



Pursuing Victory With Honorsm

CIF Expectations for Coaches

1. Sign and follow the district's or CIF's coaches' code of conduct.
2. Use “teachable moments” on a daily basis to emphasize the importance and essential elements of the six core principles of Pursuing Victory with Honor: trustworthiness, respect, responsibility, fairness, caring and good citizenship.
3. Promote sportsmanship and foster good character by Teaching, Enforcing, Advocating and Modeling the six principles above.
4. Ensure that their program enhances the academic, emotional, social, physical and ethical development of the student-athletes.
5. Demand scrupulous integrity and observe and enforce the spirit as well as the letter of the rules from their student-athletes by teaching the history and traditions of the sport.
6. Communicate to their student-athletes and parents that athletic participation is a privilege, not a right. To earn that privilege, student-athletes must abide by the rules and conduct themselves, on and off the field, as role models who exemplify good character.
7. Enforce, with student-athletes, the district-approved codes of conduct for student-athletes.
8. Emphasize in all communications directed to student-athletes and parents the importance of character, ethics and sportsmanship. Coaches should hold a student and parent pre-season meeting to communicate their educational philosophy regarding athletics, academics, character, ethics and sportsmanship. At this meeting the coach should clearly define the expectation that coaches have for student and parent behavior and the repercussion of not meeting those expectations.
9. Emphasize to the student-athlete and their parents that the first priority of the student-athletes is a serious commitment to getting the best education possible and developing the academic skills and character to succeed. Success in the classroom should be the first priority of any student-athlete.

10. Ensure that pressure to win is not placed above education, character development, academic, social, emotional, physical and ethical well-being of the student-athlete.
11. Whether paid or voluntary, gain the skills to be a competent coach. These minimum competencies must include basic knowledge of 1) the character-building aspects of sports, including techniques and methods of teaching and reinforcing the core values comprising sportsmanship and good character; 2) the physical capacities and limitations of the age group coached, as well as first aid; and 3) coaching principles related to educational philosophy, adolescent psychology, nutrition, risk management, and the rules and strategies of the sport.
12. Model respectful behavior and demand that their athletes refrain from disrespectful conduct, including verbal abuse of opponents and officials, profane and belligerent trash-talking, taunting and inappropriate celebrations.
13. Safeguard the integrity of their programs by continually monitoring to ensure that no undue interference or influence of commercial interest or inappropriate exploitation of the school name or reputation. This should include avoiding undue financial dependency on particular companies or sponsors.
14. Always remember that profession of coaching is a profession of teaching. In addition to teaching the mental and physical dimensions of their sport, coaches shall through words and example, strive to build character of their student-athletes by teaching them to be trustworthy, respectful, responsible, fair, caring and good citizens.
15. Urge and play a leadership role in planning and implementing pre-season meetings with parents, players, your athletic director, and if possible, the principal wherein the values and expectations of the district and the school principal are spelled out as they relate to athletics, its' place in education, the character building potential of athletics and the conduct and behavior of all involved in athletics.

“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.