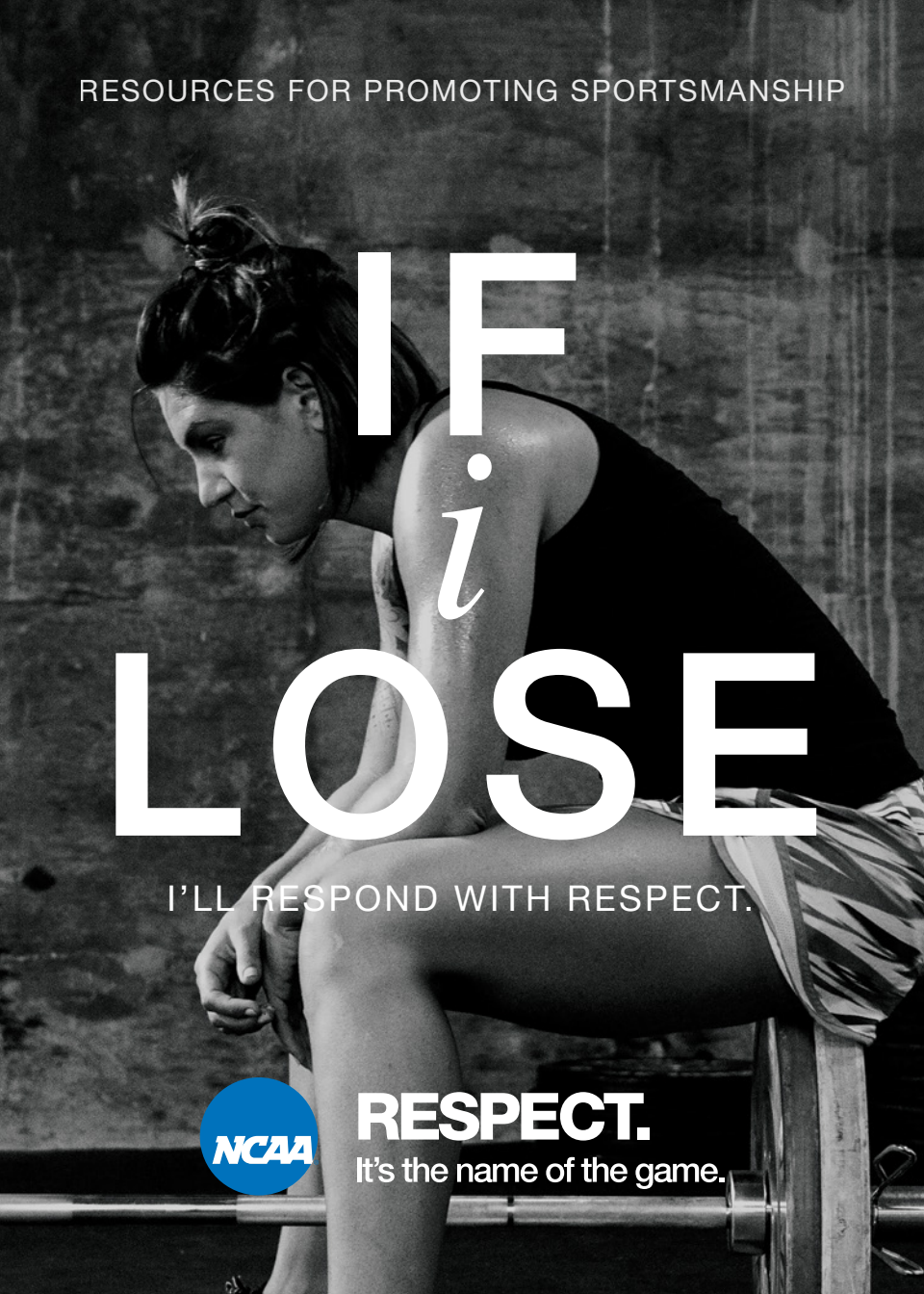


RESOURCES FOR PROMOTING SPORTSMANSHIP



IF
i
LOSE

I'LL RESPOND WITH RESPECT.



RESPECT.

It's the name of the game.




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DON'T UNDO MY HARD WORK WITH POOR SPORTSMANSHIP

The NCAA Committee on Sportsmanship and Ethical Conduct is working to increase awareness of and commitment to sportsmanship across the Association.

STEP 1 BEST PRACTICES

Through this initiative, the committee's goal is to advance the commitment to sportsmanship by providing best practices that campus leaders can use as they implement sportsmanship programs.

APPOINT

a sportsmanship coordinator or committee

The best person(s) will depend on the size of your school but should be an administrator (assistant athletics director, facilities staff member, etc.) or faculty member, such as the faculty athletics representative.

CREATE

a policy consistent with NCAA and conference guidelines

The policy should include acceptable behavior for athletes, coaches and fans. It should also include potential incentives for good sportsmanship behavior and consequences for bad behavior.

DEVELOP

an implementation plan

Some items to consider include naming a game manager; identification of fan management procedures, and public address announcements and venue signs. The plan should also include launch tactics and ways to communicate information to key audiences. The NCAA has many resources available for use in planning activities at sporting events that encourage good sportsmanship.

LAUNCH

the campaign with key administrators

Successful programs are those with campus involvement, oversight and commitment. For a sportsmanship program to have an impact on your athletes, coaches and fans, your school's athletics director and other key administrators should launch the campaign. During meetings with coaches or game management staff, encourage the sportsmanship coordinator or committee to share information about the NCAA's RESPECT campaign to increase awareness of available resources.

WORK

with your Student-Athlete Advisory Committee

As a key audience for a sportsmanship program, your school's athletes will have insight into what might work and what might be challenging. Additionally, they can help publicize your efforts to their peers.

STEP 2

PROGRAM RESOURCES

The NCAA offers resources for use as part of your sportsmanship program.

To download these resources, visit ncaa.org/respect.

TIPS

to help implement a sportsmanship program

The guide includes ideas for who could serve as committee members; an example of a sportsmanship policy; target audiences and channels for reaching them; and items to include in a launch plan – all designed to engage athletes, coaches and fans.

VIDEO PSA

for in-venue broadcast

This 30-second spot encourages fans to behave in a sportsmanlike manner and can be played on video boards before or during a sporting event.

AUDIO PSA

for in-venue broadcast

This 30-second audio version is similar in content to the video announcement but available for events without a video board.

SCRIPT

for public address announcers

The script template provides messaging for announcers to remind fans to behave in a sportsmanlike manner.

TEMPLATES

for in-venue signage and program ads

The templates – in various sizes – feature the NCAA RESPECT campaign logo and the tagline, “It’s the name of the game.” All are able to be customized with your school or conference logo.

AWARDS

to highlight acts of sportsmanship

Annually, the NCAA Committee on Sportsmanship and Ethical Conduct highlights instances of extraordinary sportsmanship. If your program yields an act that fits this description, nominate the individual, team or coach for an award.

CASE STUDY MINNESOTA STATE UNIVERSITY, MANKATO

The “Don’t Cross the Line” initiative at Minnesota State University, Mankato, takes a unique approach to game management with its use of bright yellow floor decals that instruct fans not to cross the line.

“It didn’t put a physical barrier between our fans and the basketball floor, but it had a unique way of communicating expectations and the message. It was literally and figuratively, ‘Don’t cross the line, and we won’t have a problem,’” Director of Athletics Kevin Buisman said. The initiative was well-received and has been used as a model for Division II sportsmanship initiatives.



QUESTIONS TO CONSIDER

- *How can you use creative solutions to address game management issues?*
- *In what ways could a similar campaign have a wide-ranging multimedia strategy?*
- *How can you include your school or conference’s Student-Athlete Advisory Committee in the planning of a sportsmanship program?*

CASE STUDY UNIVERSITY OF OKLAHOMA WRESTLERS TAKE DOWN BULLYING

Beginning with the 2015-16 season, University of Oklahoma wrestlers broke stereotypes by pinning a common issue for students of all ages: bullying.

The Sooners visit local elementary schools to explain the harms associated with bullying and steps that others can take to end intimidation in their schools. The effect has not only helped community youth, it has instilled a role-model effect in Oklahoma's wrestlers.

"This type of program is so important because we want these kids to be kind and considerate citizens," said Sooners Head Coach Mark Cody.



QUESTIONS TO CONSIDER

- *Do people who regularly volunteer as role models show a greater aptitude for behavior that reflects sportsmanship?*
- *What associations will the local community have with a team, school or conference that encourage inclusive behaviors?*
- *Do leadership opportunities for individuals increase positive behaviors toward team goals?*

CASE STUDY

MINNESOTA INTERCOLLEGIATE ATHLETIC CONFERENCE

In 2013, the Minnesota Intercollegiate Athletic Conference launched its “Respect Your Rivals” campaign with a promotional video, an updated conference-wide sportsmanship plan and signs on all 13 member campuses.

The MIAC’s commitment to sportsmanship extends beyond the “Respect Your Rivals” campaign, as the conference has named an All-MIAC Sportsmanship Team for the past decade. Selected by coaches and teammates as individuals who demonstrate sportsmanship on and off the field, the MIAC honors one nominee from each team in each of its 22 championship sports.



QUESTIONS TO CONSIDER

- *What types of programs could you develop with your team, school or conference that regularly reward sportsmanship?*
- *What can you do to make sure your sportsmanship program targets appropriate audiences (fans, student-athletes, coaches and others)?*
- *How does increasing attention for positive acts of sportsmanship affect the overall program?*



IF
i
FAIL

I'LL RISE UP WITH HONOR.



IF
i
WIN

I'LL BACK IT UP WITH HUMILITY.



RESPECT.

It's the name of the game.

ncaa.org/respect