



INSPIRING &
CATALYZING
COMMUNITIES
TO TRANSFORM
SPORTS
CULTURE

IMPACT REPORT

DECEMBER 2018

MAKING AN IMPACT

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.

“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

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.



GRANT YEAR

2015-16



2016-17



2017-18



2018-19



WORKSHOPS



PHASE 1



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
- Partners: Titans, TSSAA, TSBA, TOSS, TIAAAA, 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
- LHSAA Leadership Summit: NOV 13, 2017
- LHSAA Principals Training: JAN 28, 2018
- LHSCA 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, GSSA, GSBA, GAEL, GHSA, GADA



REDSKINS

- Planning Meetings: AUG 28, 2018 and NOV 6, 2018
- Partners: Redskins, VHSAA, VIAAAA, MDHSA, DISCOLAA



CARDINALS

- Planning Meeting: DEC 18, 2018
- Partners: Cardinals, AHSAA, AIAA

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 2



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, APR 5, 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, IHSAA, IHSAA Foundation, INIAAAA

ONE DAY CHARACTER WORKSHOPS



BILLS



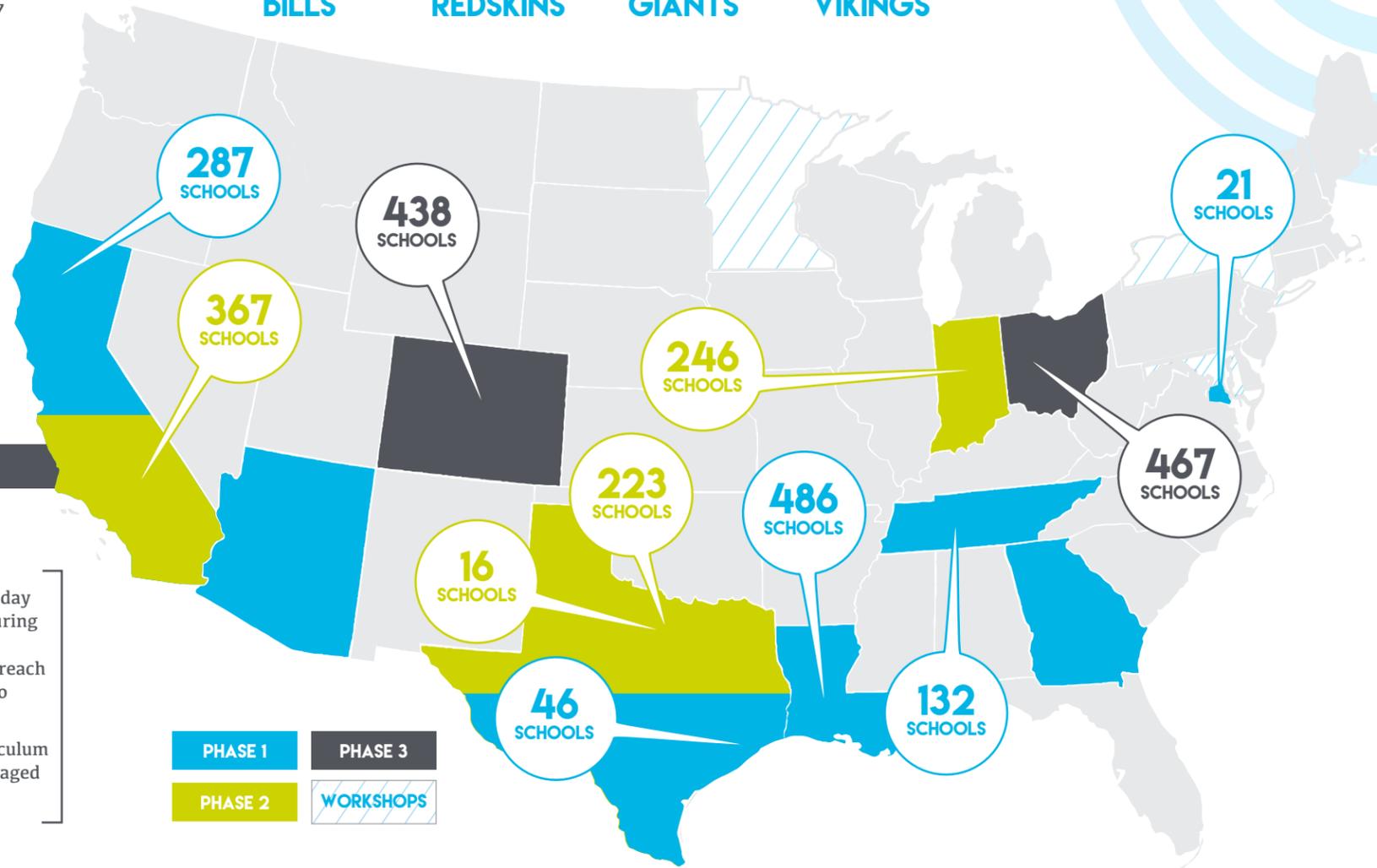
REDSKINS



GIANTS



VIKINGS



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 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 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



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, OIAAAA, 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, OIAAAA, OSBA, OSSP, OESP

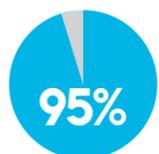
YEAR 3

EVALUATION OF THE INSIDEOUT INITIATIVE™

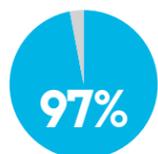
A Blueprint for Systemic Change in Education-Based Athletics

Ongoing evaluation activities are investigating the implementation and impact of the InSideOut Initiative in school communities of selected NFL markets, and the degree to which the Initiative is accomplishing it's mission and goals.

INDIVIDUALS



95% OF LEADERS AND COACHES HAVE REPORTED A COMMITMENT TO A SELF-REFLECTIVE PRACTICE



97% OF PARTICIPANTS INTEND TO PROMOTE CHARACTER GROWTH OPPORTUNITIES FOR STUDENT-ATHLETES



86% OF PARTICIPANTS EXPECT THEIR SCHOOL COMMUNITIES TO ENGAGE IN ISOI

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.

“ I have been in athletics for more than 30 years, and this is the best program I have ever been a part of.”

Jerry Schniepp
Training Participant

KEY STAKEHOLDERS



85% OF PARTICIPANTS REPORT THAT SCHOOL AND ATHLETIC ADMINISTRATORS SHARE THEIR BELIEFS AND VALUES ABOUT EDUCATION-BASED ATHLETICS

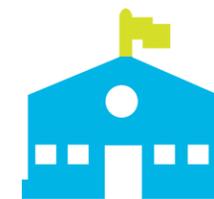


98% OF PARTICIPANTS REPORT THEY NOW HAVE THE KNOWLEDGE AND SKILLS TO FOSTER AGREEMENT ABOUT THE PURPOSE OF ATHLETICS AMONG SCHOOL COMMUNITY LEADERSHIP

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.

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.

ORGANIZATIONS



94-100% OF PARTICIPANTS BELIEVE THAT EDUCATION-BASED ATHLETICS WILL:

- improve the school behaviors and academic success of student-athletes
- improve relationships between coaches and student-athletes
- improve relationships between coaches and parents of student-athletes
- improve my relationships with school administrators at my school
- increase the satisfaction, participation, and retention of student-athletes

IMPACT SPOTLIGHT:



INDIANA ATHLETIC DIRECTORS

100% CONFIDENCE
THEY CAN LEAD AN EDUCATION-BASED CULTURE CHANGE IN THEIR ATHLETICS COMMUNITY

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.



CONCLUSION

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.

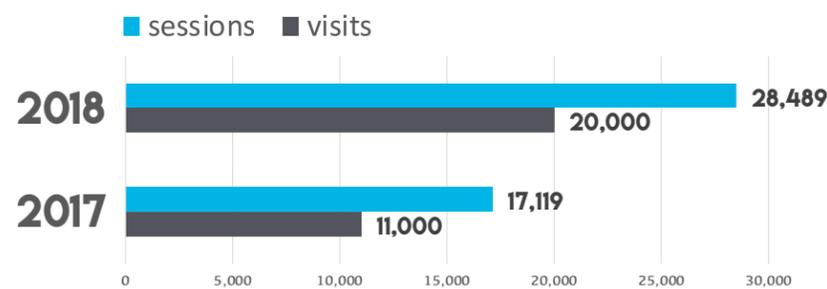
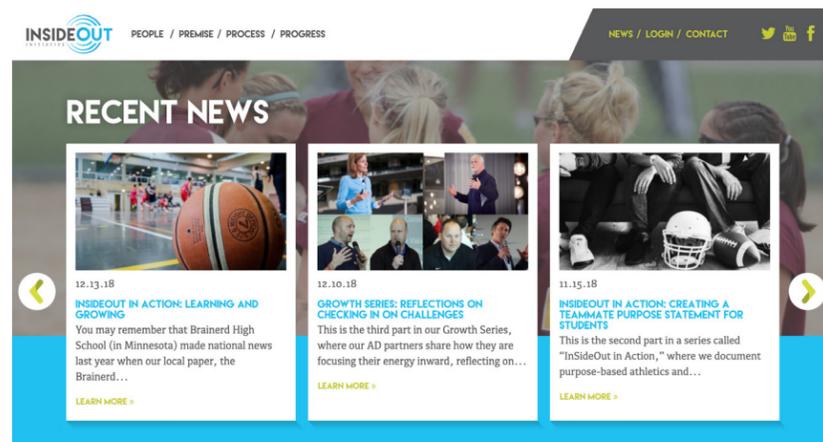
ISOI 2018 DIGITAL REACH RECAP

BY THE NUMBERS



WEBSITE

- Nearly 20,000 people visited the InSideOut website this year.
- Users had 28,489 sessions (the number of a 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.

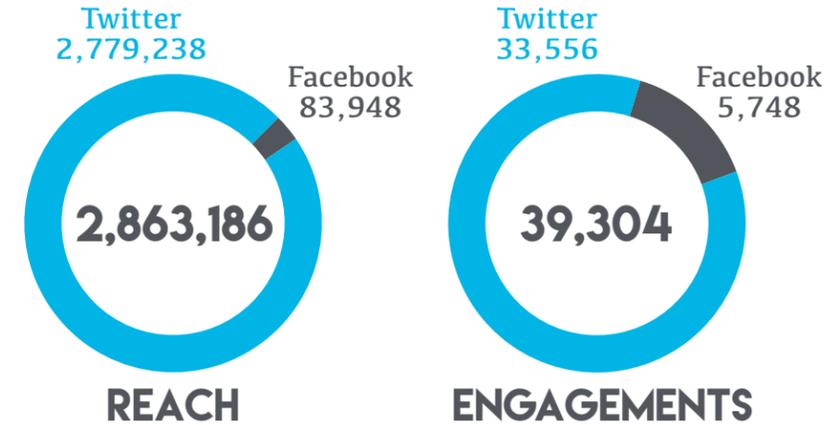


IN 2018, BLOG POSTS WERE VIEWED NEARLY 20,000 TIMES - ACCOUNTING FOR NEARLY 30% OF ALL PAGEVIEWS.



PAGE VIEWS

SOCIAL

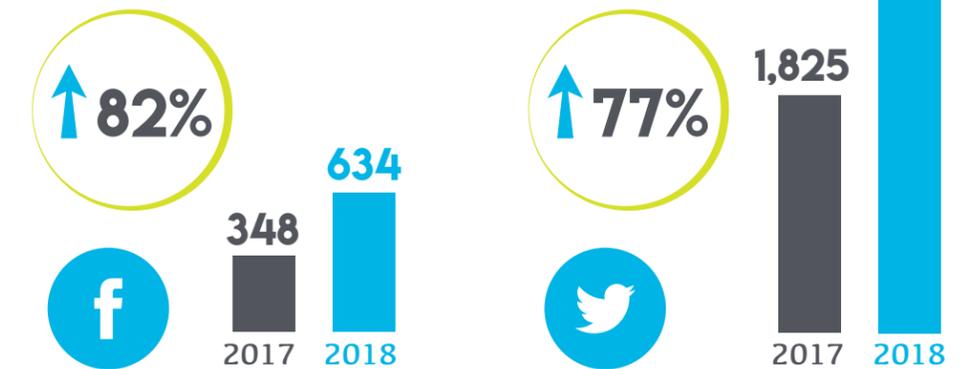


“CHARACTER IS LEARNED; IF LEARNED, CHARACTER CAN BE TAUGHT, AND IF TAUGHT, CHARACTER CAN BE MEASURED AND IMPROVED.”
- JOE EHRMANN

INSIDEOUT



FOLLOWERS



TOTAL SOCIAL MEDIA FOLLOWERS: 3,862

EMAIL

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



↑ 26%

POPULAR POSTS

InSideOut Initiative @ISOInitiative · Feb 14

7 reasons why education-based athletics are important and how they can help prepare student-athletes for life after sports:



7 reasons high school athletics are important

If you could offer high school students a vehicle that would improve their citizenship, sportsmanship, GPAs, self-discipline and physical and emotio...

abcactionnews.com

1 148 170

148 RETWEETS

InSideOut Initiative

Published by Sara Blair [?] · February 24 ·

Being clear about why we coach and focusing on the purpose of high school sports—the human growth and development of student-athletes—is critical. But when the expectations of players, parents, and coaches aren't in alignment—it can be hard to keep our purpose at the center of our decision-making.

Check out how our AD partner Charlie Campbell from Brainerd High School is working to align expectations to keep everyone in the game—with an additional mention from AD Troy Urdahl of St. Anthony Village Activities.

457 ENGAGEMENTS

STARTRIBUNE.COM

Brainerd responds after coach quits because of parents' pressure

2,908 People Reached 457 Engagements **Boost Post**

Jamie Rogers, John Walton Brookman and 6 others 15 Shares

Like Comment Share

InSideOut Initiative @ISOInitiative

What does character mean to you and how are you intentionally modeling, teaching, nurturing, and developing it in student-athletes? #InSideOutInitiative



Joe Ehrmann
Screen: NFL Player / Coach
8,185 views

9:45 AM · 21 Nov 2018

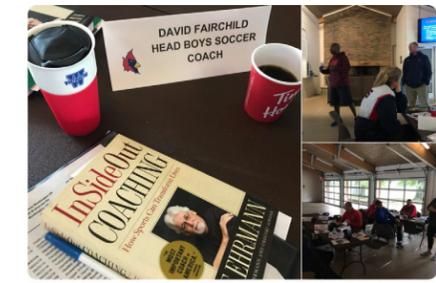
46 Retweets 80 Likes

3 46 80

TWHS Athletics @TWHSAthletics · Sep 9

On a Sunday afternoon in Cardinal Country... 18 head coaches came together and took the time to reflect, share, and grow. @ISOInitiative #ItsWorthIt

#ThisIsCardinalCountry



1 4 57

Bruce Brown, CMAA/CIC Retweeted

InSideOut Initiative @ISOInitiative · Nov 21

What does character mean to you and how are you intentionally modeling, teaching, nurturing, and developing it in student-athletes? #InSideOutInitiative



Don Smolin
Head Coach Lenape Valley Reg HS
Stanhope, NJ
8,188 views

0:21 / 1:39

3 46 80

InSideOut Initiative @ISOInitiative · May 31

High school football coaches play many roles—from teachers to counselors to confidants.

But more important than the roles they play are the life lessons they teach, to build high-character young people: bit.ly/2nVdpux via @usafootball



Why a good high school football coach is worth every penny

The best high school football coaches can impact generations of student-athletes long after their playing days are done.

blogs.usafootball.com

2 87 161

161 LIKES

InSideOut Initiative

Published by Sara Blair [?] · August 17 ·

Former Dean of Freshmen at Stanford makes the case for parents to stop defining their children's success via grades and test scores. Instead, she says, they should focus on providing the oldest idea of all: unconditional love.



How to raise successful kids—without over-parenting | Julie Lythcott-Haims

14:17

Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 18,000 people.

3,319 People Reached 505 Engagements **Boost Post**

21 2 Comments 25 Shares

Like Comment Share

505 ENGAGEMENTS

140 LIKES

InSideOut Initiative @ISOInitiative

Athletics are not "extra." They are the glue that get kids to show up to school every day. #InSideOutInitiative



1:58 PM · 8 Aug 2018

82 Retweets 125 Likes

2 82 125

Add another Tweet

Dr. Chad Kish @DrChadKish · Aug 8

Replying to @ISOInitiative

I used this quote in my Dissertation!

Adam L Silva @AdamLSilva4 · Aug 8

Replying to @ISOInitiative

"Co-curricular" @JoeEhrmann76

125 LIKES

Lisa L. Langston, PhD Retweeted

InSideOut Initiative @ISOInitiative · Dec 5

A crucial step in giving the game back to the children who play them: Focusing not on how the industry can best serve adults, but how the game can best serve and make children's lives better.



Why Sports Parents Sometimes Behave So Badly

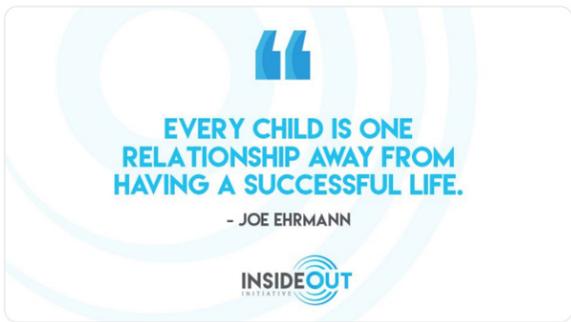
Youth sports organizations are increasingly reporting scenarios in which parents yell, threaten or physically assault coaches, referees, players or ot...

nytimes.com

1 39 54

InSideOut Initiative @ISOInitiative · Dec 3

Why do we have athletic programs in schools? Because sports provide meaningful relationships with caring adults. Adults who are focused on providing transformational experiences and a caring community. #InSideOutInitiative



Joe Ehrmann

82 140

“ 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



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