Sportsmanship: A Community-Wide Approach

Peter Smith
MIAA Assistant Director

NFHS Summer Meeting
June 2013
Mission Statement

.....“The MIAA will promote interschool athletics that provide *lifelong* and *life-quality* learning experiences to students while enhancing their achievement of educational goals.”
MIAA Overview

• Regulatory
  370 Member Schools
  220,000+ Student-Athletes
  100,000+ Contests

• Tournaments
  Sectional/Divisional/State
  250 Tournaments

• Educational Athletics
  Promoting Values of Participation
  Teaching Life Lessons
Pillars of Educational Athletics

BUILDING THE FUTURE
...through Educational Athletics

Leadership
Coaches’ Education
Sportsmanship
Wellness
Community Service

MIAA
Infrastructure

• Each Pillar: Policies, Programs, Resources, Recognition

• Educational Athletics Committee
• Sportsmanship Committee
• Student Advisory Committee
• Student Ambassadors
• Coaches’ Education Instructors
• Girls and Women in Sport Committee
Sportsmanship - Policies

- Priority and Expectation
- Sportsmanship Committee
- Taunting Policy – Game Officials/Captains
- Guidelines for Fan/Spectator Support Items
- Game Disqualifications
  - Coaches - Sportsmanship Compliance Workshop
  - Students - NFHS Sportsmanship It’s Up to You
- Coach/Media Relations Rule
- Soccer/Ice Hockey Tournament Eligibility
Sportsmanship – Programs
New England Student Leadership Conference

JULY
- NFHS curriculum - 4 day conference
  Sportmanship and Respect
  Teamwork and Healthy Lifestyles
  Positive Values and Perspective
- Community Service
- Large and small group discussions
- Over 350 participants from across New England
Sportsmanship – Programs
High School Captains Workshops

AUGUST, DECEMBER, MARCH

- One day workshops – prior to each season
- Small and large group discussions
- Sessions conducted by Student Advisory Committee
- Discuss power of positive influence with peers and teammates, handling difficult situations, sportsmanship themes
- Action Plans – return back to team, school and community with next steps
Sportsmanship – Programs
Student Essay/Multimedia Contest

OCTOBER

- Annual contest for students in grades 9-12
- Two Categories - Essay and Video
- Authors present work and receive awards at Sportsmanship Summit
- Essays published in booklet, printed in tournament programs, available on MIAA website
- Videos used as PSA’s during tournaments
- Themes developed by Sportsmanship Committee

How do the Values of Educational Athletics Build Your Future?
The Role of the Coach/Parents/Media in Promoting Sportsmanship
What Does Sportsmanship Mean to Me?
How Do Your Choices Impact Sportsmanship?
Sportsmanship – Programs

Sportsmanship Summit

NOVEMBER

- Annual event - honor, educate and celebrate
- 20th Anniversary – November 2013
- Gillette Stadium – 1,000 participants
- Award presentations
  - Essay/Multimedia Contest
  - District Sportsmanship Awards
  - Sportsmanship Honor Roll
  - MIAA/Ron Burton Community Service Award
  - William N. Gaine, Jr. Sportsmanship Award
- Workshops
  - Fan/Spectator behavior
  - Sportsmanship strategies
  - Educational athletics
  - Hot topics
- Keynote and panel presentations
Sportsmanship – Programs
Leadership Training Institute

JANUARY

- One-week residential program
- Train participants to take advantage of opportunities within athletics and other school activities to promote positive sportsmanship, wellness and leadership.
- Workshop participants learn practical strategies for involving school activity staff members, health educators, student activity participants and their parents in these efforts

Content Areas
- Pre-Season Meetings
- Staff Training and Development
- Sportsmanship
- Parental Involvement
- Healthy Lifestyles

MARCH

- Building Unity in Your School Community
- For school administrators, teachers, coaches, guidance counselors
- Training focused on the implications of bullying and related bias incidents on and off the athletic field
- Increase awareness and understanding of the nature of name calling, bullying, cyberbullying, taunting, harassment and their impact on the school community
- Develop intervention and prevention strategies to foster a safer and more respectful learning environment and a culture of “e-safety” and “e-sportsmanship”
SPORTS in SOCIETY
A NORTHEASTERN UNIVERSITY CENTER

Massachusetts Student-Athlete Citizenship Days

APRIL

- Two annual events – Regional
- Naismith Memorial Basketball Hall of Fame
- Sport in Society at Northeastern University
- Schools select four students (2 male, 2 female) for their achievements in the classroom, on the playing field, and their commitment to community service
- Panel discussions, keynote presentations, group discussions, award presentations
Sportsmanship – Resources

Publications

- “Building the Future” Educational Athletics Newsletter
  Seasonal publication highlighting MIAA initiatives

- Sportsmanship Manual
  Comprehensive guide for sportsmanship initiatives, fundamentals of sportsmanship, roles and guidelines for behavior, MIAA rules and procedures, crowd control policies, other materials. (On MIAA website)

- Sportsmanship: A Game Plan for Life
  Essay anthology of top entries in the annual contest, distributed to all member schools

- MIAA Video Library/Resource Room
  Variety of videos, resources, curriculums available for lending to member schools - includes Sportsmanship PSA’s, video entries
Sportsmanship – Resources

- Educational Athletics Website
- NFHS/MIAA Award of Excellence Certificates
- Tournament Sportsmanship PSA’s
- Sportsmanship Public Address Announcements
- Pillars of Educational Athletics: Criteria to Achieving Excellence in your Schools Athletic Program
Sportsmanship – Recognition

Sportsmanship: The Only Way to Win

MONTHLY AWARD

- Individuals or teams recognized for outstanding acts of sportsmanship
- Nomination form available on website
- Recipients receive a letter of recognition and a certificate from the MIAA
- Press release sent to the local media
- Published on the MIAA website
Sportsmanship – Recognition
Team Sportsmanship Awards

SEASONAL AWARD
- Presented at the State Championship Final of every MIAA sponsored sport
- Presented to teams who have demonstrated a commitment to the ideals and objectives of sportsmanship throughout their season
- Teams can be nominated by coaches, administrators, officials, etc.
- Selection Process
Sportsmanship – Recognition
Sportsmanship Honor Roll

ANNUAL AWARD

- Presented at the Sportsmanship Summit
- Presented to schools that have not had any student-athletes or teacher-coaches ejected from a contest for a full school year
- Schools receive a “Sportsmanship Honor Roll” banner to display in their gym
- Patch provided for each additional year of qualification
- Honor Roll posted on website
Sportsmanship – Recognition
District Sportsmanship Awards

ANNUAL AWARD

- Presented annually to one school in each of the eight MIAA Districts (A-H)
- Presented at the Sportsmanship Summit
- Schools are selected by fellow schools within the district for best exemplifying sportsmanship through competition, conduct, fan/spectator behavior, positive interscholastic athletic climate
- Schools receive a plaque
Sportsmanship – Recognition
Individual Awards

- William N. Gaine, Jr. Sportsmanship Award
  “For distinguished leadership in the promotion of sportsmanship throughout interscholastic athletics.”
  2012 Recipient –
  Phil Vaccaro, Reading Memorial High School

- MIAA/Ron Burton Community Service Award
  “For demonstrated leadership in service and respect for others.”
  2012 Recipient –
  Kristine Lilly, US Womens National Team
Sportsmanship – Recognition
MIAA Student-Athlete of the Month Award

MONTHLY AWARD
- Presented to one male and one female student-athlete
- For displayed excellence in the areas of academics, athletics, leadership and service
- Receive certificate and letter of recognition
- Students and Parents invited to end of the year banquet
- Press release, newsletter and posted on website
- Tournament programs
Sportsmanship – Recognition
MIAAA Coach of the Year Award

ANNUAL AWARD

- Presented to one coach in each MIAAA sponsored sport
- Honors teacher-coaches who have had a significant impact on the lives of student-athletes
- Receive certificate and letter of recognition
- End of the year banquet
- Press release, newsletter and posted on website
- Tournament programs

Criteria
- Active varsity coach for at least 5 years
- Provided leadership for students on and off field
- Demonstrated excellence and commitment to fair play
- Contributions to the community
Sportsmanship – Recognition
Sportsmanship Alliance of Massachusetts (SAM)

It Starts With You.

[Logos and badges from various organizations]

SPORT in SOCIETY
A NORTHEASTERN UNIVERSITY CENTER
Sportsmanship – Recognition
Boston Bruins-MIAA Sportsmanship Awards

- Awarded to one male and one female student-athlete from every ice hockey league in the state
- Selected by coaches/administrators/officials
- Best representation of sportsmanship in league
- Pregame Reception for students and parents
- In-Game Medal Presentation
- Media Coverage
Sportsmanship – Recognition
SAM Basketball Award

- 3 C’s Award – Classroom, Court, Community
- Awarded to one boys team and one girls team
- Attend game/Tour of Celtics facilities
- Halftime Award Presentation
Sportsmanship – Recognition
SAM Baseball Award

- Awarded to one baseball team each year
- Tour of Fenway Park/Batting Practice Visit
- Attend Game
- On-field Award Presentation
Sportsmanship Opportunities for Schools

- District Sportsmanship Award
  - Nominate a school in your district
- Sportsmanship: The Only Way to Win Award
  - Nominate a team or individual
- Sportsmanship Summit
  - Attend with students, teachers, coaches, administrators and booster clubs
- Sportsmanship Essay/Multimedia Contest
  - Encourage student participation
- MIAA Fan/Spectator Guidelines
  - Distribute to parents and students during preseason meetings
  - Reward positive sportsmanship
- Sportsmanship Honor Roll
  - Establish as a goal for the athletic program
- League Sportsmanship Policies
  - Host a meeting with to establish expectations
  - Develop league sportsmanship awards
PILLARS OF EDUCATIONAL ATHLETICS

Criteria to achieving excellence in your school’s athletic program

Massachusetts Interscholastic Athletic Association, Inc.
33 Forge Parkway, Franklin, MA 02038
www.miaa.net / 508-541-7997
educationalathletics@miaa.net

“Everybody can be great, because everybody can serve.”
— MARTIN LUTHER KING JR.
For Additional Information please go to:

www.miaa.net

“Educational Athletics”
Policies – Programs – Recognition – Resources
Sportsmanship
Wellness
Leadership
Community Service
Coaches’ Education
Sportsmanship:
A Community-Wide Approach

“The Message of Education-Based Activities”

Chad Elsberry
Director of Community Outreach
Iowa High School Athletic Association
What is Sportsmanship?

Sportsmanship: n. fair play; the ability to win or lose graciously, abide by the rules and a code of fair play, either in games or in daily practice and life
Sportsmanship as a byproduct

- Expectations
- Communication Pieces
- Programs & Services
- Commitment of Resources
- People, Time and Energy
Education-Based Activities

IHSAA MISSION STATEMENT

The Iowa High School Athletic Association serves its member schools and students by providing leadership and support for education based interscholastic athletics that enrich the educational experience of the student athlete.

IHSAA Core Beliefs:

- Extracurricular, interscholastic athletic programs enrich each student’s total educational experience and positively impacts academic achievement.
- The IHSAA is the recognized authority in Iowa regarding boys’ interscholastic athletic programs, and developing and interpreting rules that promote fair play and minimize risks for participating students.
- Extracurricular, interscholastic athletic participation develops ethical behavior, character development and good sportsmanship.
- Participation in extracurricular, interscholastic athletic programs promotes student academic achievement.
- Participation in extracurricular, interscholastic athletic programs helps students develop healthy lifestyles.
- Extracurricular, interscholastic athletic programs contribute to positive school and community relationships.
- Conduct counts in all aspects of extracurricular, interscholastic athletics for participants, coaches, administrators, parents, and spectators.
- Properly trained administrators, coaches, and athletic directors promote the educational mission of extracurricular, interscholastic athletic programs.
- The IHSAA is committed to working cooperatively with other professional, education-based organizations.
- Extracurricular, interscholastic athletic programs foster involvement of a diverse population.
- Properly trained officials enhance extracurricular, interscholastic athletic programs.
Overall Expectations

- Posters
- Bulletins
- Website
- Direct Mail
- Radio/TV

SPORTSMANSHIP IS AN EXPECTATION

PLEASE LET THE PLAYERS PLAY, THE COACHES COACH AND THE OFFICIALS OFFICIATE.

- Recognize and acknowledge great plays from both teams
- Respect decisions made by contest and school officials
- Refrain from taunting, booing, heckling and use of inappropriate language
- Respect the athletes, coaches, officials and fans around you - BE A GOOD SPORT!

GOOD SPORTSMANSHIP MATTERS AND IT STARTS WITH YOU!!

A message from the Iowa High School Athletic Association
Educational Setting Expectations

-Auditoriums
-Gyms
-Football Fields
-Golf Courses
-Tennis Courts

CONDUCT COUNTS
In this EDUCATIONAL INSTITUTION these behaviors are NOT acceptable:

- Disrespectful conduct, including profanity, obscene gestures or comments, offensive remarks of a sexual nature, or other actions that demean individuals or the event.
  Penalty - EJECTION

- Throwing articles onto the contest area.
  Penalty - EJECTION

- Entering the contest area in protest or celebration.
  Penalty - EJECTION

- Physical confrontation involving contest officials, coaches/directors, contestants or spectators.
  Penalty - EJECTION

- Spectator interference with the event.
  Penalty - EJECTION

- Jumping up and down on the bleachers.
  Penalty - Warning/EJECTION

- Use of artificial noisemakers, signs or banners.
  Penalty - Warning/EJECTION

- Chants or cheers directed at opponents.
  Penalty - Warning/EJECTION
Character is NOT an accident...

Make the CHOICE!

Dallas Clark
Indianapolis Colts

3rd Team All-American - 2002
First Team All-American - 2003
Heisman Award - 2003
NCAA Bowl Championship - 2002
Orange Bowl Participant - 2004

Tampa Bay Buccaneers (1998-2002)

First Team All-Pro - 2003
First Team All-NFC - 2003
Pro Bowl - 2003

Indianapolis Colts (2003-)
Super Bowl Champion - 2007
Super Bowl MVP - 2009
Colts Men of the Year - 2003
Governor Robert L. Ray Award - 2001

Character is NOT an accident...

Make the CHOICE!

A message from
Dallas Clark
Indianapolis Colts

Harrison Barnes

Amherst High School (Class of 2010)

Heisman Trophy Finalist - 2017
Academic All-American - 2017
First Team All-Big Ten - 2017

DREAM BIG

Work Harder

Harrison Barnes

Amherst High School (Class of 2010)

Heisman Trophy Finalist - 2017
Academic All-American - 2017
First Team All-Big Ten - 2017

Character is NOT an accident...

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Make the CHOICE!
Student-Athlete Expectations

STUDENT-ATHLETE EJECTION POLICY
Additional Penalty: Any student-athlete at any level grades 7-12 who is ejected from an IHSAA sanctioned sport will be required to take the NFHS Coach Education/Certification Program elective course “Sportsmanship - It’s Up to You.” The course must be viewed prior to being able to return and participate in an interscholastic contest and the certificate of course completion must be sent to the IHSAA office. This mandate is in addition to missing the next regularly scheduled game/meet which is defined as the next scheduled, rescheduled, or contracted date. There is no cost for this course.
Coaching Expectations

COACH EJECTION POLICY
Any coach at any level, grades 9-12 who is ejected from an IHSAA sanctioned sport is required to take the NFHS Fundamentals of Coaching elective course entitled “Teaching and Modeling Behavior.” This course must be viewed prior to being able to return and coach an interscholastic contest and the certificate of completion must be sent to the IHSAA office. This mandate is in addition to missing the next playing date at the level of competition he/she was ejected from all games in the interim. The cost of the course will be the responsibility of the individual coach.
Some of the IHSAA programs and services at work:

- Sportsmanship Ratings
- PSA/Poster materials sent to schools
- IHSAA Character Counts Coach of Year
- Partner with IASC Fall Student Leadership Conference
- Sportsmanship Award (Conduct at State Basketball)
- Pride Challenge Community Service Initiative
- More than a Game promo
- Pride Academy
- Iowa Hall of Pride Facility
A Closer Look at Three Programs:

- More than a Game promo
- Pride Academy
- Iowa Hall of Pride Facility
More than a Game

“Students Now – Citizens Forever”

Promotional campaign that arose out of desire to differentiate education-based activities from other youth activities. Conveys the simple idea that what we invest in our students today will pay dividends as they become adults and active citizens in our state.

Implied message of “Sportsmanship & Citizenship”
More than a Game

- Students involved in high school based activities are less likely to drop out than the general student body.
- Those who participate in activity programs are less likely to have discipline referrals than the general student population.
- Students involved in activities average fewer absences per year than the general student population.
- Activity participants go on to achieve higher grades in college than those who did not participate.
- School activities help with skills such as cooperation, teamwork, citizenship, motivation and self-discipline as part of the overall learning experience.

Students Now Citizens Forever
Online Photo Galleries

More than a Game

Those who participate in activity programs are half as likely to have discipline referrals than the general student population.

Students Now Citizens Forever

A message from the Iowa High School Athletic Association
Online Photo Galleries

More than a Race

Activity participants go on to achieve higher grades in college than those who did not participate.

Students Now Citizens Forever

A message from the Iowa High School Athletic Association
Online Photo Galleries

More than a Match

Activity participants go on to achieve higher grades in college than those who did not participate.

Students Now Citizens Forever

A message from the Iowa High School Athletic Association
In-Store Promos & School Mailings

More than a Game

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Students Now Citizens Forever

Our Starting Lineup

$1.00 OFF ANY FOOTLONG™ OR 50¢ OFF ANY 6-INCH SUB
50¢ off ANY 6-inch sub with 21 oz. drink purchase or $1.00 off ANY Footlong™ with 21 oz. drink purchase
Offer expires 6/26/13

SUBWAY® play hard. eat fresh.
“More than a Game” Promos

- PRINT & COMMUNITY LEVEL
- WEB & ONLINE PRESENCE
- TELEVISION
- RADIO
Pride Academy...

- The Pride Academy is an educational initiative that helps students develop goal setting, decision making, and/or human relations skills to become successful in their next step in life.

- Pride Academy is aimed at high school/middle school students. Often involves travel to schools across the state.
Pride Academy...

• The Pride Academy is meant to be a resource for schools and groups to look at issues, including:
  • Leadership
  • Issues Involving Bullying
  • Making Good Decisions
  • Sportsmanship—School Pride
  • Citizenship
How it works...

Pride Academy staff lead students through programming that may include:

• Activity based exercises
• Multi-media presentations
• Guest speakers
• All in an educational & fun environment

Students must be engaged — get them moving, talking, responding and thinking about their world!!!

http://youtu.be/hDBb5PwSHHM
http://youtu.be/v-bivY1MqMc
Pride Academy

Small group discussions
Pride Academy

Listing, Evaluating, Sharing
Pride Academy

Interactive Games & Activities
Pride Academy Partners with:

- Character Counts in Iowa
- Governor’s Traffic Safety Bureau
- School Administrators of Iowa
- Iowa State Extension Services
- Community and Family Resources of Iowa
- Keep Iowa Beautiful
- Next Step Adventures
- Governor’s Bullying Prevention Summit
Pride Academy
2013-2014

Are you a HERO?

Hear and see what’s going on around you

Embrace your responsibility

React to your situation

One Community

Message provided by the Iowa Hall of Pride and the Iowa High School Athletic Association
Iowa Hall of Pride
What is your Goal/Vision?

“Get a goal or vision, gain all the skill/knowledge, make a plan, and never give up!!”

-Bernie Saggau