

PRESS RELEASE

American Sport Education Launches as a National Credentialing and Professional Development Organization

New organization introduces a modern ecosystem for learning, credentialing, and lifelong professional growth designed to strengthen sport at every level.

ORLANDO, FL – August 3, 2026 – American Sport Education (ASE), a division of **American Sport Institute (ASI)**, today officially announced its launch as a national credentialing and professional development organization dedicated to advancing coaches, leaders, officials, athletes, clubs, event directors, and sport organizations through innovative education, competency-based credentialing, and lifelong learning.

Founded on the belief that great sport begins with great leadership, ASE has been established to elevate the quality of coaching, organizational leadership, and participant development by providing nationally recognized educational experiences, progressive credentialing pathways, and continuing professional development opportunities across the sport industry.

Guided by its tagline, **Advance. Serve. Elevate.**, ASE is committed to helping individuals build knowledge, earn meaningful credentials, and continue growing throughout every stage of their professional journey.

"ASE was founded on a simple but powerful belief: when we invest in developing better coaches and stronger leaders, we create better experiences for every athlete," said **Dr. Jenny D. Johnson, Vice President & Chief of Education & Training**. "Our mission is to provide practical, relevant, and accessible education that empowers individuals to lead with confidence, integrity, and purpose while creating stronger organizations and healthier sport communities."

Unlike traditional certification programs that focus primarily on technical instruction, ASE combines leadership development, athlete-centered coaching principles, communication, ethics, safety, organizational excellence, and long-term professional growth into a comprehensive credentialing framework designed to complement existing sport-specific education.

At the center of the organization is the **ASE Learning Pathway™**, a progressive model that guides learners through every stage of professional development:
Learn. Stack. Bank. Certify.™

Through this innovative framework, participants complete **ASE Learning Experiences™**, earn **ASE Learning Credits™**, build a permanent professional learning transcript, and achieve nationally recognized credentials that recognize demonstrated knowledge, competency, and continued professional growth.

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Supporting this ecosystem is the **ASE Learning Center**, a comprehensive digital platform designed to provide convenient access to online learning, in-person educational experiences, continuing education opportunities, credential tracking, digital certificates, professional transcripts, and personalized lifelong learning pathways.

ASE's initial credentialing pathways are designed for:

- Coaches
- Club Directors
- Sport Leaders
- Team Captains
- Lead Officials
- Event Directors

Each pathway is built around clearly defined competencies and progressive credential levels that encourage continuous learning while supporting individuals throughout their leadership journey. "American Sport Education represents an investment in the future of sport," said **Corey Warner, Co-Founder and Board Chair of American Sport Institute**. "Our vision is to establish a trusted national framework for education and credentialing that raises the standard for coaching, leadership, and organizational excellence while remaining flexible enough to serve organizations of every size and across multiple sports. We believe lifelong learning is one of the greatest investments an individual or organization can make."

ASE's educational philosophy emphasizes:

- Athlete-centered coaching
- Leadership development
- Effective communication
- Ethics and integrity
- Safety and risk awareness
- Positive sport culture
- Long-term athlete development
- Organizational leadership
- Mentorship
- Continuing education
- Lifelong professional development

As the organization grows, ASE will continue expanding its educational offerings, strategic collaborations, credentialing pathways, and digital learning resources to serve coaches, leaders, officials, athletes, clubs, schools, governing bodies, and sport organizations throughout the United States.

"The future of sport depends on the quality of the people who lead it," added Dr. Johnson. "Our vision is to make high-quality professional development more accessible, more meaningful, and more impactful than ever before."

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The launch of ASE represents the beginning of a long-term strategy to establish a nationally recognized ecosystem for sport education, credentialing, and lifelong professional development while fostering collaboration among organizations committed to strengthening the future of sport.

Additional announcements regarding strategic partnerships, educational initiatives, and the first organizations adopting the ASE Learning Pathway™ and ASE Learning Center will be made in the coming weeks.

About American Sport Education

American Sport Education (ASE), a division of American Sport Institute (ASI), is a national credentialing and professional development organization dedicated to advancing coaches, leaders, officials, athletes, event directors, and sport organizations through innovative learning experiences, competency-based credentialing, and lifelong professional development.

Through the **ASE Learning Pathway™** and **ASE Learning Center**, learners can build knowledge, earn nationally recognized credentials, and continue growing throughout every stage of their professional journey.

About American Sport Institute

American Sport Institute (ASI) is a national organization committed to advancing sport through leadership, education, innovation, and strategic collaboration. Through its educational initiatives and partnerships, ASI works to strengthen coaches, leaders, organizations, and athletes while promoting excellence across all levels of sport.

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