



FALL WORKSHOP: SPORTSMANSHIP AND HEALTHY CULTURES

2026-2027



WASHINGTON INTERSCHOLASTIC ACTIVITIES ASSOCIATION



BUILDING **HEALTHY CULTURES**

IN EDUCATION-BASED ATHLETICS



EVERY SCHOOL

Every school can
create a positive impact.



EVERY ROLE

Everyone has a role
in shaping the experience.



ONE STANDARD

We hold ourselves to the same
high standard every day.

BETTER PLAYERS. BETTER PEOPLE. BETTER COMMUNITIES.



Stronger Schools.
Stronger Communities.
Stronger Future.



WHY SPORTSMANSHIP?

Our students deserve more than
successful athletic programs



RESPECT

We value others
and treat everyone
with respect.



BELONGING

We create inclusive
environments where
everyone belongs.



SAFETY

We prioritize physical,
emotional, and social
safety for all.



ACCOUNTABILITY

We take responsibility
for our actions and
expect better.



BETTER PLAYERS.
On and off the field.



BETTER PEOPLE.
Prepared for life.



BETTER COMMUNITIES.
Stronger together.

Lead the Legacy

CULTURE

***IS CREATED BY
WHAT WE CELEBRATE, WHAT WE EXPECT,
AND WHAT WE CORRECT.***



**WHAT WE
CELEBRATE**

We elevate it.



**WHAT WE
EXPECT**

We set the standard.



**WHAT WE
CORRECT**

We teach and restore.





HEALTHY CULTURE



INTENTIONAL LEADERSHIP

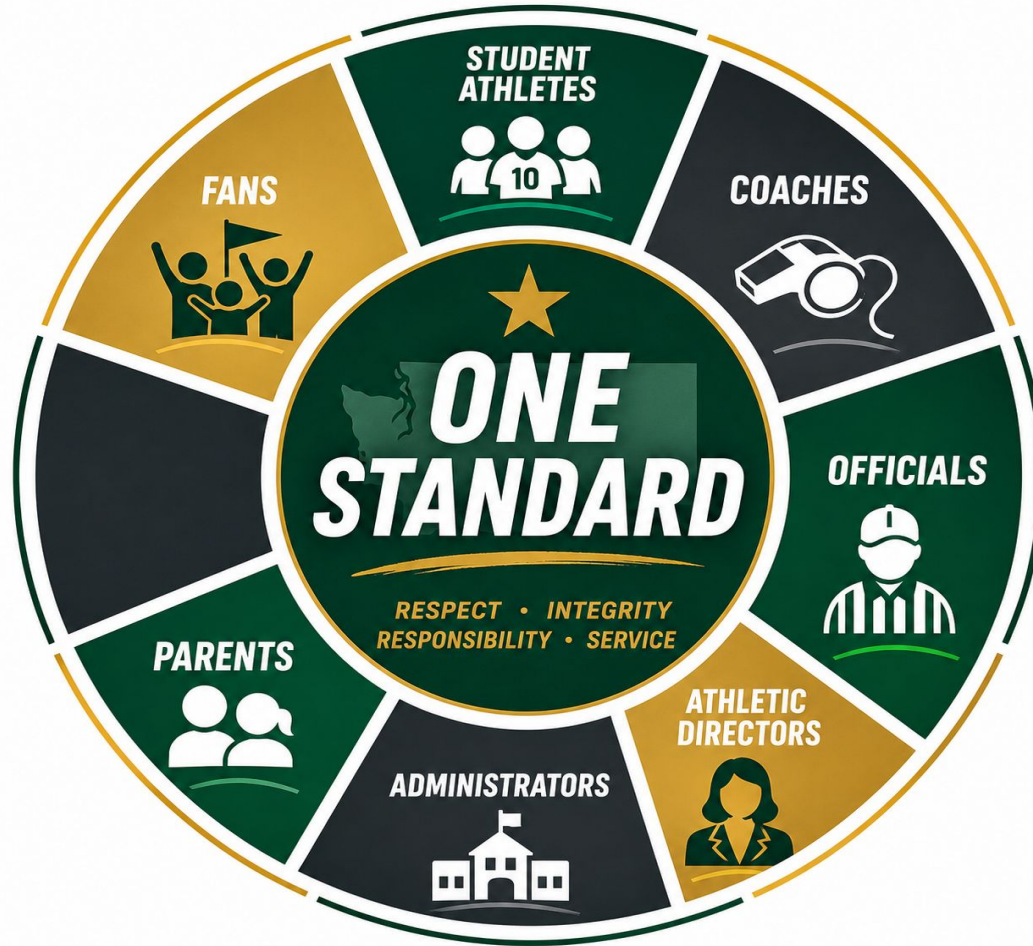


CONSISTENT EXPECTATIONS



SHARED RESPONSIBILITY





THREE PILLARS

BUILDING A POSITIVE EXPERIENCE FOR EVERYONE, EVERY TIME.



CELEBRATIONS



Recognize what is right.



Celebrate sportsmanship.



Highlight positive stories.



Reward leadership.



PROACTIVE STRATEGIES



Set expectations.



Teach behaviors.



Communicate consistently.



Prepare intentionally.



RESTORATIVE PRACTICES



Address mistakes.



Repair relationships.



Hold people accountable.



Help individuals grow.



BETTER PLAYERS

BETTER PEOPLE

BETTER COMMUNITIES

DIFFERENT ROLES. DIFFERENT RESPONSIBILITIES. ONE STANDARD.



WHAT THIS LOOKS LIKE



When we all fulfill our
role with purpose,
we create a culture where
everyone can thrive.



**STUDENT-
ATHLETES**



Compete
with integrity



COACHES



Model
professionalism



OFFICIALS



Officiate
with consistency



PARENTS



Encourage
positively



ADMINISTRATORS



Lead
intentionally



COMMUNITIES



Support
educational athletics



THIS ISN'T ABOUT ★ *PERFECTION* ★



MISTAKES HAPPEN



Healthy
cultures
aren't built
because
mistakes
never
happen.



They're
built
because
schools
respond well
when
they do.



RESPOND WELL



FRUSTRATION



DIVISION



NEGATIVITY



DISENGAGEMENT



RESPECT



RESTORATION



RELATIONSHIPS



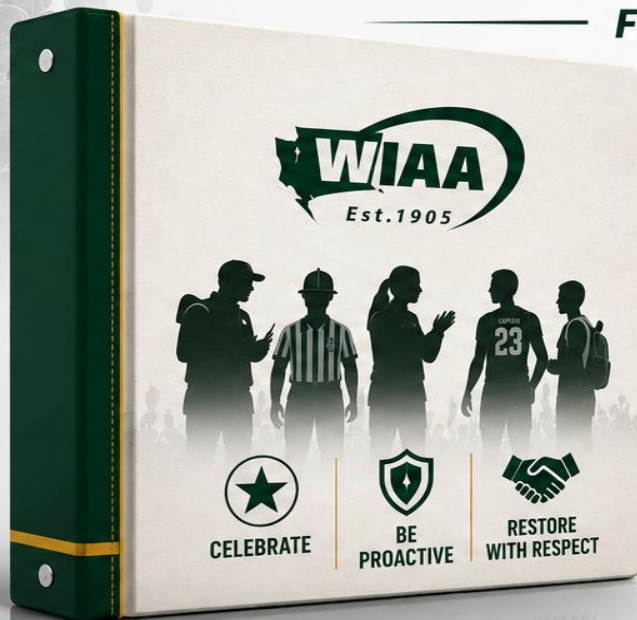
GROWTH



RESOURCES **COMING THIS YEAR**



FUTURE RESOURCES INCLUDE:



**GAME
MANAGEMENT**



**CROWD
MANAGEMENT**



**PARENT
RESOURCES**



**CAPTAIN
TRAINING**



**RECOGNITION
PROGRAMS**



**PA
ANNOUNCEMENTS**



**STUDENT
LEADERSHIP**



**HEALTHY CULTURE
STANDARDS**



VIDEOS



**SOCIAL
MEDIA**



CHECKLISTS



**REFLECTION
TOOLS**



WHAT WE ARE ASKING OF SCHOOLS



THIS YEAR:



1 LEARN



2 SHARE



3 BEGIN CONVERSATIONS



4 REVIEW CURRENT PRACTICES



5 USE AVAILABLE RESOURCES



6 PROVIDE FEEDBACK

**BETTER
PLAYERS.
BETTER
PEOPLE.
BETTER
COMMUNITIES.**



**THIS IS INTENTIONALLY
A SLOW ROLLOUT.**



WHERE WE'RE GOING

TIMELINE



FALL 2026

INTRODUCTION



WINTER

TOOLKIT
EXPANSION



SPRING

ADDITIONAL
RESOURCES



2027

RECOGNITION
OPPORTUNITIES



FUTURE

HEALTHY CULTURE
CERTIFICATION



STRONGER TOGETHER.
BETTER PLAYERS. BETTER PEOPLE.
BETTER COMMUNITIES.



SUCCESS **LOOKS LIKE...**



**LESS
CONFLICT**



**BETTER
SPORTSMANSHIP**



**HEALTHIER
GAME
ENVIRONMENTS**



**POSITIVE
FAN
EXPERIENCES**



**IMPROVED
OFFICIAL
RETENTION**



**STUDENTS WHO
LEAVE ATHLETICS
BETTER PREPARED
FOR LIFE**



STRONGER SCHOOLS. STRONGER COMMUNITIES. STRONGER FUTURES.

TOGETHER WE CAN **MAKE A** DIFFERENCE



EVERY SCHOOL.



EVERY ROLE.



ONE STANDARD.



LEAD THE LEGACY **TOOLKIT**

RESOURCES. STRATEGIES. SUPPORT.
STRONGER TOGETHER.

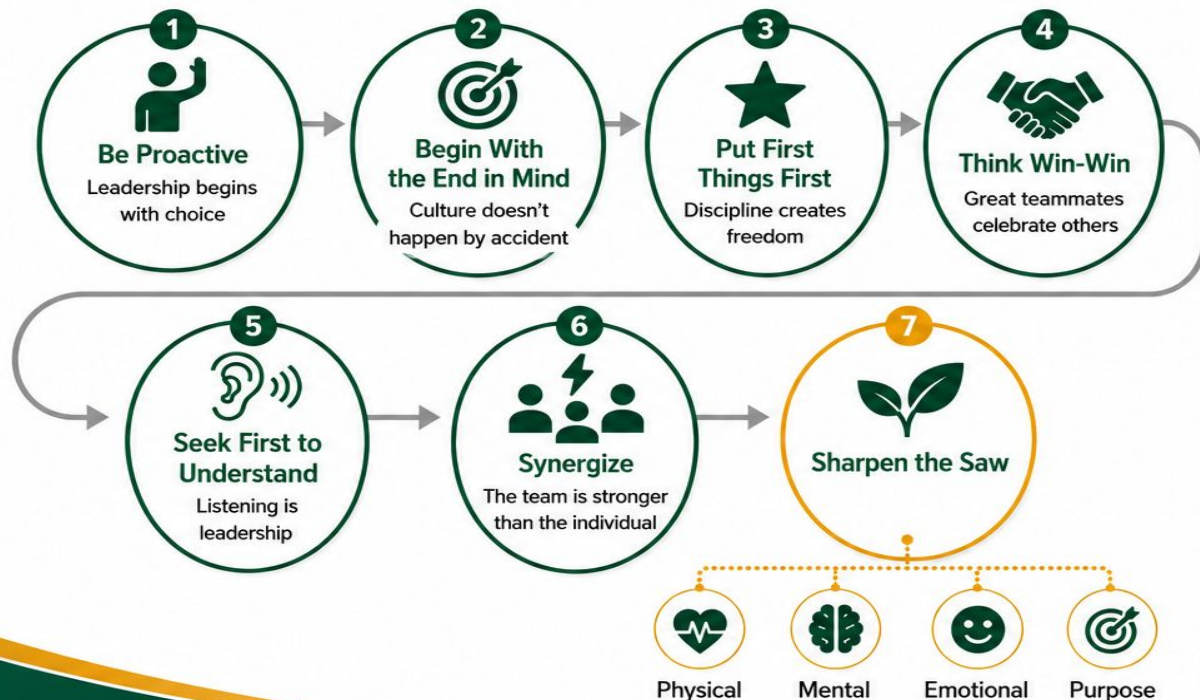


Questions?

ProActive Leadership

Building Healthy Cultures Through Intentional Leadership

BUILT AROUND BRUCE BROWN'S SEVEN HABITS CURRICULUM



WIAA SPONSORING
FREE ACCESS



Every WIAA member school receives access



No cost to schools

“



BE INSPIRED!

“Where do we start?”

“When do we find time?”

This platform provides practical implementation and a place to begin.

”

DISTRIBUTION



Official WIAA communication when available



Interested schools will reach out and request an access code



Unique access codes will be provided



Completion considered for SEI Award and Recognition

General Reminders

Hands-On Clinic Verification

Coaches should sync their certifications from My247Ed to Final Forms as opposed to manually entering in verification

2026-27 WIAA Coaches School:

Registration now open. 20+ New Presenters. 5 hours required in defined categories. All hours eligible for clock hours.

Clock Hours Today

- All registered ADs with confirmed attendance are eligible for clock hours
- Once attendance is confirmed through our office, you will receive an email through the My24/7Ed portal acknowledging confirmation of attendance
- From there, you will need to sign in to your My24/7Ed account and select the Fall AD Workshop and clock hours will be available for purchase for \$10