



THE
TEXAS
2WAY ★ ★



What is The Texas Way?



The Texas Way is a joint campaign between THSCA, THSADA, and 2Words Character Development to:

- (1) **IMPROVE** the level of sportsmanship at UIL sporting events.
- (2) **DECREASE** the number of ejections at UIL sporting events.
- (3) **IMPROVE** the relationship between coaches, athletes, officials, and fans.

The Three Pillars of The Texas Way



- 1. RESPECT for OTHERS**
- 2. CONTROL of SELF**
- 3. SPIRIT of COMPETITION**

RESPECT FOR OTHERS



RESPECT FOR OTHERS is a commitment to give respect to all participants (coaches, players, officials, and fans) because of who I am, not because of what they do.

Respect, The Texas Way, is given generously.

CONTROL OF SELF



CONTROL OF SELF is a commitment to give boundaries your thoughts, words, and actions, and to control your anger in the face of competition and adversity.

Self Control, The Texas Way, is to handle adversity with class, and keep your anger in check.

SPIRIT OF COMPETITION



SPIRIT OF COMPETITION is a commitment to give everything you have to be the absolute best you can be; to work to put your team in the best position to win; and to not sacrifice your character in the process.

Competition, The Texas Way, is about more than a scoreboard.

The Texas Way Game Plan



1. **ANNOUNCE** at the THSADA Summer Convention, June 2-5, 2024
2. **LAUNCH** at Coaching School, July 21-23, 2024.
3. **BLITZ** statewide and sports specific media.
4. **PROMOTE** stories throughout the school year.
5. **MEASURE** year over year incidents.
6. **ADJUST** year two based on our learnings and measurements.

How to Districts Can Participate in The Texas Way



1. **REGISTER** your district or campus.
2. **COMPLETE** the coach and athlete training.
3. **SHARE** the parent resources with booster club and parent meetings.
4. **INTEGRATE** the Texas Way resources into game day experience.
5. **APPLY** for sportsmanship recognition award.

COACHES AND ATHLETES



LEVEL 1 ASK: Coaches and Athletes will each complete a sportsmanship training (four videos and workbooks each) at the beginning of each sport season. Additional resources will be available throughout the year to support coaches and athletes.

LEVEL 2 ASK: Implement an intentional character development plan for your district athletic program, and complete a student-athlete lead community service project.

PARENTS AND FANS



LEVEL 1 ASK: Coaches will share The Texas Way Fan video and other fan resources at booster club and parent meetings, and promote The Texas Way in their community.

LEVEL 2 ASK: Integrate The Texas Way Game Day resources into the game day experience. For example: Hanging banners in the stadium; creating a sportsmanship video, featuring local athletes, using video template provided; or adding The Texas Way uniform patch to jerseys.

DISTRICT RECOGNITION



Districts can receive The Texas Way Sportsmanship Award by completing the following:

- 1. Coaches and Athletes complete The Texas Way sportsmanship training.**
- 2. Coaches share The Texas Way Fan resources with the community.**
- 3. The district has the same or fewer ejections/incidents as the 2023-2024 school year.**
- 4. Coaches implement an intentional character development program through athletics.**
- 5. Complete student-athlete lead community service.**
- 6. Host an Officials Appreciation night.**

How Associations Can Participate in The Texas Way



1. **REGISTER** your association with The Texas Way.
2. **PROMOTE** the campaign on your website and to your members.
3. **INTEGRATE** the resources and best practices into your regular communication.
4. **SHARE** stories of coaches, athletes, and fans playing The Texas Way.

WEBSITE:

PlayTheTexasWay.com

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