



2019 Master Framework

Sports with a Bigger Purpose: Bridge and Build

The SHOUT Heard Around the State for Youth: United in Wisconsin

www.bridgeandbuild.com

This document describes the 2019 SHOUT heard around the state from Wisconsin youth who ask for help to use sports as a hook to unite Wisconsin behind their desire to fully contribute - together -- to the state's future. However, the students' vision requires support if it is to succeed. DISCRETE PROJECT listings make it easier for sponsors to offer financial and in-kind support. Sponsors can shape projects. UNSPONSORED projects may be cancelled or severely modified.

The vision

Bridge and Build is a stable and sustainable state-wide umbrella organization that utilizes sports to help youth develop their capacity for success in commerce and life. Bridge and Build instills servant leadership in youth through empowerment, collaboration, teamwork, coaching, mentoring and engagement in a variety of activities and events that are scalable and with measurable results.

- *By a team from Beloit, Neenah, Milwaukee, Madison, Sun Prairie, 10/8/18, Mallards' Stadium, Madison*

The validation

Bridge and Build is performance-driven and research-based. Events are evaluated through a researcher at the LEAD Center at the UW-Madison Center for Education Research. Future research will focus on sports as a hook; the collective impact model of social innovation through highly leveraged, cross-sector coordination; and the New Age Athlete.

Beloit and Neenah students challenge Wisconsin

In 1969, Beloit Memorial's Lamont Weaver hit a 55-foot shot at the buzzer during the state championship game. His infamous shot led the Purple Knights into overtime and the defeat of Neenah. "The Shot Heard Around the State" has not been forgotten! In 1969, the nation and state were in turmoil. As a nation we always have had a passion for sports. The greatest social movements within our nation have been led by youth. 2019 will prove to be no different. What we need is a wake-up call - a SHOUT - so loud that it calls the nation to listen to the youth of our state who come together to Bridge and Build not only Wisconsin but our entire nation.

- *By Tasha Bell, School District of Beloit, and her students*

Beloit's plan

1. Youth of all ages, abilities, races, genders, etc. symbolically dribbling toward the Capitol
2. Starting in Beloit, Neenah and Milwaukee youth dribbling toward the Capitol
3. Gathering in Madison: "Youth: United in Wisconsin Day"
4. A never-before seen basketball game with students from across the state
5. Students teaching about: financial literacy, entrepreneurship, servant leadership, investing
6. Students leading conversations about diversity and importance of community
7. Students using social media to communicate about the above with a #tag

DISCRETE PROJECT #1 Organize and prepare (November, December 2018)

- 1. A. Shoot two 3-minute videos on SHOUT (Let's Keep Building LLC)
 - a. Video #1 (SPONSOR: WAGET) produced by Dec. 12, 2018 has Lamont Weaver in classroom with Beloit youth, plus Tasha Bell (Beloit); Mary Pfeiffer (Neenah) and Neenah youth
 - b. Video #2 (SPONSOR TBD) produced by Feb. 1, 2019 has Lamont Weaver and youth passing the basketball from one city to another on the way to Madison, showcasing merchandise.
- 1. B. Beloit, Neenah, Madison, Sun Prairie community meetings/events
- 1. C. Near West Side Partners (Milwaukee) community engagement
- 1. D. Contact sports-connected project management firms for advice
- 1. E. Merchandising-entrepreneurship workshop (Let's Keep Building, Go for It)

DISCRETE PROJECT #2: Class of 2018 support and development (January - June 2019)

Description: Some 27 high school students from four cities participated in two proof of concept events that energized, educated and connected them. They need to be reconnected to benefit from the experience and inform future project design, including class transitions, mentoring, internships, etc. The 2018 experience must inform future recruitment and experiences.

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- 2.A. Class of 2018: Meet, build resumes, job shadow, experience sports careers
- 2.B. Class of 2019: Develop criteria, recruit, orient and integrate
- 2.C. System design: Social networking, annual events, networking, record-keeping
- 2.D. Adult support: Support all parents, coaches, teachers, mentors of both classes

DISCRETE PROJECT #3: Dribbling to Madison (January to April 2019)

Description: As in Olympic Torch passing, use a unique SHOUT basketball that is handed through communities using at least 35 public/private high schools as contacts from Neenah, Beloit and Milwaukee to Madison. Ceremonial launches in January are locally managed but with youth in forefront, Native American healing (smudging) ceremony, proclamations, a servant leader activity and use of Native American and high school drums as an audible call/SHOUT to unite in Wisconsin for youth.

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- 3.A. General contractor: Contract with a general contractor who has the skills, connections and capacity to manage - directly or through sub-contractors, volunteers, etc. - all aspects of Bridging, to include spots figures, venues and business experts in support of youth.
- 3.B. Announcement: A professionally done announcement by officials, athletes and youth that gives the reasons youth want to use sports as a hook to Bridge and Build, why 2019 is important and supports the three launch events, validates through official proclamations from the State and cities and gives credit to sponsors.
- 3. C. Beloit: Ceremonial launch at the high school involving Lamont Weaver with two paths to Madison: 1. Monroe to Verona to Madison; 2. Janesville to Monona to Madison. Beloit youth connect with participating schools, sometimes accompanied by a pro-athlete. Youth drummers and Native American drummers are engaged.
- 3. D. Neenah: Ceremonial launch (Fox Valley inclusive, to include The Herd, Bucks franchise in Oshkosh) and path to Madison following highways 41 and 151 from Fond du Lac, Waupun, Beaver Dam, Columbus with special event in partner city Sun Prairie. Neenah youth connect with participating schools, sometimes accompanied by a pro-athlete. Youth drums and Native American drums are engaged.
- 3. E. Milwaukee: Ceremonial launch at Fiserv Forum (Near West Side and MPS), then along I-94 to Madison through Milwaukee, Waukesha, Jefferson and Dane counties, symbolically creating a bridge between the state's two largest cities. Milwaukee youth connect with participating schools, sometimes accompanied by a pro-athlete. Youth drummers and Native American drummers are engaged.
- 3. F. High Schools on the routes: Each high school on the four routes requires a "bridging" package of ideas, materials and expectations. Responses will vary depending upon the organizer (Neenah, Beloit, Milwaukee) and schools. A professional event management firm would support. Schools also would have the option of a "building" lesson and activity component of business and leadership education that was a part of the merchandising strategy and "sports as a hook" often using the presence of sports figures. The pitch contest could be included.

DISCRETE PROJECT #4: Youth: United in Wisconsin Day (April or May 2019)

Description: Youth from all routes converge on the capital possessing the special SHOUT basketballs, joined by Madison youth, about a mile from the Capitol. They dribble to the Capitol accompanied by high school drums. At the Capitol they are welcomed by Native American drums of healing and proceed to UW Kohl Center for brief messages from Lamont

Weaver and youth from the four paths, a Native American healing smudging ceremony, ceremonial dunking of the SHOUT basketballs, possible blended basketball games involving boys and girls, mementoes, food. Messaging includes “building” aspects of entrepreneurship, financial literacy, servant leadership.

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- 4.A. United in Wisconsin Day: Coordinated by a vendor.
- 4.B. From East High School: Neenah, Milwaukee and Sun Prairie take lead roles in approaching youth from East with SHOUT basketball. Others follow to Capitol with drums from all participating schools and UW-Badger athletes.
- 4.C. From LaFollette High School: Beloit and Monona take lead roles in approaching youth from La Follette with SHOUT basketball. Others follow to Capitol with drums from all participating schools and UW-Badger athletes.
- 4.D. From West/Edgewood High Schools: Beloit and Verona take lead roles in approaching youth from West and Edgewood with SHOUT basketball. Others follow to Capitol with drums from all participating schools and UW-Badger athletes.
- 4.E. At Capitol: Youth and drums merge into one contingent, including all state schools that have supported their youth (Discrete Project #5) coming to Madison for Youth: United in Wisconsin Day, accompanied by supportive parents, youth, students and others and walk to UW Campus.
- 4.F. At UW Campus: Youth dominated ceremony AND MESSAGE with drums, smudging, ceremonial dunking of the four SHOUT basketballs, best youth pitches on sports as a hook; first ever-blended baseball game, diverse games and sports, event merchandise and food.

DISCRETE PROJECT #5: Dribbling statewide to Bridge regions and rural-urban (January to April 2019)

Description: Youth of all ages, abilities, races, genders, etc. may symbolically participate within communities supported by technology, their dribbling recorded and shared through social media and archived or used for inspiration in other schools and sports events. Youth in all schools may participate in the “Fastball pitch contest.” Youth in all schools may participate in “Youth: United in Wisconsin Day.” Could be the responsibility of a general or sub-contractor.

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- 5.A. Support package: Prepare a package of instructions and materials by January 31, 2019 on methods of gaining local support for youth that wish to participate voluntarily.
- 5.B. Recording dribbles: Design a method to record by time, dribbles or other means the intentions of youth wishing to join the SHOUT by dribbling, although they are not along the four designated routes to Madison.

DISCRETE PROJECT #6: Pitch competition (January to April 2019)

Description: Pitch competition is a proven teaching tool, especially in entrepreneurship, and was used in the 2018 Bridge and Build proof of concept test. A “pitch” approach could open the Bridge and Build door wider to include all Wisconsin high school students. Concordia University-Wisconsin and Asset Builders of America and Go for It have content expertise in the pitch topics: “Sports as a hook,” merchandising, servant leadership, diverse community-building, investment and financial literacy. All state public and non-public high school students will have access to content and guidance in the listed areas and craft 90 second pitches (communicated through social media) for prizes.

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- 6.A. Design content and pitching: Design the pitch contest, provide easily accessible content for pitch creation and tips on line (including coaching) and in workshop(s), using sports content and figures in support.
- 6.B. Design competition and awards: Design the competition tree (as in final four) and selection system that produces finalists to convene for “the best on Wisconsin Eye,” using sports figures. Pitches link to bridge and build themes and may be individual or diverse teams.
- 6.C. Produce stories from the pitches (especially Milwaukee), involving sports figures, that are packaged for immediate use, use as examples in the 2019 boot camp, use for 2020 events and material for a documentary. Showcase best pitches, with sports figures, in 2020.

DISCRETE PROJECT #7: Merchandising and Branding (December 2018 to July 2019)

Description: Bridge and Build is a brand. The SHOUT and United in Wisconsin support the brand and provide time and event specific merchandising opportunities (think World Series, Rose Bowl or 5-k charity runs). Entrepreneurship, financial literacy, business practices and appreciation of free enterprise are ingredients in Building of youth. Private sector and not-for-profit sector can help with the product and business education aspects of the challenge. Merchandise is required for all aspects of the SHOUT from launch, to dribbling, to pitch competition, to the Toward One Wisconsin “ice-bucket challenge” event, to the Youth: United in Wisconsin Day.

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- 7.A. General contractor: A general contractor is selected to develop and implement a 2019 strategy.
- 7.B. Weekend workshop: A product workshop-based model engages past (2018) and future (2019) Bridge and Build cohorts and other youth entrepreneurs in product brainstorming and next steps.
- 7.C. Non-student tasks: Merchandise-experienced firms implement a business proposition, using students’ ideas in efficiently and profitably creating a SHOUT-based merchandising business that is transparent and auditable. A profit-sharing arrangement for students involved in merchandising, giving them a stake in the outcome as a part of the financial literacy and investing strategy.
- 7.D. Student tasks: Workshop partners design a learning, diverse relationship-building and mentoring system that takes youth participants through the year in a memorable,

resume-building process, ideally involving sports business authorities, sales at sporting events and connecting with sports figures along the way.

- 7.E. Educator tasks: Business experienced educators affiliated with organizations and public and non-public schools, businesses and professional associations statewide and locally will support a range of skills and topics associated with free enterprise, entrepreneurship, financial literacy, personal branding and business.
- 7.F. Student pitching: Student pitch competition (6.C.) is closely coordinated to include the business and financial learning process and community building-leadership-identity creating potential of merchandise and its display and use supported by Let's Keep Building. Pitch contests will link the student with the value of the product, the importance of the project and the value to community and youth over time.

DISCRETE PROJECT #8: Toward One Wisconsin: April 11-12, 2019, Milwaukee

Description: The Wisconsin Institute of Public Policy and Service (WIPPS) plans a Toward One Wisconsin is a conference on overcoming barriers to inclusion in workforce, community, leadership and health.

SPONSOR: WAGET

- 8.A. Pro-sports and inclusivity: A panel involving pro-sports and others will consider how sports can promote inclusivity
- 8.B. Servant leadership/youth: A youth panel from Bridge and Build/Fox Valley will present servant leadership with Peter Jonas, Cardinal Stritch
- 8.C. United in Wisconsin: A youth panel from Beloit will present the SHOUT Heard Around Wisconsin and Youth: United in Wisconsin and explain Bridge and Build
- 8.D Dribble-a-thon fund raising challenge project: Youth from Bridge and Build and other schools will participate in an "ice bucket challenge"/telethon kind of event to raise funds for schools to send youth to the United in Wisconsin Day. Professionally managed, the challenge stage will attract pro-athletes, celebrities, officials and be technologically capable of connecting with remote "dribblers" in communities across the state

DISCRETE PROJECT #9: Locally tailored tests (January through May 2019)

Description: Bridge and Build is a test of whether sports as a hook works for youth and community and Sports with a Purpose can deliver business value to the business of sports as well as social value to the community. In 2018 proof of concept tests were positive. The test continues in 2019 with results going in the 2020 report to the sports, business and education communities. There are three tests available for evaluation.

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- 9.A. Sun Prairie: The city, schools and community will design their own approach to testing how people can use sports (community, schools, etc.) and the business of sports (Mallards, Badgers, etc., to come together after a city tragedy that gained outside attention but also caused internal reflection about a community in transition in a growing metro area.

- 9.B. Beloit Schools: Beloit will set aside one day to test Bridge and Build content (such as Concordia-designed exercises) and strategies (such as sports figures) and examples (such as provided by Junior Achievement), and community service (such as supported by local and non-local servant leader experts) and free enterprise education (such as supported by Business World). The event will provide data and a chance for partners such as universities, not-for-profits, businesses and pro teams to get visibility and credit.
- 9.C. Neenah Schools: Neenah will set aside one day to test Bridge and Build content (such as Concordia-design exercises), and strategies (such as sports figures) and examples, and community service, free enterprise education. The event will provide data and chance for partners to get visibility and credit.

DISCRETE PROJECT #10: WIAA Boys Basketball Tournament (March 16, 2019)

Description: The WIAA Tournament will have an event, ceremony, game rematch, game re-enactment or message about the 50th anniversary of the Shot Heard Around Wisconsin with, ideally, a call to engage, be aware, share or act in some way.

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DISCRETE PROJECT #11: Near West Side Partners proof of concept day (Spring 2019)

Description: This is a 10:00 am to 3:00 pm, one-time, brand-building, community engaging, proof-of- concept event. Milwaukee’s Near West Side can be a showroom and meeting point for Bridge and Build themes. It also can become a showcase close to Fiserv for good things happening in Milwaukee, especially through youth. Neighborhood House of Milwaukee, the Near West Side participated in the 2018 proof of concept events. This “Near West Side Day” will be managed by a professional firm, inclusive to the city and state. It will be documented and benefit the missions and business purposes of participating institutions in the Near West Side, City of Milwaukee, Waukesha County and beyond. It will serve the business needs of Near West Side anchor institutions: Aurora, Potawatomi Development Corporation, Harley Davidson, Marquette University, Miller-Coors and especially engage relevant sports, education and career assets of MU and the Milwaukee Brewers.

SPONSOR: NEAR WEST SIDE; OTHERS REQUIRED

- 11.A. The Near West Side will use sports as hook to bring diverse neighborhoods from within NWS together for a common purpose and shared engagement.
- 11.B. A local university will engage not-for-profits (youth, parents, coaches, leaders) in the Bridge and Build process, showcase best practices from throughout the city and (by invitation) the state and foster a community of interest with win-win goals;
- 11.C. Sports teams - pro and collegiate -- will volunteer their venues and talent for sports-related engagement and business of sports instruction involving women’s opportunities, diverse values and sports and business;
- 11.D: An offer will be made to business education partners to hands on, sports-focused learning experiences in building skills such as financial literacy, free enterprise, negotiation, leadership, teamwork, mathematics, entrepreneurship.

- 11. E: Youth and parent bridging involving the Near West Side, City of Milwaukee, Beloit, Neenah, Madison and Milwaukee suburbs like Waukesha County through sports, games and activity at schools, businesses and on the Potawatomi campus.
- 11.F: Asset Builders of America and its partners will offer pitch competition instruction and activity, using sports as a hook, in bridge and build themes, linking to the NWS annual Rev Up MKE competition and the statewide “sports as a hook” pitch competition;
- 11.G. Merchandise test: The event will provide an opportunity for customized merchandise and a test of event-specific merchandising with pro sponsors such as the Near West Side Partner anchor institutions, Bucks, Brewers, Admirals and WAVE. It will help brand the NWS.
- 11.H. Mentoring discussions: Businesses, coaches, parents and teachers will be invited to discuss the role of mentoring and micro credentialing in Bridge and Build and the potential of mentoring to support business recruitment and retention.

DESCRETE PROJECT #12: Blended basketball team and United in Wisconsin teams (April or May 2019)

Description: Beloit recommended a “never before seen basketball game made up of students from across the state of Wisconsin.” Also discussed were ways to involve males and females who were not skilled athletes but could engage in friendly sports activities, reaching beyond basketball, to facilitate bridging. There are several not-mutually exclusive options open to sponsorship shaping.

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- 12.A. Basketball game: A deliberately selected and professionally trained (Bucks, Herd, Badgers, Eagles, etc.) blended team (males and females?) from around the state, requiring time, training, coordination and - ultimately - and venue that matters, which means Fiserv Forum, Kohl Center, Menomonee Nation Area, UW-Milwaukee Panther arena.
- 12.B. Open games: A location where youth (males and females), coaches and parents can congregate to compete (friendly and no-pressure), talk, eat and celebrate United in Wisconsin. Options: Wisconsin Dells, Madison, Milwaukee.
- 12.C. Design for future: Professional and collegiate teams will use the event, the blended basketball team (4.F.) and Near West Side regionally diverse sporting events (11.E.) as experiments for designing sports events to showcase in 2020, 2023 and 2025.

DISCRETE PROJECT #13: International sports exchange pilot

Description: A Chinese entity proposes to pilot a sports exchange program that embraces some of the same cultural and educational goals as Bridge and Build. A pilot program involving Chinese youth visiting Wisconsin and Wisconsin youth visiting China will be tested in 2019.

SPONSOR: WAGET

- 13.A. China to Wisconsin visit: No more than 20 Chinese youth with an interest in sports, especially basketball, will visit Wisconsin in 2019, participating in skill building, educational and cultural activities. Youth will be supported by sponsors in China and well-chaperoned. There will be evaluation.
- 13.B. Wisconsin to China visit: Up to 20 Wisconsin youth with an interest in sports, especially basketball, will visit China in 2019, participating in skill building, educational and cultural activities. The inaugural trip will involve youth who participated in the first Bridge and Build cohort of 2018 and others nominated by Beloit and Neenah, anchor partners in the exchange. Youth will be supported by sponsors in the US and well-chaperoned. There will be evaluation.

DISCRETE PROJECT #14: The full potential of organizations documentation

Description: Interviews validated interest in the concept but also challenged the concept to “not reinvent the wheel” and be designed to benefit existing organizations and efforts, including not-for-profits and voluntary community sports initiatives. Interviews also challenged the concept to interest, use and benefit parents, teachers, mentors and coaches - and serve males and females and athletes and non-athletes. The full potential of the above will be explored and defined through engagement and interviews conducted through a UW - Madison researcher.

SPONSOR: WAGET

- Touching anchor communities of Beloit, Neenah, Madison, Sun Prairie and Milwaukee.
- Illustrating sports as a hook for adults and youth through hands on activity and observation based on the bridge and build goals and content (such as bridging races and building financial literacy).
- Capturing, translating and organizing for action feedback from youth and adults.
- Offering structure and system design principles that fit the “big umbrella” concept.
- Securing feedback from the engaged communities on those principles to foster ownership.

DISCRETE PROJECT #15: The full potential boot camp proof of concept (July 2019)

Description: Limitations resulted in less than a full test of the “sports with a hook” premise in the 2018 boot camp. A better supported test with academic evaluation is required to help answer questions about scaling and transitioning from one youth cohort to another -- as in succession planning. The full-potential boot camp can take place in 2019, organized by Asset Builders of America and others and supported by sports teams will use the 2018 lessons.

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- Five days involving youth from Milwaukee and beyond
- Parent, teacher, coach, mentor involvement through serious design

- First cohort (2018) and second cohort (2019) youth involvement
- Robust sports content (Concordia U) in all lessons
- More hands on and activities, less talk
- A servant leader component
- Robust sports and game activity involving all youth
- Aggressive use of figures active in pro sports today - all sports
- Creative use of sports venues (baseball, basketball, football, soccer) to include job shadowing
- Determined and credible attention to non-sports inclined students and females
- Intensive observation and documentation of structure and methods

DISCRETE PROJECT #16: Mission, vision (2018 and 2019)

Description: Approximately 30 adults are involved in the visioning process, facilitated by Peter Jonas, a professor at Cardinal Stritch University. The process considered on-the-ground interviews in 2017 that guided the concept, the 2018 proof of concept tests and need to produce an evidence-based report for the sports, business and education community by 2020. It did not consider in-depth involvement of youth. To reach its potential, the process requires a capacity building grant.

SPONSOR: WAGET

- Adult collaboration: At least quarterly, facilitated events involving adults in the steering group
- Youth consultation: An early youth engagement session in 2018 followed by social networking and face-to-face collaboration in 2019
- Recommendations: In October 2019 a retreat to consider 2019 evaluations, outside information and input and comments from youth and the sports, business and education communities before crafting recommendations on continuation, replication and scaling by January 2020.

DISCRETE PROJECT #17: Evaluation and research strategy (January - December 2019)

Description: One of the most important components of Bridge and Build is evaluation and research. Coordinated by researcher Don Dantzler of the LEAD Center of the UW-Madison Center for Education Research, evaluation allows events to be quickly assessed and event participants easily queried. Evaluation of the 2018 tests validated the concept and suggested areas of improvement. Long term research will document social and economic benefits over future years as applied to individuals and society.

SPONSOR: WAGET

- 17.A. Evaluation: Evaluation of candidate discrete projects: United in Wisconsin concept; entrepreneurship-merchandising; pitch competition; never-before basketball game, local discrete projects in Neenah, Beloit, Sun Prairie and Milwaukee; one example each of isolated instruction in entrepreneurship, financial literacy and servant leadership; and boot camp.
- 17.B Research: Conduct a research design process and retreat involving research-qualified members of the Bridge and Build team, other relevant academics and research-savvy representative of the sports industry, local sports (city, school, business leagues) and business community and education community. Goal: A report and strategy that values and measures greater net benefits over future years given stakeholder (sports, business, education) needs and looking through at least three discrete areas:
 1. Sports as a hook: As defined and validated by Lyras and Welty Peachey, 2011, Integrating Sport for Development Theory and Practice, Sport Management Review
 2. Sports as an ingredient in collective impact: As defined by John Kania and Mark Karmar in winter 2011, Stanford Social Innovation Review, this model validates how cross sector coordination around a theme like sports as a hook can yield large-scale social change.
 3. New Age Athlete: As defined and envisioned by Roger M. Groves, in Volume 11, Number 2, 2010-2011, Wake Forest Journal of Business and Intellectual Property Law.
- 17.C. Connections: Conduct an outreach and feedback process that allows unknown stakeholders to “weigh in” on the Bridge and Build theory. Example: Manpower policy, parks and open space decisions; health and youth trauma, health and fitness, employee recruitment and retention, mentoring and psychic rewards, profit and purpose in business.