



Staff Expectations

Varsity Mission, Code of Conduct & Core Values

Our mission is to elevate the student experience. We are the leading organization that empowers young people by encouraging participation, recognizing achievement, and building community and school spirit. There is no limit on what we can achieve in our mission.

The roles of all staff are critical to the success of Varsity Brands. All employees are expected to represent Varsity Brands by demonstration of company core values.

Our Varsity Brands Core Values are the DNA that make up the amazing culture that set us apart from the rest. It serves as a resource to the behaviors that drive the highest ethical standards of conduct in our daily activities making a lasting positive impact on the lives of students and each other.

SPIRIT - PASSION - INNOVATION - RESPECT - INTEGRITY - TRANSPARENCY

The Varsity Brands Code of Conduct is an extension of our core values and is complemented by other company policies and procedures. As the code cannot address all the situations that one may encounter, the goal is to offer support in Staff Employee Expectations to provide clarity to these topics thus fostering an authentic environment where students and employees can develop connections and enjoy a positive experience while succeeding in their role at Varsity Spirit.

Support Contacts

There are multiple avenues to take should an employee find themselves needing to report an issue or simply talk about something that has occurred. Please use the following channels to report potential issues and know that retaliation for good faith reporting will not be tolerated.

- Contact your **Staffing Director**
- Contact your **HR Department** at @HR@varsity.com or **HR Business Partner** directly:
- **Staff HR Business Partner**
 - HR Business Partner, Olivia Miller omiller@varsity.com; (469)344-8525
- Use **Code of Business Conduct third-party helpline** to anonymously report a violation:
 - www.varsitybrands.ethicspoint.com
 - Toll-free: 1 (844) 310-2052
- If you know of you have reasonable cause to **suspect maltreatment of children**, you are required to report to local authorities. Dean of VU & Director of Compliance, Karen Lew can help you to determine where and how to make an appropriate report. klew@varsity.com; (504) 450-648



Staff Expectations

Maintaining Effective Social Media Presence

Social media has become almost a necessity in today's world and can certainly make or break an experience for those who use it depending on how it is carried out. What you post on social media and the internet, whether for personal or for work, is forever and reflects on you as a person as well as a Varsity employee. Think carefully before hitting send or posting content that will be seen by not only your friends and family but also by coworkers and customers. Should social media rules and policies be violated, this could have a negative impact on your employment. Keep the following in mind to ensure that you are covered.

PAUSE before you post - Remember the four P's of Posting:

1. Is it too **personal**? If the answer is yes, don't post.
2. Is it too **provocative**? If the answer is yes, don't post.
3. Is it **professional**? If the answer is yes, ask yourself one last question,
4. What is its **purpose**? If the purpose of the post will ultimately support who you are in a positive way and promote your personal brand and that of the company you represent, go for it!

It's Not Private. When you post content on a public social network, understand that all posts and comments are traceable. Your posts can be copied and posted elsewhere to be viewed by people other than your intended audience. Employees of the Varsity Companies have no expectation of privacy in any content that is sent or received via the Varsity Companies networks, regardless of the settings on the social networking sites.

Act Respectfully: Always be fair and courteous to fellow employees, customers, suppliers or people who work on behalf of the Varsity Companies. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, sex, age, national origin, disability, religion or any other status protected by law or Company policy. Such inappropriate conduct will not be tolerated and may subject you to disciplinary action up to and including termination.



Staff Expectations

Embrace the Strength in Diversity & Inclusion

Diversity is important and Inclusion matters. Building an inclusive culture improves team engagement and improves the experience for all involved. As a leader, you have the rare opportunity to instill in our students the importance of participation, school spirit, community involvement, commitment, and pride. Here are some suggestions on how you can make a positive difference in the lives of students and your co-workers by fostering D&I within your own leadership efforts:

- Mix up your teams & branch out from those you are most familiar with
- Make it easy for others to participate in activities. Create a sense of belonging among your peers.
- Get to know one another – learn about each other's cultural backgrounds, lives, and interests outside of this work.
- Demonstrate professionalism and positivity. Model the inclusive behaviors we'd like to see everyone use. Remember, as a leader, people are watching to see how you conduct yourself.
- Use inclusive language. Keep it appropriate and be careful when using slang – particularly if you do not know the meaning. You never know, it may be demeaning to someone's race, gender, ethnicity, or sexual orientation.
- Facilitate flexible ongoing feedback with your students & peers. Demonstrate your understanding of how individuals learn differently and flex your active listening skills.
- Where it makes sense, give positive feedback on a job well done. If critical feedback is necessary, be mindful of the most effective time, manner, and place to do so that the individual does not feel picked on or singled out.
- Keep an eye out for those who aren't participating -whether it be in a meeting or other activities. Consciously draw them into conversations and activities.
- Keep an eye out for those who seem to not be participating like the others. Look to draw them into conversations and activities. Think about assigning teams/pairs rather than having them pick their own partners.
- After work hours is your personal time but extending an invitation to the entire group is always a great way to make everyone feel included. However, remember it is ok if not everyone wants to join in. No one should feel pressured to join if they would rather spend their afterhours time differently.



Staff Expectations

Representing the Brand to ensure Athlete Safety & Effective Brand Representation

We strive under each brand's logo to evoke feelings of professionalism, quality, tradition, fun, loyalty, and other positive attributes within our customers. The way we present ourselves not only reflects on us as individuals, but also on the brand we represent. The respect we show to the uniform and our appearance says volumes about the pride we feel in being part of Varsity Brands. We hope to instill that same pride in our customers for their own teams. This is reflected in the way we wear our uniforms, the way we present ourselves and, in our behavior, while representing the brand on our uniform.

Why we pride ourselves in our Apparel, Appearance and Professional Presentation:

- Athlete Safety is #1 and some uniform requirements are strictly safety related and potentially vary by activity which will be specifically communicated by your staffing directors.
- We are role models for thousands of teams and individuals. Through our uniforms, they see a "team" of staff who promote a professional, positive image as role models.
- The way we present ourselves visually is often the first impression we make upon customers. We strive for that to be reflective of an organization who promotes teamwork, unity, diversity, and inclusion.
- We wear the uniform with pride. The care we take with presentation speaks volumes in our own self confidence and team representation.
- While individuality is encouraged, we remain part of a team where standardization must be maintained. This helps all employees know what is acceptable and to better understand the importance of the positive image we work hard to present.
- Varsity Spirit Fashion is the leader in cheerleading uniforms, dance, and band wear. Wearing our uniforms well allows us the opportunity to showcase our products in action.

The company expects all employees to exercise appropriate judgment regarding personal appearance, dress and grooming to be most effective in the performance of their workplace duties. Factors that will be considered when determining whether an employee's attire poses a conflict with the job or work environment include:

- Personal safety of self or others, or damage to company property.
- Productivity or performance expectations.
- Offensiveness to co-workers, customers, vendors, or others in the workplace.
- Company or societal norms
- Customer Complaints

If management determines an employee's appearance causes such a conflict, the employee will be encouraged to identify appropriate options, such as removal of jewelry, covering of tattoos, grooming of facial hair, pulling back hair into an appropriate style, or other reasonable means to resolve the conflict.



Staff Expectations

Expectations & Consequences

As a member of staff, it is important to foster an environment that is safe and welcoming to all. All employees are expected to operate in a professional, principled, and ethical manner. Remember that just because something does not make you uncomfortable does not mean it is the same for everyone. Treat everyone with the upmost respect.

The following items, though not all inclusive, are prohibited, **will not be tolerated**, and could be grounds for immediate dismissal of your role at Varsity Brands:

- Harassment of any kind – whether it is sexual or non-sexual in nature. Employees should not create an uncomfortable, hostile, or intimidating environment for others. This also includes harassment via social media.
- Hazing – which can be seen as humiliating and/or dangerous. This can be through actions or words.
- Alcohol consumption for staff while on the premises and/or during active hours, regardless of the location's distinct alcohol usage policies.
- Underage alcohol consumption.
- Illicit drugs are prohibited. Possession and or consumption of illicit drugs are not allowed at any time regardless of location.

Legal Drugs

"Legal drugs" are those prescribed or over-the-counter drugs that are legally obtained by the Employee and used for the purpose for which they were prescribed and sold.

Note that it is Company's intention to comply with all applicable federal, state, and local laws. Where state and federal law differ, however, the Company will comply with federal law, except where otherwise provided. For example, some state laws permit the use and possession of marijuana for medical and/or non-medical purposes, but federal law does not. In the absence of state law to the contrary, Company considers marijuana to be an illegal drug for purposes of this Policy in all states – even those states that allow for medical and/or non-medical use. Moreover, even if an individual's use of marijuana may otherwise, be permissible under state law, the use or possession of marijuana or being under the influence or impaired by marijuana **on or off the Company's Property or while on Company business is strictly prohibited.**



Staff Expectations

Expectations & Consequences

Please note these expectations are not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities required of the employee for this job. Additional full policies can be found in onboarding compliance and brand staff manuals.