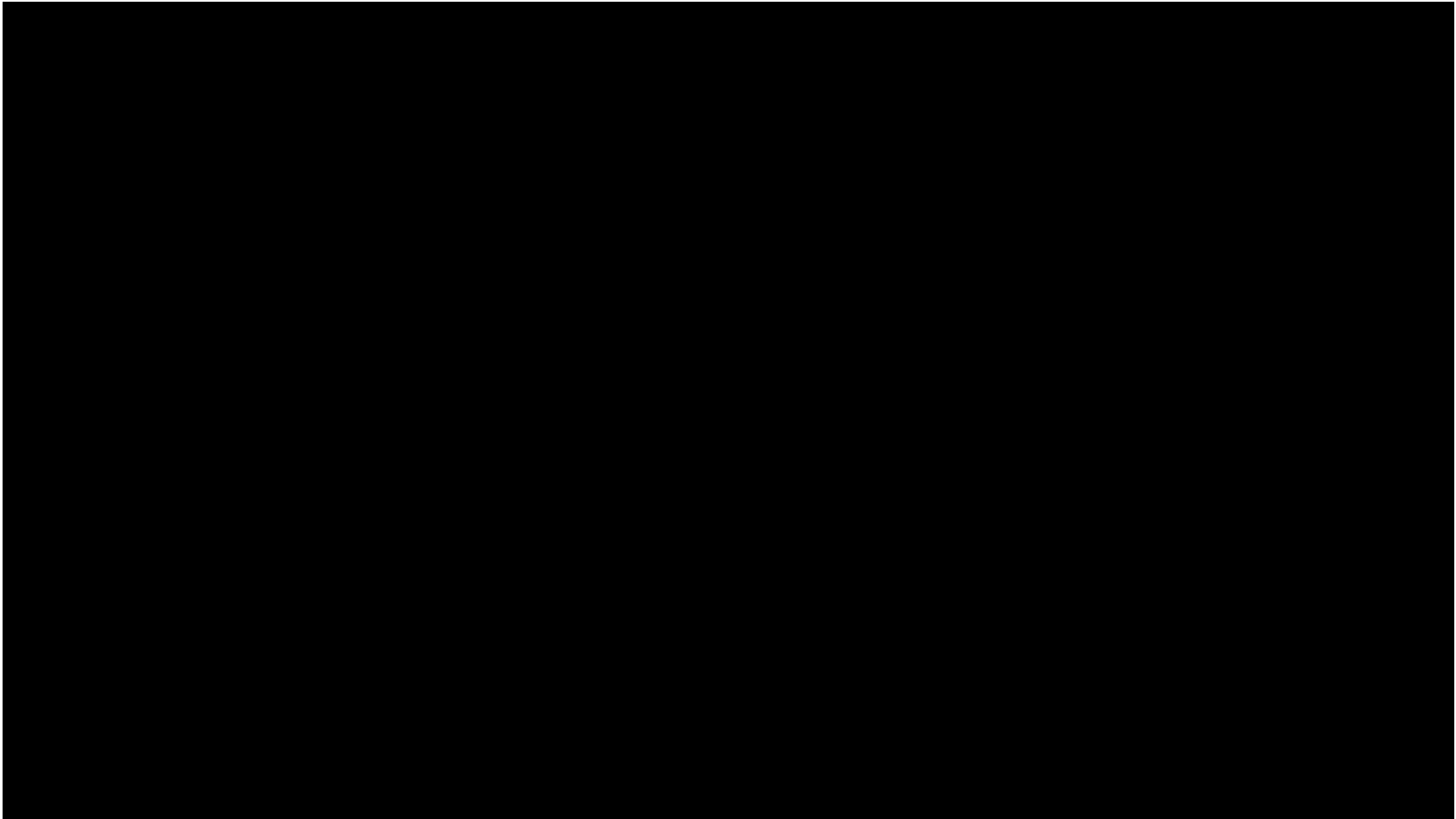




# The Heart of the Athletic Experience

Why coaches and administrators  
need to make character  
development a priority





# The Challenge

35 million kids play organized sports each year.

51% say other kids act like poor sports frequently.

45% say they've been called names or insulted by their coach.

37% wish their parents wouldn't watch them play.

\*Study from September 2013 by Michigan State on Youth Sports (ages 5-18) of 10,000 kids surveyed.



Sports do  
not build character  
in young people,  
character-driven  
**adults** do.





The mission of the NAIA  
Champions of Character program  
is to provide character training to  
ensure students **know**, **do** and  
**value** the right  
things in all  
areas of life ...  
to change  
the culture  
of sport.





# Priorities

If character development is not your first priority all of your other priorities are at risk!

Character Values  
+ Conditioning  

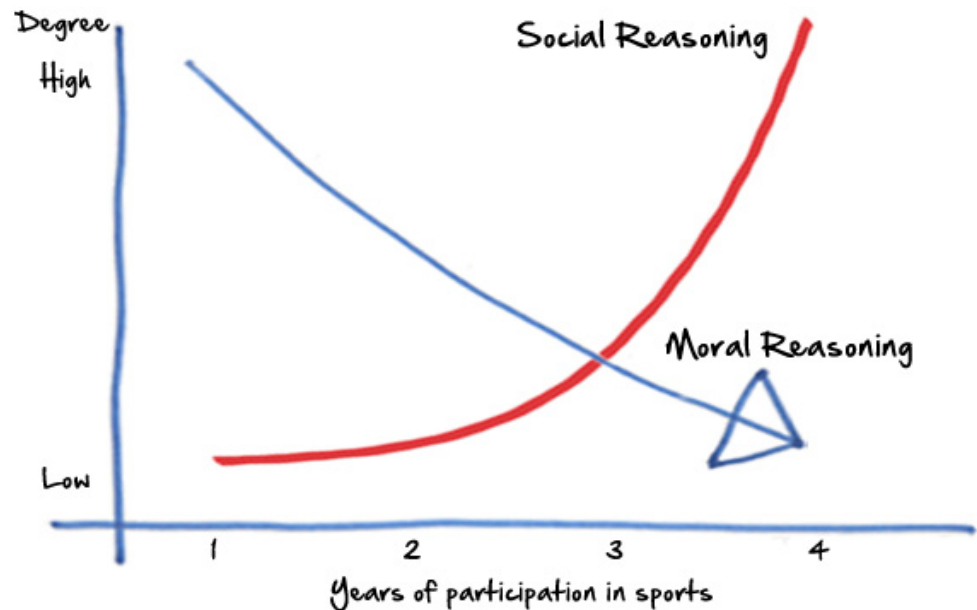
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Competition Goals



What we know ...

As athletes spend more time in sports, moral reasoning skills decline and social reasoning skills increase.





Create a culture of sport that is built upon the NAIA's Five Core Values

**Integrity**

**Respect**

**Responsibility**

**Sportsmanship**

**Servant-Leadership**



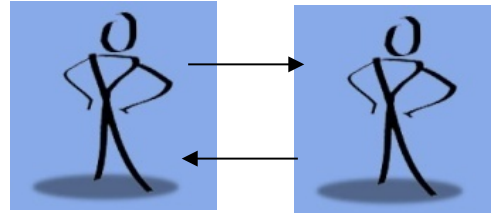


## Integrity



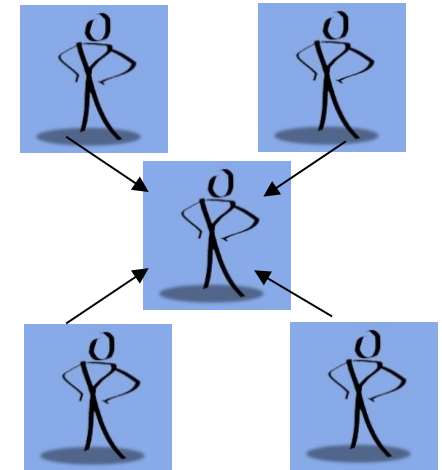
Know and do what is right.

## Respect



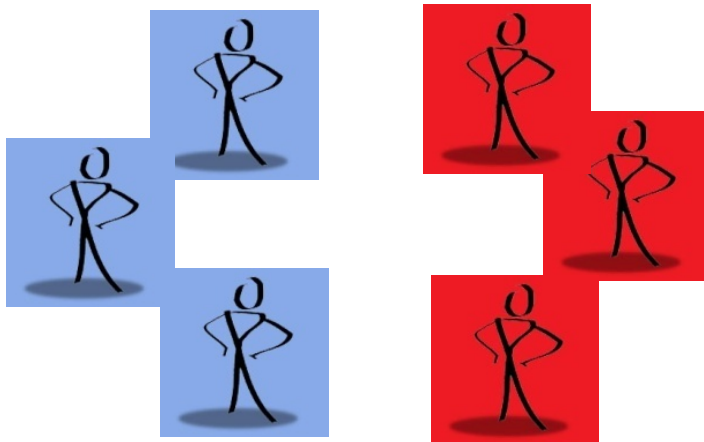
Treat others the way you want to be treated.

## Responsibility



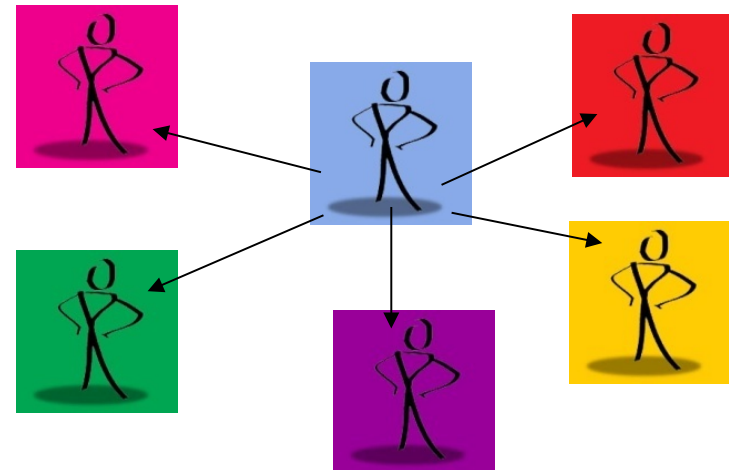
Embrace opportunities to contribute.

## Sportsmanship



Bring your best to all competition.

## Servant Leadership



Serve the common good.



**Better** Athletes  
Teammates  
Students  
Citizens  
Community



“One student-athlete with character can change a team, one team with character can change a school, one school with character can change a community”

Bruce Brown



# ChampionsofCharacter.org

- HOME
- ABOUT
- FIVE CORE VALUES
- HOW TO GET STARTED
- COACHES TRAINING
- STATE HIGH SCHOOL PROGRAMS
- RESOURCES
- DONATE
- CONTACT US



**Indiana**  
JOINS CHAMPIONS OF CHARACTER FIVE-STAR LEADERSHIP PROGRAM

**Bobby Cox**  
Commissioner

**Sandra Walter**  
Assistant Commissioner

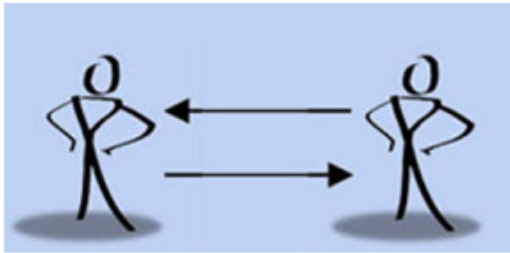
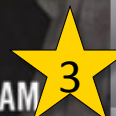
1 2 3 4 5

## WHY CHAMPIONS OF CHARACTER?



Sports at all levels are full of examples of a breakdown of the basic values that most of us expect of each other.

- COACHES CAN MAKE A DIFFERENCE ▶
- RUN A BETTER SPORTS PROGRAM ▶
- WHAT CAN PARENTS DO? ▶
- STUDENTS / PLAYERS ▶
- COLLEGE ATHLETES ▶
- PLAY NAIA ▶



FIVE CORE VALUES: RESPECT

## CAST YOUR VOTE

What is your child's top goal in participating in sports?

- Win
- Health
- Fun

## WATCH CHAMPIONS OF CHARACTER TRAINING





# What's your "curb appeal?"

## Take the survey



The athletic department is often where first impressions are formed about your school. As with a front porch of a house, it's what is seen by those driving by. If the porch is cluttered, unclean, and deteriorating, then that is their impression of the entire house.



# Who are you hiring?

HIRE &  
EVALUATE  
FOR CHARACTER

If we want to improve the quality of character education through athletics we must either employ character-driven coaches or train the coaches that we already have.



# Are you using teachable moments to teach character?



**Define** - what it is that you want your players to learn.

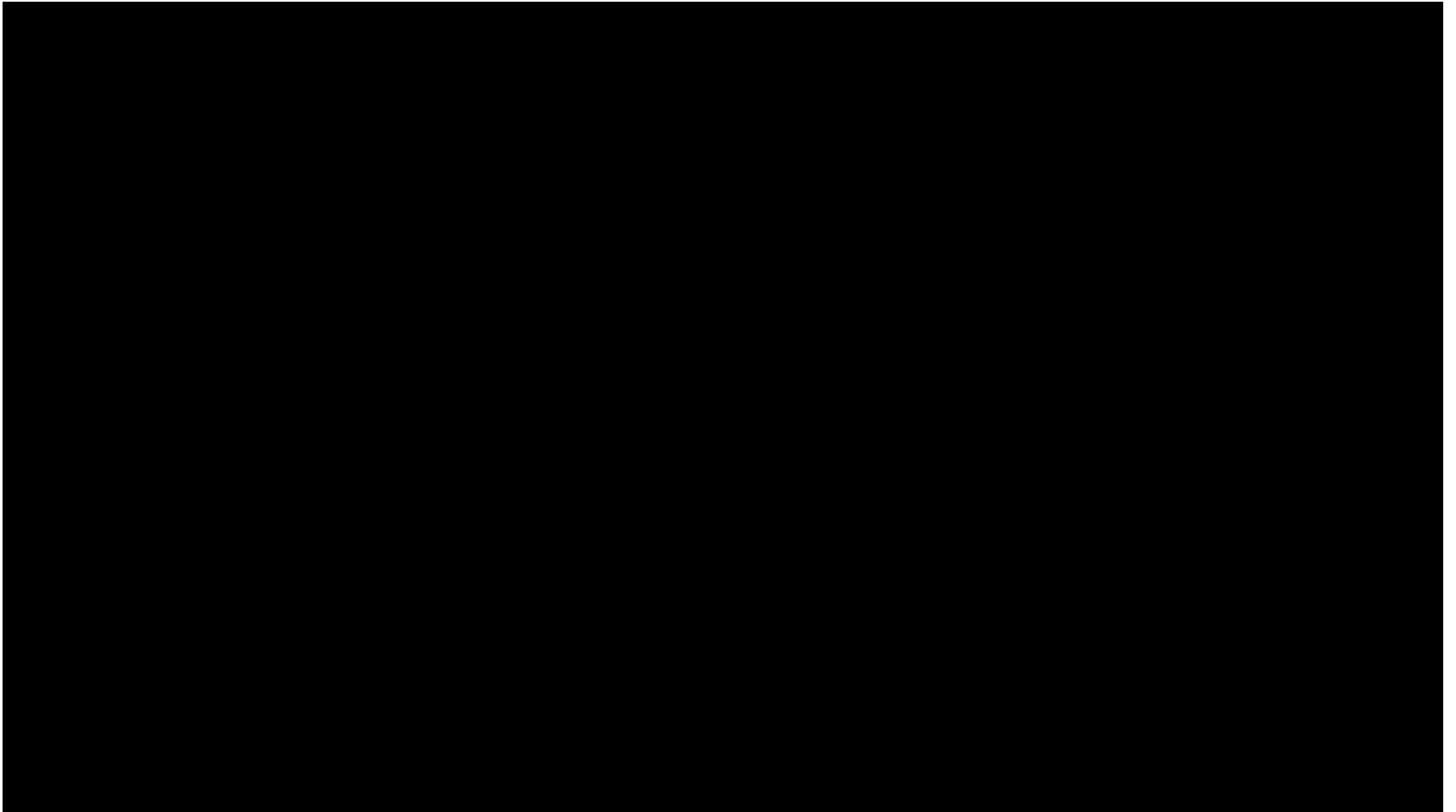
**Model** - what you want your players to do.

**Shape** - what they are doing with direct and immediate correction.

**Reinforce** - positively any attempt that brings them closer to the desired skill.



# Teachable Moment





# On-line Video Series



The *Champions of Character* video series is designed for athletes, parents and coaches. The length of each chapter ranges from eight to 10 minutes.



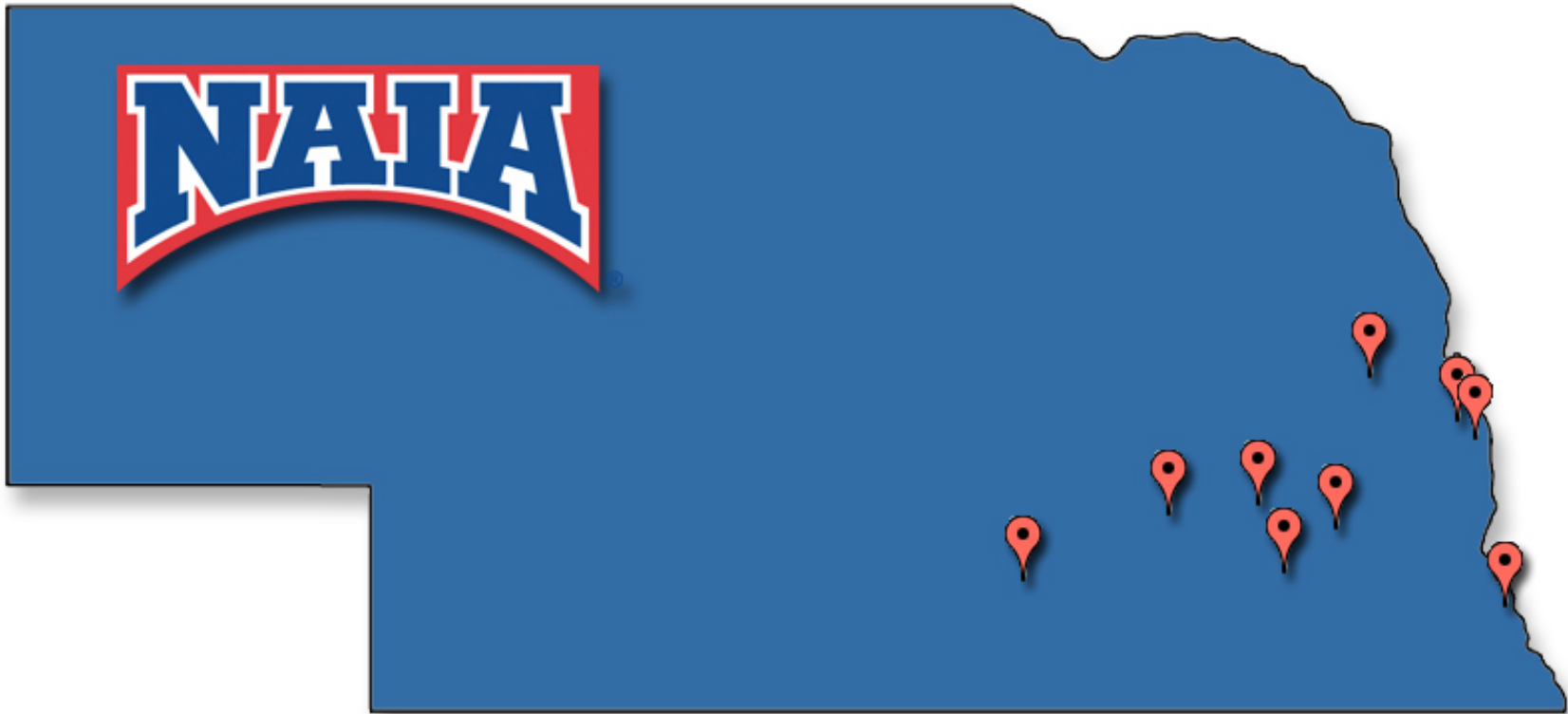


# Pledge cards Team building Recognition

USE THE TOOLS  
TO CREATE YOUR  
PROGRAM

As a student-athlete, I pledge to accept the *Champions of Character* five core values. I will do my best to represent my team, my teammates and myself while striving to have the **Integrity** to know and do what is right; **Respect** my opponent, the officials, my teammates, my coach, myself and the game; take **Responsibility** by embracing opportunities to contribute; exemplify **Sportsmanship** by bringing my best to all competition and provide **Servant Leadership** where I serve the common good while striving to be a personal and team leader.





Bellevue University — Bellevue  
College of Saint Mary — Omaha  
Concordia University — Seward  
Doane College — Crete  
Hastings College — Hastings

Midland University — Fremont  
Nebraska Wesleyan University — Lincoln  
Peru State College — Peru  
York College — York



# Game management strategies

- Shake hands
- Profanity, personal attacks are unacceptable
- PA announcements setting expectations.
- Band, cheerleader placement
- Crowd control manager





GAME  
MANAGEMENT  
STRATEGIES

# Ask the questions and evaluate

- Visiting team
- Officials
- Fan behavior
- Score table



# Free tools for changing the culture



- Character-Driven Coaching Online Training
- Online Video Series for Parents, Coaches, Players
- Character Training Programs
- 5-Star Leadership Award Program
- Champions of Character Tips & Values in Action

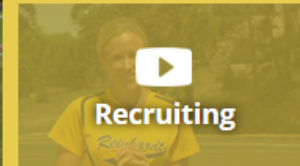
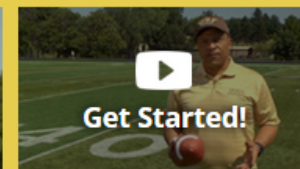




[www.CollegeSportsInfo.org](http://www.CollegeSportsInfo.org)

# Play On!

Help your students be a part  
of the NAIA's 60,000 college athletes  
at one of 250 schools





## Get Started!

Did you know that of all the students who play sports in high school, about 7 out of 100 will go on to play in college, but only 1% will play for an NCAA Division I school? There are thousands of opportunities to play your sport at smaller four-year universities that belong to the NAIA, the National Association of Intercollegiate Athletics.



# Questions?

- Visit: **PlayNAIA.org**
- Email: **ECinfo@naia.org**
- Call: **816.595.8300**
- Check out our social media:
  -  [Facebook.com/PlayNAIA](https://www.facebook.com/PlayNAIA)
  -  [Twitter.com/Play\\_NAIA](https://twitter.com/Play_NAIA)

