



**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

Over Coaching

Dr. Robert Haworth, Vice President for Champions of Character



All coaches try to prepare their teams for the various situations they will face in a contest. As a goal this concept is easy to strive for but difficult to achieve. Coaches want their athletes to be prepared for the upcoming contest. Yet how do effective coaches prepare for every situation their athletes will face without over coaching? A coach can avoid over coaching by keeping it simple. The concept of keeping it simple is often seen in the acronym KISS for "Keep it Simple, Stupid" or "Keep it Short and Simple." KISS states that simplicity should be a key goal and that complexity should be avoided. By keeping it simple effective coaches are not dumming down they are taking a single concept and understanding as thoroughly as possible.

Great coaches understand the importance of depth while less effective coaches live for delivering on breadth. Depth builds confidence. Great coaches understand that one time, short-term efforts or fixes do not provide lasting changes, but sustained focused efforts over a long period of time can bring confidence and long term success. Look at some of the great coaches of all time – when we think of their teams we don't think of multiple offenses or defenses we think of distinct game plan.

- Vince Lombardi – The Packer Sweep
- Phil Jackson – Triangle Offense
- Bill Walsh – West Coast Offense
- Bob Knight – Motion Offense

Adding depth requires a coach to understand a sport specific skill and strategy at its fundamental level. In fact that is where effective coaches live – the fundamentals. Those teams that understand the basic fundamentals of their sport and can execute them under pressure are the teams who win repeatedly. Through simplicity and depth, effective coaches seek not just practice but perfect practice of the fundamentals while not letting perfection stand in the way of progress.

Rob Haworth, Ph.D., is a Vice President of the National Association of Intercollegiate Athletics (NAIA). Dr. Haworth administers the Champions of Character initiative which is charged with changing the culture of sport. If you are a parent, coach or athlete and would like to learn more about Champions of Character go to championsofcharacter.org.



Over 5,400 Coaches Complete Character Driven Coaching

Since July 2009, over 5,400 coaches have completed Character Driven Coaching, the NAIA's first on-line training course for coaches. Through the course 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. The NAIA invites all coaches to take the course. Click [here](#) to access Character Driven Coaching.



Score NOW on the Champions of Character Scorecard

The NEW *Champions of Character* Scorecard replaces the *Champions of Character* Annual Report. All NAIA Institutions are eligible to participate in the scorecard. Institutions that score 60 or more points and submit their scorecard by August 15, 2010 will be named Five Star *Champions of Character* Institutions. Click [here](#) to access the *Champions of Character* Scorecard and score NOW!

Character Training Program & Certification Process Launched at NAIA Convention



The NAIA successfully launched a new character training program and certification process at this year's convention. The training program and certification process are voluntary professional development programs designed for those who want to positively impact sports.

The training program includes (5) forty-five minute Character Training Courses or CTC. They include: CTC 101 *Champions of Character* Overview, CTC 102 Hospitality and Event Management, CTC 201 *Champions of Character: Campus Based Strategies and Organizational Principles for Member Institutions*, CTC 202 *Champions of Character: Outreach Strategies and Organizational Principles for High School Organizations*, CTC301 *Champions of Character* Teacher Training, and CTC 302 *Champions of Character* Capstone Project.

Completion of a Character Training Courses will enhance the *Champions of Character* program at both the conference and campus level. Those who complete a training course will have demonstrated a commitment to and gained additional knowledge of character driven athletics and have the ability to attain various levels of certification.



Levels of certification include:

- The Registered Champion of Character or RCC requires completion of CTC 101 & 102.
- The Certified Champion of Character or CCC requires completion of CTC 101, 102, 201 and 202.
- The Master Champion of Character of MCC requires completion of CTC 101, 102, 201, 202, 301 and 302.



Parent's Tip

Fill the emotional tank:
Praise a behavior you would like them to continue

Click [here](#) to view a list of individuals who have completed Character Training Courses on campus or at convention.

Champions of Character Featured at NAIA Winter Championships

Champions of Character activities were included in all NAIA Winter Championships. Activities ranged from school visits and clinics to *Champions of Character* Awards and added to the excitement of the championships.



The NAIA Indoor Track and Field Championships in Johnson City, Tennessee included NAIA championship team visits to 16 area schools, reaching 1600 students. *Champions of Character* Awards were presented to children from nine local schools.

Three NAIA Championship Swimming and Diving teams conducted a clinic during the NAIA Swimming and Diving Championships in St. Peters, MO. Clinic participants heard a *Champions of Character* message, interacted with NAIA Championship swimmers and divers and received technique instruction.

A Special Olympics clinic and school field trips were among the *Champions of Character* activities featured at the Women's Division II Championships in Sioux City, Iowa. NAIA championship teams delivered the *Champions of Character* message to 28 local schools and 8 NAIA Championship teams conducted a track and field clinic for 120 Special Olympians.



A host of *Champions of Character* activities were included in the Buffalo Funds-NAIA Division I Men's Basketball National Championship in Kansas City, Missouri. Activities included *Champions of Character* messages delivered by NAIA Championship teams to local YMCA's and to school children who attended the Championship, *Champions of Character* presentations to youth teams and groups, a Special Olympics Clinic, *Champions of Character* High School Awards, and the new High School Leadership Day.



Coaches' Tip

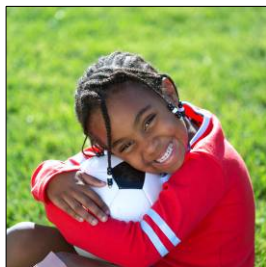
Define Your Core Values:
Make teamwork and poise part of your everyday philosophy.



The Impact of Youth Sports on Childhood Obesity

By Bre'Ann Jones, NAIA *Champions of Character* Intern

One of the most disturbing and unfortunate epidemics plaguing the United States today is childhood obesity. According to the Department of Health and Human Services, 20% of U.S. children will be defined as obese next year. Millions of these children face a higher risk of developing obesity-related disorders such as diabetes and heart disease. An obese child runs a 70-80 percent chance of becoming an obese adult and studies have shown these children have an exceptionally hard time losing weight and following through with lifestyle changes in adulthood.



Player's Tip

Be Ready to Learn:
Take correction as a compliment.

Our nation needs to take the obesity issue more seriously. Parents should encourage kids to remain physically active throughout childhood and one of the best ways to do so is through sports. Sports have long been a positive influence in children's lives by teaching them the value of sportsmanship, teamwork, and dedication but research also shows that children who are physically active are ten times less likely to develop obesity during their youth.

Developing a positive and enjoyable atmosphere, where children can enjoy physical activities and learn to appreciate activities they may not have previously considered can prevent a lot of pain and suffering and help fight the epidemic of childhood obesity.

NAIA CHAMPIONS OF CHARACTER FOUNDATION

THANK YOU for making a DIFFERENCE in the lives of KANSAS CITY KIDS!

The NAIA would like to extend a thank you to you, our supporters, for helping us to provide education outreach initiatives aimed at character development through interscholastic and youth sports communities.

Teaming Up For Character

In the last three years more than 10,000 area youth have participated in character events in conjunction with the Buffalo Funds-NAIA Division I Men's Basketball National Championship. Students who participated in the *Champions of Character* initiative, have walked away with the understanding of how the values can assist them on the field of athletic competition and in life. At this year's Buffalo Funds-NAIA Div I Men's Basketball National Championship our Teaming Up For Character initiative raised \$31,588 and reached out to over 5,000 youth in the community. During the tournament students had the opportunity to visit with the NAIA student-athletes to learn more about their universities, athletes' academic interests and the role of the student-athlete. They participated in an NAIA *Champions of Character* educational discussion about the five core character values and attend the championship basketball games.



"The students and myself have great respect for the *Champions of Character* program and the NAIA Men's DI Tournament. They now understand that academics, attitude and dedication is the key to a successful education and life itself. We are thankful to be a part of such a great program and to witness a group of young men display the *Champions of Character* image on the court".

Brad Washington
 Director of Youth Development
 Don Bosco Community Centers, Inc.

"Our group had a wonderful time at the *Champions of Character* field trip. I have heard so many positive things from the students and from the parents and administrators who attended. We'd love to come back again next year! What a fantastic experience".

Cheryl Oerly
 Grain Valley, MO School District

Hall of Fame Legacy Fund

We've asked Hall of Fame members to assist us with the establishment of a "Hall of Fame" Legacy Fund to support the work of Jim Carr, his staff, and the NAIA. The support of the Hall of Fame members has allowed the NAIA to continue the same quality of service to our institutions, athletes, and athletic programs. The Hall of Fame Legacy fund has raised \$2,915 to date. To learn more about the Legacy Fund go to championsofcharacter.org

Click [here](#) to Donate On-line

Donate Via Regular Mail

Mail checks made payable to "NAIA *Champions of Character* Foundation" to:

NAIA *Champions of Character* Foundation
 Attn: Eric A. Massey
 1200 Grand Blvd
 Kansas City, MO 64106

