



INSPIRING &
CATALYZING
COMMUNITIES
TO TRANSFORM
SPORTS
CULTURE

NOVEMBER 2017 | IMPACT REPORT



“The response to the launch of the InSideOut Initiative in California could not be more positive. Our member schools are excited about implementing the Initiative and the opportunity to make education-based athletics a transformational experience for all involved.”

ROGER BLAKE, Executive Director
California Interscholastic Federation

“Joe Ehrmann and Jody Redman have ignited an important conversation in Ohio — one that is paramount to shifting the current sports culture. The InSideOut Initiative change model provides Ohio with an effective game plan to promote the purpose of education-based athletics within our school communities.”

BRUCE BROWN, Executive Director
Ohio Interscholastic Athletic Administrators Association

IMPACT REPORT

The InSideOut Initiative (ISOI) is a national movement supported by the NFL Foundation that seeks to transform the current win-at-all-costs sports culture, where the value is defined by the win-loss record, to a culture that defines and promotes sports as a human growth experience that focuses on the intentional development of educational, social and emotional well-being of each student-athlete.

During this second year of implementation (April 2016 through present), ISOI co-founders Joe Ehrmann and Jody Redman provided training, support, resources and networking to school communities in 17 NFL markets. The Initiative is demonstrating its capacity to impact change through transformative partnerships with educational leaders, interscholastic athletic stakeholders and NFL teams.

Once partnerships are formed, ISOI embarks on its **Three Phase Process** with key stakeholders within each market: NFL Team, State High School Athletic Association, School Board Association, Superintendents and Principals, Athletic Administrators and Coaches.

In response to growing interest, the NFL Foundation also provides support for one-day *InSideOut Coaching Character* workshops for teams not currently delivering the state-wide initiative.



GRANT YEAR

 IN PROGRESS

 INITIAL PLANNING

2015



2016



2017



WORKSHOPS



PHASE 1



CHARGERS

- Implemented: SEPT 27-28, 2017
- 2nd Training: FEB 21-22, 2018
- 3rd Training: APR 8-9, 2018
- Partners: Chargers, CIF, CSADA



RAMS

- Implemented: SEPT 27-28 2017
- 2nd Training: FEB 21-22, 2018
- 3rd Training: APR 8-9, 2018
- Partners: Rams, CIF, CSADA



49ERS

- Planning Meeting: OCT 23, 2017
- Implementation: FEB 20, 2018
- 2nd Training: APR 7, 2018
- Partners: 49ers, CIF, CSADA



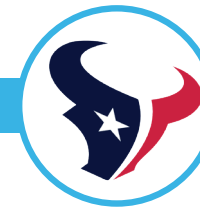
COLTS

- Implemented: AUG 25, 2017
- 2nd Training: NOV 28, 2017
- 3rd Training: JAN 23, 2018
- Football Coaches Training: MAR 8, 2018
- Partners: Colts, IHSAA, IHSAA Foundation, INIAAA



SAINTS

- Planning Meeting: SEPT 6, 2017
- Implementation: NOV 29, 2017
- 2nd Training: JAN 26, 2018
- Partners: Saints, LHSAA, LHSADA



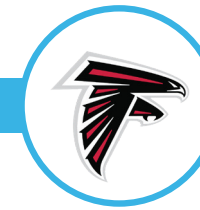
TEXANS

- Implementation: APR 10, 2018
- 2nd Training: OCT 16, 2018
- 3rd Training: JAN 8, 2019
- Partners: Texans, THSCA, UIL, GHFCA



TITANS

- Planning Meeting: DEC 4, 2017
- Implementation: APR 16-17, 2018
- Partners: Titans, TSSAA, THSADA



FALCONS

- Planning Meeting: APR 2017
- Implementation: Spring 2018
- Partners: Falcons, Atlanta City Schools, GHSA, GADA

ONE DAY CHARACTER WORKSHOPS

PHASE 2



COWBOYS

- Implemented FEB 2016
- 4 Trainings to Date
- ISOI City: Fort Worth School District
- Character Curriculum State-Wide Roll-Out: AUG 2017
- Partners: Cowboys, UIL, THSCA



BENGALS

- Implemented OCT 2016
- 6 Trainings to Date
- Ohio School Board Assoc Training, NOV 13, 2017
- Ohio Superintendents Training, JAN 17, 2018
- 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
- Partners: Browns, OHSAA, OIAAA, OSBA, OSSP, OESP



RAVENS*

- InSideOut City: Baltimore
- Implemented: MAY 2017
- 6 Trainings to Date
- Partners: Ravens, Baltimore City Schools, Under Armour

**Funded by the Baltimore Ravens and Under Armour*



BILLS



REDSKINS



VIKINGS



BEARS



LIONS

PHASE 3



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

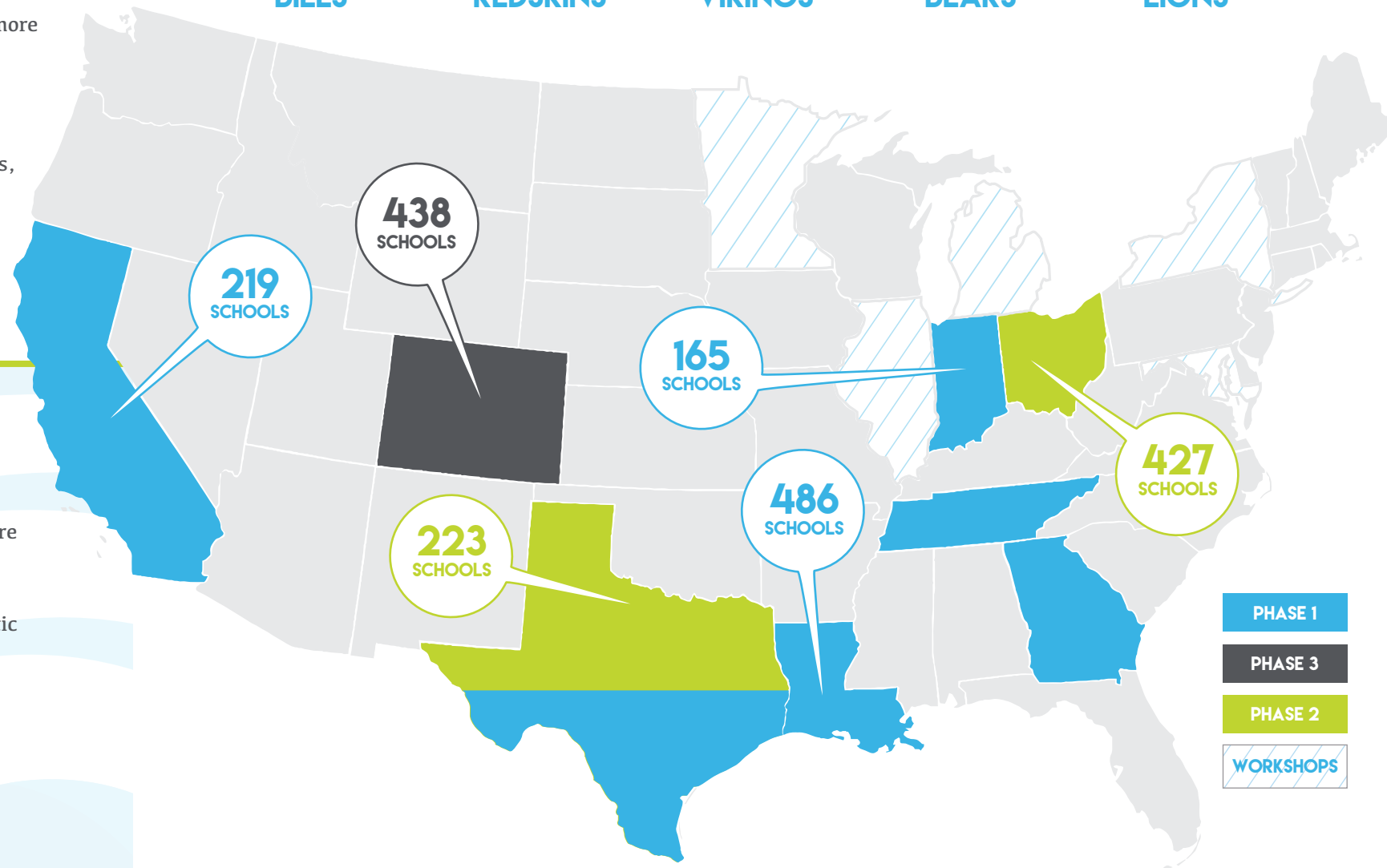
THREE PHASE PROCESS

PHASE I 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.



PHASE 1
PHASE 3
PHASE 2
WORKSHOPS

YEAR 2

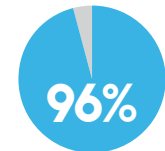
EVALUATION OF THE INSIDEOUT INITIATIVE™ A Blueprint for Systemic Change in Education-Based Athletics

Ongoing evaluation activities are investigating the implementation and impact of the initiative in school communities of NFL markets, and the degree to which the initiative is accomplishing the goals.



3 PREPARES & EMPOWERS

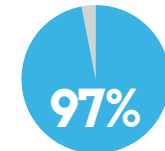
Intentionally provide character growth opportunities for students through their sports experience.



ARE USING THE MATERIALS PROVIDED AT TRAININGS



OF PHASE 2 MARKETS SAY MATERIALS ARE EFFECTIVE



OF PHASE 2 MARKETS ARE PROVIDING CHARACTER GROWTH OPPORTUNITIES FOR ATHLETES

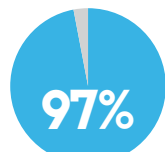
“It is important to educate and guide coaches to truly understand why they coach and the impact they have on young men and women. As an athletic administrator, it is essential to have tools and resources to help my coaches be all they can be. The InSideOut Initiative provides these resources.”

- Training Participant

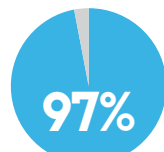


1 ALIGNS COMMUNITIES

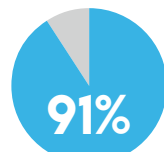
Saturates school communities statewide with the shared common language that supports co-curricular, character-based, transformational coaching of education-based athletics.



OF PHASE 1 MARKETS SAY IT IS BETTER FOR ATHLETES AND PARENTS



OF PHASE 1 MARKETS SAY IT IS A GOOD FIT FOR COACHES AND ATHLETIC ADMINISTRATORS



OF PHASE 2 MARKETS REPORTED THAT THEY ARE USING THE COMMON LANGUAGE

“I strongly feel this is a training that every coach, at every level in the state of Texas, needs to experience and be a part of for their student-athletes and school community.”

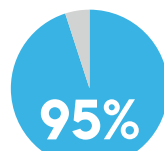
- Training Participant



2 ESTABLISHES SUPPORT

Develops a clear set of expectations of all stakeholders that supports this purpose.

PHASE 2 AND 3 MARKETS ARE INCREASING THE DEGREE TO WHICH THEIR SCHOOL COMMUNITIES VALUE EDUCATION-BASED ATHLETICS BY UP TO 30%



OF PHASE 3 MARKETS ARE DEVELOPING EXPECTATIONS FOR ALL STAKEHOLDERS

“I absolutely believe in what was presented in this training. Today provides me with a beginning blueprint and the tools necessary for changing our athletic culture.”

- Training Participant

IMPACT SPOTLIGHT: CALIFORNIA



822
HIGH SCHOOLS

→ 65,000
COACHES

→ 350,000
STUDENT-ATHLETES

CONCLUSION

The 2016-17 evaluation report outlined the evidence that the feasibility of the InSideOut Initiative was clearly demonstrated. Specifically, it demonstrated the feasibility of establishing partnerships as well as empowering school communities to make space in the athletics culture for transformational coaching within education-based athletics.

The current evaluation report (2017-18) continues to grow the feasibility evidence-base by replicating feasibility outcomes in new Phase I markets while also providing the first pieces of evidence of efficacy for Phase II markets. With continued high levels of support from the InSideOut Initiative team, training and outreach across participating markets reached new individuals and reinforced support to those already engaged in the Initiative. Additionally, communities' participation was tracked by assessing their progress at providing education, resources, and tools as well as establishing clear expectations, policies, and procedures within their schools, teams, and state associations that correspond with the InSideOut Initiative system. Participating school communities are beginning to establish systems of accountability to being intentional about character development and caring for student-athletes' well-being. This is an early indicator of their readiness to progress to Phase III and begin implementing an effectiveness evaluation.



“ The message you and Joe present leads me to believe there is still hope to change the sports culture. I’ll begin doing my part Tuesday at our Athlete-Parent Night instilling the difference between a goal and a purpose. I’m more inspired than ever to affect a positive change for our students through education-based athletics. Thank you for your direction and support.”

MATT KASTNER, Athletic Director
Bethune Schools

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



For more information about the InSideOut Initiative visit
insideoutinitiative.org