





MISSION

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.

In 2019, NFL Legend Joe Ehrmann and Jody Redman deepened relationships with educational leaders and athletic partners while expanding into new NFL markets. Since its founding, the InSideOut Initiative is proud to have partnered with 14 NFL markets across 10 states. With the support of the NFL Foundation, the InSideOut Initiative is helping to create transformational change in interscholastic sports throughout the United States.



“Implementing the InSideOut Initiative has been very beneficial in our state by bringing educational stakeholders together to start the conversation on how to change the culture of interscholastic athletics. We have been very encouraged and impressed at the level of support and buy-in from school superintendents, school boards, administrators, athletic directors and coaches across Tennessee. The stage is set for us to bring meaningful, impactful and sustainable change that will aid in the growth and development of student-athletes throughout our state.”

Josh Corey, Football Outreach and Community Relations Manager
Tennessee Titans



UPDATE ON MARKETS/PHASES

*Data includes Trainings through March 2020

PHASE 1



FALCONS

- Partners: Falcons, Atlanta City Schools, GSSA, GSBA, GAEL, GHSA, GADA
- Implemented Sept. 2018
- Phase 1 Trainings: 2
- Leadership Conferences: 2
- Coaches Trainings: 2



SAINTS

- Partners: Saints, LHSAA, LHSADA
- Implemented Sept. 2017
- Leadership Conferences: 3
- Coaches Trainings: 1



REDSKINS

- Partners: Redskins, VHSAA, VIAAA, MDHSA, DISCOLAA
- Implemented June 2019
- Phase 1 Trainings: 3



VIKINGS

- Partners: MSHSL, MNIAAA, MSBA, MASA, MASSP, MHSCA
- Implemented Oct. 2019
- Phase 1 Trainings: 1
- Leadership Conferences: 1

PHASE 2



TITANS

- Partners: Titans, TSSAA, TSBA, TOSS, TIAAA, TACA
- Implemented Aug. 2018
- Phase 1 Trainings: 3
- Phase 2 Trainings: 4
- Leadership Conferences: 4



CHARGERS

- Partners: Chargers, CIF, CSADA
- Implemented Sept. 2017
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 3



RAMS

- Partners: Rams, CIF, CSADA
- Implemented Sept. 2017
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 3



49ERS

- Partners: 49ers, CIF, CSADA
- Implemented Feb. 2018
- Phase 1 Trainings: 5
- Phase 2 Trainings: 6
- Leadership Conferences: 3



TEXANS

- Partners: Texans, THSCA, UIL, GHFCA
- Implemented Jan. 2018
- Phase 1 Trainings: 3
- Phase 2 Trainings: 2
- Leadership Conferences: 1

PHASE 3



COWBOYS

- Partners: Cowboys, UIL, THSCA
- Implemented Feb. 2018
- Phase 1 Trainings: 3
- Phase 2 Trainings: 4
- Phase 3 Trainings: 2
- Leadership Conferences: 2
- Coaches Trainings: 2



COLTS

- Partners: Colts, IHSAA, IHSAA Foundation, INIAAA
- Implemented Feb. 2018
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 2
- Leadership Conferences: 5
- Coaches Trainings: 2

IMPLEMENTED *Early adopters



BRONCOS

- Partners: Broncos, CHSAA, CHSCA, CSBA
- Implemented Aug. 2015
- Phase 1 Trainings: 3
- Phase 2 Trainings: 2
- Phase 3 Trainings: 1
- Coaches Trainings: 1



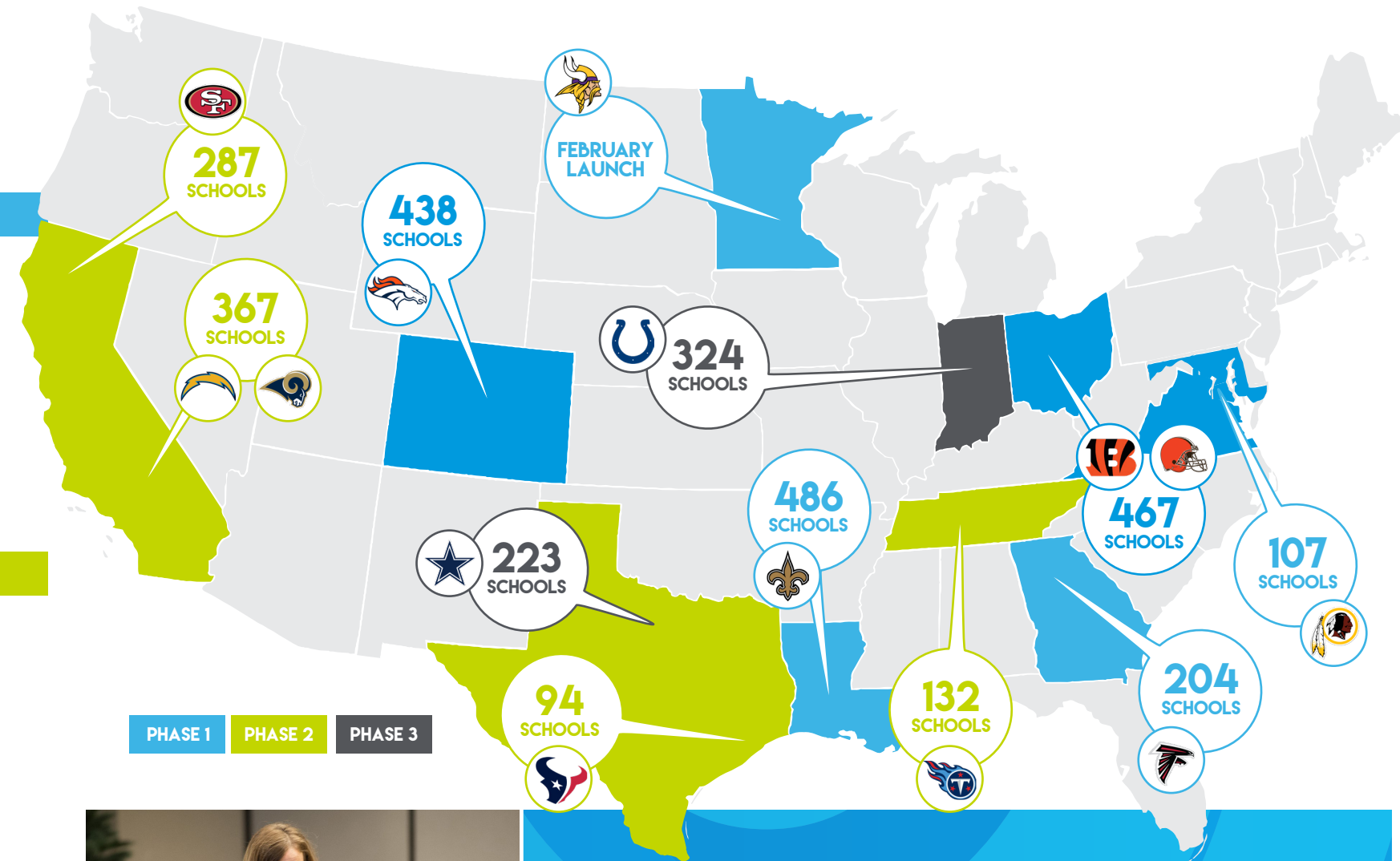
BENGALS

- Partners: Bengals, OHSAA, OIAAA, OSBA, OSSP, OESP
- Implemented Oct. 2016
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4



BROWNS

- Partners: Browns, OHSAA, OIAAA, OSBA, OSSP, OESP
- Implemented Oct. 2016
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4



“The InSideOut Initiative is a vital tool in helping our organization help young people. The purpose of athletics is to develop young people, to enhance their life experience and to give them opportunities that they would have never had without athletics. The Initiative guides and supports this quest. InSideOut has made a difference, a powerful difference in our coaches, our students and our

entire organization. Special thanks to the Dallas Cowboys and the NFL Foundation for their support to FWISD Athletics.

Todd Vesely, Executive Director – Athletic Department
Fort Worth Independent School District

A THREE PHASE INITIATIVE:

ISOI HAS DEVELOPED A THREE PHASE IMPLEMENTATION PROCESS TO RECLAIM THE EDUCATIONAL PURPOSE OF SPORTS IN THE SCHOOL COMMUNITY

1

CONSENSUS BUILDING

Educational leaders, Athletic Administrators, and School Implementation Teams come together during Phase 1 to align school communities around purpose-based athletics and to build the consensus needed for the successful implementation of the InSideOut Initiative.

2

ATHLETIC ADMINISTRATOR AS CHAMPION

The Athletic Administrator is equipped to lead the adoption and diffusion of ISOI in their school communities. Athletic Administrators are provided with resources, strategies, training, and a support system to create a positive and aligned school community that focuses on the human development of student-athletes.

3

COACH-ATHLETE ENGAGEMENT

Coaches are engaged in an InSideOut process that empowers and equips them to create a team culture that prioritizes and promotes the social-emotional development of student-athletes.

INNOVATIVE IMPLEMENTATION

The implementation of ISOI's three-phase initiative and stakeholder-led Five-Step Pathway to becoming an education-based, transformative culture, represent an important innovation in implementation science.

The extension of SEL outside of the classroom and into other critical developmental arenas is necessary. ISOI is uniquely innovative in that it is the first systems-level intervention to prioritize SEL in high school athletics.

ISOI is both an innovation and a process involving a paradigm shift in the way coaches and athletic administrators are viewed as an instrumental part of the educational system.

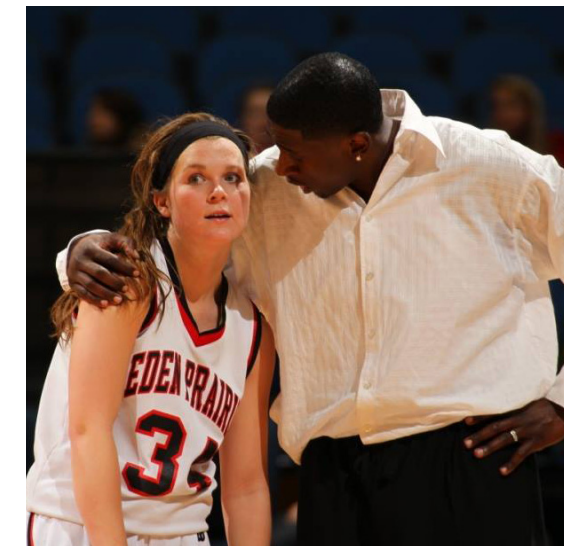
ATHLETIC ADMINISTRATOR AS CHAMPION

At the core of the Initiative are athletic administrators. These leaders' ultimate responsibility is to champion the ISOI implementation process by engaging the entire community in a wholehearted commitment to ISOI's Five-Step Pathway to an Education-Based Athletic Culture and rollout of SEL-informed curriculum with student-athletes.

In order to achieve the objectives of ISOI, entire school communities must embrace the process. The diffusion of ISOI in each school community is led by the athletic administrator. The athletic administrator leads from the middle — simultaneously advocating for community change with their administration and school board, while fostering commitment and enthusiasm from coaches, parents, and student-athletes. Implementation challenges faced by athletic administrators are typically addressed in Phase 2 and in discussions within communities of best practice.

COACH AS MODEL AND MENTOR

The language of ISOI is clear that the goals of coaching are not the same as the purpose of coaching. Goals involve an emphasis on achievement (i.e., winning), whereas a purpose involves the reason why something exists or is done. ISOI contends that purpose-based athletics provide an opportunity for connecting students to caring adults that prioritize social and emotional development. To that end, coaches must reframe their role, as they are asked to lead discussion-based, experiential education related to social and emotional competencies and model them in addition to a focus on athletic performance.



THE INSIDEOUT INITIATIVE VIEWS SPORT AS AN EXTENSION OF THE CLASSROOM, WHERE INTENTIONAL TEACHING AND LEARNING LEADS TO SOCIAL AND EMOTIONAL DEVELOPMENT.



YEAR 4

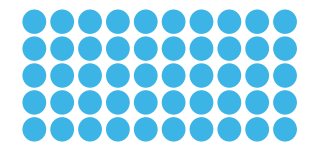
EVALUATION OF THE INSIDEOUT INITIATIVE™

A BLUEPRINT FOR SYSTEMIC CHANGE IN PURPOSE-BASED ATHLETICS



The InSideOut Initiative's four years of growth have helped them develop and refine a research-informed approach to promoting purpose-based athletics across the school community.

ATHLETICS ADMINISTRATORS WHO HAVE COMPLETED PHASE 2



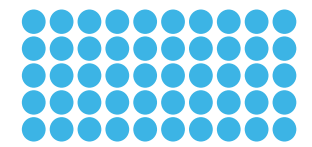
100%

reported that educating other school community members about purpose-based athletics will lead to better outcomes for student-athletes.



94%

reported that improved well-being for student-athletes is critical to their school community's mission.



100%

agreed that they intended to educate school community members about purpose-based athletics.

ATHLETIC ADMINISTRATORS WHO HAVE COMPLETED PHASE 1

100%

intend to prioritize student-athlete social and emotional learning needs over winning.

88%

are more likely to support a coach or student who is upset about their performance.

86%

are more likely to reflect on why they act and react the way they do.

100%

intend to change the win-at-all-costs culture in athletics.

82%

are more likely to help others in need.

82%

are more likely to share their true feelings with a coach or administrator.

100%

expect to work with their coaches to help them promote student-athlete development.

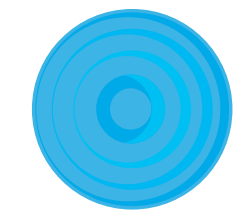
84%

are more likely to make decisions at their school in line with who they are and what they care about.

76%

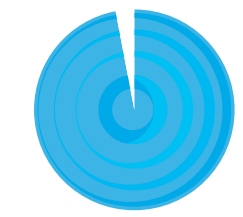
are more likely to have a positive attitude towards themselves.

IN THEIR FIRST TRAINING, COACHES ARE REPORTING EXCITEMENT AND MOTIVATION TO BRING TRANSFORMATIONAL COACHING TO THEIR SCHOOLS



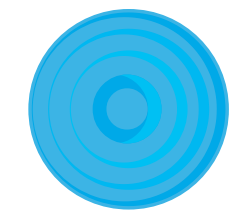
100%

of coaches agreed that it is important for them to champion transformational coaching at their school.



97%

of coaches agreed to bring transformational coaching to their school community in the next 30 days.



100%

of coaches agreed that it is their mission and responsibility to improve the well-being of student-athletes.



CONCLUSION

Over the next three years, the InSideOut Initiative will embark on a longitudinal study, evaluating the impact of the refined three-phase Initiative. An emphasis will be placed on understanding the initial impact of the initiative on high school football coaches and their players. Findings from the evaluation will be published in stakeholder-focused white papers and scholarly publications in peer-reviewed, scientific journals.

The longitudinal study will be conducted in four new NFL market states, starting with Georgia and the Atlanta Falcons and Virginia and the Washington Redskins. Two additional markets will be identified in the near future.



Evaluation is about understanding impact. The basic level of impact, in this case, is essentially asking the question: “To what degree does the InSideOut Initiative promote change in key stakeholders?” Stakeholders include the whole community involved in high school sports: educational leaders, athletics and activities administrators, coaches, parents and ultimately, student-athletes. Of course, change doesn’t happen overnight—so the evaluation team designed a methodology that would track individual and cultural impact over the course of several years. This longitudinal study (i.e., long-term evaluation) will help determine whether social-emotional competencies are growing over time among InSideOut participants, and whether InSideOut brings about culture change in meaningful ways.

The study will also evaluate how InSideOut is being implemented in school communities. Because no two communities, athletics administrators, or coaches are alike, it is critical to know how stakeholders are interpreting InSideOut and carrying out the Initiative in their athletics programs. Ultimately, the InSideOut Initiative requires a behavioral commitment; it offers a launch pad, but schools must fully engage to achieve the outcomes they seek.


The Initiative is thrilled to collaborate with IPAHW on this study, and grateful to the NFL Foundation for their investment that will help establish best practices and ensure the long-term viability of purpose-based athletics across the country.



ASSESSING IMPACT

A PROCESS AND EFFECTIVENESS EVALUATION OF INSIDEOUT



 **UNC GREENSBORO**
Institute to Promote Athlete Health and Wellness

When the NFL Foundation signed on to fund the InSideOut Initiative, they included one critical element to ensure its sustainability and efficacy as compared to other like-programs: an evaluation plan.

Since the birth of the Initiative, the NFL Foundation has contracted directly with the Institute to Promote Athlete Health and Wellness (IPAHW) at the University of North Carolina Greensboro to evaluate its impact. In collaboration with NFL Foundation and InSideOut Initiative leadership, the evaluation team set out to understand what impact looks like for the Initiative—and to build a framework that helps guide both measurement and programmatic changes required to achieve the desired outcomes.



“With the roots of the InsideOut Initiative based in Minnesota, the Vikings organization is proud to join this movement alongside the Minnesota State High School League, our communities, schools, administrators, coaches, parents, and student-athletes. Together we can change the sports culture here in Minnesota to focus on the development of the educational, social, and

emotional well-being of each student-athlete.”

Brett Taber, Executive Director – Social Impact
Minnesota Vikings



THE



OF INSIDEOUT

A QUALITATIVE LOOK AT INSIDEOUT'S IMPACT

When Jody Redman and Joe Ehrmann founded the InSideOut Initiative in 2015, they understood that in order to meet their mission—catalyzing transformational, purpose-based athletics programs across the country—they must go beyond traditional coaches' education programs. Because while equipping coaches with knowledge and skills is critical, even the most transformational coach can't withstand the current win-at-all-cost culture without support. The school community must be aligned around shared values, use of a common language, and a clear definition of success—one that goes beyond the outcome on the scoreboard.

Today, the InSideOut Initiative trains and equips entire communities—starting with educational leaders such as school boards, superintendents and principals, and filtering down to individual coaches and parents—to align the school community around

a common purpose that puts student-athletes' social-emotional learning and well-being at the center of the high school sports experience. In the Initiative's five years working with school communities across the country, a multitude of incredible transformational leaders have surfaced—changing the arc of the lives of their student-athletes, and setting inspiring examples for other leaders and school communities to follow.

Enter: *Faces of InSideOut*. The Faces project seeks to profile and feature these 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.

TIMELINE >>>

JERRY GALEMA, ASSISTANT PRINCIPAL
WILLIAM HENRY HARRISON HIGH SCHOOL, INDIANA

950 ATHLETES | 95 COACHES

PHASE 1 | 1 | 1 | 2 | 2 | 2 | 3

FALL 2017
I attended the launch of the InSideOut Coaching Philosophy in Indiana and immediately read the book.

FALL 2018
Presented the initiative to our head coaches. Most were shocked at what the youth sports culture currently looked like. We spent time sharing examples of good and bad things going on in youth and high school sports.

WINTER 2018-19
Our coaches submitted individual purpose statements and received a Purpose Over Goals T-shirt. These statements are posted in our building and shared with our community in my monthly newsletter. I also was able to attend the InSideOut session at the National AD Conference in San Antonio.

SPRING 2019
Our head coaches had a work session and we developed our Collective Purpose Statement for our department. We have shared this with our community and put our Purpose Statement logo on all of our rosters that are handed out at events.

CHRISTMAS OF 2017
I purchased the InSideOut Coaching Philosophy for each of my head coaches and asked them to read it. I also gave one to our Superintendent and 3 Assistant Superintendents.

FALL 2018
Led a book study with all coaches who came on a voluntary basis. We met once a week for four consecutive weeks and our attendance ranged from 9-15 attendees. Our head coaches were taught the Common Language - Goals vs Purpose, Transactional vs Transformational Coaches, etc. We began talking about purpose statements.

FEBRUARY 2019
A colleague of mine and I made a presentation to our school board and got their total support. They even asked us to share this with our middle schools and youth coaches. We are just now starting to venture down this path.

FALL 2019
We are currently working on our department's definition of success. My principal is now using a lot of the InSideOut material with our faculty. Our head coaches have begun presenting a character trait lesson each Monday of their season.

RYAN WALDEN AND I JUST DECIDED THAT THAT THE TIME OBSTACLE CAN BE OVERCOME, AND WE JUST MADE TIME. WE STARTED DOING EXIT INTERVIEWS WITH STUDENT-ATHLETES. WE JUST DECIDED WE BELIEVE IN THIS SO MUCH THAT WE DECIDED TO MAKE THE TIME.

I HAVE SEEN CHANGES IN OUR COACHES' SIDELINE DECORUM, LEADING THEIR TEAM IN TEAM MEETINGS AFTER A LOSS HAS BEEN DIFFERENT.

THIS BY FAR ONE OF THE MOST REWARDING THINGS I HAVE BEEN A PART OF IN MY 34 YEARS IN EDUCATION. WE ARE STARTING TO SEE A CHANGE IN OUR CULTURE IN THE SCHOOL AND ARE RECEIVING POSITIVE COMMENTS FROM PARENTS OF OUR STUDENT ATHLETES. IF ANYONE IS APPREHENSIVE ABOUT THIS INITIATIVE TAKING UP TOO MUCH OF THEIR TIME, I WOULD URGE THEM TO MAKE THE TIME! THERE IS NO TIMELINE OR TIME LIMIT ON WHEN YOU HAVE TO COVER ALL ASPECTS OF THE INITIATIVE.

*content subject to change



Take Jerry Galema as an example. Jerry is the Assistant Principal at William Henry Harrison High School in Indiana, and began his journey with the InSideOut Initiative in the fall of 2017. He began training his coaching staff—fully embracing the InSideOut Philosophy. He engaged in community conversations on Common Language and collected Transformational Purpose Statements from his coaching staff. His school community chose moral and performance values they wanted to embrace, and worked to tie them together into a creative design using their school logo. Perhaps most impactful is the work he did with his school board, who intrigued by the progress he was making, read Joe Ehrmann's book, "InSideout Coaching: How Sports Can Transform Lives," and are "100% behind" Jerry leading their school to become an InSideOut School Community. The Initiative is proud to have this opportunity to profile the incredible work being led by Athletic Administrators, and looks forward to publishing the first version of this evolving project in early 2020.

BECOMING AN INSIDEOUT SCHOOL

COURSE 1
INSIDEOUT PHILOSOPHY

INSIDEOUT PHILOSOPHY



“The most important people for the future of our youth are coaches and teachers. Every day you show up no matter what happens, they’re looking at you for leadership.”

Chris Ballard, General Manager
Indianapolis Colts



SCALING IMPACT: Developing & Supporting Professional Learning Communities with a New Digital Platform

In the years since its founding, the InSideOut Initiative has trained thousands of educational and athletic leaders across the country in developing a culture that provides life-sustaining experiences to student-athletes. Over the course of that time, the curriculum and approach have evolved significantly; today, the InSideOut Initiative offers a comprehensive, strategic three-phase roadmap to develop a transformational sports culture.

As the approach has evolved, so, too, has the technology. In 2019, the Initiative introduced the InSideOut Community, an online Community of Practice (CoP). The InSideOut Community engages athletic administrators in experiences, strategies, resources and a learning pathway that equips them to become an InSideOut School—one that supports sports as a human growth experience and connects students to caring adults. 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 to users, and looks forward to continued development of learning pathways in the future.



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
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