



**INTEGRITY RESPECT RESPONSIBILITY
SPORTSMANSHIP SERVANT LEADERSHIP**



Founding Partner

**Five Core Values of
Champions of Character**

INTEGRITY

Positive internal traits that guide behavior

RESPECT

Treating others the way you want to be treated

RESPONSIBILITY

The social force that binds the individual to the good of the team

SPORTSMANSHIP

Following the rules, spirit, and etiquette of athletic competition

SERVANT LEADERSHIP

Serving the greater good

Learn more at
ChampionsofCharacter.org

The Games Matter

Dr. Robert Haworth, Vice President for Champions of Character



Sports are the largest category of after school activities available for young people. It is estimated that 41 million young people, either with some prodding from mom and dad or voluntarily, are walking on fields of athletic competition. Why? For the athlete the answer is easy – to have fun. For the rest of us the research is clear, the games matter. Sports participation can help young people succeed in school and beyond.

There are numerous studies that conclude that youth sports participation influences everything from grades and attendance to self-esteem and future employment. At the high school level sports has been shown to have a positive effect on several educational outcomes including math and English proficiency. Research indicates that girls who participate in sport see it as a way to break gender stereotypes and increase their possibilities. The same research indicates that African American and Latina female athletes have better grades and greater involvement in high school than female non-athletes. A national longitudinal study shows that men at an average age of 32 who participated in high school athletics were paid 31% higher wages than those that did not participate. Findings indicate that the academic benefits derived from sports participation are linked to the intentional teaching of life skills. Sport provides life lessons in such areas as planning skills, goal setting, time management and responsibility to something greater than yourself. Sport provides a lesson on persistence (defeat, victory, defeat again) as well how to handle disappointment. A goal for adults is not to shelter our young people from these lessons. Not to solve the problems for them but to realize that they are taking place in the context of a game.

Although the benefits are there for the taking, adults will determine who will take advantage of them. Participation levels in park and recreational community leagues are at their highest in elementary school. As our youth get older, participation levels begin to increase at the school level and decline at the community level. As our youth enter high school, sports opportunities become fewer and more competitive. The key is to develop multiple levels of playing experiences, get our young people into the game and provide a quality experience once they are. In order to turn that key, adults must be engaged.

On a typical day in America, tens of thousands of young people can be found playing on our nation's courts, fields and pitches because the games do matter. Not so much for the wins or losses but for the educational and social benefits associated with sports participation. These benefits indicate the importance of making sure the games continue and that young people have access to them.

Research cited in this article was compiled by Ann Rosewater's "Learning to Play and Playing to Learn."



Coaches Embrace Character-Driven Coaching

Character Driven Coaching, the NAIA's first ever on-line coaches' training, was introduced this past July. Since its introduction over 1600 coaches have completed the course. Through the training, coaches learn how to incorporate character development into their coaching philosophy and build a plan to intentionally develop character using the teachable moments that arise in their sport. While completion of the course by July 15, 2010 is mandatory for all NAIA coaches, the NAIA invites all coaches to take Character Driven Coaching. The course can be accessed at no charge by visiting:

<http://coaches.championsofcharacter.org/>



NAIA Launches Champions of Character Scorecard

The NAIA is pleased to announce the launch of *Champions of Character* Scorecard. The Scorecard, which replaces the *Champions of Character* Annual Report for NAIA Institutions, measures each Institution's commitment to *Champions of Character* in five key areas. Institutions can earn points in each key area up to a maximum of 100 total points. All institutions scoring 60 or more total points will be named Five Star *Champions of Character* Institutions. For more information about the *Champions of Character* Scorecard please visit:

<http://www.championsofcharacter.org/page/scorecard.php>

Student-Athlete impact: Casey Wieder, Ottawa University, Football and Golf

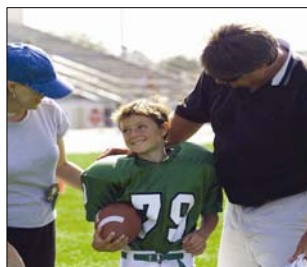
Last year Casey Wieder was selected to participate in the Red Cross/NAIA Collegiate Leadership Program, an initiative designed to develop student leaders in and out of competition. The program includes a two-week leadership academy in Washington, D.C. at the Red Cross headquarters. This past summer Wieder and other NAIA student-athletes not only learned about the importance of blood donation but what they could do in their local communities to help save lives.

Wieder, a member of the Ottawa (Kan.) University football and golf teams, recently hosted a Red Cross blood drive on campus. Wieder enlisted the help of his teammates and set a goal to raise 50 productive units of blood. As it turned out there were 69 donors, 61 first-time Red Cross donors, and 57 units of blood collected during Wieder's drive.



Casey learned a lot about blood drives during his two weeks in Washington, D.C. and brought back many ideas for his local drives," said Bev Kerbs, Donor Recruitment Representative, American Red Cross Blood Services. "Casey did an excellent job on the Ottawa University Blood Drive."

With Casey's first drive the 57 units of blood collected have the potential to save 171 lives. To learn more about the Red Cross/NAIA Collegiate Leadership Program and how student-athletes can be involved visit www.ChampionsofCharacter.org.



Parent's Tip

Drop Yours and Accept Theirs:
Accept your child's goals and expectations for the season



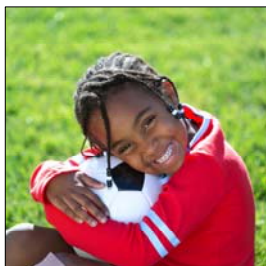
Character in Event Management

Controlling Spectators and Fans

By Josh Hollis, NAIA *Champions of Character* Intern

In athletics, character extends beyond the competition. It goes further than the athletes, coaches and officials who participate in the contest and includes the spectator. Spectators and fans can have either a positive or negative impact on an athletic contest.

All too often spectators can become out of control and exhibit poor sportsmanship towards the opposing team and even their own team. We have all heard the heckler who constantly berates an athlete, coach or official. This behavior does not promote character-driven athletics. There are several reasons the heckler engages in this type of behavior. While some fans might find the heckler amusing most are usually annoyed. This behavior clearly should not be tolerated during sporting events.



Player's Tip

Use inner strength to control emotions in pressure situations

Several things can be done to help promote good sportsmanship. A public address announcement should be made before the start of the event stating that the host organization values the character of athletics. That message should be reinforced throughout the contest by stating that unsportsmanlike and disrespectful behavior will not be tolerated. The entire event staff should be educated on proper sportsmanship of fans and be on the lookout for any unruly behavior. An event management plan should indicate what steps need to be taken when poor sportsmanship is identified. Sports fans are an important and necessary part of athletic events and should be held to the same character standards as the athletes, coaches and officials.



Coaches' Tip

Walk the Talk:

People will listen to what you say, but believe what you do.

NIKE Hosts NAIA Cross Country National Championships Character Clinic



In association with the 2009 NAIA Cross Country National Championships, Concordia University (Ore.) led a *Champions of Character* clinic at the Nike World Headquarters. The program featured five stations, each with an activity and a message about one of the core values. The entire 200+ student body from

De La Salle North Catholic High School participated, along with members of the following NAIA cross country teams: Cornerstone University, Malone University, Indiana Wesleyan University, Azusa Pacific University, Doane College, Minot State University, Viterbo University, Ursuline College, Concordia University, Saint Xavier University. (Photo courtesy of Ritch Fuhrer, Digital Designs)

Champions of Character Foundation — Make an impact, donate online

Over the past nine years, *Champions of Character* has positively impacted the lives of more than **700,000** coaches, athletes and parents across the nation. The *Champions of Character* process has helped all of these constituents recognize and incorporate character into both their sports experiences and everyday lives.

Although our impact has been significant, it is time for *Champions of Character* to make a difference for even more parents, students and coaches. If you, your family, team or school have benefited from *Champions of Character* NOW is the time to give back to continue the good work of the program. How about honoring a coach of character or a deserving teammate? We will let them know you've honored them with your donation.

[Making a donation to Champions of Character is easy!](#) Just **[click this link](#)** to go to our website and use a major credit card to make a safe and secure, tax deductible donation. If you are honoring someone, please include their name and contact information in the comment field.

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Ways to Give

If you would like to donate to the NAIA *Champions of Character* Foundation contact Eric Massey, Director of Development, NAIA *Champions of Character* Foundation, emassey@naia.org, or call 816-595-8000.

Donate On-line NEW!

Visit <https://app.etapestry.com/hosted/NationalAssociationofInterc/OnlineDonation.html>

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