



# Pursuing Victory With Honor<sup>sm</sup>

## *Ideas for Activity Directors*

1. Work with the student body leadership to ensure that the school's activities and athletic programs emphasize the importance and essential elements of the six core principles of Pursuing Victory with Honor: trustworthiness, respect, responsibility, fairness, caring and good citizenship.
2. Promote sportsmanship and foster good character by Teaching, Enforcing, Advocating and Modeling the six core principles.
3. Communicate to all students and parents that athletic participation is a privilege, not a right. To earn that privilege, all students, especially student-athletes must abide by the rules and conduct themselves, on and off the field, as role models who exemplify good character.
4. Help enforce district-approved codes of conducts for parents and spectators. If the school, or district, doesn't have such codes, urge development of such codes. Support having pre-season meetings for coaches, players and parents wherein values and expectations of the district and school are "spelled out."
5. Emphasize in all communications directed to students and parents the importance of character, ethics and sportsmanship.
6. Ensure that the "message" communicated to all students, parents and the community is that the first priority of the student-athletes is a serious commitment to getting an education and developing the academic skills and character to succeed.
7. Ensure that the pressure to win is not placed above education, character development, academic, social, emotional, physical and ethical well-being of the student-athlete. No one should be allowed to compromise the character development, and ethical well being of the student-athletes in order to win.
8. Ensure that the student body model respectful behavior and demand that students refrain from disrespectful conduct, including verbal abuse of opponents and officials, profane and belligerent trash-talking, taunting and inappropriate celebrations at athletic contests.

9. Safeguard the integrity of the school by continually monitoring to ensure that no undue interference or influence of commercial interest or inappropriate exploitation of the school's name or reputation. This should include avoiding undue financial dependency on particular companies or sponsors.
10. Always reinforce that the profession of coaching is a profession of teaching. Ensure that in addition to teaching the mental and physical dimensions of their sports and activities, all staff members shall through words and examples; strive to build character of their students by teaching them to be trustworthy, respectful, responsible, fair, caring and good citizens. Seek ways to honor and reinforce good coaching.

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*“Pursuing Victory With Honor” and the “Six Pillars of Character” are service marks of the CHARACTER COUNTS! Coalition, a project of the Josephson Institute of Ethics. For more information on promoting character education and good sportsmanship, visit [www.charactercounts.com](http://www.charactercounts.com).*