



2020 IMPACT REPORT



MISSION

The InSideOut Initiative is a national movement that connects student-athletes to transformational coaches, in a culture of belonging, for their social-emotional and character development.



PURPOSE > GOAL

The goal of high school athletic programs is to win. We play, plan and prepare to win every game we enter into. But winning is not the purpose. The purpose is the human growth and development of student-athletes. It is connecting them to transformational coaches in their learning community. Every coach needs a clear, succinct statement of the difference they are trying to make in their student-athletes' lives.

**"GOALS HAVE
A BEGINNING
AND AN END.
PURPOSE
DOESN'T.
PURPOSE IS
WHAT WE LIVE
FOR."**

Tony Dungy



"The Cardinals are proud to support the launch of the InSideOut Initiative in Arizona and the meaningful impact it will have throughout Arizona."

**STEVE KEIM, GENERAL MANAGER
ARIZONA CARDINALS**

2020 RECAP

Despite the 2020 pandemic, InSideOut Initiative (ISOI) continued to serve and support its partners through multimedia campaigns that included Zoom, website updates, email and social media strategies. Entering year 5 since its inception, ISOI has trained thousands of educational leaders, athletic administrators, and coaches to create a culture of purpose-based athletics within school communities that care and support student-athletes.



UPDATE ON MARKETS/PHASES

Data includes Trainings through December 2020

PHASE 1



- Partners: Chiefs, MSHSAA, MSBA, MASA, MIAAA, MoASSP and The Hunt Family Foundation
- Phase 1 Trainings: 1



- Partners: Vikings, MSHSL, MNIAAA, MSBA, MASA, MASSP, MHSCA
- Phase 1 Trainings: 2



- Partners: Cardinals, AIA, AIAAA, ASA, ASBA and the ABCA
- Phase 1 Trainings: 2



- Partners: Seahawks, WASA, WSSDA, AWSP, WSSAAA, WIAAA, Football Coaches Association

PHASE 2



- Partners: Washington Football Team, VHSAA, VIAAA, MDHSA, DISCOLAA
- Phase 1 Trainings: 3



- Partners: Falcons, Atlanta City Schools, GSSA, GSBA, GAEL, GHSA, GADA
- Phase 1 Trainings: 3

PHASE 3



- Partners: Texans, THSCA, UIL, GHFCA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 2
- Leadership Conferences: 1



- Partners: 49ers, CIF, CSADA
- Phase 1 Trainings: 5
- Phase 2 Trainings: 6
- Leadership Conferences: 3



- Partners: Rams, CIF, CSADA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 3



- Partners: Chargers, CIF, CSADA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 3

PHASE 4*



- Partners: Colts, IHSAA, IHSAA Foundation, INIAAA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 2
- Leadership Conferences: 5
- Coaches Trainings: 2

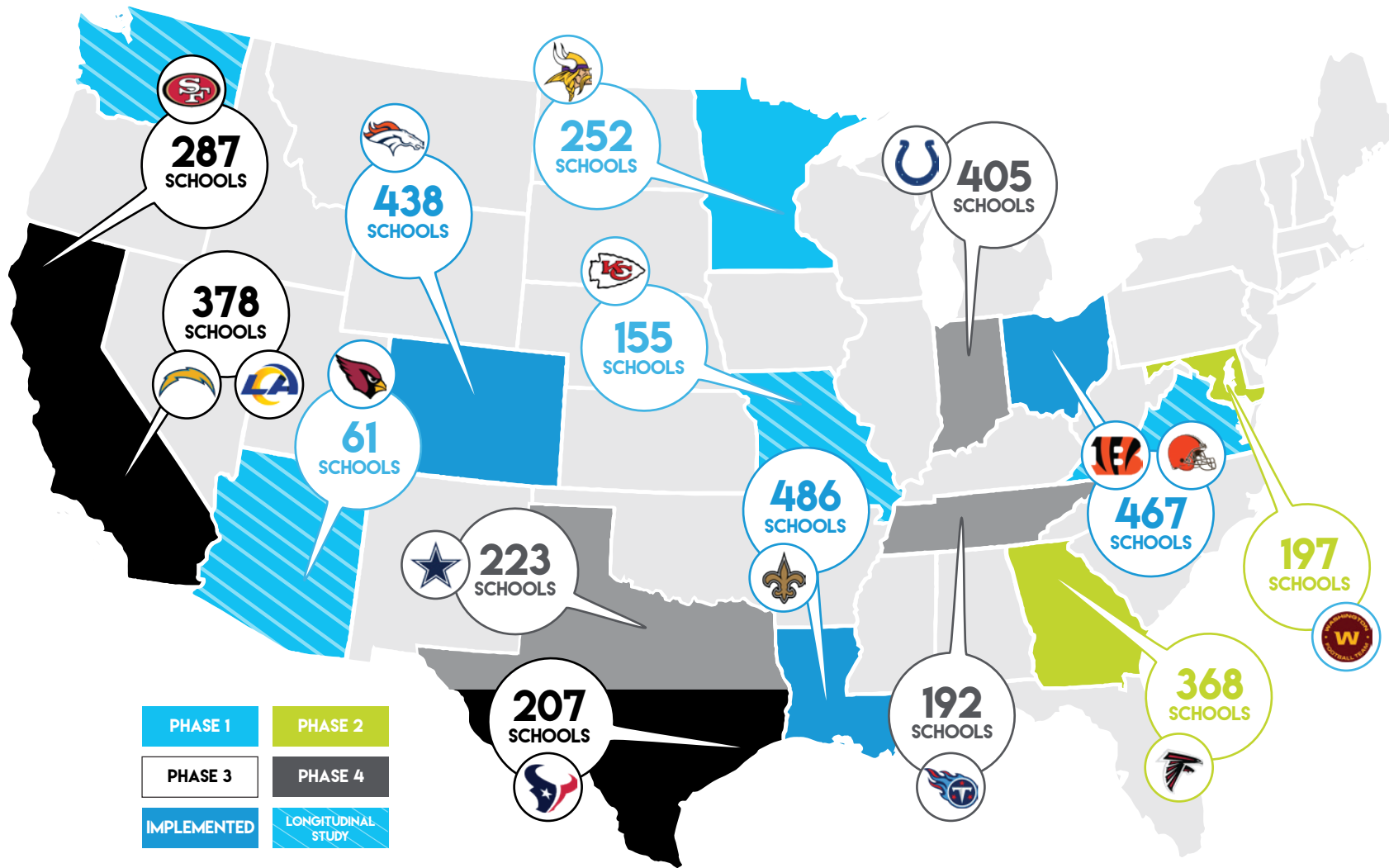


- Partners: Cowboys, UIL, THSCA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 4
- Phase 3 Trainings: 2
- Leadership Conferences: 2
- Coaches Trainings: 2



- Partners: Titans, TSSAA, TSBA, TOSS, TIAAA, TACA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 4
- Leadership Conferences: 4

* Provides ongoing support through the online InSideOut Community



IMPLEMENTED



- Partners: Broncos, CHSAA, CHSCA, CSBA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 2
- Phase 3 Trainings: 1
- Coaches Trainings: 1



- Partners: Bengals, OHSAA, OIAAA, OSBA, OSSP, OESP
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4



- Partners: Browns, OHSAA, OIAAA, OSBA, OSSP, OESP
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4



- Partners: Saints, LHSAA, LHSADA
- Phase 1 Trainings: 2
- Leadership Conferences: 3
- Coaches Trainings: 1



“The Kansas City Chiefs are thrilled to support the launch of the InSideOut Initiative across the state of Missouri. We’re honored to work alongside the Missouri State High School Activities Association to roll this unique program out to coaches and young athletes around Missouri.”

GARY SPANI, DIRECTOR OF COMMUNITY ENGAGEMENT
KANSAS CITY CHIEFS

*Early adopters

IN UNCERTAIN TIMES, ISOI INSPIRES AND FACILITATES CONNECTION

When the pandemic hit in early 2020, student-athletes began to feel the impact almost immediately. Many of the rites of passage traditionally afforded to young people were canceled—from prom to tournaments to graduation parties—leaving them without a sense of closure or finality to meaningful high school experiences.

At the same time, coaches and athletics and activities directors alike were left wondering: “How can I maintain a sense of connection and community with my student-athletes, despite COVID-19?” The InSideOut Initiative sprung into action, planning and executing a series of initiatives that welcomed InSideOut schools—and, in some cases, even the general public—into a series of practices and ideas to encourage connection amidst isolation.

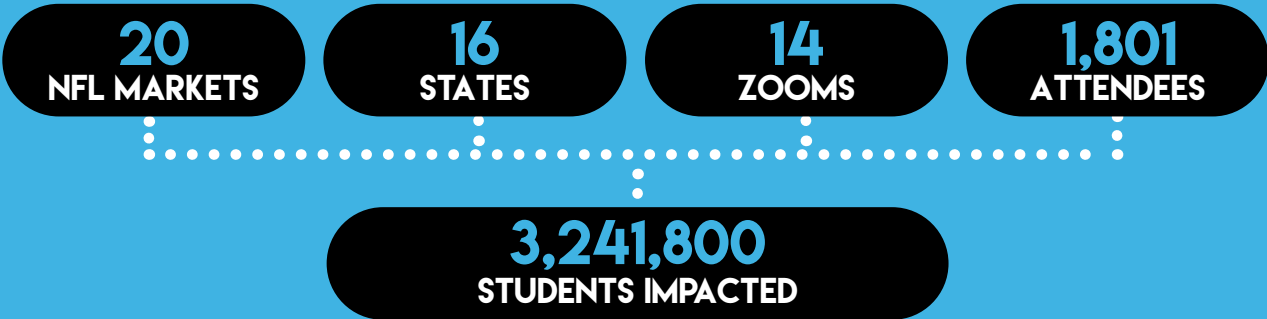
This new programming not only encouraged connection between adult leaders and student-athletes, but also leaders to one another—helping to foster a sense of community and encourage idea sharing between like-minded leaders across the country.

“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,” said Mark Reeves, assistant executive director of the Tennessee Secondary School Athletic Association. “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.”

BUILDING COMMUNITY

WEEKLY ZOOM MEETINGS & BOOK STUDIES

During April and May, the InSideOut Team provided professional development opportunities for athletic administrators across 20 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.



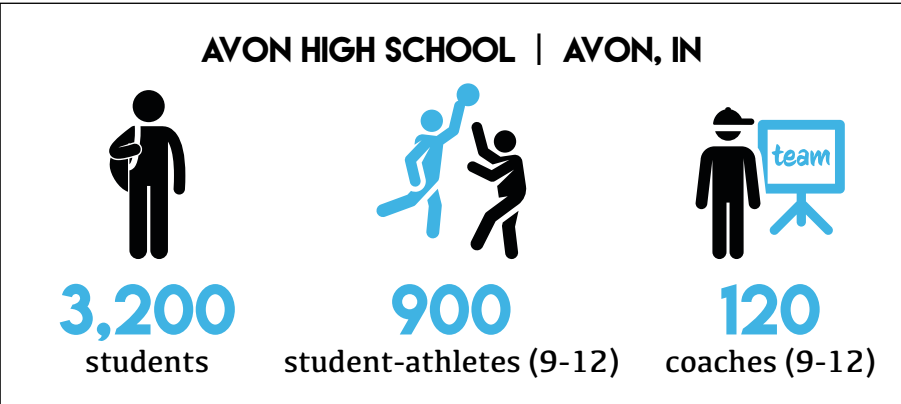
THE FACES OF INSIDEOUT

The Faces project seeks to profile and feature transformational leaders—individuals living the InSideOut Philosophy and implementing the InSideOut System in their daily interactions. The project serves two primary purposes: to highlight the great work being done by transformational leaders, and to help aspiring leaders develop best practices and find ways to apply key strategies in their own school communities.

PROFILE



BRAD HOLSINGER



Brad’s Purpose Statement says, “I lead to inspire others to be positive, persevere and grow while maintaining integrity and servant leadership.”

He put together a postcard that he hands out to all of his coaches at preseason meetings and asks them to write down why they coach. The next time the coaches get together, they use the postcard to write their individual Transformational Purpose Statements. When describing the postcard, Brad said, “On the days you’re feeling challenged and not sure this is for you, you’ll be able to pull this out and get some energy and remember why you’re doing what you’re doing.”

Brad shares relevant articles and Joe’s book with his coaches and superintendents. Additionally, parents of student-athletes at Avon High School know exactly what to expect from coaches. Coach expectations are shared with parents at the beginning of the year and focus on providing a safe environment for their son or daughter.

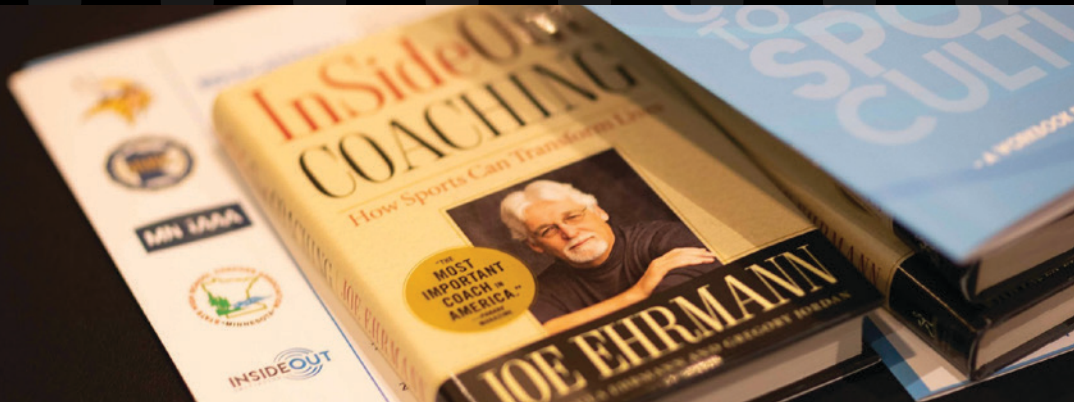
SUPPORTING AND SUSTAINING GROWTH THROUGH THE INSIDEOUT COMMUNITY

In 2019, the Initiative introduced the InSideOut Community, an online Community of Practice (CoP). The InSideOut Community engages athletic administrators and coaches in experiences, strategies, resources and a learning pathway that equips them to develop a culture of belonging — one that supports sports as a human growth experience and connects students to transformational coaches.



The platform provides a flexible, personalized and blended implementation pathway that encourages collaboration, discussion, guidance and provides productive feedback on the implementation of new practices.

The InSideOut Initiative team is proud to offer this modern learning platform and continues to provide innovative and supportive professional development experiences for athletic administrators and coaches.



“We are thrilled to partner with the Arizona Cardinals and NFL Foundation in launching the InSideOut Initiative.”

DAVID HINES, EXECUTIVE DIRECTOR | ARIZONA INTERSCHOLASTIC ASSOCIATION

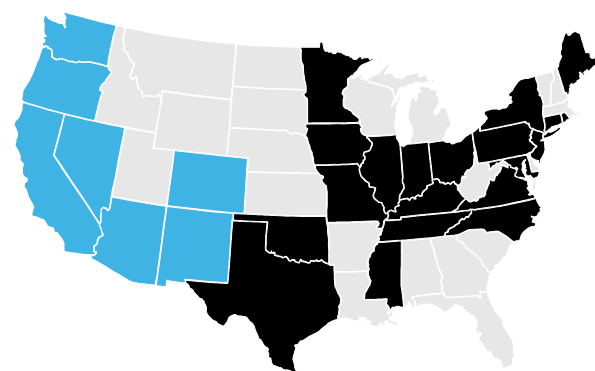




INSIDEOUT COACHING HIGH SCHOOL FOOTBALL

ISOI AND THE NFL FOUNDATION IN PARTNERSHIP WITH 14 NFL TEAMS AND THE NFL, came together to provide a four-part virtual High School Football Coaches Training and student curriculum for coaches in states that moved their high school football season to the spring due to COVID-19. The training and curriculum provided coaches with proven techniques, strategies and a pre-season insertion plan to create a transformational football culture of belonging. Twenty seven states and the District of Columbia took part in the NFL Foundation-funded initiative.

FOUR SESSIONS | TWO REGIONS



7 STATES

MOUNTAIN/PACIFIC
SESSIONS

TUESDAYS
Oct. 27; Nov. 3, 10, 17
5pm PST / 6pm MST

20 STATES & DC

EASTERN/CENTRAL
SESSIONS

WEDNESDAYS
Oct. 28; Nov. 4, 11, 18
6pm CST / 7pm EST

372
Coaches



465
Coaches

Representing
132
High Schools



Representing
249
High Schools

Reach of
9,240
High School
Football Athletes



Reach of
17,430
High School
Football Athletes



This helped me refocus on what my purpose is in coaching and what work I really need to be focusing on. I feel rejuvenated.

COACH DARBY HASKINS
NATHAN HALE HIGH SCHOOL, WA

To really get the message across to the players about what we are trying to teach them beyond the sport, you have to be intentional and build it into your daily/weekly plan.

COACH ALEX FRUTH
GOOCHLAND HIGH SCHOOL, VA

It has really given me even more tools on how to help our young men become outstanding people and citizens and how to purposefully teach and coach that.

COACH JOSH CERTARO
CHITTENANGO HIGH SCHOOL, NY

Taking this course has led me to state our purpose more frequently with my team. It has led to numerous positive discussions about the direction of the team.

COACH ALEX HASTON
LEE HIGH SCHOOL, VA

INSIDEOUT 4-PART TRAINING OUTLINE

TRAINING #1

INSIDEOUT COACHING focuses on the purpose, power, and possibilities of coaching high school football. This session is designed to help coaches answer these four questions and develop their own transformational purpose statement.

- Why Do You Coach?
- Why Do You Coach the Way that you Do?
- What Does it Feel Like to Be Coached by You?
- How Do You Define Success?

TRAINING #2

DEVELOPING A CHARACTER GAME PLAN is built on the premise "football doesn't build character, football coaches do." While football coaches intuitively know the importance of character, many lack a daily game plan to develop their team's character. This module takes coaches through a 6-step process to define and develop three types of character: performance character, moral character, and team character.

TRAINING #3

COACHING HEALTHY MASCULINITY provides coaches with an in-depth understanding of the male socialization process and its impact on the coach — player relationships. Boys are not born emotionally illiterate, with a sense of superiority over women, or a propensity to resolve issues with anger or violence — it is how they are socialized. Healthy masculinity is defined by self-awareness, self-management, social awareness, relational development and moral decision making.

TRAINING #4

INSIDEOUT COACH-STUDENT CURRICULUM provides coaches with proven techniques, strategies and a pre-season insertion plan to create a transformational football culture of belonging. A step-by-step process will result in each player developing a Transformational Teammate Purpose Statement and a measurement of success beyond individual accomplishments.

Timothy Pruitt @CHSironmenFB · Oct 28, 2020
Replying to @ISOInitiative @NFL and 4 others
Great to get started with Joe and his team tonight, already looking forward to next week! #InsideOut



Joe Ehrmann Retweeted
Erik Becker @ErikBecker42 · Nov 18, 2020
"Healthy Masculinity = Relationships + Purpose Beyond Self"
So grateful to @JoeEhrmann76 & @ISOInitiative for your wisdom.



ISOI provides practical tools and a road map to teach intangibles.

COACH DAN RYAN
ST. ALBANS, DC

INSIDEOUT COACHING YOUTH FOOTBALL

USA Football has adopted the following series of training modules that provides an evidence-based approach to leading and coaching youth football. Training is provided through a systems-level methodology that aligns communities around a shared purpose and value of participation, provides training and support for league administrators, coaches, and parents and elevates the social-emotional and character development of student-athletes through their youth football experience.



39,817

NUMBER OF COACHES TO DATE
WHO HAVE COMPLETED MODULE 1

INSIDEOUT COACHING Module 1 is built on a simple premise, 'to be a better coach, you must be a better YOU'. This module includes reflective, interior work to answer four critical questions:

- Why Do I Coach?
- Why Do I Coach the Way I Do?
- What Does It Feel Like to Be Coached by Me?
- How Do I Define Coach?

DEVELOPING A CHARACTER GAME PLAN Module 2 centers on the moral character skills of empathy, and integrity. Coaches adopt the InSideOut Transformational Purpose Statement, "I coach to create a culture of belonging that develops leaders of empathy and integrity." Through a process called Four at the Field, coaches create secure relationships where students are seen, safe and supported.

DEVELOPING HEALTHY MASCULINITY AND FEMININITY AND THE FIVE CORE COMPETENCIES Module 3 equips coaches with the awareness that healthy masculinity and femininity is relationally centered, community oriented and empathy focused and provides a pathway for the integration of the five core competencies of SEL.

PARENTS AS PARTNERS Module 4 equips parents in supporting and creating a transformational youth football experience for their child and results in realistic and satisfactory outcomes, a common language to foster communication and accountability between parents and youth football stakeholders.

THE INSIDEOUT SYSTEM: CREATING A CULTURE OF BELONGING Module 5 provides League Administrators with a four-step strategic planning process that results in an increase in participation, an increase in retention and an increase in the prosocial impact and value of participation.

I FEEL THIS IS AN OUTSTANDING AND REFLECTIVE COURSE. DEFINITELY A GREAT RESOURCE FOR COACHES WHO DEDICATE THE TIME TO INTERNALIZE THIS INFORMATION. THANK YOU VERY MUCH FOR PROVIDING THIS PROGRAM.

GREAT COURSE!! I WANT TO BE A COACH YOUNG BOYS CAN LOOK UP TO AND LOOK BACK ONE DAY AND SAY COACH REALLY BELIEVED IN ME AND TAUGHT ME LIFE SKILLS BEYOND THE LINES ON THE FIELD.

AWESOME! MADE ME THINK ABOUT ME AND WHY I COACH AND HOW I CAN IMPACT THE LIVES OF BOYS THAT I HAVE THE PRIVILEGE TO COACH.

GREAT INFORMATION. SOMETIMES WE FAIL TO REMEMBER WHY WE COACH. THIS COURSE REMINDED ME OF THE REASONS I COACH.

GREAT INFORMATION ABOUT CHANGING LIVES INSTEAD OF JUST FOCUSING ON WHETHER YOU WIN OR LOSE.

BEST COURSE I HAVE TAKEN IN YEARS!!! SELF-REFLECTION IS THE FIRST STEP!!

GREAT PRESENTATION! I'VE COACHED FOR OVER A DECADE AND NEVER LOOKED AT COACHING FROM THIS PERSPECTIVE. THIS MODULE HAS STIRRED ME TO THINK ABOUT NOT ONLY HOW I COACH MOVING FORWARD, BUT THE PURPOSE!



LONGITUDINAL STUDY

The InSideOut Initiative has embarked upon a longitudinal study to evaluate the impact of our four-phase initiative, and 2021 marks the kickoff of student-athlete data collection. This is the largest systems-level study ever conducted in interscholastic athletics to measure student-athletes' social-emotional and character development. Data collected will tell a story of how InSideOut's impact on athletic administrators and coaches is reflected in the lives of the student-athletes they support.

This study will emphasize the impact of InSideOut Initiative on high school football coaches and their players. Four NFL teams and state athletic and educational associations have been selected to participate:

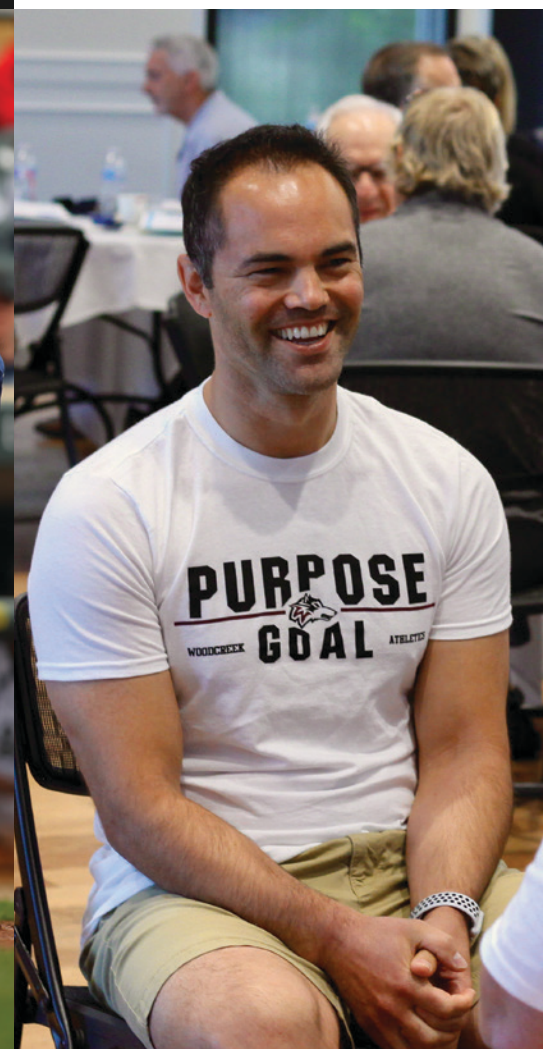
1. Washington Football Team and Virginia High School League
2. Arizona Cardinals and Arizona Interscholastic Athletic Association
3. Kansas City Chiefs and Missouri High School Athletic Association
4. Seattle Seahawks and Washington Interscholastic Athletic Association

To collect data from student-athletes, we'll ask them to describe their experiences in athletics and reflect on their personal characteristics and behaviors. We'll ask questions such as, "Does my coach understand and respond to my unique needs and views?" and "To what degree do student-athletes demonstrate self-awareness and management, empathy, social skills, moral character, and responsible decision-making?"

We are thrilled to collaborate with the Institute to Promote Athlete Health and Wellness at the University of North Carolina Greensboro to complete this study. Stay tuned for more updates from this multi-year initiative!



The manuscript, "Transformational coaching and leadership: Athletic administrators' novel application of social and emotional competencies in high school sport" was accepted for publication in the *Journal of Research in Innovative Teaching and Learning*. Authored by, Hebard, S. P., Oakes, L. R., Davoren, A. K., Milroy, J. J., Redman, J., Ehrmann, J., Wyrick, D. L., this manuscript is based on data collected as part of the InSideOut Initiative evaluation.

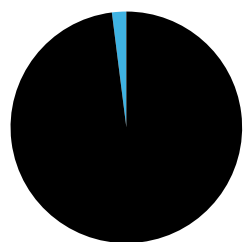


YEAR 5 EVALUATION

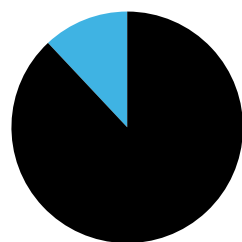
THE INSIDEOUT INITIATIVE'S FIVE YEARS OF GROWTH HAVE HELPED DEVELOP AND REFINED A RESEARCH-INFORMED APPROACH TO PROMOTING PURPOSE-BASED ATHLETICS ACROSS THE SCHOOL COMMUNITY.

PRE-TEST DATA FOR ATHLETIC ADMINISTRATORS IN VIRGINIA

ATHLETIC ADMINISTRATORS SEE THE VALUE IN SUPPORTING THE SOCIAL AND EMOTIONAL NEEDS OF STUDENT-ATHLETES

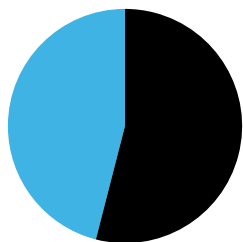


98%
at least somewhat agree that prioritizing social and emotional needs will have a greater positive impact on student-athletes over winning

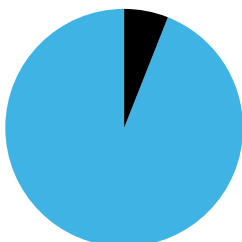


88%
somewhat agree their leadership expects them to prioritize social and emotional needs over winning

ISOI CAN BE THE SOLUTION TO SUPPORTING GROWTH IN ATHLETICS PROGRAMS



54%
disagree that they think coaches believe social and emotional needs should be prioritized over winning



6%
strongly agree that they know exactly what to do to prioritize student-athlete social and emotional needs

ATHLETIC ADMINISTRATORS HAVE STRONG BUY-IN TO ISOI

95%
definitely/probably will attend all ISOI trainings

96%
definitely/probably will teach common language to coaches

96%
definitely/probably will write/use transformational statement

94%
definitely/probably will write/use collective purpose statement

96%
definitely/probably will develop a formal definition of success

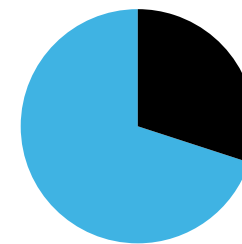
94%
definitely/probably will develop/apply a coach's job description



“The Missouri State High School Activities Association is honored to work with the world champion Kansas City Chiefs and the InSideOut Initiative. As we continue to deal with the many challenges before us, this initiative is timely and critical at this point in our society.

DR. KERWIN URHAHN, MSHSAA EXECUTIVE DIRECTOR | MSHSAA

FOOTBALL COACH PRE-TEST DATA FROM FOOTBALL EVENTS



30%
of high school football coaches agree to some extent that they must be viewed as tough and masculine to be a successful high school coach

TAKEAWAY: There are coaches whose high school coaching philosophies are centered around a perceived requirement that they must model toughness and masculinity. InSideOut can help coaches see how modeling empathy and relationship building for their student-athletes may have a greater impact than toughness and masculinity.

COACHES WERE PROVIDED WITH AN OPPORTUNITY TO EXPLAIN THEIR REASONS FOR WHY THEY DID OR DID NOT BELIEVE THAT IT WAS IMPORTANT FOR THEIR STUDENT-ATHLETES TO VIEW THEM AS “TOUGH AND MASCULINE.”

“I believe that coaches of young people should redefine what masculine means. It should mean that we are accountable, trustworthy, and caring.”

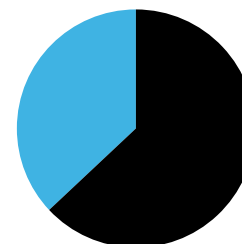
“I wouldn't want to be viewed as weak to my student-athletes.”

“I don't use football to prove my masculinity, I coach football to build better young men. I was a less fortunate child and football saved my life. I coach football to help kids, not myself.”

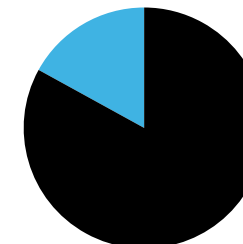
“Not being tough is a negative personality trait, no matter the gender.”

TAKEAWAY: There are coaches with a variety of beliefs and attitudes about what must be modeled for student-athletes. InSideOut demonstrates the idea that muscle and strength are important to playing and succeeding in the game of football, but student-athletes must be coached in a way that prioritizes empathy, care, trust, and support to develop these athletes into boys and men with character.

PRE-TEST DATA FOR EDUCATIONAL LEADERS IN ARIZONA



63%
of participants felt that investing time and energy into promoting purpose-based athletics was beyond their control



83%
said they intended to invest more time and energy into promoting purpose-based athletics in their school athletics programs

TAKEAWAY: InSideOut can help these leaders identify what control they do have in prioritizing purpose-based athletics and support them as they spend more time in this area.

ISOI 2020 DIGITAL REACH RECAP

BY THE NUMBERS

28,037 WEBSITE SESSIONS | **10,165** E-NEWSLETTER SUBSCRIBERS | **6,290** SOCIAL MEDIA FOLLOWERS | **23,697** TWITTER ENGAGEMENTS

WEBSITE



- Nearly 21,000 people visited the InSideOut website in 2020 (20,553).
- Users had 28,037 sessions (the number of a times users have been actively engaged with the ISOI website—like screen views).

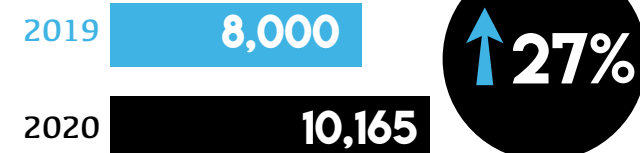


ISOI's redesigned website is **NOW LIVE!**

EMAIL



SUBSCRIBERS



DISTRIBUTION



83
EMAILS SENT



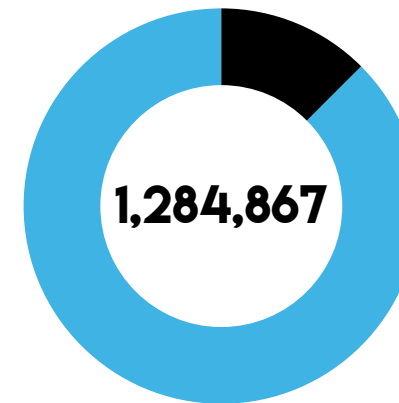
343,127
RECIPIENTS

SOCIAL



Twitter
1,083,131

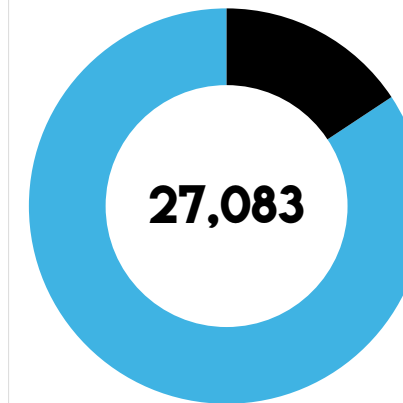
Facebook
201,736



REACH

Twitter
23,697

Facebook
3,386



ENGAGEMENTS



MENTIONS

421

RETWEETS

2,294

FOLLOWERS



2019

861

2020

1,000

↑16%



2019

4,415

2020

5,290

↑20%

6,290 TOTAL FOLLOWERS

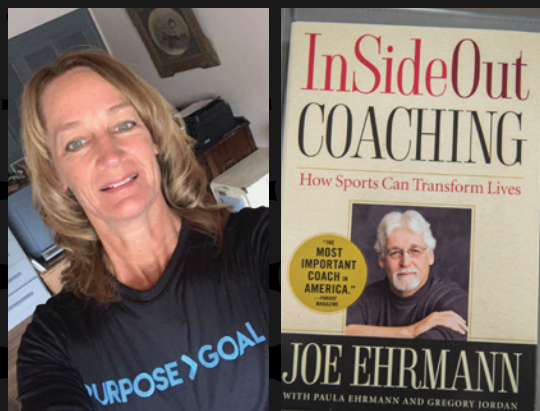


“Our partnership with the Washington Football Club and the InSideOut Initiative is having tremendous impact on the lives of our 190,000 student-athletes in Virginia.”

DR. BILLY HAUN, EXECUTIVE DIRECTOR
VIRGINIA HIGH SCHOOL LEAGUE



THE INSIDEOUT INITIATIVE
IS A NATIONAL MOVEMENT,
EMPOWERED BY THE
NFL FOUNDATION,
TO RECLAIM SPORTS AS AN
EDUCATIONAL EXPERIENCE.



For more information about the InSideOut Initiative visit
insideoutinitiative.org

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