In 2018, Joe Ehrmann and Jody Redman, deepened relationships with educational leaders and athletic partners while expanding into new NFL states. Today, the InSideOut Initiative is proud to work with 18 NFL markets across 12 states. With the support of the NFL Foundation, the InSideOut Initiative is helping to create transformational change throughout interscholastic sports.

After 3 years of evaluation, the InSideOut Initiative is an evidence-based, systems level approach that equips school communities with training, resources and best practices around the purpose of education-based athletics.

The Tennessee Titans are proud to be involved in the launch of the InSideOut Initiative in Tennessee. We know that sports at the grassroots level shape the future of an athlete, and we are committed to building a foundation of fairness, respect and dignity for every student-athlete in our state.”

Steve Underwood, President Tennessee Titans and Nissan Stadium

<table>
<thead>
<tr>
<th>GRANT YEAR</th>
<th>WORKSHOPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td><img src="image" alt="Tennessee Titans" /></td>
</tr>
<tr>
<td>2016-17</td>
<td><img src="image" alt="Miami Dolphins" /></td>
</tr>
<tr>
<td>2017-18</td>
<td><img src="image" alt="Los Angeles Rams" /></td>
</tr>
<tr>
<td>2018-19</td>
<td><img src="image" alt="New Orleans Saints" /></td>
</tr>
</tbody>
</table>

THE INSIDEOUT INITIATIVE IS A NATIONAL MOVEMENT SUPPORTED BY THE NFL FOUNDATION. THE INITIATIVE EXISTS TO ASSIST SCHOOL COMMUNITIES IN RECLAIMING SPORTS AS A HUMAN GROWTH EXPERIENCE THAT CONNECTS STUDENTS TO CARING ADULTS IN THEIR SCHOOL COMMUNITIES.
Phase 1 focuses on developing a partnership with NFL teams and statewide leadership to implement ISOI and empower school communities to make space in the culture for education-based athletics.

Phase II consists of two days of training and the ongoing development of the ISOI Action Plan with athletic administrators and coaches to create character-based, life-sustaining sports experience for students.

Phase III consists of one day of training that occurs during established professional meetings to broaden the reach and support for schools to engage in the ISOI. In addition, weekly curriculum is sent out to schools engaged with the ISOI.

**49ers**
- Implemented: FEB 20, 2018
- 2nd Training: MAY 10, 2018
- 3rd Training: OCT 23, 2018
- Phase 2 Trainings: APR 5, 2019
- Partners: 49ers, CIF, CSADA

**TITANS**
- Implemented: AUG 27, 2018
- 2nd Training: NOV 14, 2018
- 3rd Training: FEB 25, 2019
- Phase 2 Trainings: OCT 25, 2019
- Partners: Titans, TSSAA, TSBA, TOSS, TIAAA, TACA

**TEXANS**
- Implemented: JAN 7, 2018
- Region 5 ADs Conf: JUNE 13, 2018
- Partners: Texans, THSCA, UIL, GHFCA

**SAINTS**
- Planning Meetings: SEPT 16, 2017 and OCT 12, 2018
- LSUSA Leadership Summit: NOV 13, 2017
- LHSAA Principals Training: JAN 28, 2018
- LSUSA Coaches Conf: JUNE 6, 2018
- Partners: Saints, LHSAA, LHSADA

**FALCONS**
- Planning Meetings: MAY 23, 2017 and SEPT 26, 2018
- Georgia School Board Assoc Training: DEC 7, 2018
- Partners: Falcons, Atlanta City Schools, OSSA, GSBA, GAEI, GHSA, GADA

**REDSKINS**
- Planning Meetings: AUG 28, 2018 and NOV 6, 2018
- Partners: Redskins, VHSSA, VIAAA, MDHSA, DISCOLAA

**COWBOYS**
- Implemented: FEB 2016
- 5 Trainings to Date
- ISOI City: Fort Worth School District AUG 30-31, NOV 13, DEC 11, 2018
- Character Curriculum State-Wide Roll-Out: AUG 2017
- Partners: Cowboys, UIL, THSCA

**CHARGERS**
- Implemented: SEPT 28, 2017
- 2nd Training: FEB 21-22, 2018
- 3rd Training: MAY 8, 2018
- Phase 2 Trainings: OCT 25, 2019
- Partners: Chargers, CIF, CSADA

**RAMS**
- Implemented: SEPT 27, 2017
- 2nd Training: FEB 21-22, 2018
- 3rd Training: MAY 7, 2018
- Phase 2 Trainings: OCT 24, APR 5, 2019
- Partners: Rams, CIF, CSADA

**COLTS**
- Implemented: AUG 25, 2017
- 2nd Training: NOV 28, 2017
- 3rd Training: JAN 23, 2018
- Phase 2 Trainings: MAY 12, AUG 22, OCT 10, NOV 7, JAN 23
- AD Conf: MAR, 2019
- Football Coaches Training: MAR 8, 2019
- Partners: Colts, IHSSA, IHSSA Foundation, INIAAA

**BRONCOS**
- Implemented: AUG 2015
- 6 Trainings to Date
- Over 60% of CO schools have implemented
- NFL Character Coach aligned with philosophy
- Partners: Broncos, CHSAA, CHSCA, CSBA

**BENGALS**
- Implemented OCT 2016
- 6 Trainings to Date
- Ohio School Board Assoc Training, NOV 13, 2017
- Ohio Superintendents Training, JAN 17, 2018
- Phase 2 Trainings: MAR 26, SEPT 17, NOV 12-13, FEB 20, APR 4
- Partners: Bengals, OHSAA, OIAAA, OSBA, OSSP, OESP

**BROWNS**
- Implemented OCT 2016
- 6 Trainings to Date
- Ohio School Board Assoc Training, NOV 13, 2017
- Ohio Superintendents Training, JAN 17, 2018
- Phase 2 Trainings: MAR 26, SEPT 18, NOV 12-13, FEB 20, APR 4
- Partners: Browns, OHSAA, OIAAA, OSBA, OSSP, OESP

**ONE DAY CHARACTER WORKSHOPS**
Ongoing evaluation activities are investigating the implementation and impact of the InSideOut Initiative in school communities of selected NFL markets, and the degree to which the Initiative is accomplishing its mission and goals.

**ISOI is enhancing competence.** Athletic directors who have completed three or more ISOI trainings reported competent use of the common language and transformational purpose statements.

100% of participants believe that education-based athletics is better for the athletic administrators, coaches, student-athletes, and parents than a win-at-all-costs sports culture.

**Most participants reported a lack of shared common language that is foundational to education-based athletics.** Participation in ISOI trainings has resulted in increased intentions to establish common language in their school communities.

**Their athletic directors from the Indiana ATHLETICS COMMUNITY cohort met for a Phase 2 training on October 10th, 2018.** Personal growth and ISOI implementation are key elements of the Phase 2 process. Participants reflected on their personal and professional experiences, identified implementation challenges, and developed strategies for creating support and creating a cohesive culture in their school communities.

The current evaluation report (2017-18) provides continued evidence of the feasibility of the InSideOut Initiative (ISOI) in new Phase I markets, and preliminary efficacy data that demonstrates the impact of ISOI in Phase II markets. Participants across school communities reported a strong understanding of the fundamental framework of education-based athletics, confidence in implementing learned skills, and an intention to engage their communities in what they have learned from ISOI trainings. The results detailed in this report provide further direction that will inform a full-scale, longitudinal evaluation of ISOI in its entirety.
ISOI 2018
DIGITAL REACH Recap

**WEBSITE**

- Nearly 20,000 people visited the InSideOut website this year.
- Users had 28,489 sessions (the number of times users have been actively engaged with the ISOI website—like screen views).
- For comparison, 11,000 people visited the InSideOut website last year (in 2017), and had 17,119 sessions. So we’ve increased visitors by 81% and increased sessions by 66%.
- Blog posts—written by Jody, Joe, and our team of AD partners, plus re-shares of published news stories—continue to be popular.

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Website sessions</td>
<td>28,489</td>
<td>17,119</td>
<td>66%</td>
</tr>
<tr>
<td>E-newsletter Subscribers</td>
<td>3,862</td>
<td>2,000</td>
<td>93%</td>
</tr>
<tr>
<td>Social Media Followers</td>
<td>5,951</td>
<td>4,731</td>
<td>26%</td>
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<tr>
<td>Twitter engagements</td>
<td>33,556</td>
<td>17,119</td>
<td>96%</td>
</tr>
</tbody>
</table>

**BY THE NUMBERS**

- **REACH**
  - Twitter: 2,779,238
  - Facebook: 83,948
- **ENGAGEMENTS**
  - Twitter: 39,304
  - Facebook: 5,748

**BY THE NUMBERS**

- **FOLLOWERS**
  - Twitter: 2,779,238
  - Facebook: 83,948
  - **Total Social Media Followers**: 3,862
  - Twitter: 1,825
  - Facebook: 348
  - **% Change**: 26%

**EMAIL**

- Every month, an e-newsletter goes out to 5,951 subscribed users—up from 4,731 last December, which is a 26% growth.

**BY THE NUMBERS**

- **2018**
  - Twitter engagements: 33,556
  - Tweets: 28,489
  - Mentions: 672
  - Retweets: 4,143
  - Social media followers: 5,951
  - Email subscribers: 5,951

*Character is learned, if taught; character can be taught, if taught; character can be measured and improved.*

— Jim Rohn
The InSideOut Initiative provides an opportunity to reclaim the narrative and embrace interscholastic coaching. The goal is to win, the purpose is working with students to build better young people, who can go on to post secondary education, into our workforce or military and who return to give back to our communities and society.”

Bobbi Cox, Commissioner
Indiana High School Athletic Association