



## RESPECT

### Guide for planning and implementing a sportsmanship program

#### 1. Guide the creation of a sportsmanship policy

In partnership with key administrators and/or a committee, create a policy consistent with NCAA and conference guidelines.

Key administrators and/or sportsmanship committee members may include:

- Athletics director
- Assistant athletics director for game operations (chair/coordinator)
- SAAC representative
- Campus administrator
- Student activities representative
- Faculty athletic representative
- Game management staff
- Security officer/office representative

#### Example campus sportsmanship policy

ABC University is committed to establishing a positive competitive environment for our athletes and fans. It's our responsibility to be fully accountable at every level as we support student success.

#### *Athletes, coaches and staff*

As representatives of ABC, we expect our athletes, coaches and staff to uphold our commitment to sportsmanship by creating an atmosphere of respect. Unsportsmanlike behavior will not be tolerated.

#### *Fans and students*

Racial, sexist, derogatory or profane actions or language directed toward players, coaches, team representatives, officials, event management or other spectators will not be tolerated. Event management personnel – with cooperation from campus security – reserves the right to remove attendees from the competition site.

## **2. Create an implementation plan and launch the campaign**

Items to include in an implementation plan and launch:

- Target audiences
  - Athletics administrators
  - Coaches
  - Student-athletes
  - Fans
  - Campus administrators
  - Donors
- Channels to communicate with target audiences
  - All-university message from president (athletes, coaches, administrators, donors)
  - Email (athletes, coaches, administrators, donors)
  - Staff meetings (administrators)
  - Team meetings (athletes)
  - SAAC meetings (athletes)
  - Websites (campus and athletics sites)
  - Social media (targeted to fans)
  - At competition venues (all audiences)
- Possible collateral materials
  - One-pager that includes sportsmanship policy, messaging and tips/best practices
  - Locker room signage
  - Game signage
  - PSAs
  - In-venue announcements (PA announcement script, recorded versions)
  - Giveaway items branded with campus sportsmanship messaging
  - Sportsmanship-related stories on campus and athletics websites
- Game management processes
  - Identify a game manager
  - Create incident management plan
  - Familiarize game staff with rules and procedures