

Rose Bowl Institute's Theory of Change

MISSION: The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, productive dialogues, and awards, the Institute leverages the power of sports to unite people everywhere.

Overall theory of change: sports and sports figures gain attention, a scarce resource in our “attention economy.” They also receive support across political and cultural lines, so activities around sports are ideal vehicles to address ways to unify the population, return to positive social values, empower young people, and achieve greater civic literacy.

For the long term, RBi seeks to see Americans (and beyond) adopting a sportsmanship mentality over a win-at-all-cost mindset. We seek a more civic-literate populace who take seriously their responsibilities of citizenship, and we would hope that more people, particularly women, see leadership opportunities in their various walks of life regardless of their position in an organization.

To achieve these outcomes, the Rose Bowl Institute will raise awareness of the values of sportsmanship, citizenship, and leadership to key populations. In some cases, it will make recommendations for policy advancements in the sports or civic worlds, but it remains non-partisan.



Accordingly, the ongoing projects of the Rose Bowl Institute are as follows:

Sportsmanship

A. The Institute seeks to bring about a mentality revolution where people act with a sportsmanship mentality rather than a win-at-all-cost approach.

1. As part of the **Rose Bowl Sportsmanship Initiative, ROSI Awards** will bring visibility to the concepts and appreciation of sportsmanship. By RBI's highlighting outstanding acts of sportsmanship and rewarding them, the general public will come to look for and appreciate such acts and attitudes.
 - a. Success and impact: the amount of publicity and news coverage of the ROSI awards.
2. **A Sportsmanship Story Contest** will bring visibility to everyday acts of sportsmanship. By calling for people all over the country, and potentially the world, to submit stories of sportsmanship, it encourages people to look for and articulate these acts. These stories will be important to convey and publicize the benefits of sportsmanship.
 - a. Success and impact: number of submissions; ability to publish stories in social media, podcasts, online or print publications.
3. **Sportsmanship in the Schools** will leverage athletes speaking at schools all over the country to address sportsmanship and civil literacy. Athletes are highly respected by school-age youth, and their speaking on "sportsmanship as citizenship" will give this issue importance and credibility. This program will also affect the citizenship aims of the Institute.
 - a. Success and impact: number of students exposed to the athlete "sportsmanship as citizenship" talks; follow-up hits at the National Constitution Center.
4. **Sportsmanship in Sportscasting and Journalism** is a Rose Table Dialogue comprised of sportscasters, sports journalists, and other relevant leaders and experts to learn how to get more acts of sportsmanship highlighted in sports stories and coverage. The sports journalists in attendance will gain insight and awareness so that they will be more likely to mention highlights of sportsmanship in their coverage. The activity may result, eventually, in a "Sportsperson of the Game" Award in major telecasts.
 - a. Success and impact: number of times sportsmanship arises in sports coverage and stories; establishment of "sportsperson of the game" awards.

Citizenship

A. RBI seeks to promote the application of sports values to the broader society

1. The **Race and Sports Dialogue** brings attention to the sports values of inclusion, equity, and fairness. It relates stories of high-profile athletes, journalists, historians, and others who can provide context to the issue. It also addresses ways that sports organizations can bring greater diversity, equity, and inclusion to the higher ranks of the teams, leagues, and sport.
 - a. Success and impact: number of viewers of videos; recommendations for sports or civic organizations; actual policy changes in affected organizations.
 - b. Intangibles: how individuals, particularly young people of color, are encouraged or otherwise benefit from exposure to these ideas and programs.
2. The **Women's Empowerment Symposium** brings speakers to an audience of young women and men to empower young women in various areas including civic participation.
 - a. Success and impact: number of participants and subsequent viewers of the sessions; scholarships to young women. In 2020 and 2021, the Symposium registered over 2000 participants each year from 33 states and 7 countries. We also award four (4) scholarships each year.
 - b. Intangibles: how individuals, particularly young women, are encouraged to acts of leadership, citizenship, and sportsmanship, feel empowered to pursue their passions and take action. Also, how young men further their understanding of and empathy for women.

B. The Institute aims to introduce concepts of civic literacy through reference to sportsmanship attributes.

1. The **Sportsmanship in the Schools** activity will have athletes gain the attention of young students in elementary, junior high school, and especially high school to understand the importance of sportsmanship and then see the analogs of those attributes to citizenship. The Institute is partnering with the National Constitution Center on athlete talking points, curriculum, and materials for teachers and students. RBI will partner with organizations that are already sending athletes into schools such as Ready, Set, Goal! and the L.A. Galaxy.
 - a. Success and impact: number of students exposed to this program; the number of views of NCC materials such as the interactive constitution referenced in the materials.

C. The Institute will use its associations and moral authority to bring awareness of important civic actions to the general populace.

1. **Voices for Voting**
2. **Managing Collegiate Athletics During a Pandemic**
 - a. Success and impact: number of views on the internet or other media.

Leadership

A. RBi works to promote productive dialogue among diverse leaders in and out of the sports sector to improve sports, governance, and civic activities.

1. **The Coaches and CEO Dialogue on Competition** is a partnership with the Aspen Institute Sports and Society Program to engage in one or more Rose Table Dialogues of approximately 24 diverse leaders – team coaches and corporate and nonprofit CEOs – to dissect the meaning of “competition” in our time. Participants will learn from the other insights about the value and values of competition, and also aspects of leadership.
 - a. Success and impact: feedback from participants as to how it impacted their thinking about competition and leadership. Eventually, greater acceptance of a sportsmanship (or comparable) attitude over the win-at-all-cost mindset.
2. **Sports and Innovation** encompasses activities relating to the technological impact on sports. In Rose Table dialogues, RBi will address such issues as designer baby athletes, artificial intelligence and the human element of sports, performance analytics, and helmet design to minimize CTE in brains resulting from a traumatic impact to the head.
 - a. Success and impact: new insights or recommendations emanating from the dialogues.
3. **Sports Diplomacy** will explore how sports events and exchanges can improve relations between countries. Whether Ping Pong Diplomacy with China, baseball with Cuba, wrestling with Iran, or the Olympics, sports have been a way for nations to thaw tense relationships. As the Rose Bowl has hosted two Olympics and two World Cups, it is appropriate for the Rose Bowl Institute to examine this international role for sports. This project was undertaken initially with research and help from interns from the Madeleine Albright Institute at Wellesley College. It will begin as a Rose Table Dialogue composed of athletes, executives, diplomats, and other relevant leaders in the field.
 - a. Success and impact: a reaction from participants that it expanded their understanding of the potential of sports to improve international relations; creation of an event of sports diplomacy which leads to improved international relations.

B. The Institute highlights lessons of sportsmanship, leadership, and citizenship to young people.

1. Rose Talks are an upcoming podcast series that review sportsmanship moments, and interview sports personalities on issues of sportsmanship and social action for athletes. The intent is to showcase positive sports values and their importance to civil society.
 - a. Success and impact: number of listeners to the podcast.



THE ROSE BOWL INSTITUTE

The Rose Bowl Institute, through its Rose Bowl brand, stellar Advisory Board, and leadership, can make important contributions to American society. Sports and sports figures can gain attention, and RBI uses that trait for the diffusion of traditional sports values applied to civic life. The Institute's programs are aimed at increasing awareness and appreciation for sportsmanship, increasing student interest in civic literacy and the responsibilities of citizenship, and having the confidence to embrace individual traits of leadership. It will evaluate its effectiveness and measure results to the extent possible as programs develop, and adjust and adapt as appropriate.



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