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