



EQUITY AND CIVIL RIGHTS IN SCHOOL-SPONSORED ACTIVITIES CAMPAIGN

Our goal with this collaboration between the four groups, along with leading education groups in the state such as ODE, COSA, OSBA, OASC and others, is to raise awareness regarding our efforts to positively impact equity and civil rights in school-sponsored activities. We are also looking to provide resources and best practices to schools and communities in this area.

ARTICLE #2

COLLABORATIVE WORK GROUP PLANNING, NEW ELEMENTS, AND UPDATED RESOURCES

The leading education groups in the state are collaborating on this work and we remain focused on ensuring our students, parents, families, and communities feel safe and welcome at school-sponsored events. Recently a group of engaged individuals from ODE, OSAA, COSA, OSBA, OASC, OEA, plus students, met with a consultant for seven hours in a Marketing Strategy and Brand Planning Session. This offsite allowed us to build upon and advance the efforts that began in Spring 2019 in this area in creating a unified strategy for our work.

We aligned on key communication imperatives and execution goals to drive positive change, such as Toolkits, Personnel Workshops, External Public Relations and Broad Awareness Campaigns. Core values like Trust, Integrity, Student-Oriented and Responsiveness were determined. The group focused on the Mission, Vision and Positioning of our work, along with our main intended audiences. We also developed our Strategic Pillars, Communication Drivers and Measurables/Enablers. Look for more information in the Spring regarding next steps as we look to execute these initiatives.

The OSAA continues to take a number of steps to positively impact this work throughout the state and the response from member schools has been outstanding. Key new elements include:

Required Pre-Contest PA Sportsmanship Announcement – Multiple Languages

<http://www.osaa.org/equity/sportsmanship>

This pre-contest public address (PA) sportsmanship announcement is to be read prior to contests. The consistent messaging at school venues around the state has proven to be impactful in our combined efforts to clearly delineate expectations for spectators. Based on feedback from member schools, we've had this announcement translated in four additional languages to better serve our state's diverse population.

- **English:** [Written](#)
- **Chinese:** [Written](#) | [Audio](#)
- **Russian:** [Written](#) | [Audio](#)
- **Spanish:** [Written](#) | [Audio](#)
- **Vietnamese:** [Written](#) | [Audio](#)

A special thanks to the students at David Douglas High School for providing us with recordings of the sportsmanship announcement in each of those additional languages! The recordings can also be found on our website and are available to be played prior to your contests in addition to the English version.

Roster Pronunciation Guide

Following a suggestion from a member school, we've added a new feature on team roster pages. Having your name announced incorrectly can negatively impact a student-athlete so we've added the ability to add pronunciation notes when entering your team roster. These can be viewed/downloaded on the Media Roster and used by your public address announcers.

Sportsmanship Banners

Member school feedback has indicated time and again that visible messaging can have a positive impact on crowd behavior. Toward that end, the OSAA sent two sportsmanship banners to each member school to be hung near the entrance to your gym. The banners were shipped to each member school in January (Attn: Athletic Director). The banners are 24" x 36" and are made of a vinyl material with grommets in the corners.



Updated Resources

- Sportsmanship Reminders Email to Superintendents, Principals, ADs
 - OSAA emailed all member school Superintendents, Principals, and ADs in early December, and again in January, with an update on this work.
- [Title IX Webinars and Resources](#)
 - OSAA Staff, along with ODE Staff, hosted a webinar for member schools in mid-December with an emphasis on Discriminatory Harassment in Athletics.
 - [Register here for the next Title IX webinar on Discriminatory Harassment in Athletics: Part 3 to be held on March 19, 2020](#)
- Procedures for Sports Officials
 - OSAA Staff spoke to Winter Commissioners, and communicated via email with all registered Winter Sports Officials, to outline the proper procedures for officials to follow if they become aware of derogatory and/or offensive language being used in a contest.
- [Custom Sportsmanship Flyers on OSAA Website](#)
 - Schools can download custom sportsmanship flyers in every activity. The flyers include the school's logo and colors as part of reminders for how to support your athletes and coaches while staying off the officials and respecting your opponents.
- Sportsmanship Statement on Rosters
 - OSAA added a sportsmanship statement to the bottom of all team and contest rosters available through the OSAA website and in state championship digital programs.
- [OSAA Equity & Diversity Advisory Committee](#)
 - OSAA's new Equity & Diversity Advisory Committee has already met twice with a focus on ways to engage and meet the needs of our member schools, students, and communities, particularly those from historically underrepresented populations, while applying an equity lens in all aspects of the Association's work.

- [Support & Equity section on OSAA Website](#)
 - OSAA Staff continues to add new links and resources to this part of the website to assist schools in their efforts.

- Presentations at COSA Conferences
 - OSAA Staff, along with our education partners around the state, have presented this collaborative work at nearly ten conferences/meetings since June 2019.

We thank you for your continued support and efforts in keeping Oregon high school activities a positive and encouraging environment for all.

Feedback/Questions

We welcome feedback and questions about this campaign and our collaborative efforts. Do you have examples that have proven effective at your school that we can share with other schools? Do you have specific challenges that you need help with? Please contact the OSAA office at (503) 682-6722.

Additional Resources

1. [House Bill 3409 \(effective September 1, 2019\)](#)
2. [OSAA Rule 3 – Contests – Sportsmanship – Crowd Control](#)