



User Manual / Onboarding Guide (College Sports)

Introduction: College Athletics User Guide

Welcome to Assessdo, the athlete analysis and insight platform designed to help collegiate athletic programs support the complete student-athlete experience.

Today's athletes are expected to excel not only in competition but also in the classroom, within their communities, and as leaders on campus. Success requires collaboration among coaches, athletic administrators, academic support staff, athletic trainers, sports psychologists, and other professionals who contribute to each athlete's development. Assessdo provides a centralized platform where these individuals can work together efficiently while maintaining secure, role-based access to athlete information.

By bringing qualitative information into one secure location, the platform helps eliminate communication gaps and provides a more complete understanding of every student-athlete.

Whether you are reviewing athlete progress, documenting conversations, recording observations after practices or competitions, monitoring behavioral and academic trends, or collaborating with other members of your athletic department, Assessdo provides the tools needed to support informed decision-making and proactive athlete development.

Who Should Use This Guide

This guide is intended for all authorized users within a collegiate athletic program, including:

- Athletic Directors
- Head Coaches
- Assistant and Position Coaches
- Directors of Player Development
- Directors of Operations
- Academic Support Advisors
- Athletic Trainers
- Sports Psychologists
- Mental Performance Coaches
- Strength and Conditioning Coaches
- Student-Athlete Development Staff
- Team Managers

Each role has specific responsibilities within Assessdo, with permissions based on assigned access levels. This guide explains how to navigate the platform, manage athlete information, create sessions, generate AI-powered insights, and collaborate effectively across your athletic department.

What You'll Learn

By following this guide, you will learn how to:

- Build Your Organization
- Understand user roles and permissions.
- Navigate the Assesdo system.
- Create and manage athlete sessions.
- Document athlete performance and observations.
- Generate AI-powered Qualitative Insights.
- Understand Automated Emotion Validation from Qualitative Insights.
- Utilize reports and dashboards to support decisions.
- Best practices to maximize the value of Assesdo.

The Assesdo Philosophy

Assesdo is built on the belief that developing great athletes begins with understanding the whole person. Athletic performance is influenced by physical preparation, mental well-being, academic success, relationships, leadership, confidence, resilience, and daily experiences. By capturing these qualitative dimensions alongside traditional performance information, Assesdo equips athletic departments with meaningful insights that strengthen communication, enhance support systems, and promote long-term athlete success.

Thank you for choosing Assesdo. We are committed to helping your athletic department create a connected, informed, and athlete-centered environment where every student-athlete has the opportunity to grow both on and off the court and field.

Building Your Organization

Owners

Owners have visibility across either every sport within the department, or across an individual program. Owners are typically Athletic Directors, Deputy Athletic Directors, Associate Athletic Directors, Head Coaches, or Executive Athletic Leadership. They oversee athletic department operations, establish program objectives, monitor team-wide analytics, evaluate program effectiveness, and ensure student-athlete success across all sports.

Owners have complete oversight of the organization and can:

- Create and manage the athletic department.
- Add or remove users.
- Create team sessions.
- Assign coaches and staff to sessions.
- View all athlete insights and observations.
- Create, edit, and delete observations and qualitative insights.
- Manage user permissions.
- Monitor organizational usage.
- Configure organization limits.

Administrators

Administrators serve as the bridge between athletic leadership and coaching staff.

Administrators include Assistant Coaches, Directors of Basketball Operations, Directors of Player Development, Academic Advisors, Sports Psychologists, Athletic Trainers, Strength & Conditioning Directors, Compliance Officers, Nutritionists, and Student-Athlete Development Staff. They coordinate services, monitor athlete development, review reports, communicate across departments, and implement intervention strategies when needed.

Administrators can:

- Manage assigned users.
- Create team sessions.
- Assign instructors to sessions.
- View observations across assigned teams.
- Create athlete observations.
- Generate qualitative insight reports.
- Disable instructor access when authorized.

Instructors

Instructors only have access to athletes and teams assigned to them. Instructors consist of Position Coaches, Assistant Coaches, Strength Coaches, Athletic Trainers, Academic Tutors, Sport Psychologists, and Mentors. They interact with student-athletes daily, collect observations, facilitate check-ins, provide instruction, monitor progress, and contribute valuable insights to each athlete's overall development.

Instructors can:

- View assigned teams.
- Create sessions (when permitted).
- Record athlete observations.
- Generate qualitative insights.
- View athlete observations within assigned teams.

Participants

Participants are the student-athletes. Participants cannot view confidential staff observations or internal reports unless specifically granted permission.

Participants can:

- View their assigned team sessions.
- Complete required check-ins.
- Access participant-visible resources.
- View approved session information.

Navigate the Assessdo System

1. **Organization Management** - Organization Management allows athletic departments to organize teams, staff, and athletes. Super Administrators can view every organization, including inactive or locked programs.

2. **Organization Join Codes** – Owners can invite staff using secure join codes. Features include custom expiration dates and automatic 24-hour expiration when none is selected. Assessdo provides secure organization access and protection against expired invitations.

3. **Organization Limits** - Owners can configure limits for their teams, including the number of administrators, number of instructors, and number of athletes. Limits are saved and fully enforced.

When limits are reached, additional users cannot be added, new sessions cannot be created, new insights cannot be generated, and appropriate warning messages are displayed.

4. **Dashboard Statistics** - Owners and Administrators can monitor departmental activity. These statistics help leadership understand overall platform utilization.

NOTE: Disabled Organizations - If an athletic department becomes disabled or locked, existing information remains viewable according to user permissions. However, new teams cannot be created, new athletes cannot be added, new observations cannot be created, new qualitative insights cannot be generated, and scheduled check-ins stop.

Historical records remain available for reporting and compliance.

5. **Team Sessions** - Sessions organize athletes into manageable groups such as men's basketball, women's volleyball, Football position groups, baseball pitchers, freshman orientation, academic support groups, and injury rehabilitation groups.

Sessions allow coaches and support staff to collaborate around a shared group of athletes.

6. **Observations** - Observations provide a centralized location for documenting athlete interactions including academic meetings, training room visits, counseling sessions, team meetings, practice notes, behavioral observations, and leadership discussions.

Features include date tracking, athlete identification, search filters, popup viewing, and organized note history.

Observations create the foundation for qualitative insights.

7. **Qualitative Insights** - Qualitative Insights transform written observations into emotional connections.

Step 1: Select the athlete.

Step 2: Create a note describing your observation. Examples include practice performance, classroom behavior, leadership, emotional well-being, injury recovery, academic concerns, and team interactions.

Step 3: Choose one of two options:

a) Save Note- Stores the observation only.

or

b) Save + Generate Insights - Stores the observation and immediately creates an AI-generated emotional connection that is then validated by the athlete.

8. **Asset Library** - The Asset Library stores educational and developmental insight video, image, and text-based content used as check-in questions throughout the athletic program.

Instructors can record videos directly inside Assessdo, save recordings automatically, and allow AI to generate titles, summaries, and searchable tags.

Assets may be assigned to an entire athletic department, individual teams, coaches, or specific sessions.

9. **Parent Insights** - Parent Insights strengthens communication between parents and athletes. Parents can register for a parent account, connect to their student-athlete, create parent observations, generate AI-powered insight reports, and review parent-specific dashboard information. Parent observations provide additional context regarding the student-athlete's development outside athletics.

- Connection Process
 - a. Parent enters the athlete's email address.
 - b. Athlete receives a notification.
 - c. Athlete approves the request.
 - d. Parent and athlete become linked.

Create and Manage Athlete Sessions

Overview

Athlete Sessions are one of the core features of Assessdo. A session provides a structured way for coaches and support staff to document interactions with student-athletes, facilitate discussions, monitor development, and capture meaningful information that contributes to each athlete's long-term growth.

Sessions can be conducted with an individual athlete, a small position group, or an entire team. They may focus on athletic performance, academic progress, leadership development, mental wellness, accountability, goal setting, team culture, or any other area that supports the student-athlete experience. Every completed session becomes part of the athlete's secure developmental history and can be analyzed through Assessdo's AI-powered Qualitative Insights to identify patterns, strengths, challenges, and opportunities for continued growth.

Why Create Athlete Sessions?

Athlete sessions help coaching staffs move beyond informal conversations by creating consistent documentation that can be reviewed throughout the season.

Benefits include:

- Maintain a complete history of athlete interactions.
- Monitor behavioral, academic, and personal development.
- Document goals and follow-up action items.
- Generate AI-powered qualitative summaries.
- Identify emerging trends before they become larger concerns.
- Support athlete accountability and continuous improvement.
- Create documentation for athlete development meetings and annual reviews.

Types of Athlete Sessions

Assessdo can be used to support many different types of athlete interactions.

Examples include:

- Individual Sessions: Private meetings between a coach or staff member and an athlete.
- Position Group Sessions: Meetings involving athletes from the same position group.
- Team Development Sessions: Sessions involving the entire team.
- Support Service Sessions: Sessions conducted by athletic support personnel.

Creating a New Session

To create a new athlete session:

- Step 1: Select **Sessions** from the main navigation menu.
- Step 2: Click **Add a Session**.
- Step 3: Enter the session information (title, date time frame).
- Step 4: Generate Code
- Step 5: Share code with participants.
- Step 6: Save the session. The session will now appear on your Session Dashboard.

Managing an Existing Session

After a session has been created, authorized users can:

- Edit session information
- Add or disable participants
- Add observations
- Attach supporting notes
- Upload documents (if enabled)
- Record follow-up actions

Changes are automatically saved to maintain an accurate history of athlete development.

Document Athlete Performance and Observations

Recording Session Information

During the session, coaches and staff can upload documents and record meaningful observations.

Examples include:

- Athlete participation
- Communication skills
- Leadership behaviors
- Emotional engagement
- Accountability
- Coach observations
- Athlete concerns
- Progress toward goals
- Areas needing additional support

Detailed documentation creates a richer developmental history and improves the quality of insights and patterns.

Generate AI-Powered Qualitative Insights

Understanding the Story Behind Athlete Experiences

One of Assessdo's most powerful capabilities is its AI-Powered Qualitative Insights engine. Rather than simply storing notes or identifying whether an athlete's comments are "positive" or "negative," Assessdo analyzes the language used during sessions, coach observations, athlete reflections, and written documentation to uncover the emotional dynamics that influence athlete development.

The platform examines both qualitative narratives and structured data to identify patterns, relationships, and emotional connections that may not be immediately apparent. By understanding not only *what* an athlete is feeling, but also *why* they are feeling that way and *who* or *what* those feelings are connected to, coaches and support staff gain a deeper understanding of the athlete's overall experience.

AI-Powered Qualitative Insights are designed to enhance, not replace, the expertise of coaches, athletic administrators, and support professionals. By organizing and interpreting complex qualitative information, Assessdo enables staff to identify meaningful patterns, ask better questions, and make more informed decisions based on a holistic understanding of each student-athlete.

The result is a more proactive, collaborative approach to athlete development; one that recognizes the connections between performance, relationships, emotions, and personal growth. With Assessdo, every conversation, observation, and reflection becomes an opportunity to better understand the student-athlete and provide the right support at the right time.

Beyond Sentiment Analysis

Traditional analytics often classify language as positive, negative, or neutral. While useful, this approach provides only a surface-level understanding.

Assessdo goes further by identifying:

- Emotions expressed by the athlete.
- The source of those emotions.
- The target of those emotions.
- The intensity of the emotional response.
- Recurring emotional themes.
- Behavioral patterns over time.
- Relationships between people, events, and emotions.

What Are Sources and Targets of Emotion?

Every emotional statement typically contains two important components:

- Source of Emotion: The **source** is the person, event, situation, or experience that triggers an emotional response.
- Target of Emotion: The **target** is the individual, group, or situation toward which the emotion is directed.

Longitudinal Emotional Intelligence

Rather than viewing each session in isolation, Assessdo builds a comprehensive picture of an athlete's emotional and developmental journey. Every documented interaction contributes to a growing understanding of the athlete over time.

Assessdo can identify recurring trends such as:

- Confidence increasing throughout the season.
- Stress peaking before major competitions.
- Motivation improving after leadership opportunities.
- Frustration following reduced playing time.
- Increased resilience after setbacks.

AI-Generated Qualitative Reports

Using the collected data, Assessdo generates reports that may include:

- Executive Summary
- Key Emotional Themes
- Sources of Positive and Negative Emotions
- Emotional Targets and Relationship Dynamics
- Behavioral Strengths
- Areas for Continued Development
- Emerging Trends
- Risk and Protective Factors
- Athlete Engagement Indicators
- Communication Patterns
- Leadership Characteristics
- Personalized Recommendations for Coaches and Support Staff

These reports transform qualitative observations into actionable intelligence, helping staff recognize patterns, coordinate interventions, and celebrate growth.

Understand Automated Emotional Validation from QI

Closing the Loop Between AI Insights and the Athlete's Voice

One of Assessdo's most innovative capabilities is **Automated Emotional Validation**. After the platform analyzes qualitative information and generates AI-Powered Qualitative Insights, it does not assume that its interpretation is correct. Instead, Assessdo engages the athlete directly through the Athlete Mobile App to validate, clarify, or expand upon the identified insights.

This process places the athlete at the center of the conversation by giving them the opportunity to confirm how they are feeling, provide additional context, or correct misunderstandings. Rather than relying solely on observations or AI analysis, Assessdo combines professional observations with the athlete's own perspective to create a more complete and accurate understanding of their experience.

Why Emotional Validation Matters

Although AI can identify patterns in language, interactions, and performance data, the athlete remains the most important source of truth.

Automated Emotional Validation helps ensure that:

- AI-generated insights accurately reflect the athlete's experience.
- Athletes have an opportunity to express their perspective.
- Misinterpretations can be identified and corrected.
- Coaches receive more reliable information before making decisions.
- Student-athletes feel heard, respected, and actively involved in their own development.

This creates a collaborative process where technology supports meaningful conversations rather than replacing them.

How Automated Emotional Validation Works

- Step 1: Information Is Collected - Assessdo gathers information from multiple sources, including coach observations, athlete development sessions, performance data, academic information, behavioral documentation, and team interactions.
- Step 2: AI Generates Qualitative Insights - The AI analyzes the available information to identify emotional themes, behavioral patterns, sources of emotion, targets of emotion, strengths, protective factors, areas of concern, and emerging trends.
- Step 3: AI Creates Validation Questions - Based on the identified insights, Assessdo automatically generates personalized follow-up questions. The questions are written in a conversational, supportive manner and are designed to encourage honest reflection rather than lead the athlete toward a specific answer.

Delivered Through the Athlete Mobile App

Validation requests are delivered directly to the athlete through the Assessdo Athlete Mobile App. Athletes receive a notification inviting them to complete a brief check-in at a convenient time. Each validation is intentionally short, typically taking only a few minutes to complete, making it easy for athletes to participate consistently without disrupting their daily routines. This creates an ongoing dialogue rather than a one-time assessment.

Confirming or Refining AI Insights

Automated Emotional Validation allows the AI to continually improve its understanding of each athlete.

The athlete's responses may:

- Confirm existing insights.
- Modify previous conclusions.
- Introduce new emotional themes.
- Identify changing circumstances.
- Reveal previously unknown stressors.
- Highlight positive developments.

This continuous feedback loop helps ensure that athlete profiles remain current and representative of their lived experiences.

Utilize Reports and Dashboards to Support Decisions

The purpose of Assessdo's reports and dashboards is not simply to display data—it is to improve decision-making across every level of the athletic department.

By combining qualitative observations, AI-generated insights, athlete self-reflections, wellness data, academic information, and performance metrics into a single platform, Assessdo empowers staff to make decisions that are timely, informed, and athlete-centered.

Whether determining the need for additional academic support, identifying emerging leaders, planning athlete development sessions, monitoring team culture, or evaluating departmental initiatives, Assessdo provides evidence-based insights that help coaches and administrators act with greater confidence.

Assessdo's reporting and dashboard tools transform everyday observations into strategic intelligence. Instead of reacting to isolated incidents, athletic departments can identify trends, monitor progress, measure outcomes, and proactively support student-athletes throughout their collegiate journey.

With comprehensive reporting, interactive dashboards, and AI-powered analysis, Assessdo enables every decision to be grounded in a complete understanding of the athlete academically, athletically, behaviorally, emotionally, and personally.

Turning Athlete Data into Actionable Intelligence

Assessdo's Reports and Dashboards provide coaches, athletic administrators, and support staff with a comprehensive view of athlete development by transforming qualitative observations, performance metrics, wellness check-ins, and AI-powered insights into meaningful, easy-to-understand visualizations.

Rather than requiring staff to sift through individual notes, emails, or spreadsheets, Assessdo consolidates information into real-time dashboards that highlight trends, identify potential concerns, celebrate progress, and support data-informed decision-making across the athletic department.

The goal is simple: provide the right information to the right people at the right time so they can better support every student-athlete.

Why Reports and Dashboards Matter

Reports transform scattered information into actionable insights. Every interaction with an athlete generates valuable information. Over the course of a season, coaches may record hundreds of observations, academic advisors may document meetings, athletic trainers may log

injuries and recovery updates, and athletes may complete dozens of self-reflections. Without a centralized reporting system, important trends can easily be overlooked.

Assessdo organizes this information into meaningful reports that help answer questions such as:

- Which athletes work best together
- Which athletes may need additional support?
- How has an athlete developed over the season?
- Are leadership initiatives improving team culture?
- Which athletes demonstrate consistent accountability?
- Are stress levels increasing before competition?
- What factors appear to influence performance?
- Where should coaches focus their next conversations?

Trend Analysis Dashboards

Longitudinal analysis allows staff to recognize both positive momentum and emerging concerns before they escalate. Trend reports help identify changes over time rather than isolated events.

Examples include:

- Stress before competition
- Confidence after successful performances
- Emotional recovery following injuries
- Leadership growth throughout the season
- Academic engagement during exam periods
- Team communication over multiple months

Risk Factor Dashboards

Assessdo continuously analyzes available information to identify both challenges and strengths.

Potential risk indicators may include:

- Declining engagement
- Decreased participation
- Academic concerns
- Social isolation
- Low confidence

By viewing risks alongside strengths, coaches can develop balanced support plans that build on existing assets while addressing areas of concern.

Best Practices to Maximize the Value of Assessdo

- Record observations immediately after meetings, practices, competitions, or significant events.
- Keep notes objective, factual, and professional.
- Generate qualitative insights regularly to identify trends over time.
- Encourage collaboration among coaches, trainers, academic advisors, and sports psychologists.
- Use the Asset Library to standardize athlete education and development resources.
- Monitor dashboard statistics to ensure your athletic department remains within organizational limits.
- Review athlete trends consistently to support informed decisions that improve performance, well-being, retention, and overall student-athlete success.

Assessdo is designed to create a complete, collaborative picture of every student-athlete by bringing together observations, AI-generated insights, educational resources, and team communication in one secure platform.