



**OREGON ATHLETIC DIRECTORS ASSOCIATION**

**[www.oada.8m.com](http://www.oada.8m.com)**

*Spirit of a*  
**CHAMPION**

**PRESENTED BY OREGON ATHLETIC DIRECTORS ASSOCIATION**

**SPONSORED BY**

***BI-MART***

**APRIL 2008**

# ***SPIRIT OF A CHAMPION***

Presented by The Oregon Athletic Directors Association  
Sponsored by BI-MART

## **I. Where did *Spirit Of A Champion* Program come from?**

- A) Interest began when athletic directors heard Bruce Brown speak at national conferences and began buying some of his materials.
- B) It grew when Bruce Brown was the featured presenter at the 2006 OADA Conference.
- C) The NAIA Champions of Character program laid out a model program to adapt to our needs.

## **II. Why is the Oregon Athletic Directors presenting this program?**

- A) Character development is something that we claim is one of the major benefits of being involved in High School sports.
- B) As Athletic Directors we often promote programs and coaches for their efforts to build positive character qualities in their student athletics.

## **III. Why start a program about character development through sports?**

- A) It doesn't just happen. We need to find ways to be intentional about teaching character development through sports.
- B) Fewer coaches are educators and may not have spent time talking about this part of coaching.
- C) Many things teach character development through sport in your school. This gives a school a chance to assess their programs and be recognized for their efforts.

## **IV. Components of the *Spirit Of A Champion* program.**

- A) Four key groups have been identified as areas
  - 1) Administration
  - 2) Coaches
  - 3) Student-Athletes
  - 4) Parents

## **V. Each of the areas have activities to choose from to build a *Spirit Of A Champion* program in your school. Additional events may be used to substitute for activities.**

### Administration

- A) Supply materials and resources for a ***Spirit Of A Champion*** program in your school. Compile a variety of books, videos and other materials that coaches, students and parents may use to assist a *Spirit of Champion* program.
- B) Put sportsmanship statement in all game programs for athletic events at your school.
- C) Have your public address announcer read a statement before all contests stating your commitment to good sportsmanship and your participation in the ***Spirit Of A Champion*** program.
- D) Assist in your schools attendance at a Bruce Brown Champions of Character Tour Presentation.
- E) Optional activity.

### Coaches:

- A) Have coaches read and commit to abide by the coaches Code of Conduct.
- B) Have coaches view and discuss the video Teaching Character Through Sports and Redefining the Term Athlete
- C) Read the Bruce Brown book Teaching Character Through Sports
- D) Implement a character based activity from Teaching Character Through Sports Positive Team Traditions
- E) Optional activities

### Players:

- A) Attend an introduction meeting where coaches explain the significance of character in athletics
- B) View and discuss the video Redefining the Term Athletes
- C) Sign and commit to the student athletic pledge
- D) Complete and review the self-assessment
- E) Participate in captain's academy
- F) Optional activity

### Parents:

- A) Hold preseason parent meeting where the video The Role of the Parent is viewed and discussed.
- B) Have parents sign the Parent Code of Conduct
- C) Optional activities

### Bonus Activities:

- A) Administrators/Coaches/Athletes – Sponsor or attend captains academy at your school
- B) Coaches/Players perform a community service project that helps your community and enhances character development in your team.

- C) Administrators/Coaches/Players/Parents attend a presentation by Bruce Brown on his tour of Oregon or summer presentations in future years.

### Year End Report

At the end of the school year complete the form detailing the activities that you sponsored or participated in that would qualify you to be recognized as a ***Spirit Of A Champion*** school.

### Qualifying as a ***Spirit Of A Champion*** School

To qualify as a school that is a member of the ***Spirit Of A Champion*** program, you must pick and implement two activities from each of the four areas and file the year-end report. You may substitute a bonus activity for one of the activities listed in the four areas. Having coaches, athletes, and parents attend the Bruce Brown presentations will count for the three activities (one in each area).

### How Do You Get Started

- A) A great way to start is to have coaches, athletes and parents attend one of the regional sites that will be presented each August around the start of Fall practices (**August 18-23, 2008 – see attached schedule**)
- B) Purchase the packet of material Bruce Brown (Proactive Coaching) or other reputable resources to implement **Spirit of a Champion** activities.
- C) Jump in and get started

### Things that need to be done – OADA EXECUTIVE BOARD

- 1) Develop a **Spirit of a Champion** resource list.
- 2) Provide this list to OADA members and other interested parties.
- 3) Promote the **Spirit of a Champion** August tour complete with dates, times and locations for each region in the state.
- 4) Provide **Spirit of a Champion** Certificates for each **Spirit of a Champion** school who selects one male and one female athlete that best exemplifies the character traits of a **Spirit of a Champion**.
- 5) The OADA Board will provide this list of athletes to **BI-MART** to be used in regional recognition programs at **BI-MART** stores throughout the state.

# Administration Implementation Suggestions

## Materials

Video *NAIA Champions of Character Overview*

Video *Teaching Character Through Sport*

Video *Redefining the Term Athlete*

Code of Ethics

Public Address Announcements

Year-End Report

Awards

As the OADA ***Spirit Of A Champion*** administrator, it is your responsibility to facilitate this program with your student-athletes, coaches, and community.

Your responsibilities include:

- 1) Conducting coaches meeting
- 2) Conducting student-athlete meetings
- 3) Conducting parent meetings
- 4) Collecting Student-Athlete Pledges
- 5) Collecting Coaches Pledges
- 6) Signing the Code of Ethics
- 7) Developing game management strategies
- 8) Reading and/or printing the public address announcements at all home contests
- 9) Submitting the Year-End Report to the OADA to be officially recognized as a ***Spirit of a Champion School***
- 10) Submit your names (one male and one female) for ***Spirit of a Champion*** certificate.

Additional ways to incorporate character in your program(s):

Create a ***Spirit Of A Champion*** bulletin/newsletter - weekly, monthly, quarterly

Sponsor ***Spirit Of A Champion*** activities:

- o Sporting events
- o Banquets/Luncheons
- o Rallies

Create a Student Character Council

Participate in community outreach programs

## ***Spirit Of A Champion*** **Code of Ethics**

**PURPOSE:** A Code of Ethics is the essential tool with which to protect and promote the interests of athletics and the coaching profession. Its primary purpose is to clarify and distinguish ethical practices from those, which are detrimental and harmful. Its secondary purposes are to emphasize the values of athletics educational institutions and to stress the functional contributions of coaches to their schools and players. Ethics must be defined as the basic principles of right action. Proper ethics in athletics implies a standard of character, which affords confidence and trust. The standards emphasized in this code certainly rest in the hands of those engaged in the athletics field.

**BASIC PRINCIPLES:** In becoming a member of the athletic community, whether as an institution, a member of a coaching staff, or as an individual, certain obligations and responsibilities are assumed in relation to competitors as institutions, teams, coaches, and student bodies. These relationships are paramount in establishing and holding the kind of friendships, which count most in our estimation of athletics in society today. The essential elements in the Code of Ethics today are honesty and integrity. Coaches whose conduct reflects these two characteristics will bring credit to the field of athletics and to themselves. It is only through such conduct that athletics can earn and maintain a rightful place in our educational program and make a full contribution to our way of life.

**CONDUCT OF ADMINISTRATORS AND COACHES:** The administration of athletics shall be carried out in such a manner that the educational aims of the institution will be fulfilled. The administrator of athletics is responsible for both the principles and practices of this program being consistent with the broad educational purposes of the institution and highest ethical and moral standards of sports.

The coach shall make every effort to conduct the sports program in such a manner as to give full and active support to the educational aims of the institution. The coach shall have a thorough knowledge of the academic rules and standards of the institution and give active evidence of full support. The coach shall cooperate fully in support of the faculty on eligibility requirements and insist that all athletes fulfill the same academic requirements as all other students at the institution.

The coach shall actively participate in committees and programs in support of the general educational program of the administration. The coach shall actively participate in programs established by the institution for professional growth.

All coaches shall conduct their sports programs in such a manner to assure both those who participate and those who are influenced in any way through the program that the major emphasis is placed on building character, sound health, and broad educational aims, rather than merely a publicity medium built on winning.

The coach shall insist upon adherence to both the letter and the spirit of high sportsmanship and playing rules. Under no circumstances should evasion of playing rules to gain an advantage be permitted.

**OFFICIALS:** Game officials should be selected with care to assure that they are competent and experienced. Once selected, they should have the full support of administration, coaches and athletes in fulfilling their job. Under no conditions should coaches, players or spectators be permitted to make critical remarks to or about an official during a contest. Booming and other discourteous conduct at athletic contests should be strongly discouraged.

**PUBLIC RELATIONS:** Maintaining a positive relationship with the media and the general public is essential. Each individual has the responsibility to furnish accurate and reliable news of public concern to members of the media at all times. Through a positive relationship with the media and general public, the institution is able to inform the public of its aims and further its relationship with the surrounding community.

**SCOUTING:** Scouting of competitors should be confined to regularly scheduled games. Intruding upon practice sessions is to be strictly prohibited. The trading of game films in lieu of personal scouting is encouraged whenever practicable, provided complete, high-quality films are furnished at a mutually agreeable time in advance of the given contest.

I, \_\_\_\_\_, representing the athletic department of

\_\_\_\_\_, sign this Code knowing and understanding the importance of the ***Spirit of a Champion*** and will follow the statements in the aforementioned Code of Ethics.

Signature of ***Spirit of a Champion*** Administrator \_\_\_\_\_

Date \_\_\_\_\_

## ***Spirit of a Champion*** **Public Address Announcements**

### **#1**

(Host) \_\_\_\_\_ is a true believer in the ***Spirit Of A Champion*** and asks that you show respect for the players, fans and officials of tonight's contest between (Host) \_\_\_\_\_ and (Opponent) \_\_\_\_\_ regardless of the outcome, we expect a positive environment for all to enjoy.

### **#2**

Good evening, ladies and gentlemen, and welcome to tonight's match-up between (Host) \_\_\_\_\_ and (Opponent) \_\_\_\_\_. (Host) \_\_\_\_\_ are committed to maintaining the true spirit of competition in athletics. Please do your part by showing respect to every spectator, athlete, coach, and official involved in today's contest.

### **#3**

Welcome to today's game. (Host) \_\_\_\_\_ has established a ***Spirit Of A Champion*** program which empowers our athletes, coaches, officials and fans to be role models for sportsmanship and fair play on the field (or court) and in our communities. Thank you for your support of this program.

### **#4**

(Host) \_\_\_\_\_ welcomes you to tonight's game and ask that you join us in Promoting character and sportsmanship in High School athletics. Through its ***Spirit Of A Champion***, the (Host) \_\_\_\_\_ encourages its athletes and coaches to be positive role models. We ask that you help us by respecting the efforts of the teams and officials in tonight's game.

### **#5**

(Host) \_\_\_\_\_ welcomes all players, officials and spectators to today's game. As participants in the ***Spirit Of A Champion*** program we hope each of you will help create a positive competitive environment by showing respect for one another. On behalf of the \_\_\_\_\_ Athletic Conference, please enjoy today's game.

## ***Spirit Of A Champion*** **Year-End Report**

Institution/Sports Program \_\_\_\_\_

Name/Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Date *Spirit Of A Champion* was implemented \_\_\_\_\_

Male Spirit of a Champion Selection: \_\_\_\_\_

Female Spirit of a Champion Selection: \_\_\_\_\_

Please list programming activities that were implemented in each of the following areas during the 200\_-200\_ academic year:

**Administration:**

**Student-Athletes:**

**Coaches:**

**Parents:**

Signature of Person Filing Report: \_\_\_\_\_

Date: \_\_\_\_\_

Please provide us with any stories on *Spirit Of A Champion* which you think would be interesting, worth sharing or allows us to continue the development of the initiative.

Return this form to Boyd Bjorkquist, OADA President,  
2323 Pacific Ave  
North Bend OR 97459-2605  
FAX: 541-756-8322

# Coaches Implementation Suggestions

## Materials

Video *Teaching Character Through Sport*

Coaches Code

Book *Teaching Character Through Sport - Creating a Legacy of Caring and Competence*

The athletic director or an administrator should conduct a meeting for all coaches prior to the academic year. At this time each coach should view the two *Spirit Of A Champion* videos: *Redefining the Term Athlete* and *How to Teach Character Through Sport*. By watching the same video as the athletes, the coaches are aware of the message delivered to the athletes and what expectations they have for each other. The second video discusses the issues regarding character in sport and offers application models for developing character in their athletes. Below is a list of discussion topics after you watch the videos:

1. Define the program's behavioral values. What do we stand for?
2. Design a proactive plan for building character. (*Teaching Character Through Sport - Creating a Legacy of Caring and Competence*)
3. How will the coaching staff engage student-athletes and the student body?
4. What does the public see when they watch your teams play? Do our words and actions align?
5. Establish a NO profanity policy.
6. Establish and regularly practice rituals and traditions that teach positive character values.
7. Establish guidelines for dealing with unethical and unsportsmanlike behavior by athletes.
8. Encourage character and good sportsmanship through praise and awards.

Have each coach committed to character development sign the Coaches Code.

The book, *Teaching Character Through Sport - Creating a Legacy of Caring and Competence* was written to address several critical issues for those individuals who really care about not only their profession, but also about those young people who are in their charge. *Part I: Making a Difference* examines why individuals go into coaching and what characteristics successful coaches tend to exhibit. *Part II: Teaching Character Through Sport* reviews the values that sport should instill and offers suggestions on how coaches can effectively develop that value in their athletes. *Part III: Crafting a Team* details what qualities great teams frequently have and how coaches can make physically conditioning their teams a constructive part of the team-building process. Finally, *Part IV: Focusing on Other Issues* presents an overview of how coaches can help transition their athletes within the program and discusses the role parents should have in the athletic experience of their children.

## ***Spirit Of A Champion*** **Coaches Code**

I believe in athletics for the building of good character and personality.

I believe in athletics as a significant part of a sound educational program.

I believe in athletics as a constructive force in the lives of millions of sports followers throughout our nation. Therefore, I will hold sportsmanship and fair play high above all other values to be gained through sports participation.

I consider the privilege of guiding youth through participation in sports as a sacred trust.

I will always keep the best interests of each student-athlete as my aim. I shall never be guilty of enhancing my professional progress by the use of a student's skill for my benefit.

I will not encourage, or ever tolerate, any form of trickery or evasion of rules in order to gain an advantage over an opponent.

I will do all in my power to instill in those under my direction a tolerance for all races and creeds, and I will stand out against intolerance wherever it may occur.

I will strive to instill in every youth great purposes and aims in living and will use the desire to play not as an end, but as a training ground for the student's highest development.

I will strive to teach each student to be humble in victory and gracious in defeat, to be above bragging or using alibis, and shall help develop inner strength and poise.

I will use only fair and honest means in my desire for personal achievement and shall count the goodwill of my peers far above any achievement unfairly gained.

I will encourage each student to avail himself/herself of the best experience to be gained in a well-rounded education. I will never encourage participation in athletics as an end in itself.

I will help each student under my guidance toward the development of honest habits of work and pride in work well done and I shall not practice or allow evasion in any obligation surrounding the athletics program.

I, \_\_\_\_\_, sign this Code as the coach of (institution) representing the sport of \_\_\_\_\_, knowing and understanding the importance of the *Spirit Of A Champion* and will follow the statements in the aforementioned Coaches Code.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Student-Athlete Implementation Suggestions

## Materials

Video *Redefining the Term Athlete*  
Assessment Student-Athlete Pledge  
Awards

1. Identify who will deliver the ***Spirit Of A Champion*** message to your student-athletes; this could be the athletic director, coach, or administrator. Begin each season (fall/winter/spring) with a student-athlete meeting to be conducted on a sport-by-sport basis or with all sports at the same time. When all sport programs are addressed at the same time a sense of unity and school spirit is brought to the athletic department. Student-athletes will also set expectations and look for these character traits in their peers.
2. View the ***Spirit Of A Champion*** video, *Redefining the Term Athlete*. Then offer a 15-minute breakout session lead by the team captains to discuss how each team will embrace ***Spirit Of A Champion*** and what changes need to take place.
3. Present the student-athlete pledge and have only those sign the pledge if they are committed to being part of the ***Spirit Of A Champion*** where their words and actions align.
4. Teams can make a conscious choice to uphold the best values. Individual players can make choices that will define them as an athlete. Have each player complete the assessment on how they view themselves and how they think their teammates would assess them. This is a good source of self-reflection.
5. Pick a day to honor teams or individuals that best exemplify the values of the ***Spirit Of A Champion*** program.
6. Visit youth teams in your area, and share with them your team's ***Spirit of a Champion*** pledge. Give them examples of what a ***Spirit of a Champion*** looks and acts like. Ask them to join you in the ***Spirit of a Champion*** program.

# Athlete Assessment

## Are you an ATHLETE?

### *RESPECT*

TEACHABLE SPIRIT										
1	2	3	4	5	6	7	8	9	10	
WORK HABITS										
1	2	3	4	5	6	7	8	9	10	
ATTENTIVENESS										
1	2	3	4	5	6	7	8	9	10	
CONFIDENCE										
1	2	3	4	5	6	7	8	9	10	
PRIDE										
1	2	3	4	5	6	7	8	9	10	

### *RESPONSIBILITY*

ACADEMIC										
1	2	3	4	5	6	7	8	9	10	
ACCOUNTABILITY										
1	2	3	4	5	6	7	8	9	10	
CONSISTENCY										
1	2	3	4	5	6	7	8	9	10	
DISCIPLINE										
1	2	3	4	5	6	7	8	9	10	
COMPETITIVE										
1	2	3	4	5	6	7	8	9	10	
MENTAL TOUGHNESS										
1	2	3	4	5	6	7	8	9	10	
DETERMINATION										
1	2	3	4	5	6	7	8	9	10	

### *INTEGRITY*

INTEGRITY										
1	2	3	4	5	6	7	8	9	10	

### *SERVANT LEADERSHIP*

SELFLESSNESS										
1	2	3	4	5	6	7	8	9	10	
ENTHUSIASM										
1	2	3	4	5	6	7	8	9	10	

### *SPORTSMANSHIP*

SPORTSMANSHIP										
1	2	3	4	5	6	7	8	9	10	

## ***Spirit Of A Champion*** **Student-Athlete Pledge**

Each game and practice I participate in will provide me with an opportunity to be a model of the values of the ***Spirit Of A Champion*** program.

I pledge, as a student-athlete, to accept the values of the ***Spirit Of A Champion*** and will do my best to represent my team, my school, my teammates and myself by:

**Respecting** my opponent, the officials, my teammates, myself and the game; taking **responsibility** for my actions in all areas of my life; having the **integrity** to stand by my word; providing **servant leadership** where I serve others while striving to be a personal and team leader; and being an example of **sportsmanship** by holding myself to the highest standards of fair play.

Student-Athlete's Name \_\_\_\_\_

School \_\_\_\_\_

Sports Team \_\_\_\_\_

Student-Athlete's Signature \_\_\_\_\_

# Parent Implementation Suggestions

## Materials

Video - *The Role of Parents in Athletics*

Book — *The Call to Coaching Creating a Legacy of Caring and Competence* (Ch. 12)

With over 30 years of coaching experience Bruce Brown, NAIA Special Presenter, delivers these messages to parents from the perspective of the athlete. Parents and coaches constantly send powerful messages to athletes, and those messages should not conflict. Since 70% of all young people are done competing in a team sport activity by the age of 13, it becomes even more important that a child's parents, as early as possible, do what they can to facilitate growth, help performance, and keep their own perspective.

A parent meeting should be held prior to the season starting. At this meeting the parents should view the *Role of Parents in Athletics*. The issues covered focus on the parents' role before, during and after competition. For more detailed information refer to *The Call to Coaching - Creating a Legacy of Caring and Competence* (Ch.12).

## Reminder for parents:

Help your athletes before, during and after competition:

Before competition

- Know their goals, roles and needs, and accept them
- Release them to the game, their coach and their team

During competition

- Model poise, confidence and appropriate behavior
- Focus on the team and the teams goals

After competition

- Give your athlete all of the time and space they need
- Be a confidence builder