



# Does Character Still Count in Education-Based Athletics?

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# Why are we up here?



**Why did (do) you Coach?**

**Why did (do) you Coach the  
way you do (did)?**



# Why did you become an Athletic Director?



**What is it that you expect  
as the Athletic/Activities  
Leader in your building?**



# **What is your “WHY”?**

## **I am an athletic director because.....**



# What Matters in our schools?

Do Sports Matter?

Does Character Matter?

What Matters Most?



# Does Character Still Matter in Education-Based Athletics?





# **How would you define Character as it relates to Education-Based Athletics?**



# Here is what I have learned...

- Must have everybody on board!
  - Must be intentional!



**What are the character qualities  
that you want your players to  
have?**



# Do sports build character?

It depends on what you mean by "character"

## Performance Character

The mental, emotional, and behavioral attributes that drive performance in an achievement activity.

- Grit
- Teamwork
- Resilience
- Self-Discipline

## Moral Character

The traits needed for ethical behavior and functioning within a society.

- Honesty
- Integrity
- Trustworthiness
- Justice



# Performance vs. Moral Character

## Performance Character

Education-based athletics have the natural tendency to teach performance character.

## Moral Character

Coaches who focus on teaching moral character traits have a much better chance of developing them in their athletes.

“Sports do not teach character in young athletes. Character-driven coaches who intentionally model and teach character do.”



Unfortunately, intentional character development is not a primary focus in many middle and high school sports programs.



The teaching of moral character happens when intentional adults make it the foundation of their athletic program.



# Why Do You Participate – MSU Study

## Boys

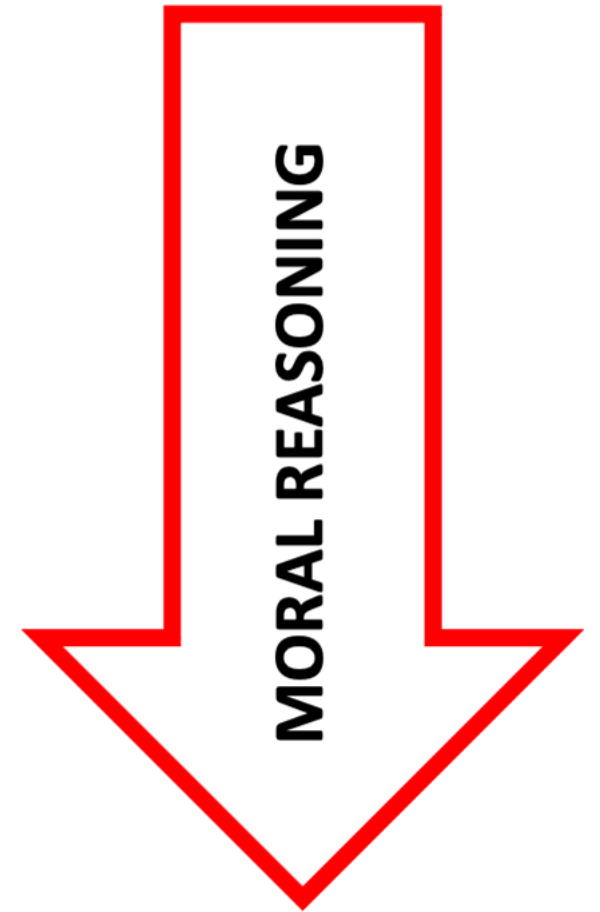
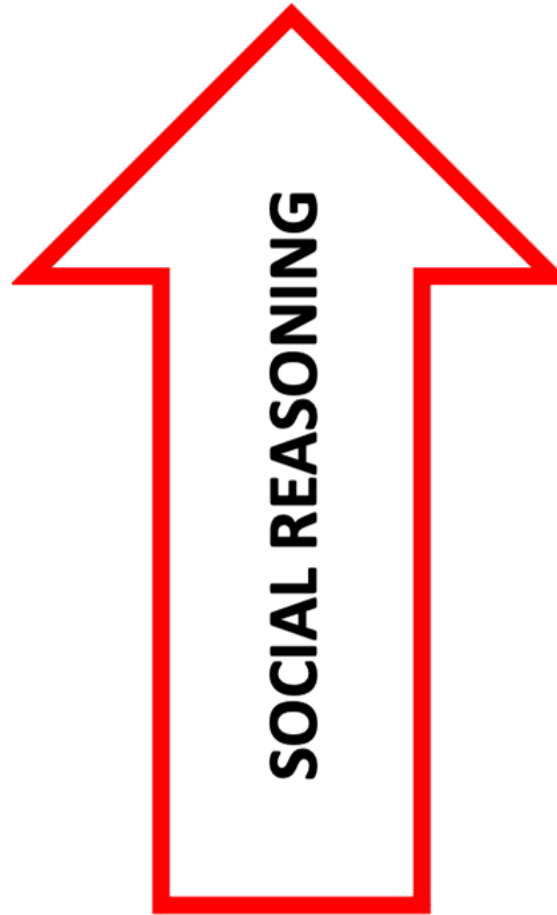
1. To have fun
2. To do something I am good at
3. To improve my skills
4. For the excitement of competition
5. To stay in shape
6. For the challenge of competition
7. To get exercise
8. To learn new skills
9. To be part of a team
10. To go to a higher level of competition

## Girls

1. To have fun
2. To stay in shape
3. To get exercise
4. To improve my skill
5. To do something I am good at
6. To learn new skills
7. For the excitement of competition
8. To play as part of a team
9. To make new friends
10. For the challenge of competition

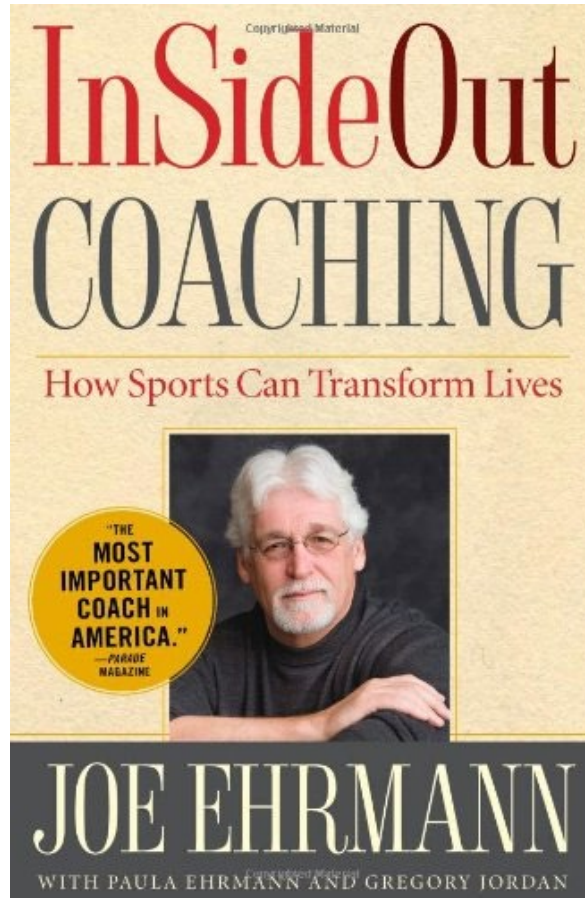


Research shows that the longer a student spends in sports, their social reasoning - sacrificing for the good of the team - rises, while their moral reasoning skills - doing what is fair, just, honest, and noble - decline.





... virtuous coaching can integrate the body with the heart, the mind, and the soul.”



“Why do we even have high school sports if they are not education-based? I think there needs to be a realignment in America. We have social contracts in this country. I think for a long time there was one for sports where sports was going to be a tool to help guide and nurture boys and girls into adulthood. I think that contract is broken.”



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



Character Values + Conditioning = Competition Goals



# Coach Driskell

## Blue Valley High School

### Kansas





# Advice for Coaches (Changing the Game Project):

- Establish a set of team core values that reflect both performance (competitiveness, grit, effort, etc) and moral character (integrity, respect, compassion, etc.)
- Recognize that your moral character values will not naturally be learned and that you must INTENTIONALLY incorporate these lessons into your practices and team sessions. Attach them to a why and a higher purpose that simply winning on the weekend.
- Reward your athletes through praise and a simple token or symbol of their demonstration of character. Perhaps allow them to then give that token to the next athlete who demonstrates that value. Reward what you value!
- Remember that which you do not condemn you condone. In other words, you can never allow a lack of respect or integrity in a single athlete, for if you see it and ignore it (especially if it is one of your top athletes) you just told everyone else this is OK.



BLUE VALLEY WEST



JAGUAR PRIDE COALITION  
(JPCO)



# JAGUAR PRIDE COALITION (JPCO)





# (JPCO)



# (JPCO)

- Started in 2010-2011 School Year
- Leadership Class (tough to get into)
- Student Led Assembly/Pep Rally's
- Built on 4-Corner Stones
  - Family
  - Pride
  - Excellence
  - Grit





# (JPCO)

- INTENTIONAL CHARACTER BUILDING
- Teach Students to hold each other accountable
- Leadership Skills
- Kids WANT to be a part of this group!



# PROVEN PROGRAMS

Josephson Institute Center For Youth Ethics

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

“Pursuing Victory With Honor” in its essence will provide the tools to teach character development skills to all stakeholders.



# PROVEN PROGRAMS

InsideOut Initiative <https://insideoutinitiative.org/>

The InSideOut Initiative (ISOI) is a national movement that empowers and equips school communities to implement purpose-based athletics by connecting student-athletes to transformational coaches in a community of belonging for their social-emotional and character development.

## 4 Questions

1. Why do I coach?
2. Why do I coach the way I do?
3. What does it feel like to be coached by me?
4. How do I define success?



# PROVEN PROGRAMS

Positive Coaching Alliance

<https://secure.positivecoach.org/>

A national non-profit based at Stanford University, is creating a movement to transform the culture of youth sports so that every youth athlete can have a positive character-building experience.



# PROVEN PROGRAMS

## 3D Coaching

<https://3dinstitute.com/>



### 3D Coaches are:

- fundamentally sound
- skilled at coaching the mind
- focused on capturing the heart



# PROVEN PROGRAMS

Sports Done Right (State of Maine)

<http://softwareessentials.com/mcscimages/sdr-text.htm>

A values based philosophy, established as a policy by the school board, is embedded in the athletic program and is communicated to all stakeholders.



# PROVEN PROGRAMS

Fellowship of Christian Athletes

<https://www.fca.org/>



# PROVEN PROGRAMS

Citizens Through Sports Alliance

[www.usoc.orgt/content/index/1270](http://www.usoc.orgt/content/index/1270)

A joint effort by the school-college-olympic community and professional sports leagues to promote the values of citizenship





# PROVEN PROGRAMS

Proactive Coaching

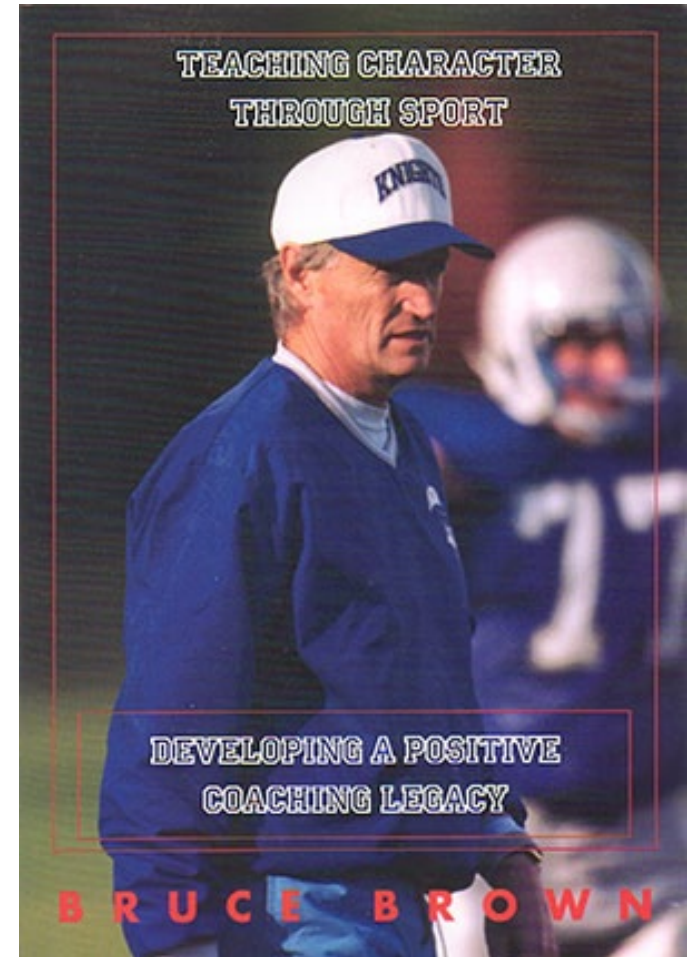
[www.proactivecoach.info](http://www.proactivecoach.info)

Coaching for competence and character an application model for character based athletics. (Bruce Brown)



“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



# PROVEN PROGRAMS

NAIA Champions of Character

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

Designed to instill an understanding of character values in sport and provide practical tools for student athletes, coaches and parents.

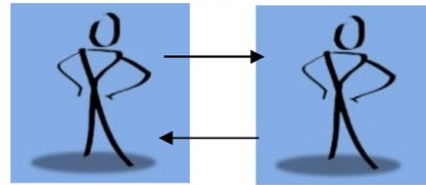


## Integrity



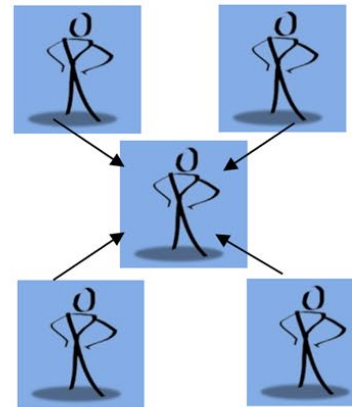
Know and do what is right.

## Respect



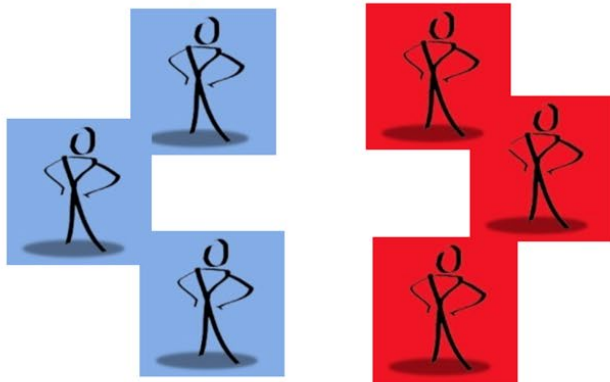
Treat others the way you want to be treated.

## Responsibility



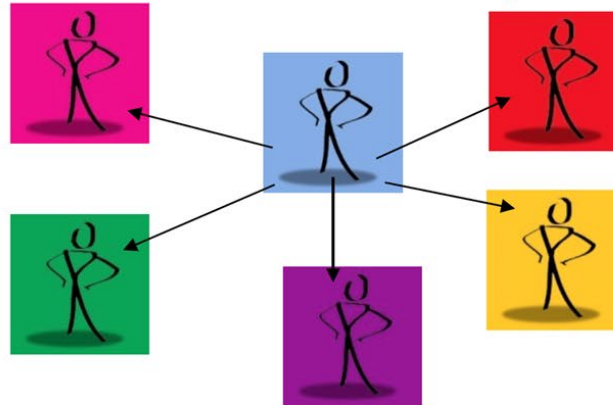
Embrace opportunities to contribute.

## Sportsmanship



Bring your best to all competition.

## Servant Leadership



Serve the common good.



# PROVEN PROGRAMS

NFHS Fundamentals of Coaching

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



# PROVEN PROGRAMS

Janssen Peak Performance

[www.jeffjanssen.com](http://www.jeffjanssen.com)



# PROVEN PROGRAMS

Jamy Bechler

[TheLeadershipPlaybook.com](http://TheLeadershipPlaybook.com)





**If character is important, what are  
we doing to make it more  
important in reality?**

**Are we doing what we say we are  
doing with our athletic program?**







Winning the "Inside Scoreboard"

*The Great Divide*  
**You must be**  
◀ **INTENTIONAL** to  
**Coach Character**

*"Is your Character Strategy  
done deliberately and on  
purpose, not by accident?"*

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The bottom line is, sport  
doesn't build character. A  
Coach builds character.



THANK YOU!

QUESTIONS?



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