



ANNUAL REPORT

2023

**INSPIRING, CATALYZING AND EQUIPPING
SCHOOL COMMUNITIES TO TRANSFORM LIVES
THROUGH PURPOSE-BASED SPORTS**



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InSideOut is a systems-level adult intervention that is built on a simple premise:

TO BE A BETTER LEADER OR COACH, YOU MUST BE A BETTER YOU.

WHAT WE DO

WE PARTNER

We partner with School Communities, State Athletic Associations, Athletic Director Associations, School Board, Superintendent and Principal Associations along with the NFL Team in each state to create positive school cultures.

WE DEVELOP

We develop the Five Core Competencies of Transformational Leadership in adults so they can provide their students with meaningful adult relationships in a high care community.

WE PROVIDE

We provide a 3-year professional learning experience for school administrators, ADs and coaches that results in Purpose-Based Sports experiences for students.

WE CONNECT

We connect students to Transformational Coaches and Meaningful Adult Relationships, In a Culture of Belonging and High Care Community, that centers on the students Human Growth and Development.

A new professional learning cohort is offered twice a year in NFL Partner States to onboard new school community leaders, ADs and coaches, expanding opportunities and reach.

“Our purpose for launching the InSideOut Initiative is — and remains — to transform the ‘win-at-all-costs’ sports culture so prevalent in sports today. Coaches and administrators who participate in our training gain a greater awareness of the true purpose of sports, focusing on and directing resources to making a positive impact in the lives of students.”



JOE EHREMAN

**13-YEAR NFL VETERAN
CO-FOUNDER, INSIDEOUT
INITIATIVE**

THE REACH

With the consistent and ongoing support of the NFL Foundation and NFL Teams, the InSideOut Initiative continues to create new and engaging content and innovative strategies to positively impact school community stakeholders' nationwide.

Since its inception in 2015,

INSIDEOUT HAS POSITIVELY IMPACTED

**stakeholders from over 5860
school communities across
the country including:**



5000
athletic
administrators



175,860
coaches



7 million+
students



“We believe the foundation of the InSideOut Initiative supports the goals of education-based athletics and will enhance the positive experiences that high school sports provide.”

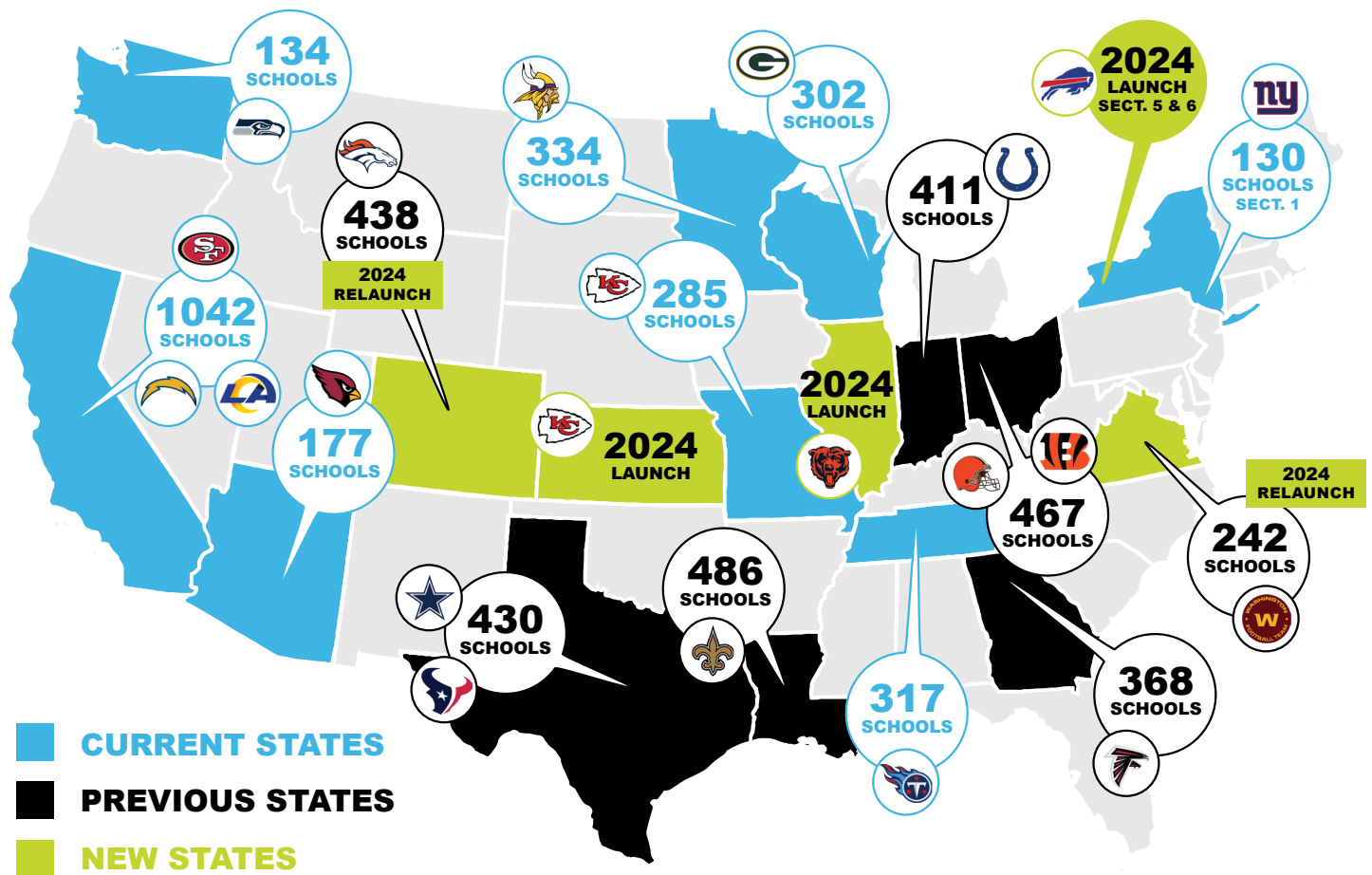


STEPHANIE HAUSER
EXECUTIVE DIRECTOR,
WI INTERSCHOLASTIC
ATHLETIC ASSOCIATION

“This initiative is supporting our athletic administrators, coaches and student-athletes in a collective effort to develop a welcoming and affirming environment through education-based athletics.”



TODD SANTABARBARA
EXECUTIVE DIRECTOR, NY
INTERSCHOLASTIC
ATHLETICS: SECTION ONE



The InSideOut Initiative provides two ways for school communities, in NFL Market states, to get involved:

1

Athletic Administrators attend the in-person **'State-Wide Launch Event'** at the NFL Team's Stadium

2

Athletic Administrators attend a **'National Launch Event'** held via Zoom sometime during the three-year lifecycle of the grant

*National Launch Events are offered to school communities, in NFL Team states, twice a year.

"The Packers are proud to support the InSideOut Initiative in Wisconsin. Sports can serve as a powerful catalyst to build unity and bring people together regardless of what the scoreboard says. Being involved in sports during childhood can help students develop critical skills and learn valuable lessons about teamwork, accountability and dedication. The Packers are committed to encouraging participation in sports to help young people discover more about themselves, their teammates and the world around them."

MARK MURPHY
PRESIDENT AND CEO
GREEN BAY PACKERS



THE PARTNERS

NEW NFL PARTNERS

In 2024, the InSideOut Initiative will begin work with school communities in 5 NFL Markets in 5 states. Two of these states, Colorado (2015 original pilot state) and Virginia (2020 COVID interrupted state), will relaunch the InSideOut Initiative. Kansas, Illinois, and New York Sections V & VI are new to the InSideOut Initiative.



“To say we are excited about the relaunch of the InSideOut Initiative in Colorado would be an understatement. Our school communities are working incredibly hard everyday to promote and recapture the true purpose of educationally based athletics; the InSideOut Initiative provides school leaders with the support, resources and direction that leads to establishing a culture that defines this purpose. We can’t wait to continue the great work that was started in 2015.”



MICHAEL KRUEGER
COMMISSIONER
COLORADO HIGH
SCHOOL ACTIVITIES
ASSOCIATION

CURRENT NFL PARTNERS

The InSideOut Initiative is currently serving school communities in 10 NFL Markets in 8 states – Arizona, California, Minnesota, Missouri, New York, Tennessee, Washington, and Wisconsin.



“We look forward to having our participating schools back at Lambeau Field as they continue their training of the InSideOut curriculum. Equipping our schools with the tools and training needed to enhance the lives of their student-athletes will not only benefit their athletic programs, but their communities as well through InSideOut’s Purposed-Based approach.”



RYAN FENCL
OUTREACH MANAGER
GREEN BAY PACKERS



PREVIOUS NFL PARTNERS

Previous InSideOut Initiative states include 7 NFL team markets – Colorado, Georgia, Indiana, Louisiana, Ohio, Texas and Virginia.



“The Denver Broncos Foundation is very excited to partner with the Colorado High School Activities Association and the InSideOut Initiative once again, to bring this wonderful curriculum to Colorado high schools. The InSideOut Initiative and their purpose-based athletics teachings have made amazing strides throughout the country, and we’re excited to build transformational coaches to connect with Colorado student-athletes.”



BOBBY MESTAS
DIRECTOR OF YOUTH
AND HIGH SCHOOL
FOOTBALL
DENVER BRONCOS

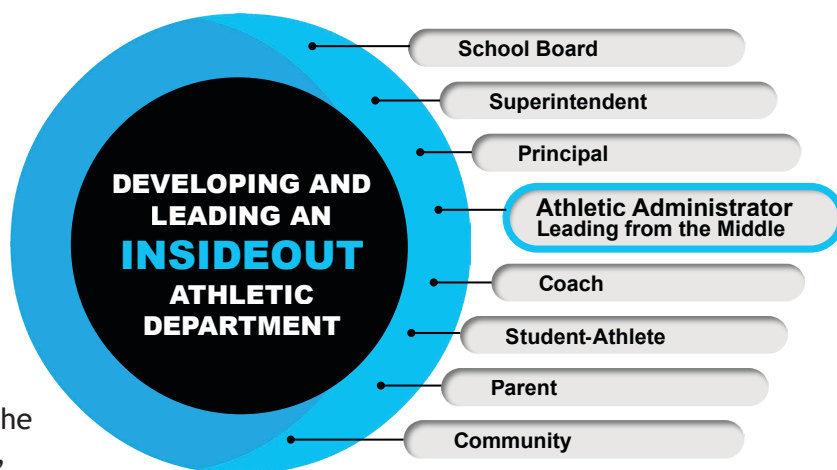
THE CHAMPION

The InSideOut Initiative inspires and equips Athletic Administrators to serve as the Champion of their Purpose-Based Sports program.

Through training, ADs are empowered to

LEAD FROM THE MIDDLE

— building their capacity to develop, influence, and align stakeholders around Purpose-Based Sports. ADs work both up the stakeholder continuum with the Principal, Superintendent, and School Board and down the continuum with Coaches, Student-Athletes, Parents and Community Members.



“Being an InSideOut Champion within your athletic department will not only allow your staff to grow as coaches and leaders but will engage them in deeper conversations on why they coach the way they do, how they define success, and how it feels to be coached by them. These conversations result in leading your coaches from the transactional to the transformational end of the coaching continuum. None of the principles taught will sacrifice wins but instead, will help all coaches understand that winning will ultimately be measured 10-20 years down the road when their student-athletes are contributing members of society.”



RYAN RITTER
ATHLETIC DIRECTOR,
BROADWAY HIGH SCHOOL





“We prepare, plan, and play to win every game we are in...but winning isn’t the Purpose. The Purpose is the human growth and development of every student and connecting them to a caring adult in their learning community.”



JODY REDMAN
CO-FOUNDER
INSIDEOUT INITIATIVE

When school community stakeholders are aligned around Purpose-Based Sports — the game is the curriculum, the coach is the teacher, and the student develops lifelong relationships, lifelong memories, and lifelong learning.

InSideOut assists ADs in providing a Purpose-Based Sports program through the following evidence-based strategies:

- › **DEVELOP A PURPOSE VISION** that clearly defines the value of participation and provides students with meaningful adult relationships and a positive school climate that promotes sports as a human growth experience.
- › **CREATE A DEPARTMENT-WIDE DEFINITION OF SUCCESS** that moves beyond the outcome on the scoreboard and is centered in teaching and learning outcomes.
- › **DETERMINE THE COLLECTIVE CHARACTER SKILLS** that students will learn, and coaches will intentionally model and develop.
- › **ESTABLISH A COMMON LANGUAGE** that provides consistency and builds consensus around the purpose of sports in the school community.
- › **DEVELOP AND ALIGN POLICIES** that reinforce and promote the purpose, definition of success, and character skills that staff and students are being held accountable to.
- › **PROVIDE COACHES WITH PROFESSIONAL LEARNING** that centers on the development of transformational relationships and clearly defines the expectations of an InSideOut Coach:
 - Function as teachers
 - Prioritize relationship building
 - Provide Secure Relationships where every student is Seen, Safe and Supported
 - Become mentors who provide care, build trust, are empathic, fair, and open

THE FRAMEWORK

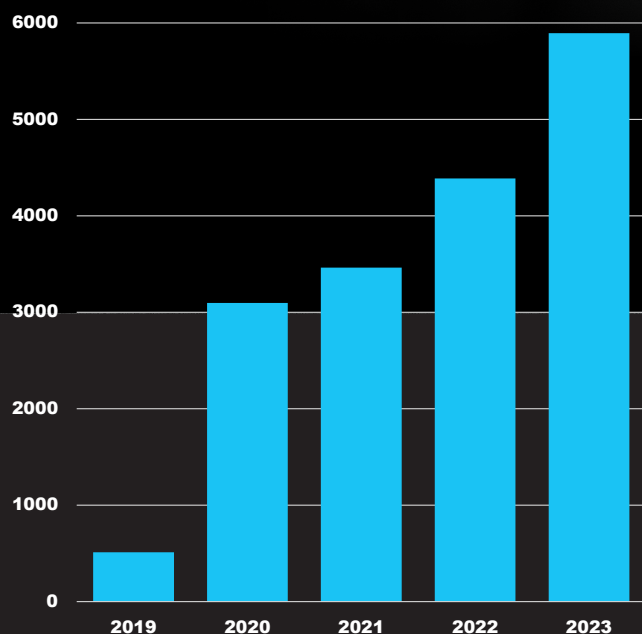
Beginning with its inception in 2015, the InSideOut Initiative conducted its training in-person at live events. In the spring of 2020, the COVID-19 Pandemic caused a disruption to InSideOut's delivery process causing a pivot to an online only format. Since this time, InSideOut has developed a new and innovative blended training framework that is now fully operational.

These rich, multi-session, professional learning experiences include both

SYNCHRONOUS: live, in-person and zoom training events, and

ASYNCHRONOUS LEARNING: reflective, online work through the *InSideOut Community of Practice*.

InSideOut Community Yearly Growth



5894

InSideOut Community Members

204

Groups Being Served

145

Unique AD Courses Developed

78

Unique InSideOut Coaching Courses Delivered

“The InSideOut Initiative is a powerful journey that reinforces why athletics are an important part of our academic institutions when they are coached and led effectively. Joe Ehrmann and Jody Redman are dynamic teachers and leaders, and we are looking forward to being involved in this initiative every step of the way.”



ETHAN MEDLEY

**DIRECTOR OF COMMUNITY RELATIONS AND YOUTH FOOTBALL
NEW YORK GIANTS**

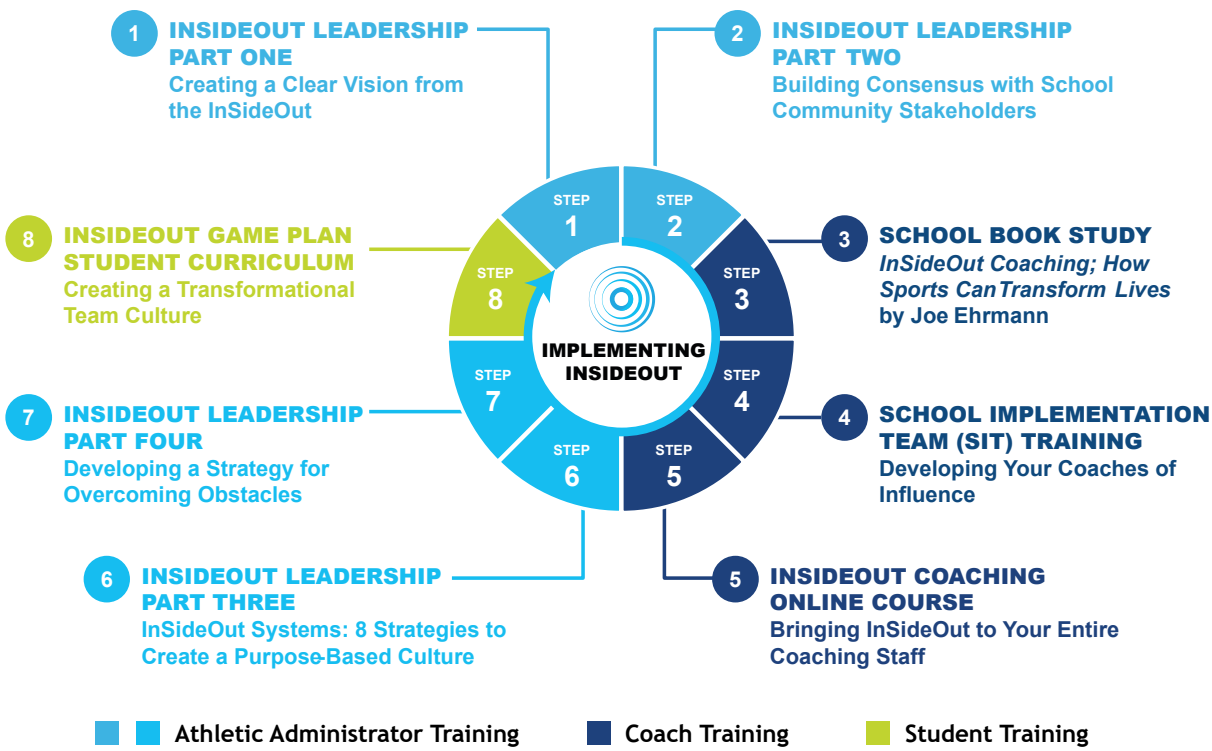


Athletic Administrators who have attended InSideOut Training say the following:

<p>97%</p> <p>Believe this training is very important or important for ADs to experience.</p> <p>69% very important 28% important</p>	<p>98%</p> <p>Rate this training as very relevant or relevant to their position as an AD.</p> <p>61% very relevant 38% relevant</p>	<p>96%</p> <p>Are very likely or likely to apply what they learned in this training in their role as an AD.</p> <p>67% very likely 29% likely</p>	<p>97%</p> <p>Believe this training is very important or important for their coaching staff to experience.</p> <p>26% important 71% very important</p>
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The InSideOut framework provides professional learning experiences, for school leaders, athletic administrators and coaches, to develop and lead a purpose-based program.

EIGHT STEPS TO IMPLEMENTING INSIDEOUT



THE SCIENTIFIC PUBLICATION

In 2023, InSideOut built on its commitment to demonstrating rigorous development and evaluation by again adding to its publication record. The publication, *National initiative pivots amidst a global pandemic: Lessons learned from the InSideOut Initiative*, written in collaboration with UNC Greensboro's Center for Athlete Well-being, documents the intentionality of the InSideOut team and the determination of high school athletics programs around the country aiming to preserve their supportive cultures during the COVID-19 pandemic.

Findings from this work suggest that prioritizing community, innovative implementation strategies, and openness to adaptation were critical to the success of InSideOut schools during this crisis.

1

**PRIORITIZING
COMMUNITY**

2

**INNOVATIVE
IMPLEMENTATION
STRATEGIES**

3

**OPENNESS TO
ADAPTATION**

THE EVALUATION

A LONGITUDINAL EVALUATION

InSideOut has continued its commitment to understanding, documenting, and reporting its impact on participants. Our partnership with the Center for Athlete Well-being at UNC Greensboro continues to help us illustrate why InSideOut belongs in every school across the country.

Takeaways from this year's research include:



UNC GREENSBORO

Institute to Promote Athlete
Health and Wellness

1

**ADS ARE SEEING A
NEW PATH TO LEADING
A SUCCESSFUL
ATHLETICS PROGRAM**

97% of ADs report that InSideOut is helping them think differently about their role and will help them improve their athletics programs.

2

**ADS ARE
CHANGING THEIR
PRIORITIES**

After training, none of the participating ADs suggested that winning was their top priority.

3

**ADS SEE THE VALUE
IN EMPATHY AND
CONNECTION**

After training, ADs were more likely to report intentions to put themselves in the shoes of their coaches and student-athletes, positively connect with their coaches regardless of their ability, and develop secure relationships.

THE CASE STUDY

ROSEVILLE JOINT UNION HIGH SCHOOL DISTRICT

On August 7, 2023, InSideOut provided a one-day professional learning experience for school administrators, athletic directors, and coaches in the Roseville Joint Union School District to adopt a Purpose-Based Sports culture for students across the district. Participating schools included Antelope High School, Granite Bay High School, Oakmont High School, Roseville High School, West Park High School, and Woodcreek High School.

InSideOut is conducting a case study to deepen an understanding of the initiative's impact and to more fully comprehend the needs of high school athletics programs. Early takeaways include:



ROSEVILLE
JOINT UNION
HIGH SCHOOL DISTRICT

1

ADS VIEW THEIR ROLE AS ALIGNED WITH INSIDEOUT'S VISION FOR YOUTH DEVELOPMENT

ADs have embraced their responsibility to guide and affirm coaches and students.

2

SCHOOL LEADERSHIP SUPPORT IS ESSENTIAL

Coaches who feel their school administrators see sports as a part of the teaching experience are significantly more likely to spend time developing relationships with their student-athletes.

3

DISTRICT-LEVEL ADMINISTRATORS VIEW INSIDEOUT AS THE FOUNDATION OF THEIR ATHLETICS PROGRAMS

Administrators say the purpose of sport is to create empathetic young adults and positively impact their trajectory as they enter adulthood.

“Our goal throughout our school system is to ignite innovative and meaningful learning, inspire powerful impact in communities, and prepare all students for numerous paths to success. InSideOut supports and supplements this goal. Our coaches and administrators will be fully equipped to take a purpose-based approach to positively influencing — even changing — students’ lives.”

MELANIE DOPSON
ASSISTANT
SUPERINTENDENT



This work was inspired by John Hildebrand, athletic director at West Park High School who is an InSideOut early adopter. As a result of his personal experience, Mr. Hildebrand has implemented InSideOut in two high schools in the Roseville Joint Union School District and has inspired other leaders to do the same. John's Transformational Purpose Statement is: “I lead to affirm and guide athletes and coaches on their journey to success.”

THE BOARD OF DIRECTORS



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Offensive Coordinator &
Quarterbacks Coach,
Abilene Christian University



Micah Kiser

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Commerce, Deputy Director of
Media Relations & Public Affairs

THE CO-FOUNDERS



JODY REDMAN
Co-Founder

Jody Redman is a nationally recognized speaker, consultant, and thought leader in purpose-based leadership and creating cultures of belonging. Jody is the co-founder of the InSideOut Initiative and the founder of Change the Arc: 'transforming ourselves, each other, and the world.' Jody's passion for developing transformational leaders and creating cultures of belonging are seen throughout her professional career as a former collegiate athlete, high school teacher, coach, and Athletic Administrator at both the high school and collegiate levels. Jody also spent 19 years as the associate director of the Minnesota State High School League.



JOE EHRMANN
Co-Founder

Joe Ehrmann is a transformational leader, best-selling author, former professional athlete, and the co-founder of the InSideOut Initiative. Among many awards, the Baltimore Business Journal selected him as the Renaissance Person of the Decade for his dedication and commitment to Baltimore City's betterment. He was the National Fatherhood Initiative's Man of the Year and the Frederick Douglas National Man of the Year for empowering youth to prevent rape and other forms of male violence and improving lives of children by helping fathers become more involved. Joe was also named "The Most Important Coach in America" by Parade Magazine.

