) GCCC experiment (1999): (5 of 9 received basketball scholarships in 1999); (1991-1995: 13 Division I

scholarships as a result of the academic/athletic training program... 11 of the 13 were not recruited out of high school)

- This total program is designed to give responsibility back to the students.
- **Basketball Plus Education** program is affiliated with an international public interest group (Athletic International Marketing-AIM). This organization is directing its activities towards a new national educational system.
- Non Profit (\$90/year or \$10/month). All money goes to the program.
- Major Supporters: AT&T, Sonic, Smith Auto Parts and Truck Supply, Inc., Farmers Insurance, Sunflower Electric, Garden City Telegram, Wilson Sporting Goods, Garden City Community College, DC Sports (NY), and recognized by four (4) major division basketball men's basketball programs.
- Follows state eligibility guidelines
- **Basketball Plus Education** is an **Alternative Program for Student Success**.
- The director of **Basketball Plus Education**, **Matt Ellis**, has presented the **Basketball Plus Education** program to the following organizations/interest groups:
 - National Dropout Prevention Network in Myrtle Beach, SC (2007, 2008).
 - National At-Risk Educational Network in Panama City, Florida (2007).
 - NCAA Men's Basketball Final Four (2000-2008).
 - Various educational interest groups in Columbia, SC
 - Countless summer basketball camps around the Midwest.