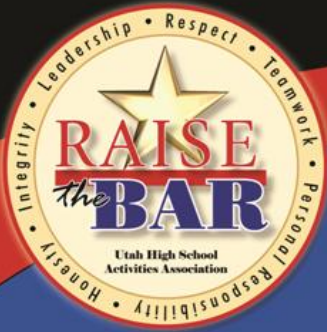


UTAH HIGH SCHOOL ACTIVITIES ASSOCIATION



Raise the Bar *Sportsmanship Matters!*

Winning at the high school level should be a pleasant outcome to fulfilling the **TRUE PURPOSE** of sport in school... which is to serve the complete educational needs of those who choose to participate. The **PREEMINENT PURPOSE** of sports and activities is not to teach someone how to hit a three-pointer or to throw a curve ball but how to harness the discipline, desire and commitment that come from striving to achieve these goals and then channeling those traits into overcoming the challenges of everyday life. *-Robert F. Kanaby, NFHS Executive Director*

It's Our Business!

The Utah High School Activities Association created a statewide sportsmanship program, **Raise-the-Bar**, to promote the philosophy and mission of **education-based activities**. Activities are an extension of the school day and provide unique opportunities to enrich the overall educational experience by teaching valuable life lessons and universal values. Building character is the focus. Pulling together with a common purpose we can make extraordinary things happen. **Sportsmanship really does matter!** Quoting Executive Director, Rob Cuff, "We can promote the development of character and ensure the teaching of positive values...personal responsibility, respect, teamwork, honesty, integrity and leadership." Together we can **Raise-the-Bar** by increasing our collective efforts as member schools to Teach, Enforce, Award and Model appropriate and ethical behavior at all events. **Raise-the-Bar** includes the following initiatives: "Do Rowdy Right," "We Will Pledge," "Raise-the-Bar & Earn-a-Star School Sportsmanship Award," and the Dare2Lead Student Conference.

Mission of Education-Based Activities

Strong scholastic programs combined with quality **athletic and performing arts activities** work hand-in-hand in developing successful students and productive citizens. **Winning is secondary** to the education and positive development of kids.



"Whether administrators, teachers or coaches,
we hope to instill in our students the desire to act with character, not just because they believe it is expected but because they believe it is right."

-- Robert Kanaby, Former NFHS Executive Director