



## Background information on PLAYSMART

### MISSION STATEMENT:

**PLAYSMART'S** mission is to help kids reach their academic and life potential through sports and leadership.

### Board of Directors

- Derek Leathers – Founder/CEO
- Chad Soupir – Regional Director
- Todd Clevenger – Treasurer
- Mary Hunziker – Secretary
- Nicole Leathers - Trustee
- Brent Omara - Trustee
- Cheree Watts - Trustee
- Dawn Zumbrennen – Trustee
- Wade Behlin - Trustee
- Non Profit 501c3
- Established in 1997
- Founder Derek Leathers, has built Playsmart into a successful organization that helps under - privileged adolescents throughout Inner-city, Suburban and Rural Communities.

# Playsmart Partnerships

Werner Enterprise - [Link](#)  
 Kroc Center  
 Partnership 4 Kids  
 Abide  
 Storm Chasers  
 Omaha Greater Sports Committee

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## Communities/Organizations Playsmart Serves

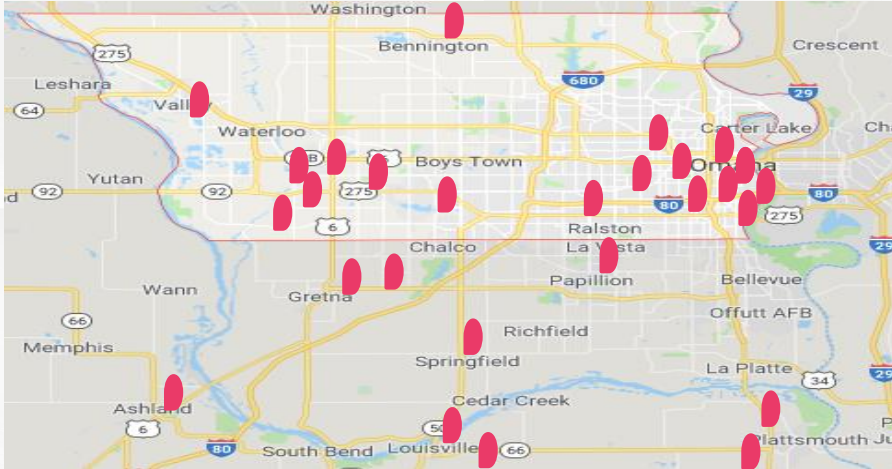
Playsmart Leadership Academy serves students from 32 middle schools covering five different counties:  
 Otoe, Cass, Saunders, Douglas, and Sarpy Counties.

*Ralston	*Valley	*Papillion	*Waterloo	
*Conestoga	*Elkhorn	*La Vista	*Gretna	
*Omaha	*Nebraska City			
*Platteview	*Louisville	*Ralston	*Ashland	
*Weeping Water				
*Abide	*Westside	*Bennington	*Nothing But	
*Partnership 4 Kids				

Net

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## PLAYSMART Communities



## DIAMONDS IN THE ROUGH

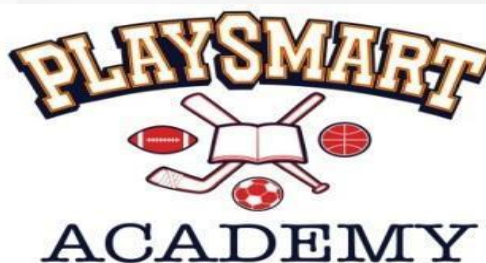


## LEADERSHIP ACADEMY

Dawn Zumbrennen - Academy Director  
Laura Novotny - Academy Director

# Leadership Academy Pillars

- \*Respect
- \*Sportsmanship
- \*Teamwork
- \*Honesty
- \*Hard Work



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## What we do at the Leadership Academy?

\*COMMUNITY/SCHOOL SERVICE PROJECTS

\*LEADERSHIP ACTIVITIES

\*SPORTING ACTIVITIES

\*TEAM

BUILDING ACTIVITIES

\*CHARACTER BUILDING ACTIVITIES

\*COUNSELORS/MENTORS

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## Who can attend the Leadership Academy?

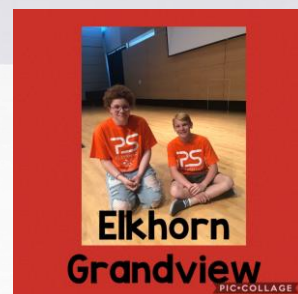
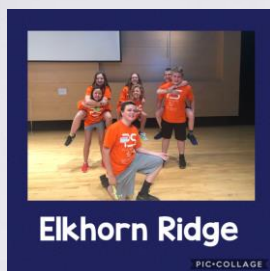
7<sup>th</sup> graders - week 1

8<sup>th</sup> graders - week 2

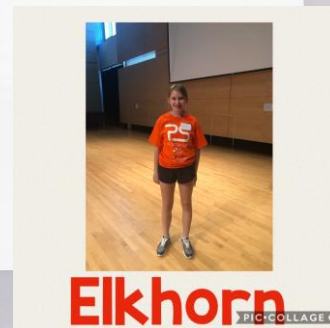
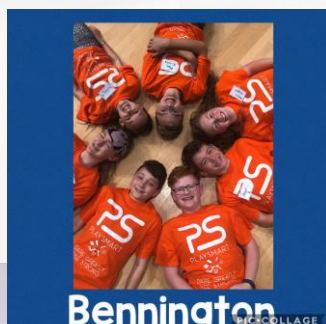
## How do kids get to the Leadership Academy?

We ask Teachers, Principals, Counselors, Community Directors, and Student Directors from P4K to nominate students whom they see as “diamonds in the rough” and potential leaders

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## PLAYSMART Communities





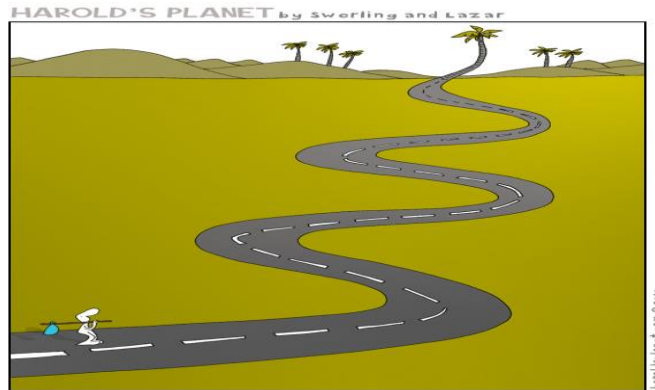


## PLAYSMART Communities





# The Adolescent Journey. . .



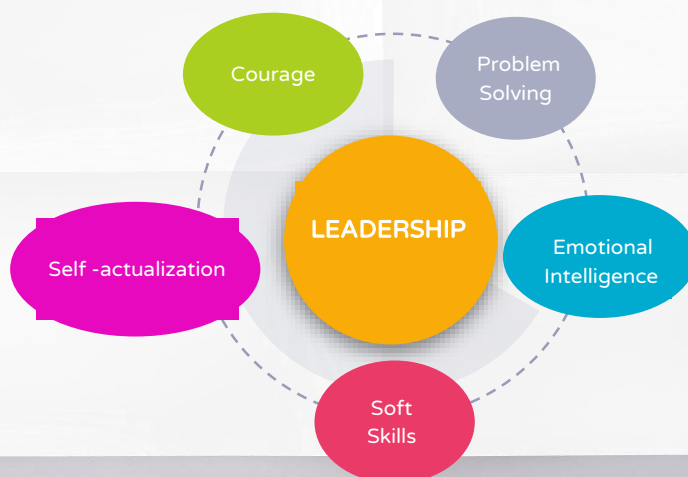
So what is different today vs. 15 years ago?

- 1997 - AOL Messenger
- 2002 - LinkedIn (began popular in 2011)
- 2003 - MySpace
- 2004 - Facebook
- 2006 - Twitter (popular in Brazil & India)
- 2007 - iPhone was invented
- 2011 - Twitter in USA
- 2010 - Instagram
- 2012 - Snapchat





## Youth Leadership



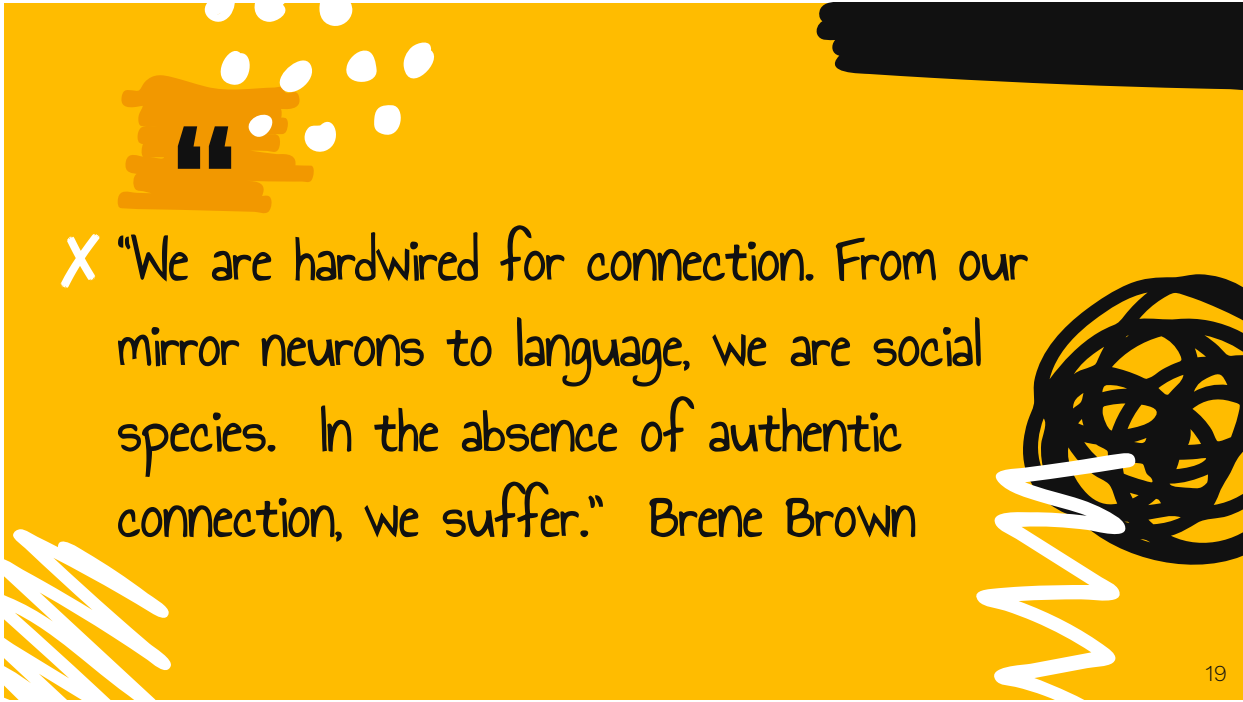
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## Integration and Social Emotional Engagement



We broaden the lens of kids so that each student has the opportunity to interact and learn from one another. This is done by leveling the playing field and creating opportunities to expand each child's "cultural bubbles" .

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X “We are hardwired for connection. From our mirror neurons to language, we are social species. In the absence of authentic connection, we suffer.” Brene Brown

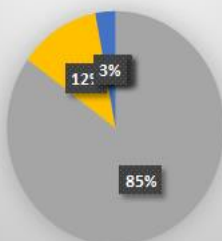
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- The research for leadership development is concerning. To date we have only focused exclusively on adult leadership. As a result there is gap on how we should develop young leaders.
- Adolescents who experience leadership are more likely to take up managerial positions as adults.
- When adolescents leadership skills develop early it has a positive impact on future wages.
- Adolescents who were either team captains or club presidents (but not both) earned 3.0-4.3% higher wages.
- Adolescents who were both a captain and a president of a club earned 6.9% more than those who participated in teams and clubs but did not hold any leadership position.

(Kuhn & Weinberger, 2005; Kuhn, P. & Weinberger, C. (2005). Leadership skills and wages. *Journal of Labor Economics*, 23, 395-436. doi:10.1086/jole.2005.23.issue-3[[Crossref](#)], [[Web of Science](#)], [[Google Scholar](#)]).

# Playsmart Data

Did the Leadership Academy make you a stronger leader?



Describe the Leadership Academy?

Fun, including, challenging, creative, memorable, and unique.

What did you learn?

Communicate, considerate, courage, understanding, accepting, and leadership.

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"There are no learning gaps in children, only opportunity gaps. Education is the equalizing factor and only chance for poverty students to succeed."

Melinda Young former principal

963 students

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**Building Relationships with Students – Lead with  
your HEART**





