



For Immediate Release

Contact: Leslie Johnston
682-867-7342
ljohnsto@aisd.net

AISD awarded grant for InSideOut character education program

ARLINGTON, Texas, Aug. 2, 2016 – The Arlington ISD has been awarded nearly \$30,000 from the Gene and Jerry Jones Family Arlington Youth Foundation to support a character training initiative for 375 AISD secondary coaches with Joe Ehrmann, former NFL Colts player and co-founder of the InSideOut Initiative™.

The InSideOut Initiative is working with the NFL Foundation and Dallas Cowboys on a statewide character education pilot program endorsed by the UIL and the Texas High School Coaches Association. Only two NFL markets – Texas and Colorado – are currently piloting the effort with intention to grow the program nationally.

The InSideOut Initiative seeks to transform the current win-at-all-costs sports culture, where the value is often defined by the win-loss record, to a culture that defines and promotes sports as a growth experience. Through awareness, alignment, action and accountability, the program empowers school communities to provide students with transformative, life-sustaining sports experiences.

With leadership from AISD district and athletics administration, Arlington will serve as a national model for the NFL Foundation on how school districts can fully integrate the program across their roster of coaches and sports.

“The Arlington ISD is excited to partner with the Dallas Cowboys to bring the InSideOut Initiative to our coaches and students,” Superintendent Dr. Marcelo Cavazos said. “We are focused on developing our students through sports with more than physical skills, strategies and rules of a game. Our coaches can have a tremendous, positive impact on student-athletes and change the trajectory of their lives.”

Since January, the Dallas Cowboys, with partnership from UIL and THSCA, have hosted three InSideOut Initiative meetings with key superintendents and athletic decision-makers from across the state – including Arlington ISD’s Cavazos and Athletic Director Kevin Ozee – to start the transformational process with coaches of all sports, both boys and girls, in Texas.

“I’m thrilled that the AISD is stepping up as the first district to be all in for character,” said Charlotte Jones Anderson, Dallas Cowboys executive vice president and chief brand officer and chair of the NFL Foundation. “It’s very exciting that our local district will be the national model to showcase how to embrace and make character in athletics a priority.”

On Wednesday, Aug. 3, all AISD secondary coaches will attend the InSideOut Core Seminar at Lamar High School. This full-day course is designed to help coaches maximize their coaching platforms, significantly impact their players and build winning teams. Supported by a core understanding of social neuroscience and attachment research, participants will define their true purpose as coaches and develop their mission statement, values, goals and game plan for implementing their own custom-designed InSideOut Coaching program.

Media is invited to the welcome and beginning of the training, from 8:30 a.m. to 9:30 a.m. Speakers include Superintendent Dr. Marcelo Cavazos, Arlington Mayor Jeff Williams, Councilwoman Kathryn Wilemon, Arlington PD Police Chief Will Johnson and Erhmann.

WHAT: Districtwide training for AISD athletic staff on the InSideOut Initiative

WHO: - Dr. Marcelo Cavazos, AISD Superintendent
- Honorable Jeff Williams, Mayor of Arlington
- Councilwoman Kathryn Wilemon
- Will Johnson, Arlington Police Chief
- Joe Erhmann, Co-Founder of the InSideOut Initiative

WHEN: Wednesday, August 3, 2016

WHERE: Lamar High School – 1400 Lamar Blvd West, Arlington 76012

TIME: 8:30 – 9:30 a.m.

CONTACT: Leslie Johnston, AISD - 682-867-7342
Emily Robbins, Dallas Cowboys – 972-497-4359

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