



Oregon School Activities Association
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October 13, 2026

TO: Superintendents, Principals, and Athletic Directors

FROM: Katie Hartman, Assistant Executive Director

SUBJECT: Update from OSAA Sportsmanship Committee

The Sportsmanship Committee held its initial meeting of 2026 on Wednesday, September 20, via Zoom. Attendees included Adam Blue, Ron Snively, Sam Osofsky, Jim Mask, James Frietag, Joe Shaw, Billy Colson, Chrissy Reitz, KamBria Swenson, Quincy Johnson, Ami Nakamura-Rybal, Chris Knudsen, Debi Hansen, Kelly Foster, Kris Welch, and Katie Hartman.

The committee began by reviewing its charge and discussing past practices related to the STAR program, as many members were unfamiliar with the program's purpose and implementation. Members shared a variety of ideas for increasing awareness and promoting participation, including social media outreach and email communications.

The discussion also highlighted challenges related to accessibility and a desire for a publicly available list of current STAR schools. Members emphasized the importance of consistency and ensuring information is effectively communicated when high school leadership changes. Even well-established programs can face challenges when athletic directors transition to new roles.

Additionally, members shared feedback that the current STAR scripts can feel lengthy and disconnected from certain communities. Suggestions included developing shorter versions and incorporating student-led presentations to make the messaging more engaging and impactful.

The committee then began brainstorming strategies to promote sportsmanship within schools and communities. The following ideas emerged as potential areas of focus:

- **STAR School Promotion:** Increase awareness of and access to the STAR program, with an emphasis on helping schools better understand its purpose and requirements.
- **Updated STAR Scripts:** Revise existing scripts to make them shorter, more engaging, and more relevant to individual school communities.
- **Statewide Sportsmanship Video Contest:** Highlight and celebrate examples of sportsmanship from schools and leagues across the state.
- **Sportsmanship Toolbox:** Develop a collection of practical ideas, resources, and strategies schools can use to promote sportsmanship.
- **Sportsmanship Action Plan Scenarios:** Create scenarios for coaches to review and discuss with athletes, similar to the Emergency Action Plan scenarios currently shared with schools.
- **Officials Appreciation Nights:** Develop meaningful opportunities to recognize and appreciate officials while modeling respect and positive sportsmanship.
- **Culture-Building Seminars for Coaches:** Provide professional development opportunities through workshops focused on building positive team cultures and promoting sportsmanship.

As a next step, committee members will vote to identify their top three priorities. These selected initiatives will serve as the committee's primary areas of focus throughout the year.

The committee will hold their next meeting on January 14 via zoom.