



Pursuing Victory With Honorsm

Possible Action Steps for School Board Members

1. Make it clear as a Board that all employees are accountable for promoting sportsmanship and fostering good character by Teaching, Enforcing, Advocating and Modeling the six pillars of character.
2. Adopt codes of conduct for coaches, athletes, parents and spectators and make it clear that adherent to the codes is important.
3. Adopt a policy statement that the first priority of the student-athletes is a serious commitment to performing well in the classroom and getting the best education possible.
4. Make it clear as a board that you value the quality and integrity of the athletic program. No one should be allowed to compromise the character development and ethical well being of the student-athletes in order to win.
5. Ensure that coaches, whether paid or voluntary, are competent to coach. These minimum competencies must include basic knowledge of 1) the character-building aspects of sports, including techniques and methods of teaching and reinforcing the core values comprising sportsmanship and good character; 2) the physical capacities and limitations of the age group coached, as well as first aid; and 3) coaching principles related to educational philosophy, adolescent psychology, nutrition, risk management and the rules and strategies of the sport.
6. School Board members hold a special place in the conduct of sports programs. Their presence at athletic events validates the athletes and staff. They are encouraged to attend events and take an active role in their conduct.
7. Take an active role with parents and community to insist upon behaviors that support students and coaches in their efforts to represent the school with character and integrity. Encourage the public to act responsibly and to encourage athletes to do their best and avoid criticism or taunting of coaches, athletes, game officials or other participants in athletic events.

8. Urge pre-season meetings with coaches, athletes and parents wherein the values and expectations of the Board and the district, as they relate to athletics as part of a students education, are made clear and wherein specific unacceptable conduct and behavior is discussed and wherein open communication around standards is initiated.

“Pursuing Victory With Honor” and the “Six Pillars of Character” are service marks of the CHARACTER COUNTS! Coalition, a project of the Josephson Institute of Ethics. For more information on promoting character education and good sportsmanship, visit www.charactercounts.com.