



Pursuing Victory With Honorsm

Possible Action Steps for Superintendents

1. Hold all employees and individual school sites accountable for promoting sportsmanship and fostering good character by Teaching, Enforcing, Advocating and Modeling the six pillars of character.
2. Ensure that school site leadership enforces the district-approved codes of conduct for coaches, and athletes as well as others involved in the athletic program.
3. Emphasize in all communications directed to student-athletes and parents the importance of character, ethics and sportsmanship.
4. Ensure the "message" is communicated to all stakeholders is that the first priority of the student-athletes is a serious commitment to getting the best education possible, bringing their best to the classroom, and developing the academic skills and character to succeed.
5. Ensure that the desire to achieve sport performance goals and the pressure to win is not placed above education, character development, academic, social, emotional, physical and ethical well-being of the student-athlete. No one should be allowed to compromise the character development, and ethical well being of the student-athletes in order to win.
6. 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.
7. Safeguard the integrity of their programs by continually monitoring to ensure that no undue interference or influence of commercial interest or inappropriate exploitation of the school name or reputation. This should include avoiding undue financial dependency on particular companies or sponsors.

8. Adopt a code of conduct for parents and other fans that encourages support of coaches, athletes, officials, and opponents and discourages taunting, criticism of coaches, athletes, game officials or any other participant.

“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.