

INSIDEOUT INITIATIVE SUPPORTS PURPOSE-BASED ATHLETICS DURING COVID-19

During April and May the InSideOut Initiative (ISOI) continued to serve and support its partners through a multi-media campaign that included Zoom, website, email, and social media strategies. Entering year 5 since its inception, ISOI has trained thousands of educational leaders, athletic administrators and coaches in creating a culture of purpose-based athletics within school communities, one that cares for and supports student-athletes.

Purpose-based athletics connects student-athletes to transformational coaches, in a nurturing community, for their social, emotional, character development.



COMMUNITY

WEEKLY ZOOM MEETINGS & BOOK STUDIES

During April and May, the InSideOut Team provided professional development opportunities for athletic administrators across 18 NFL Markets in 16 states. The purpose of this outreach was to support ADs in creating a nurturing community of coaches who support and care for students.

3,241,800 STUDENT IMPACT

14 ZOOMS

1,801 ATTENDEES

ZOOM TOPICS

- › Community in these Uncertain Times
- › Staying Connected
- › Best Practices
- › Sharpen the Saw
- › Leading from the Middle
- › ISOI Town Hall
- › Leading from the Middle II
- › Leading from the Middle III
- › ISOI Town Hall Part 2
- › Leading through the Summer

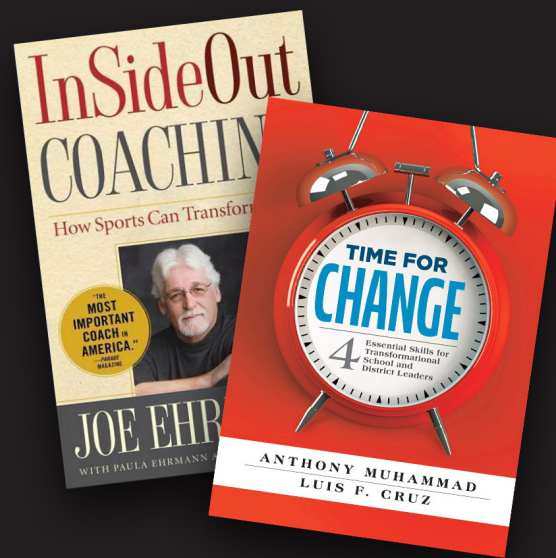
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During a time of isolation, there is a deep need to stay connected to people who share the same values and passion for educational athletics. This series of meetings is a great opportunity to connect with colleagues from around the country who are also striving to help students become the best version of themselves.”



MARK REEVES
Assistant Executive Director
Tennessee Secondary School Athletic Association

BOOK STUDIES

- › InSideOut Coaching: How Sports Can Transform Lives was provided for those just getting started on the ISOI journey
- › Time for Change was provided for school administrators in Phases 2 and 3



“
These sessions are a blessing and I look forward to them each week. Blessings to all of you for your willingness to share your ideas to help us make high school sports a great place for kids to grow and develop.”



MARK WAGNER
Director of Athletics and Activities
Rocky River High School

STAYING CONNECTED

STUDENT CONNECTEDNESS

LANDING PAGE | BIWEEKLY EMAILS | SOCIAL MEDIA

The InSideOut Team provided a Student Connectedness Series that shared strategies and best practices for staying connected and providing support to student-athletes during this challenging time.



EMAIL STATS

41
CAMPAIGNS

150,025 MESSAGES

2,525,820 STUDENT IMPACT

42,750 EMAILS OPENED

SOCIAL STATS

129
SHARES

1,917 ENGAGEMENTS

84,194 IMPRESSIONS

WEEKLY CURRICULUM

- › Connection > Communication
- › Mindset
- › Gratitude
- › Grit
- › Leadership
- › Process vs. Outcome
- › Teamwork
- › Character
- › Community
- › Fun

“
I am so thankful for these experiences. I have grown more in the past several weeks than I can fully explain in this chat. Thank you ISOI team for your work, acceptance and encouragement to all of us. We can do this!”

SANDRA SETTER
Attendee



Josh Cary, Student

