



## **"IT STARTS WITH US"**

### **30-Day School Implementation Guide**

#### **Building Communities Through Sports**

The "It Starts With Us" initiative is designed to create a culture of sportsmanship, leadership, accountability, and respect throughout the school community. This guide provides a simple four-week rollout plan that can be implemented by every Canyon Athletic Association member school.

# **30-Day School Implementation Guide**

## **Building Communities Through Sports**

2026-27 School Year

Featuring:

- Athletic Director Launch Plan
- Coach Engagement Strategy
- Parent Communication Framework
- Student-Athlete Leadership Development

(Include CAA logo and It Starts With Us branding)



# Why Does It Starts With Us?

## Mission Statement

The Canyon Athletic Association believes sportsmanship, leadership, integrity, and respect are fundamental to education-based athletics.

The "It Starts With Us" initiative is designed to empower Athletic Directors, coaches, student-athletes, parents, and officials to create positive experiences that build stronger teams, schools, and communities.

## Program Objectives

- ✓ Promote Sportsmanship
- ✓ Develop Leaders
- ✓ Support Officials
- ✓ Strengthen School Culture
- ✓ Build Community Through Athletics

## The Four Pillars

### Respect

- Treat others with dignity and professionalism.

### Integrity

- Do what is right even when nobody is watching.

### Leadership

- Lead through actions and example.

### Sportsmanship

- Compete with class in victory and defeat.



# Launch Completion Checklist

## Athletic Director

- ☐ Leadership Presentation Completed

## Coaches

- ☐ Coaches Meeting Conducted
- ☐ Coach Pledges Signed

## Parents

- ☐ Parent Communication Distributed
- ☐ Expectations Shared

## Student-Athletes

- ☐ Team Meeting Conducted
- ☐ Athlete Pledges Signed

## School Community

- ☐ Sportsmanship Signage Posted
- ☐ Website/Social Media Promotion
- ☐ "It Starts With Us" Officially Launched



# **Week 1**

## **Athletic Director Leadership Launch**

### **Meeting Audience**

- Administration, Athletic Department Staff, Coaches

### **Key Message**

- "The culture of our athletic program starts with leadership."

### **Discussion Points**

- Why this initiative matters
- Expectations for coaches and teams
- Supporting officials and opponents
- Creating positive environments
- School-wide commitment

### **Leadership Challenge**

Ask your coaches: "How do we want our school to be remembered by opponents, officials, and spectators?"

### **Week 1 Deliverables**

- ☐ Introduce campaign
- ☐ Display campaign materials
- ☐ Schedule coach meeting
- ☐ Share implementation timeline



# Week 2

## Coaches Set the Tone

### Discussion Topics

- Coaches are culture builders
- Teaching life lessons through sports
- Handling adversity
- Respecting officials
- Leading by example

## Coach Commitment

Distribute and sign: CAA Coach's Pledge

### Deliverables

- ☐ Coaches Meeting Held
- ☐ Coach Pledges Signed
- ☐ Team Expectations Established



# Week 3

## Parent Communication & Education

### Discussion Topics

- Athletics is an extension of education
- Positive support matters
- Officials deserve respect
- Student-athletes are watching adult behavior

## Parent Expectations

- ✓ Cheer Positively
- ✓ Support Your Team
- ✓ Respect Officials
- ✓ Represent Your School

## Deliverables

- ☐ Parent Letter Sent
- ☐ Parent Meeting Conducted
- ☐ Sportsmanship Expectations Shared

# **Week 4**

## **Student-Athlete Leadership Meeting**

### Discussion Topics

- Leadership starts with you
- Team-first mentality
- Respecting opponents
- Representing your school
- Social media responsibility

### **Team Activity**

Ask athletes: "What behaviors define the type of team we want to become?"

Create a team culture statement.

### **Student Commitment**

Distribute and sign: CAA Student-Athlete Pledge

### Deliverables

- ☐ Team Meeting Completed
- ☐ Athlete Pledges Signed
- ☐ Team Culture Statement Created





# Final Commitment

The success of this initiative is not measured by banners, signs, or slogans. Success is measured by the culture we create, the example we set, and the experiences we provide for student-athletes.

IT STARTS WITH US

Sportsmanship • Respect • Integrity • Leadership

Building Communities Through Sports

