believing and teaching the tradition of civility and integrity to inspire leaders of character ....

Sharon Kay Stoll, Ph.D.

...where lives are touched
What we do...

1. We teach, serve, and research about character education and sportsmanship.

2. We act as consultants for any organization who wishes to educate about ethics and ethical conduct.

3. We develop methodologies, materials, guidelines, curriculum, resources.

4. We act as a “think tank” to help others...
Relationship

- The Center for ETHICS* is the contractual research arm of Winning With Character.
- Provide curriculum, methodology, assessment, evaluation, and academic merit to programs provided.
Why Center for ETHICS*
The data base

- Largest repository of data on moral reasoning and moral development in the world with data of over 90,000 individuals from youth to elite sport.
- We have been monitoring moral reasoning of athlete populations for 20 years.
What we know

- Moral reasoning scores are the lowest in our 20 year history.
  - Young people have less skills, tools, and abilities to make decisions about right and wrong than ever before.
  - They have few role models and personal experiences to help them develop skills and tools to make good character decisions.
What we know

- Individual sport athletes score higher than team sport athletes.
- Football athletes score at the bottom of all athlete populations.
- These are the athletes you find yourself coaching today.
- They need your direction, ability, and intercession to help them succeed.
What we know about the teaching of moral development

- Moral reasoning can be learned.
- Environment and modeling overshadow moral reasoning.
- Moral development occurs through mentoring, education, and a supportive, critical environment.

Lickona’s... Educating for character... the Three Rings of Knowing, Valuing, and Doing
Our programs:

- Athlete Education
  - 4 year educational programs taught by coaches
    - Provides consulting, workshops, curriculum, assessment, evaluation, data analysis
Our latest project

- Servant Leadership for Coaching
  - The single most important individual in a young person’s life...is the person they respect.
  - Servant leaders are those individuals...
    - Coach Dave Brunner – University of Idaho doctoral student, Center for ETHICS*