

## Collaborative Member Survey & Data Collection

The 2022 Member Survey serves as the second step of the Collaborative's Data Collection Project with the purpose of informing a stronger overall picture of who the Philadelphia Youth Sports Collaborative is serving in Philadelphia. This year's survey serves as a point of comparison to the original Member Survey launched in 2020, which established a comprehensive baseline dataset of who and how Collaborative member organizations are serving, but also gives a comprehensive overview of how our member organizations have pivoted to serve the youth of Philadelphia in the face of a pandemic, societal issues, and ongoing challenges running youth-facing programs in Philadelphia.

This year, the Collaborative partnered with the Sports Industry Research Center at Temple University, to release the survey via Qualtrics to ease the process of surveying for both Collaborative member organizations and staff. This survey asked all member organizations to share critical program information, inclusive of: participant demographic information, attendance/participation information, as well as program style and delivery. The 2022 Member Survey also included a section titled "Final Thoughts" which asked member organizations to share more information specific to their non-profit structure, impact of violence in the city on programming, and how the Collaborative can best support each organization in their efforts to best serve Philadelphia youth.

Fifty-four (54) member organizations submitted program information via the survey, with the Collaborative conducting follow-up interviews to further flesh out the submitted program information and address any questions or points significant to how we can better serve our members. Using the aggregate data, the Collaborative was able to build a comprehensive overview of the work being done by Collaborative member organizations in the Philadelphia community.

### Number of Youth Served:

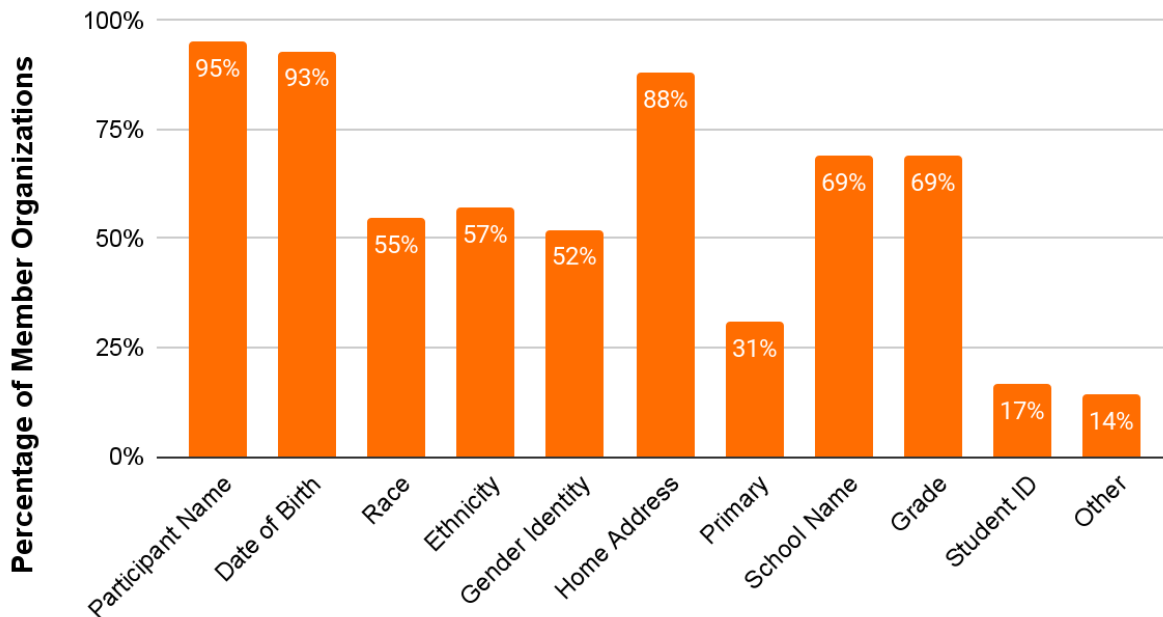
The number of youth served by the member organizations that participated in the 2022 Member Survey is **74,913**. Knowing there is still a significant number of youth being served by current Collaborative member organizations that have not been reported via the 2022 Member Survey, we are comfortable stating that **the Collaborative as a whole serves over 80,000 youth in the city of Philadelphia**. Below, we will look at the various data that our member organizations are collecting, as well as compare current data with information captured in the 2020 Member Survey.

## Demographics/Participant Information:

The Collaborative asked member organizations to share the fields of demographic information they capture for youth participating in their programs. Member organizations were asked to select from the following list\*, which also allowed for write-in answers:

- Participant Name or Unique Identifier
- Date of Birth
- Race
- Ethnicity
- Gender Identity
- Home Address (Zip Code)
- Primary language(s) spoken at home
- School Name
- Grade
- Student ID Number
- Other:

## Participant Information



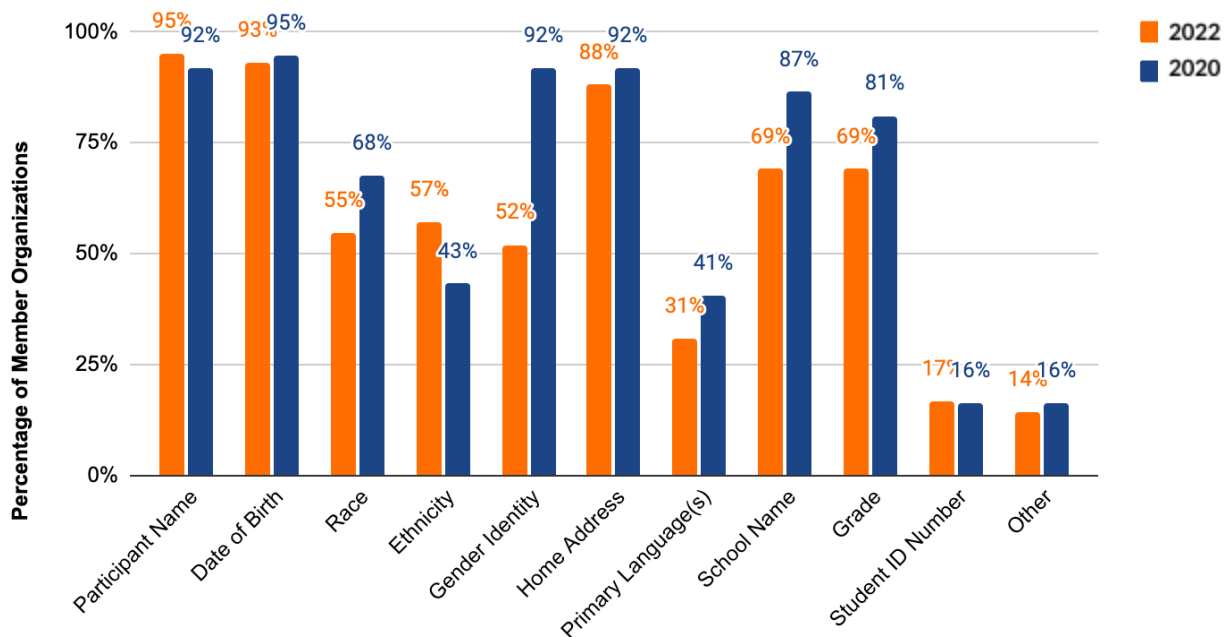
\*Per recommendation of Dr. Gareth Jones at the Sport Industry Research Center, the category “School Type (Public, Private, Charter, etc.)” was removed from the 2022 Member Survey.



As first seen in the 2020 Member Survey, member organizations capture a diverse array of demographic data points from youth participating in their programs. These key data points greatly inform the population that each member organization serves, as well as the overall greater picture of who the Collaborative serves and which communities are benefiting from sports-based youth development programming.

### Participant Information

2022 v 2020



With the 2022 Member Survey, we noted a slight variation in the percentage of information captured from our member organizations. The five largest categories captured, by percentage, by member organizations in the 2022 Member Survey are: Participant Name/Unique Identifier (95%), Date of Birth (93%), Home Address/ZipCode (88%), and School Name & Grade (69%). In comparison, the five largest categories captured, by percentage, in the 2020 Member Survey included: Participant Name/Unique Identifier (92%), Date of Birth (95%), Gender (92%), and Zip Code of Home Address (92%), and School Name (87%).

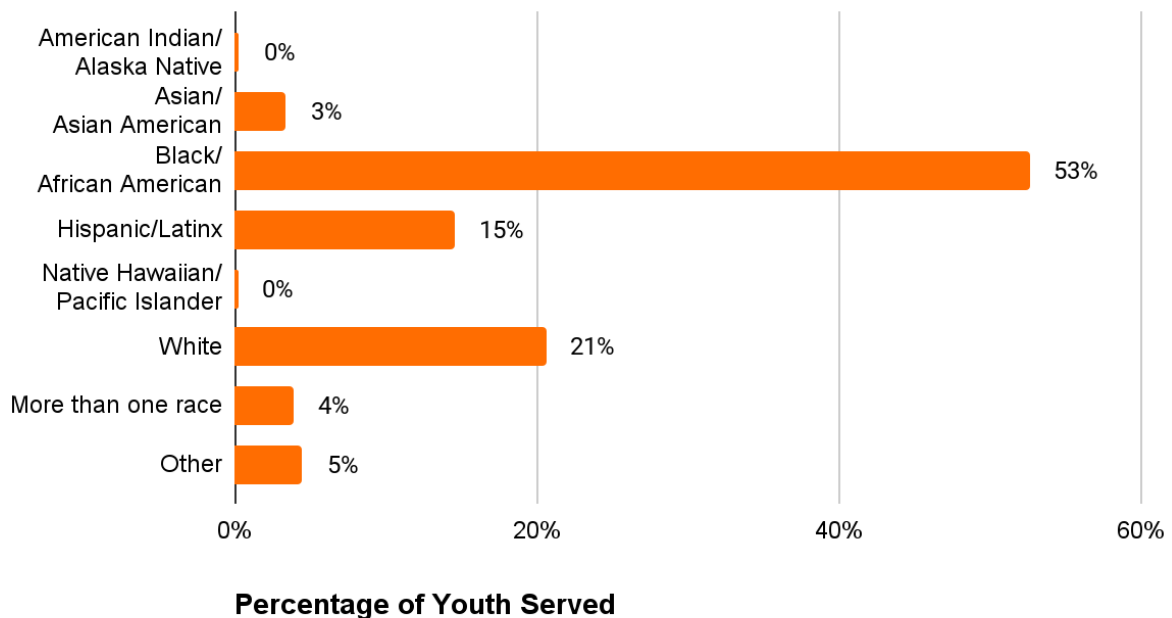
Other points of demographic data captured:

- family income
- health/medical information
- preferred language for communication
- country of origin, parent education level
- National School Lunch Program participant

**Race & Ethnicity:**

A key point of demographic data captured by Collaborative member organizations is the race and ethnicity of youth participants. This information allows the Collaborative to build an overall snapshot of who member organizations are serving throughout Philadelphia, and greatly demonstrates which communities are being directly impacted by member programming. The largest percentage of participants were Black or African American (53%). The next largest percentages were White or Caucasian (21%) and Hispanic/Latinx (15%). All other categories were 5% or less. This snapshot is highly reflective of the overall demographic breakdown of Philadelphia youth by race/ethnicity:

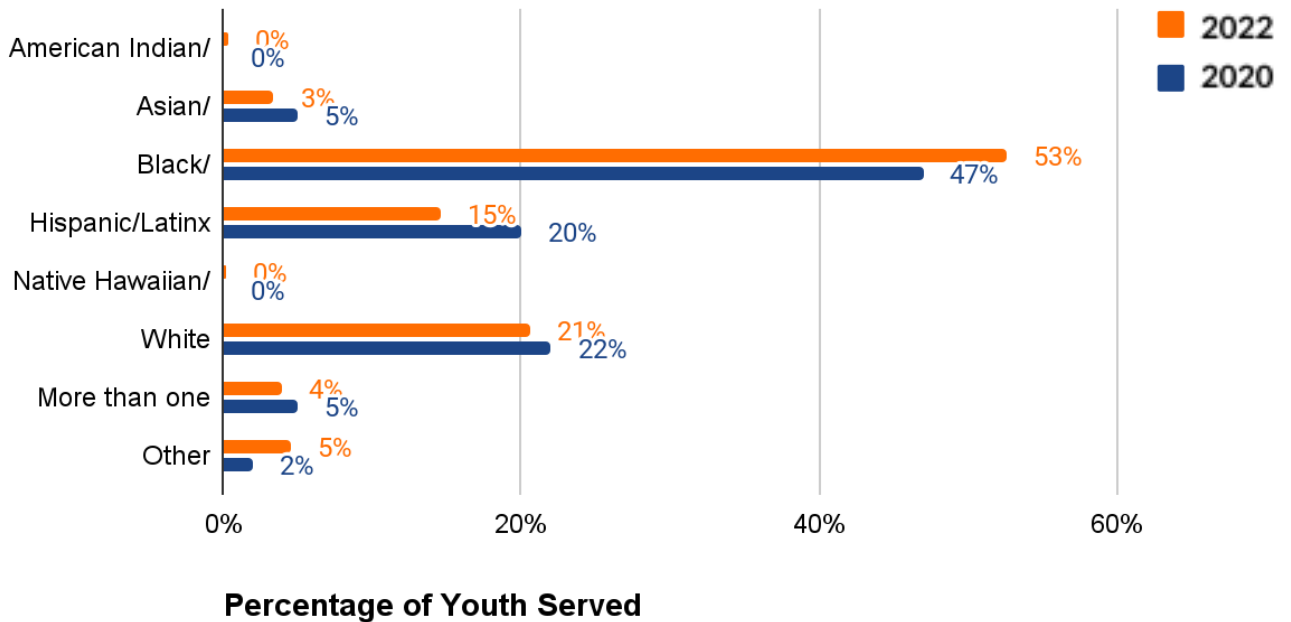
**2022 Race/Ethnicity Demographics**





## Race/Ethnicity Demographics

2022 v 2020



*Note:* The Collaborative noted an increase in member organizations that expanded the categories of racial classification included on registration forms and/or participant information surveys. As a category that is increasingly requested by funders, race and ethnicity are an important data point for all organizations to capture in order to understand who is being impacted by programmatic work, as well as whether organizations are reaching their intended target community. The Collaborative will continue to encourage all member organizations to expand the racial classifications in line with the School District of Philadelphia on all participant information forms, as well as encouraging members to capture race and ethnicity as separate questions in line with the US Census.

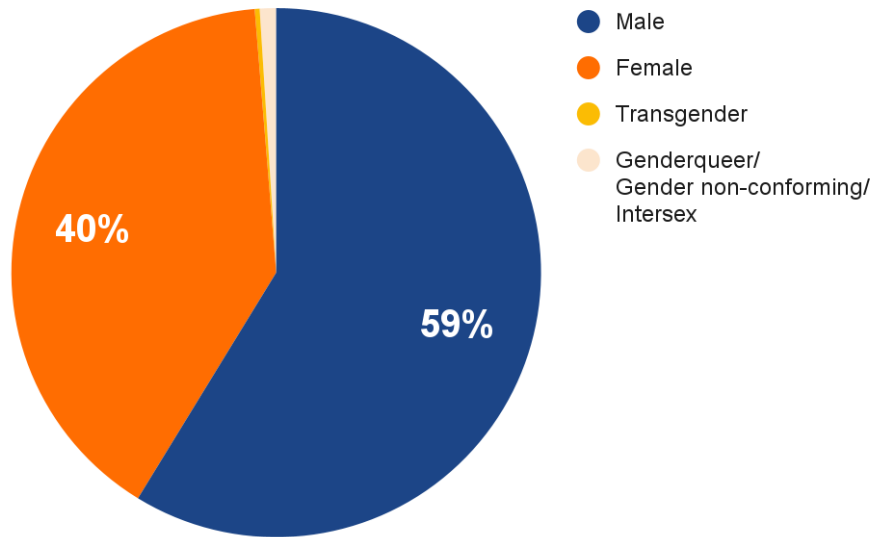
### Gender:

Collaborative member organizations are currently serving a higher percentage of male participants (59%) than female participants (40%), though this number has significantly shifted from the 2020 Member Survey which listed male participants (66%) and female participants (34%). Data collected from the 2022 Member Survey demonstrates that new programmatic opportunities have been provided to female participants, as well as an increase in female specific programming provided by our member organizations.



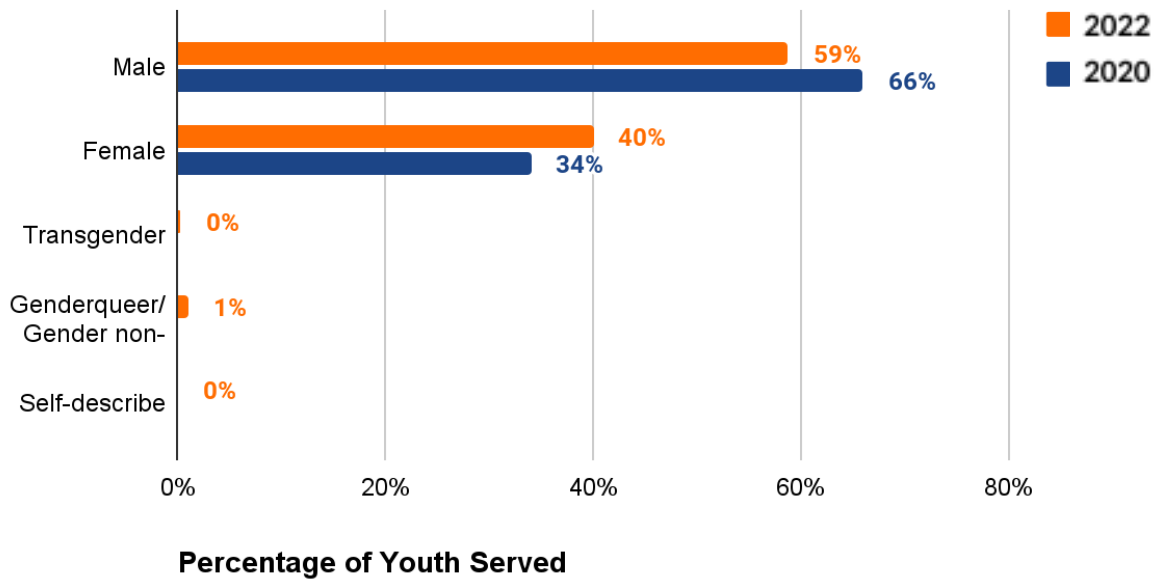
## Gender Participation Data

Percentage of Youth Served



## Gender Identity

2022 v 2020

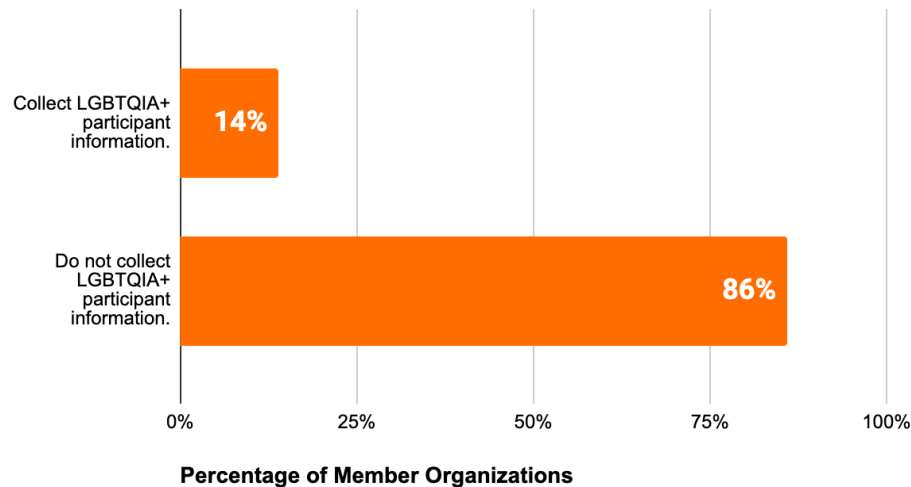


*Note:* Per recommendation from the 2020 Member Survey, the Collaborative expanded our own gender identity classification categories to include: Male, Female, Transgender, Gender Queer/Gender Non-Conforming, Self-describe. We continue to recommend member organizations include expanded gender identity classification to best support inclusive and diverse programs and initiatives.

**LGBTQIA+ Representation:**

The 2022 Member Survey marks the first time the Collaborative asked member organizations if they capture data regarding whether participants identify as LGBTQIA+. A majority of member organizations reported that they do not capture this data from youth participants. However, member organizations that did denote they were capturing this data often fell into the older age group category (ex: high school & post high school/young adult) and/or had built specific programs to engage youth that identify as LGBTQIA+ (For example: Students Run Philly Style’s OUTPace Program).

**LGBTQIA+ Participation Data**

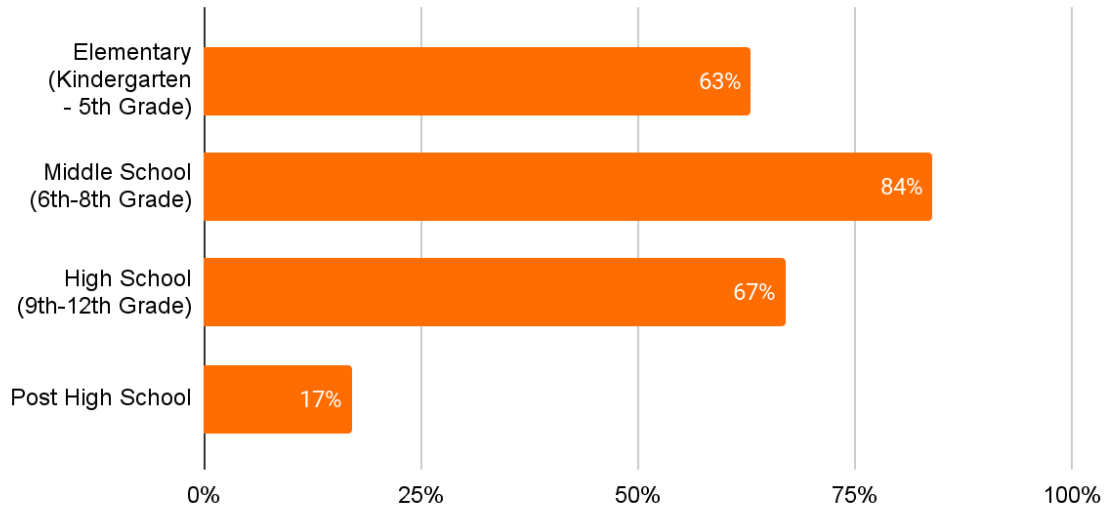


**Age:**

The largest age group of participants served by Collaborative member organizations were middle school age (84%), between the ages of 11 to 13 years old. The other two percentages, Elementary (63%) and High School (67%), were comparable in programs provided by member organizations. The 2022 Member Survey marks the first time the Collaborative has asked for information from member organizations regarding serving young adults up to the age of 24; 17% of responding member organizations noted that they provide programming to young adults in Philadelphia within this age range.



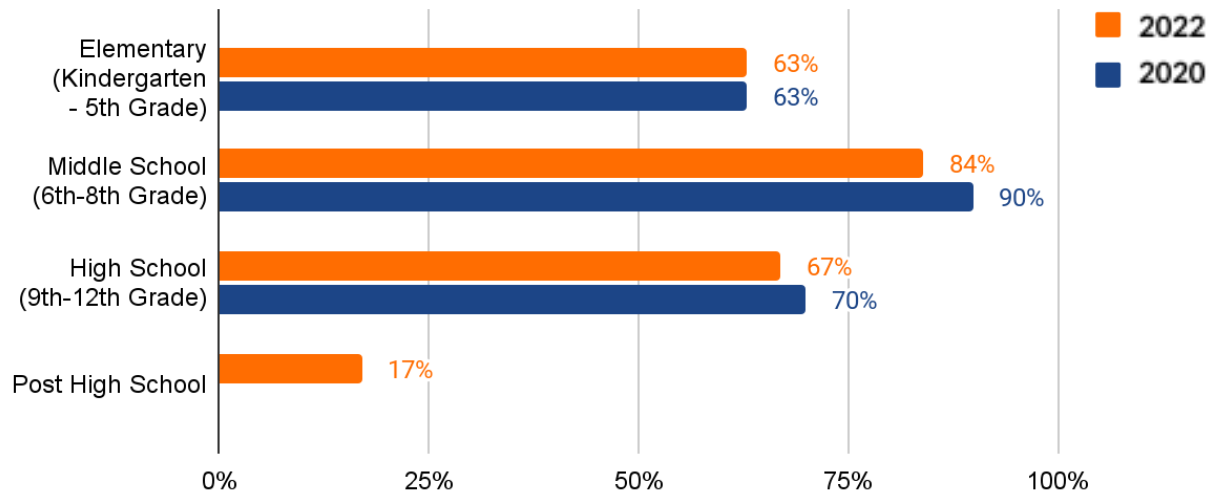
## Age Groups Served



Percentage of Member Organizations

## Age Groups Served

2022 v 2020



Percentage of Member Organizations



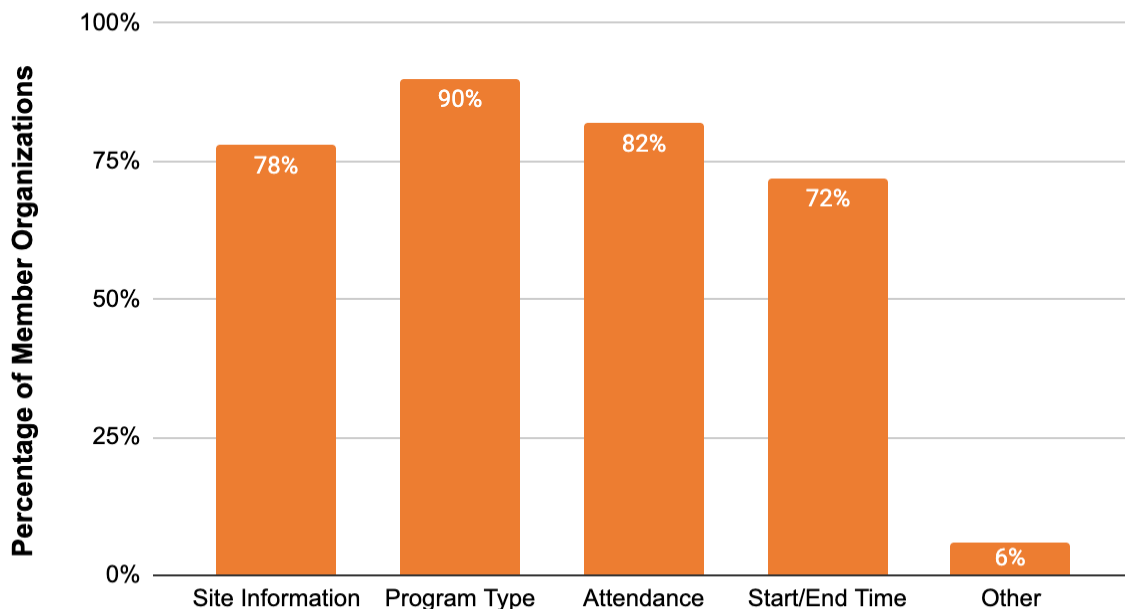
Reported percentages indicate that a majority of member organizations continue to serve the Middle School age group (6th-8th Grade) at the highest frequency (84%) in comparison to Elementary School (63%) and High School (67%) programs. Elementary School programs (Kindergarten-5th Grade) continue to be bolstered by after-school partnerships with public, private, and charter schools. Though the percentage of reported programs dipped from 2020 to 2022, many member organizations noted in their follow-up interview that they have started to add High School (9th-12th Grade) age programming as a means of keeping kids within their programs as a direct result of the pandemic, violence, and other societal factors impacting the youth of Philadelphia. Many of these programs specifically focus on engaging high school age males.

### Program & Participation Information:

The Collaborative asked member organizations to share what program information they were capturing alongside participant information. The points of information were significantly streamlined for the 2022 Member Survey compared to the 2020 survey. Member organizations were asked to select from the following list, which also allowed for write in answers:

- Site Information (ex: site name, facility type, etc)
- Program Type (if you host different kinds of programs)
- Attendance
- Start/End Time
- Other:

### Program Information



93% of responding Member Organizations self-report that they are capturing information specific to each of their youth-facing programs, inclusive of site name/type, program type, and attendance data. Other areas of data collected include:

- competitive statistics: times/finish rank, hours doing trail work, etc
- program length
- progression information
- individual/group goals

Member organizations note that they often use multiple tools to collect program & participation data before & during the program season. While a majority of member organizations indicated in their interviews that there are standards of procedure in place regarding collection of program/participation data, issues often arise that lead this process to be dropped during programming, leaving many organizations with holes in their programmatic data. Barriers noted in the 2022 Member Survey mirror those of the 2020 Member Survey including: relying on paper rosters or spreadsheets in the field, minimal training for coaches/admin on the importance of data collection, and poor enforcement of data collection policies due to other responsibilities taking priority.

The Collaborative highly recommends that member organizations track daily attendance and participation to capture accurate attendance data, as well as examine attendance trends in order to make programmatic adjustments.

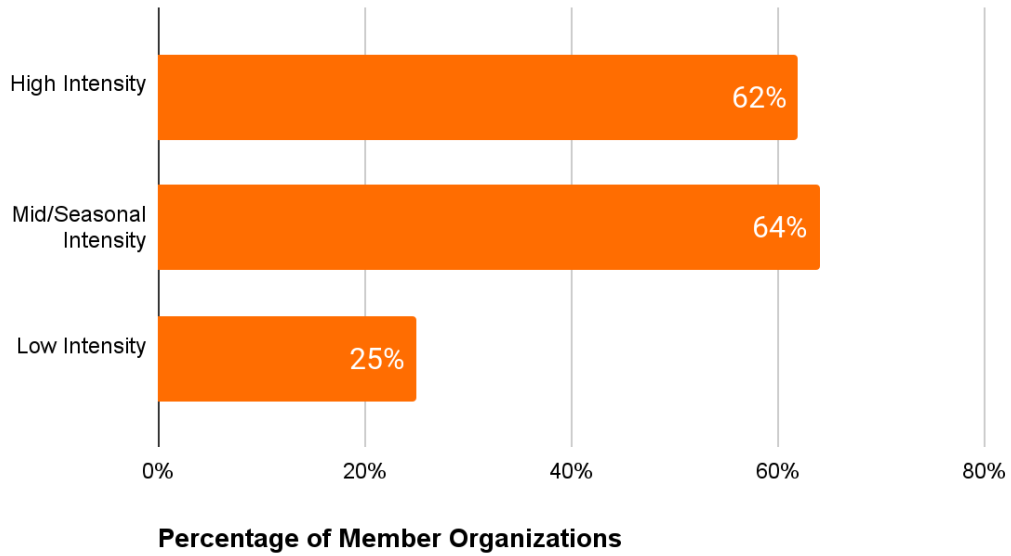
### **Dosage/Program Style:**

Following the categorization of program styles of the 2020 Member Survey, the Collaborative continues to break up the style of programming conducted by our member organizations into 3 categories:

- High Intensity Program: 5+ hours per week, 6+ months out of year
- Mid/Seasonal Program: 3-5 hours per week, 2-4 months out of year *or* once a week engagement throughout the year
- Low Intensity: limited or inconsistent engagement (i.e. clinic or drop-in programs)

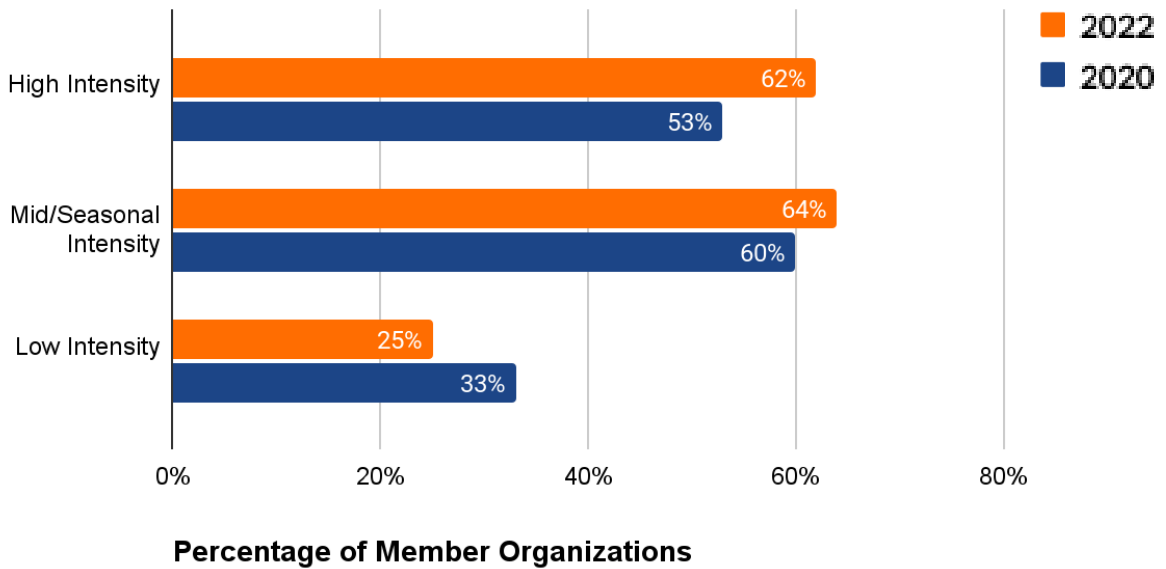


## Dosage/Program Intensity



## Dosage/Program Intensity

2022 v 2020



In the 2022 Member Survey, the Collaborative saw a significant increase in High Intensity programming, as well as increase in Mid/Seasonal Intensity. In follow-up interviews with member organizations, the Collaborative established that many organizations felt the need to dive deeper into providing more resources, such as an increase in programming hours, as well as physical equipment, training, nutrition, and family engagement. We also noted a significant decrease in the opportunities for Philadelphia youth to participate in Low Intensity programs, such as drop-in programs, clinics, and camps.

## **Final Thoughts**

The 2022 Member Survey included a section titled “Final Thoughts” where member organizations were asked to share information about their organizations, the impact of societal issues on their programs, as well as how the Collaborative can best support them moving forward. Forty-six (46) out of the responding fifty-three (54) organizations responded to the following questions:

### **Do you conduct an annual or formal financial review?**

- Yes: 80% / No: 20%
- This point is significant for the Collaborative to know, as we continue to provide resources not only for the programmatic needs of member organizations, but resources to help establish financial competency and sustainability for the future of these organizations.

### **Do you have standard processes for board member onboarding and training?**

- Yes: 54% / No: 46%
- Board member onboarding and training continues to be an ongoing barrier for the sustainability of leadership and success of many of our smaller organizations. We will continue to provide ongoing Board Trainings as a member resource, and will revisit how we can best format these trainings to fit the wants, needs, and capacity of our member organizations.

### **Have any youth in your programs experienced gun violence either directly or indirectly?**

- Yes: 87% / No: 13%
- A striking number of member organizations responded that youth in their programs have experienced gun violence, either directly or indirectly, over the past year. Gun violence has greatly impacted how our member organizations serve their youth participants and families and address neighborhood violence, either directly or indirectly, within their programs. Specific examples are included in a question below.



**Are interested in expanding services to reach more youth?**

- Yes: 87% / No: 13%
- An overwhelming percentage of member organizations responded yes to expanding services within their programs/organization to reach more youth. In follow up conversations, these services varied greatly, as well as the resources required to provide them. Expanded service opportunities include: more programmatic opportunities, increase in field/court access, hiring more coaches, transportation services, etc. As noted in the programmatic styles/dosage categories, each program approached this category in a different and specific manner in relation to how they are currently serving youth, and intend to serve them in the future.

**Are there any social, emotional, or physical health concerns you have noticed among youth in your programs?**

- Member organizations noted a wide variety of concerns that have emerged for youth participating in their programs over the last two years. Philadelphia youth have been greatly impacted by the pandemic, with lack of programming and access to social and physical activities, as well as societal issues such as gun violence, impacting safety and access. Examples from our member organizations are noted below:
  - Decrease in youth mental health. Many organizations noted that they have seen an uptick in youth displaying signs of depression, an increase in self-harm, and decreased desire to engage socially with other youth and/or adults. This includes lack of self-esteem and confidence, anxiety, resistance to participation, and being uncomfortable in large group settings.
  - Delayed cognitive development: Organizations have noted a delay of maturation, short attention span, and a reactive manner to opposition or authority.
  - Physical Health: Organizations noted youth lack certain physical capabilities that previous generations displayed, increase in obesity and decrease in physical skills.
  - Violence: Organizations noted that due to the increase in violence, youth are unwilling or unable to attend programs because they feel unsafe outside.

**With the increase in neighborhood violence in our city, has your organization taken any specific steps to address the impact it has on your participants? (e.g. conflict resolution exercises, trauma training, creating dialogue around the issue)**

- Across the board, member organizations noted that they have taken significant steps to address the impact of neighborhood violence within their organizations and program. These steps include:
  - Increased support & space for coaches, admins, and athletes including: creating a safe space for youth to share feelings & connect with peers/mentors, creating a



safe space for coaches/admins, and addressing mental health of both coaches/admins and the youth they are serving.

- Increased coach & mentor training to include trauma-informed practices, as well as including active shooter training in all preparatory training for coaches and program admins.
- Increased programmatic opportunities: As noted in the program style/dosage data points, a large percentage of member organizations have increased the resources and programmatic opportunities for the youth and communities they serve as a direct result of the increase of violence impacting Philadelphia communities.
- Increased family & community engagement: Member organizations have increased the age of participants/created opportunities for program alumni to participate in current programmatic offerings. They have also expanded their reach to encompass the families and extended friend group of all participants in order to support a larger community.

#### **What are the greatest challenges your organization currently faces?**

- Challenges vary across the board for member organizations, depending on size, age, programmatic styles but significant themes that emerged from both the survey and follow up interviews include:
  - Access to reliable multi-year funding opportunities to create a sustainable source for multi year programs or create a base for programs to grow.
  - Staffing turnover/finding reliable sustainable staff for programs. Many organizations noted that staff are spread thin and due to the stress, staff turnover is at a significantly high rate.
  - Space Security: Sustainable access to field, gyms, and space to conduct safe programming

#### **What are the most valuable aspects of being a Collaborative member?**

- Member organizations noted that there were multiple resources available that increased the value of being a Collaborative member. Some of the most noted aspects are listed below:
  - Access to training: Member organizations noted that trainings such as CPR and Mandated Reporter training were integral for their organizations, and provided their coaches and administration opportunities to receive certification as well as network with other members.
  - Partnership opportunities and networking: Over the last two years, there has been a significant increase in programmatic partnership between Collaborative member organizations. Many members noted that they use the Collaborative to identify new partners, as well as an opportunity to network with like-minded individuals and organizations.



- Coach Education & Training: Member organizations noted the increase in offerings catered to their staff who are working with youth on a daily basis. These trainings have increased their knowledge and impacted how they approach their own programs.
- Advocacy: Member organizations noted that they see the Collaborative as an advocate for the SBYD sector to address issues that impact youth-facing organizations throughout the city,

### **What can the Collaborative do or do better to support your work?**

- Many member organizations' answers regarding how the Collaborative can best support their work, reflected areas that they noted were most valuable for being a Collaborative member. These aspects include:
  - Advocacy: Address issues impacting youth in Philadelphia with city officials and agencies. The Collaborative represents a significant portion of community based organizations and Philadelphia youth, and now has the reputation and relationships to advocate on behalf of the sector.
  - Organizational management/non-profit management: Many member organizations noted that there is still a lot to learn about running a successful non-profit, and continued training opportunities for board members, administration, etc to participate in will only strengthen the sector.
  - Funding: Members noted it is important for the Collaborative to help identify funding streams for member organizations, as well as consider new opportunities for the Collaborative to support member organizations (such as pass through funding).
  - Collaboration: Member organizations are seeking more opportunities to collaborate with like-minded organizations, both within PYSC membership but the sector as a whole. While we have seen an increase in partnered programming, members continue to seek opportunities to connect with other organizations to learn, create programs, and strengthen their impact with Philadelphia communities.
  - Create new opportunities within standing systems for our member organizations: Parks & Recreation, School District, of Philadelphia, Office of Children and Families. This includes identifying new spaces for programming, partner opportunities, sustained access to data, etc.