

Building America's Teammates

A Nonpartisan Pilot Program
for Coaches, by Coaches



WARMUP

Playbook Inspiration, How-To,
and Guiding Principles





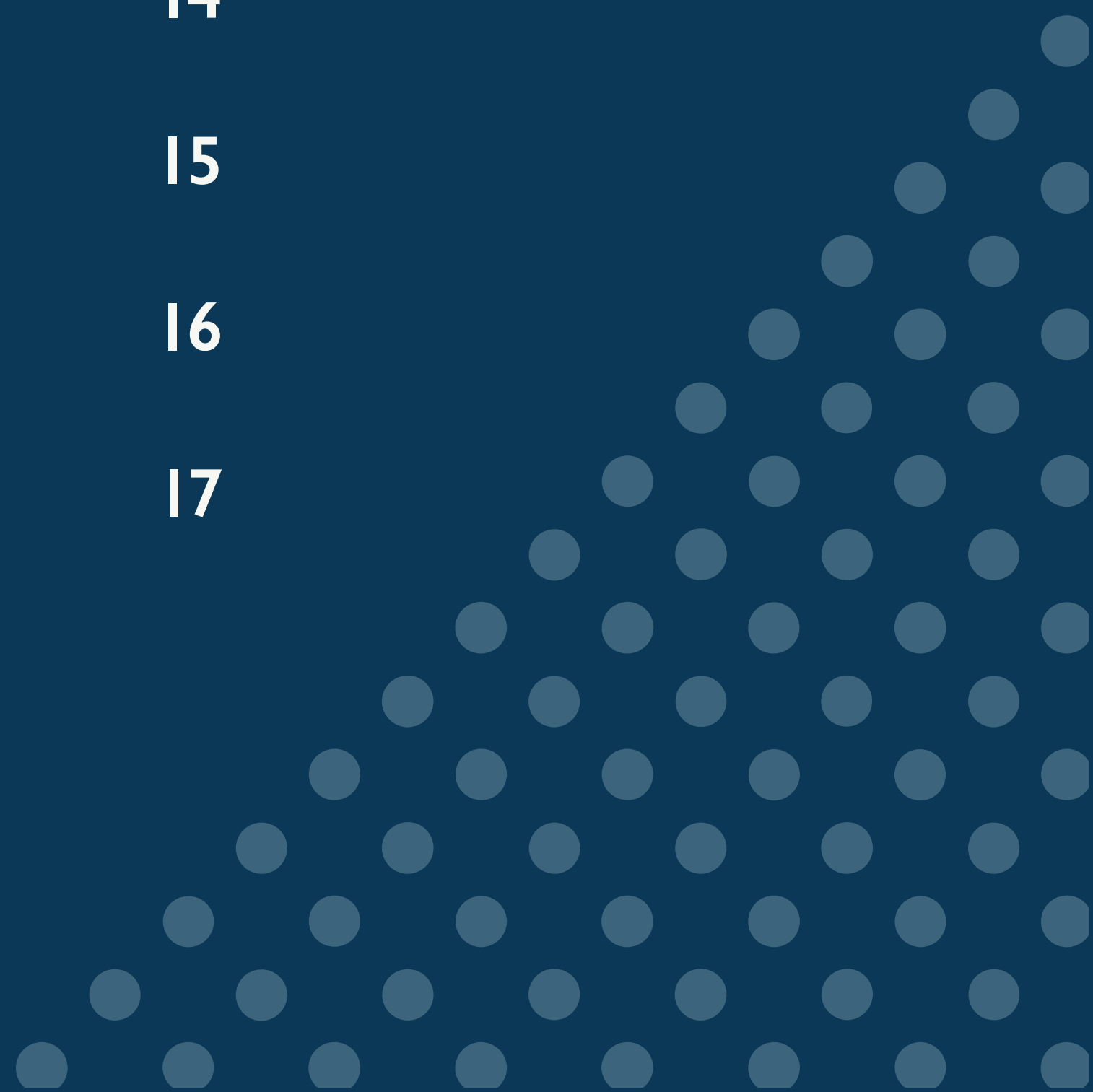
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*“Accomplishments on the court might make headlines. But first and foremost, coaches are committed to developing and educating student-athletes. What better lesson can there be to teach our players than how to become **engaged citizens.**”*

— **Coach Craig Robinson**

Executive Director,
National Association of Basketball Coaches



BUILDING AMERICA'S TEAMMATES

Building America's Teammates was developed to:

- **Reimagine** how coaches and athletes engage in civic and community activities — as an extension of their growth and their contributions on and off the court.
- **Provide** an opportunity for coaches and athletes to build civic mindsets, dispositions, and skills through the lens of teamwork, growth, and lifelong success.
- **Offer** coach-ready, accessible materials that provide an inspiring nonpartisan approach to engaging in civic and community discussions with student-athletes.
- **Make** positive civic behaviors and actions more accessible and concrete, beyond voter education and engagement.
- **Build** a vibrant, inclusive, collaborative coaching community that supports and learns from each other as we build this new path of proactive, positive civic engagement forward.

As coaches, it is important that we teach our players to be leaders. We teach them to lead on the court, on campus and in the community. If given the tools, our players have the skills to be empowered leaders in our democracy and be real change agents. To citizen is a new and exciting space for our teams to lead.

— JOE KENNEDY

Assistant Coach, Men's Basketball
College of the Holy Cross

We believe in the power of young people. We believe they care about this world and our future, and are eager for opportunities to shape the future, rather than have the future shape them. And we believe that through the support, structure, and trusted relationships of their coaches, they can grow to become not just the best players on their team, but the best contributors in their communities. Building America's Teammates is the result of that belief, and we can't wait to share it with you.

— LISA KAY SOLOMON

Founder, Futures by Design Lab
and Vote by Design

As coaches, we know that the lessons taught in our sport will translate to skills that will serve our athletes well in their homes, workplaces and communities. We can also help them become great American teammates, and this program is designed to help us do that. This playbook can help us, as coaches, see the connections between engaging with our teams, athletic departments and communities as true civic engagement. It's time for coaches to talk about civic education.

— ERIC REVENO

Associate Head Coach, Men's Basketball
Georgia Institute of Technology

The ALL IN Campus Democracy Challenge is all in to support student-athletes and coaches as they develop the skills of active and informed citizens, on and off the court. As we work to empower colleges and universities to hone civic cultures on campus, we believe that college athletics has an essential role to play. That's why we're proud to partner with the ALL IN and NABC Coaches' Taskforce, Futures by Design (LLC), and How to Citizen with Baratunde to enact the Building America's Teammates program. Together we can turn citizen into a verb and enact a more just and equitable democracy one student-athlete at a time.

— JENNIFER DOMAGAL-GOLDMAN

Executive Director
ALL IN Campus Democracy Challenge

If 2020 has taught us anything, it's that the opportunity and urgency have never been greater. As it says in the title of a book written by Martin Dempsey, a decorated general, former chair of the Joint Chiefs and head of USA Basketball: There's No Time For Spectators.

— MALACHI RICE

Former Basketball Player
Georgia Institute of Technology



PROGRAM VALUES

COMMUNITY-ORIENTED

Building America's Teammates is intended to deepen and expand your community — with your teams, on your campus, and with each other.

BY THE PEOPLE

This program has been created for coaches, by coaches. There were over 20 coaches involved in creation and development of the materials, infused with inspiration and ideas from civics leaders and practitioners. The playbook is intended to extend and amplify what coaches do best — build relationships with their athletes.

NONPARTISAN

Building America's Teammates is a nonpartisan, issue-agnostic program. That means there are no political points of view or opinions on current events embedded in the program other than the belief that all young people are capable of shaping the communities they want to be a part of and coaches are perfectly positioned to teach them this personal agency.

INCLUSIVE

This is designed to be an inclusive program that honors multiple points of view. Just as there is no one single way to coach, there is not one single way to engage students in meaningful conversations about what it means to actively participate in your community.

EVOLVING

This is the first of its kind... and it's a work in progress. Like coaching new players, this program is on a journey of growth and possibility. Your feedback and participation will be critical to making this program stronger and more impactful, faster.

THE APPROACH

Building America's Teammates is a conditioning program for building our collective health and strength as a community.

We've designed this experience to improve civic health* in these key areas:

CIVIC STRENGTH

How each individual shows up, engages in the community, and works with others to solve problems and make the community a better place for everyone.

SOCIAL STRENGTH

The trust and community spirit we share, and how we treat one another as members of that community.

POLITICAL STRENGTH

While this isn't a political program, a healthy civic community requires positive behaviors like registering to vote and participating in respectful dialogue about differing points of view.

As coaches, if we can get our student-athletes to experience some fundamental reps of civic participation early in their life, like learning how to vote and some civic fundamentals — that will make such a huge impact. When you look at our country 30 years from now, when our athletes are adults and in their homes teaching their children how to do it, it's because of what we can do now.

— MARLON STEWART
Assistant Coach, Men's Basketball
Oregon State University

*Sherril Gelmon and Laura Kreger, Portland State University

WHY PRACTICE CIVIC CONDITIONING

Coaches want great outcomes for their student-athletes — not just in sports but in all areas of life. Civic conditioning can help achieve those results. Research* shows that young people who participate in civic education:

- Are **more likely** to finish their **education**
- Are **less likely** to be **incarcerated**
- Are **better prepared** for future **careers**
- Are **more likely** to **volunteer** and to **vote** later in life
- Are **more satisfied** with their lives
- Show **greater empathy** and **tolerance** for differing views

“Coaching is the teaching of teamwork and helping to build the skills to create great teammates. That, in its essence, is teaching how to citizen. That is the most important skill we can impart on those we work with: how to citizen.”

— MIKE BURNS

Assistant Coach, Men’s Basketball
Boise State University

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UGA Service Learning Salaries Study
Civic Promise of Service Learning
College, Career, and Civic Readiness through Civic Engagement

GROWING A COMMUNITY OF COACHES

COACH COMMUNITY SESSIONS

Throughout our pilot program, we'll host monthly coach meetings where you can share your experiences, talk about how it's going with your team and campus, and share new ideas with your fellow coaches to make **Building America's Teammates** real and meaningful. You'll receive regular updates from our team about opportunities to connect and collaborate, as well as new ideas and inspiration to help make the experience rewarding for you and your student-athletes.

SOCIAL MEDIA

Share and learn from others on social media. Tell your stories and your athletes' stories, offer tips and inspire others using the hashtag **#BuildingTeammates**.

GET IN TOUCH

This is our pilot year, and you're part of the team that's making it happen. We want to hear from you! Feel free to get in touch with us at any time.

Email: **BuildingAmericasTeammates@gmail.com**

Website: **allinchallenge.org/building-americas-teammates**

WHO WE ARE

How To Citizen with Baratunde



Baratunde Thurston is the writer, activist, co-creator, and host behind **How to Citizen with Baratunde**, a multimedia, award-winning movement that reimagines “citizen” as a verb and helps us reclaim our collective power. Building off of the show’s inclusive and accessible framework, Baratunde and co-creator Elizabeth Stewart bring their expertise, insights, and inclusive voice to create How to Citizen for Athletes as part of the Building America’s Teammates pilot.

Futures by Design, LLC



Founded by Lisa Kay Solomon, the leading force behind the award winning Vote by Design program, **Futures by Design** is a futures-focused studio that creates visionary interdisciplinary, design-driven programs with diverse networks of experts, experience designers, visual designers, content strategists, and coalition builders to design and build programs that support agency, action, and impact in an increasingly uncertain and complex futures. The FBD team will work closely with coaches to design programs that engage and support their student-athletes to register and vote.

ALL IN Campus Democracy Challenge`



The **ALL IN Campus Democracy Challenge** is a nonpartisan initiative that works with a network of over 800 campuses in all 50 states and the District of Columbia. In 2020, the ALL IN Challenge team worked closely with the National Association of Basketball Coaches (NABC) to support the Coaches’ Taskforce and Pledge, collectively providing tools and resources for coaches to engage their student-athletes in the democratic process. Through the Building America’s Teammates program, the ALL IN Challenge team will support coaches in utilizing resources to foster civic cultures on their teams.

INSPIRATION & THANKS

This pilot program has been infused with inspiration from many civic thought leaders, practitioners, researchers, scholars, and interdisciplinary organizations that focus on non-partisan efforts to strengthen our civic life, community and democracy. We're grateful to every individual and organization whose work and leadership has inspired us to create Building America's Teammates.

Special thanks to our friends

Bridge Alliance

CIRCLE, Tufts University

Civic Nation

Citizen University

Civics Unplugged

iCivics

Aspen Institute

Citizen Film

Made by Us

Campus Compact

Special thanks to Hannah Rudin of **Designing Upward** and Madison Adams of **Civics Unplugged** for helping bring this pilot to life.

Program bibliography (selected works)

- **From Civic Education to Civic Learning Ecosystem**, Red & Blue Works
- **Our Common Purpose, Reinventing American Democracy for the 21st Century**, Commission on the Practice of Democratic Citizenship
- **A Crucible Moment: College Learning and Democracy's Future**, The National Task Force on Civic Learning and Democratic Engagement
- **A New Model for Citizen Engagement**, Myung J. Lee and Peter Levine
- **Depolarizing America**, Civic Health
- **Six Proven Practices for Effective Civic Learning**
- **Defining Civic Health**, National Conference on Citizenship and AASCU's American Democracy Project
- **College, Career, and Civic Readiness through Civic Engagement**, Campus Compact
- **The Future of Civic Education**, Kei Kawashima-Ginsberg



How To Use This Playbook

HOW TO CITIZEN FOR ATHLETES

Building America's Teammates Pilot Year features a partnership with celebrated writer, activist, and comedian **Baratunde Thurston**, host of the award-winning podcast *How To Citizen With Baratunde*.

How To Citizen With Baratunde reimagines the word “citizen” as a verb and reminds us how to wield our collective power. So many of us want to do more in response to the problems we hear about constantly, but where and how to participate can leave us feeling overwhelmed and helpless. Voting, while critically important, simply isn't enough. It takes more to make this experiment in self-governance work.

How To Citizen is built on four pillars:

1 ***To citizen is to participate.*** It's a verb, not a noun, not an adjective. To citizen is to show up.

2 ***To citizen is to invest in relationships*** with others, and recognize our interconnectedness.

3 ***To citizen is to understand power,*** and the various ways we can use it.

4 ***To citizen is to value the collective,*** and to work towards outcomes that benefit the many — not just the few.

“To citizen is to show up and participate. We tend to think of citizen as a **noun**, but this program is interested in citizen as a **verb**. It's not about who you are or where you were born. It's about what you do and how you choose to participate.”

— **BARATUNDE THURSTON**

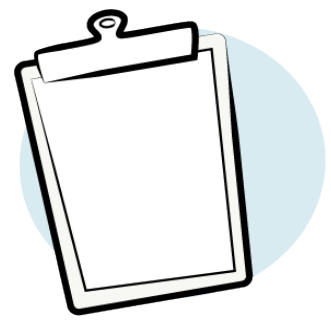
Co-founder and Host
How To Citizen With Baratunde

PLAYBOOK STRUCTURE

Building America's Teammates consists of the four pillars of **How To Citizen**. Pillars can be customized to your schedule and needs, and they will be sent to you before the start of each month. Here is the program calendar:

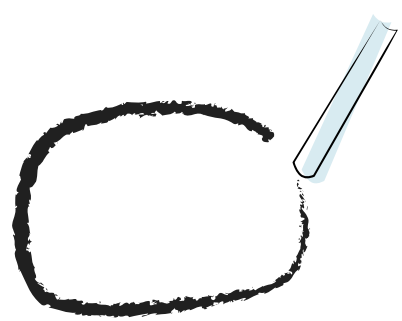


Each pillar has three main parts: **Coach Notes**, a **Chalk Talk**, and a set of optional **Drills**.



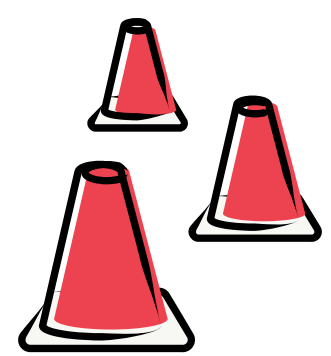
Coach Notes

Coach Notes for each pillar will provide you with the information you need to feel confident engaging with your athletes on these topics, as well as offer facilitation tips.



Chalk Talk

Chalk Talks consist of a short video from **How To Citizen** in which Baratunde Thurston introduces the pillar to athletes, followed by a guided team conversation about the pillar. There is only one Chalk Talk per pillar and it will take ~30 minutes.



Drills

Drills are actions and exercises for athletes to engage more deeply with the topics in each pillar. Each pillar will come with a library of options that offer a range of ways to engage, and you are also welcome to create and share your own!

HOW TO PLAN A CHALK TALK

Each Chalk Talk consists of a 5-minute video followed by 20-25 minutes of discussion. You know how to get the best participation out of your team, so feel free to get creative with how you lead the conversation. Here are some tips for success when planning the Chalk Talk for each pillar.

- **Choose a time and place** for your Chalk Talk that allows everyone to participate and engage together. This could be where you normally watch films or in a spot that you regularly gather for meals or times off the court, but consider other places: the locker room, your court/field/gym, or other places around campus. The key is to find a spot where people to feel comfortable, welcomed, heard, and seen.
- **Ensure that the video can be seen by everyone.** This could be in a room that's AV-enabled for viewing or it could be a place where everyone can watch the video on their phones. The point is to allow for equitable access to the video and engagement experience.
- **Plan for enough uninterrupted time** to engage in the conversation without rushing. We don't want this to be a "check the box" type of exchange. We encourage you to allow for space and time for what your team needs to process, reflect, and engage with the material and each other.
- **Decide who you'd like to lead** your Chalk Talks. There's room to be creative and to share responsibility here. It might be your team captain, your charismatic video coordinator, or your enthusiastic athletic trainer. Whoever you think will connect most with the team, feels confident in leading the discussion and can make the experience enjoyable is the right person for the job.
- **Find a way to signal the importance** of the Chalk Talk in a way that connects to your team culture. Think of it as team-building, something you could build into a team dinner, film review or a barbecue — not like a "class" or an obligation you need to get through to check it off the list.

HOW TO USE THE DRILLS

Drills are actions and exercises to help athletes engage more deeply with each pillar of How To Citizen. Some Drills might be individual exercises while others may involve players or the whole team working together. For each pillar, we will suggest a small variety of Drills which provide a “library of options” from which you and/or your athletes can choose exercises or actions that work best for you. Our hope is that this is a library of actions and activities that can expand with new ideas from athletes and coaches throughout the program.

How you choose to work with the Drills is up to you. You can assign the whole team to one idea, or let your athletes choose which one to complete. If you have an idea for another way your team can dive deeper into the pillar of the month, go for it — just don’t forget to share it, so other coaches can benefit from your great ideas!

“Drills are where the magic happens. Drills are where players develop and practice critical skills that drive their success. Great coaches are passionate about drills. Great players strive to become masters of the drills to unlock their success.”

— ERIC REVENO

Associate Head Coach, Men’s Basketball
Georgia Institute of Technology