

# JERRY ARGOVITZ SPORTS INSTITUTE



- The Jerry Argovitz Sports Institute (JASI) is a philanthropic initiative of the Palm Springs Unified School District.
- It's a comprehensive leadership and mentoring program that engages high school athletes around the importance of academic excellence as a key pillar of life successes.
- The Institute stresses the need to make intelligent, healthy, and productive life decisions that support student-athletes' success both in college and career.

**J** JERRY **A** ARGOVITZ **S** SPORTS **I** INSTITUTE



## PRO-SPORTS EXPERTISE FOR STUDENT-ATHLETES

Famed NFL “super-agent” Jerry Argovitz built a celebrated career on working closely with professional athletes and helping them to build careers and personal lives around the demanding imperatives of pro-sports. Now, with the Jerry Argovitz Sports Institute (JASI), he is putting his wisdom and insights to work for Palm Springs Unified School District students.

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## A VALUES- BASED CURRICULUM

JASI is about building character; teaching integrity and good judgment; instilling high ethics; communicating moral values; establishing personal standards; and helping PSUSD’s scholar-athletes navigate the hurdles that the teenage years present.

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## REAL-LIFE, REAL-WORLD ROLE MODELS

Assisting Dr. Argovitz with JASI is a world-class series of guest speakers drawn from his decades of work at the highest levels of professional sports, entertainment, and business – providing our students with a previously unheard-of level of real-life example, role-modeling, inspiration, and motivation.



## A VOICE OF EXPERIENCE

During his distinguished career, Dr. Argovitz represented and mentored countless young and talented athletes who were transitioning from college to professional sports, principally football. He was also a founding owner of a major professional football franchise in the United States Football League. Dr. Argovitz is a man of unique talents and experience, with a deep commitment and a sincere desire to give our District's student-athletes "a leg up."

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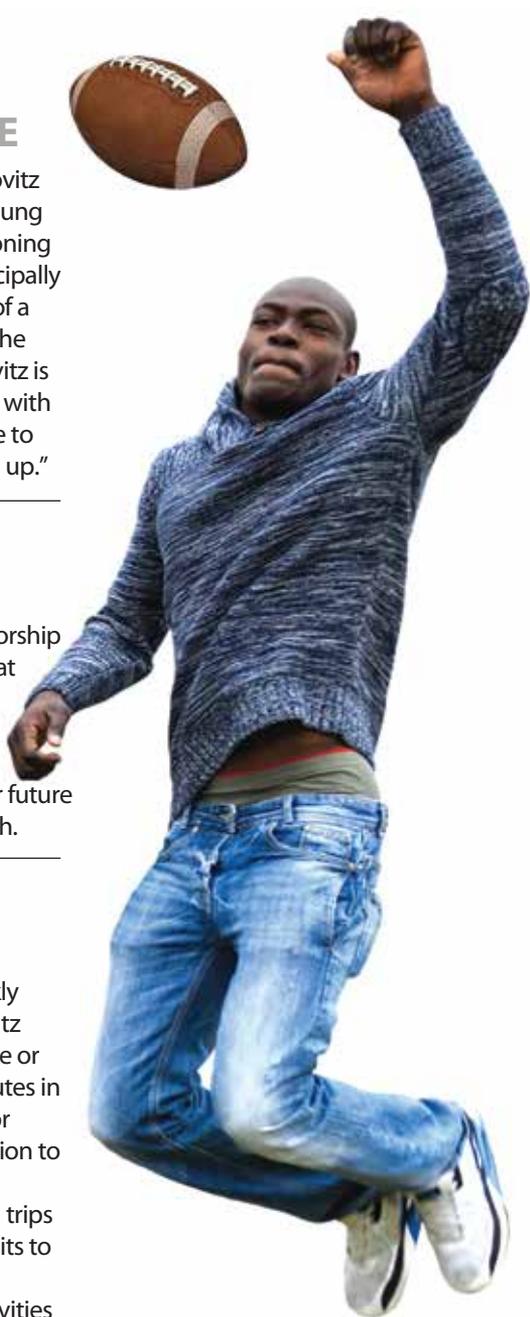
## PILOTED AT RANCHO MIRAGE

JASI is offered as a leadership and mentorship program to all District students. Piloted at Rancho Mirage High School in its first years, under the supervision of the school's athletic director, the program provides a much-needed foundation for future achievement in sports and career growth.

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## A STRUCTURED CURRICULUM

JASI's program content consists of weekly lectures and presentations by Dr. Argovitz throughout the school year. Each lecture or presentation is between 60 and 90 minutes in duration. Lectures do not impinge on, or substitute for, academic classes. In addition to presentations and lectures, students are invited to participate in off-campus field trips and other special activities, including visits to colleges and universities, professional football games, practices, and other activities related to sports and football.



# ANGELS FOR ATHLETES

To sustain and grow the JASI program throughout the District, supporters are encouraged to take part!

- **SPONSOR A STUDENT**

Members of the community interested in supporting the JASI program are asked to “sponsor a student” through the Foundation for the Palm Springs Unified School District’s “Angels for Athletes” opportunity.

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- **CRUCIAL NEEDS**

Monies donated are applied both to college scholarships for students who have completed the JASI program, as well as to necessary tutoring and college-prep support.

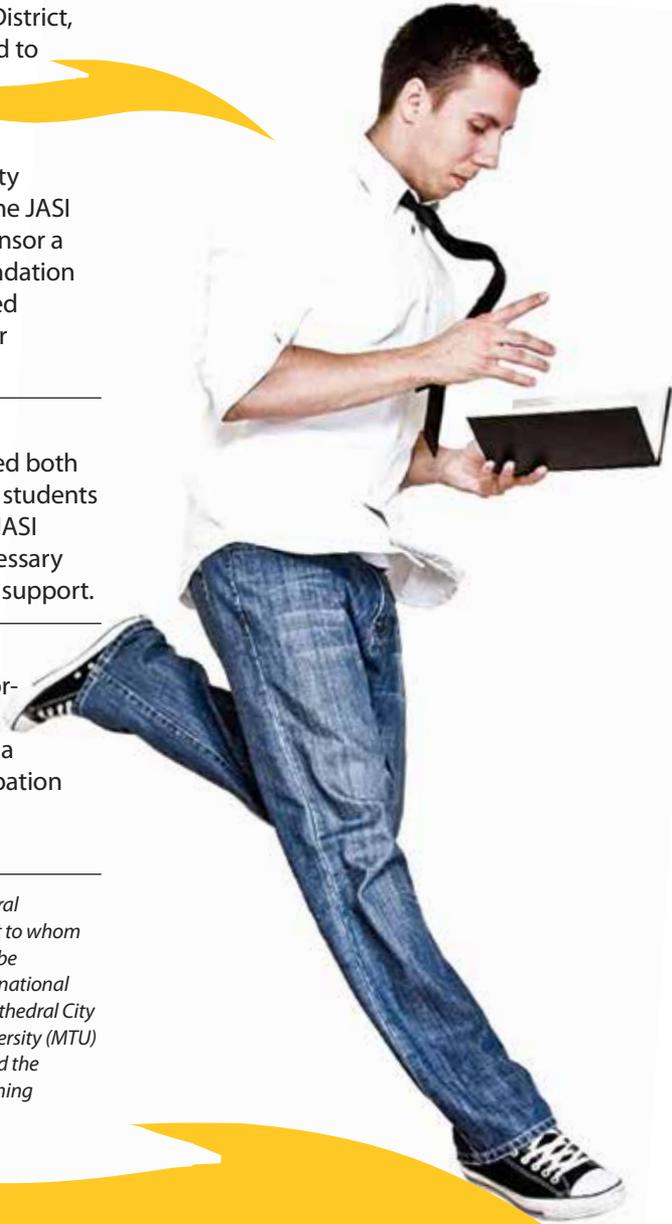
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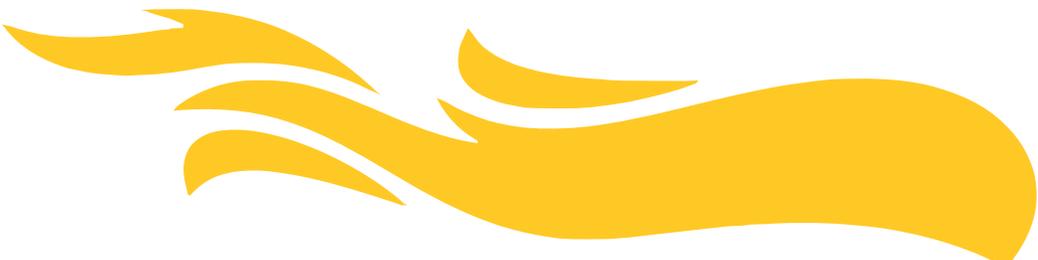
- **DEDICATED FUNDING**

At donors’ request, sponsor-a-student monies can be earmarked for supporting a specified student’s participation in JASI for three years, Grades 10-12.

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*Please note: JASI is just one of several initiatives within the school district to whom SPONSOR-A-STUDENT funds may be directed, the others being the International Baccalaureate (I.B.) program at Cathedral City High School; Musical Theatre University (MTU) at Rancho Mirage High School; and the Student Mentor and Resource Training program (SMART).*





*"Dr. Argovitz has a long history of mentoring individual students and athletes. JASI is what happens when you take that idea and envision what it looks like when you impact dozens and dozens of students. What we love about JASI is that the program exposes student-athletes, as well as those who don't necessarily participate in athletics, to sports-related career paths that pique their interest and keep their interest in academics alive.*

*Many of these students have no idea that there are sports-career pathways available to them apart from playing professionally – and if they do, they certainly don't have the mentors. JASI opens windows that many of our students don't know exist. As Jerry Argovitz has said, there are plenty of sports careers out there that don't involve wearing a helmet or throwing a ball."*



*Ellen Goodman  
Executive Director,  
The Foundation for the  
Palm Springs Unified  
School District*





## **JASI: THE PROGRAM AT A GLANCE**

### **JERRY ARGOVITZ**

An ally for student-athletes in the Coachella Valley, fighting for their success in the same way he fought for NFL and USFL player benefits and compensation.

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### **JASI**

A cutting-edge program to guide dozens of student-athletes across the school district towards college and careers both on and off the field.



### **THE PROGRAM**

Fully funded by a \$1 million donation from Jerry and Loni Argovitz, and managed by The Foundation for the Palm Springs Unified School District.

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### **THE GOAL**

Introducing and exposing students to college and career pathways down which their interest in pro-sports might take them – from management, journalism, and broadcasting to advertising, coaching, sports medicine, and dozens of other areas.

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### **GRADUATION**

Motivating students to stay in school and make better grades serves to expand their choices, so that they can better compete in today's world. JASI encourages students who weren't thinking about college to envision the success that comes with post-secondary-school education.

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### **JERRY AND LONI**

The Argovitzes are role models in their personal involvement with, and genuine caring about, the personal lives and success of our students as people.

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### **WE THANK THEM!**

# STUDENTS AND COACHES ALIKE PRAISE JASI

Numerous JASI students have received scholarships to Division I, II, and III colleges and universities. Others are enrolled in 2-year-colleges, and virtually all have improved their Grade Point Average as a result of the program, not to mention their attitudes and work ethic. No wonder students and coaches have nothing but praise for the program:

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## FROM STUDENTS:

*"JASI has helped me realize I need to take advantage of every opportunity that I get, and to put 110% into everything I do."*

*"I want to say thank you for starting the JASI program. It has been a huge influence in my life. The program has taught me how important grades are, and how to prepare for life after high school. It has also taught me to be the best person I can on and off the field, and made me into a man of character and integrity."*

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## FROM COACHES:

*"Jerry Argovitz is one of those guys that you just don't come across very often in life; he has a special way of connecting with people, no matter their age."*

*"He's mentoring these kids, changing their lives and connecting them to places they wouldn't have been connected to if it wasn't for him. And the great thing about Jerry is that he does it for the love of helping people get to the next level and achieving success, whether it's in sports or in life."*

Isaiah A.  
JASI Man of the Year



The Foundation for the Palm Springs Unified School District is a 501(c)3 nonprofit that serves as the fundraising arm of the District. It is focused on making possible otherwise unfunded and underfunded initiatives in academics, health & well being, career and college readiness, and other areas crucial to our students' success in life.



The Palm Springs Unified School District serves more than 23,000 pre-K to grade 12 students within the communities of Cathedral City, Desert Hot Springs, Palm Desert, Palm Springs, Rancho Mirage, and Thousand Palms.



For more information, or to make a contribution, please contact the office of The Foundation for the Palm Springs Unified School District.

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760-416-8455

Please mail any contributions to The Foundation for PSUSD  
980 E. Tahquitz Canyon Way  
Palm Springs, CA 92262;  
checks should be made out to The Foundation for PSUSD  
or give online at  
[psusd.us/foundationdonation](http://psusd.us/foundationdonation)

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