# Collaborative Data Collection Project
# 2020 Executive Summary

The Data Collection Project was launched with the purpose of building a comprehensive baseline dataset of who and how Collaborative member organizations are serving, with the purpose of informing a stronger overall picture of who the Philadelphia Youth Sports Collaborative is serving in Philadelphia. A comprehensive dataset gives the Collaborative and member organizations a stronger voice in discussing the allocation of key resources, as well as strategically applying for funding that aligns with individual and collective goals.

The Collaborative released a Google survey asking all member organizations to share critical program information, inclusive of: participant demographic information, attendance/participation information, as well as program style and delivery. Thirty-seven member organizations submitted program information via the survey, with the Collaborative conducting 31 follow-up interviews to further flesh out the submitted program information. 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.

Among the thirty-seven member organizations that submitted program information, we found a diverse mix of intermittent, seasonal, and year-long programming. This variety in programming styles greatly influenced the number of sessions and hours of programming each unique participant received, as well as additional program features such as dedicated academic time, intentional social and emotional learning (SEL), and nutrition education. With this variance in "dosage" data, the Collaborative broke different program styles into three categories: High Intensity, Mid/Seasonal Intensity, and Low Intensity.
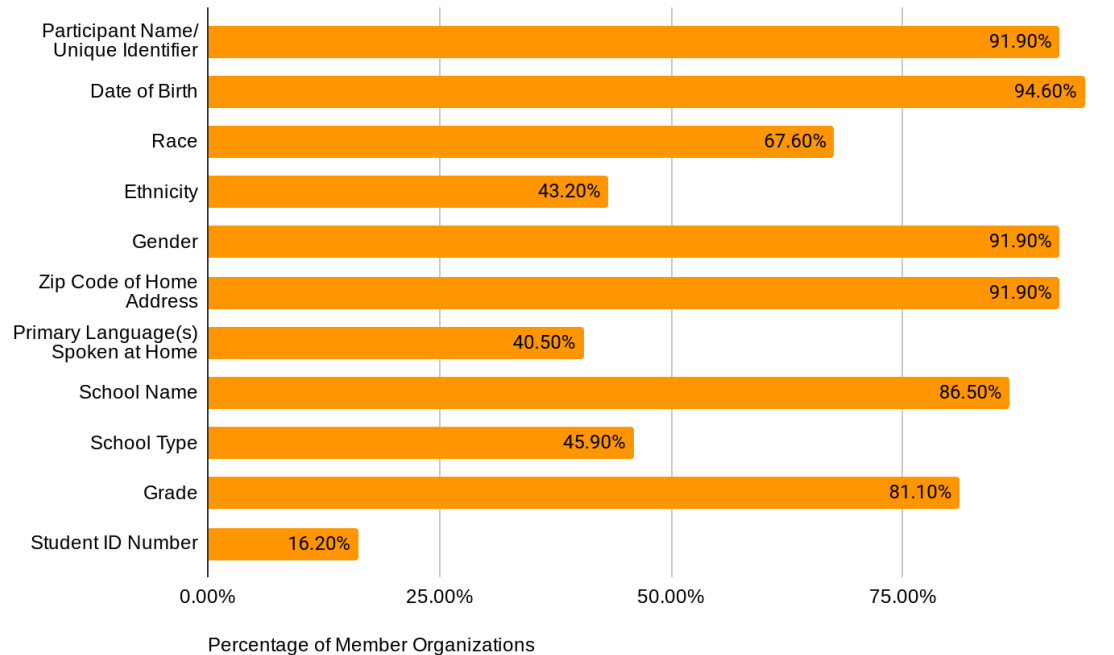
## Number of Youth Served:

The number of youth served by the member organizations that participated in this survey is 46,313. Below, we will look at the various data that our member organizations are collecting, as well as information on the types of services offered, dosage levels, programmatic types, and other information that was gathered during this process.

![Philadelphia Youth Sports Collaborative logo]

## Demographics:

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
- Zip Code of home address

- Primary language(s) spoken at home
- School Name
- School Type (Public, Private, Charter, etc.)
- Grade
- Student ID Number
- Other:

**Participant Demographic Data**

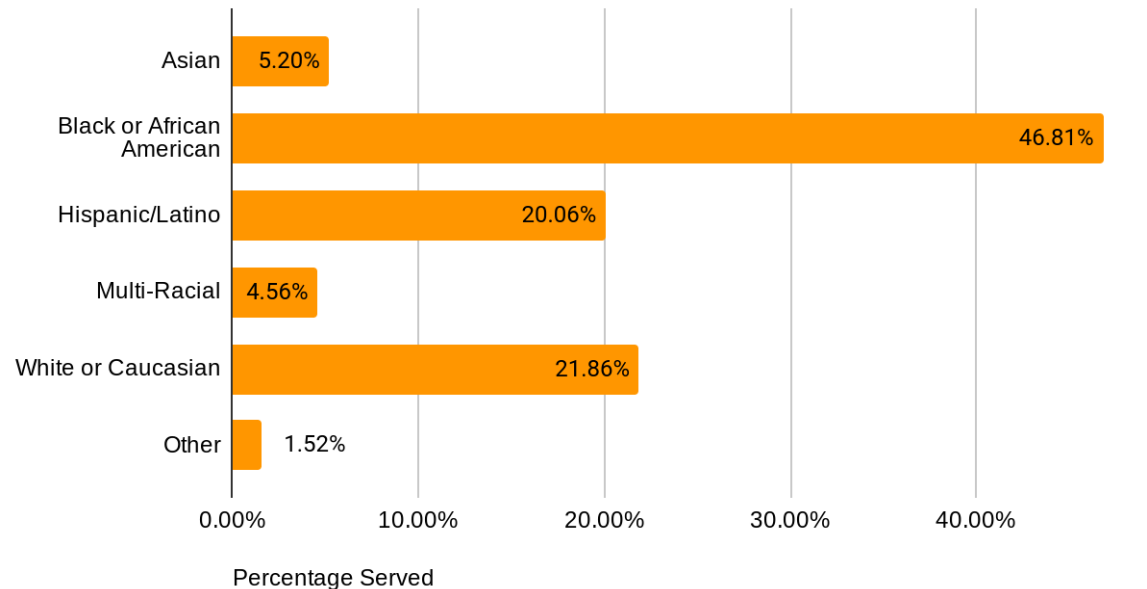| Category | Percentage |
|---|---|
| Participant Name/ Unique Identifier | 91.90% |
| Date of Birth | 94.60% |
| Race | 67.60% |
| Ethnicity | 43.20% |
| Gender | 91.90% |
| Zip Code of Home Address | 91.90% |
| Primary Language(s) Spoken at Home | 40.50% |
| School Name | 86.50% |
| School Type | 45.90% |
| Grade | 81.10% |
| Student ID Number | 16.20% |

Percentage of Member Organizations

**Race & Ethnicity:**

A key point of demographic data captured by Collaborative member organizations is the race and ethnicity of youth participants. This information greatly demonstrates the communities Collaborative member organizations are serving in Philadelphia; it can also inform recruitment and retention policies, as well as align members organizations and the Collaborative with key funding sources to support specific communities in Philadelphia.

With member organizations reporting the race/ethnicity of over 21,000 of the 46,000+ youth participants, the Collaborative was able to build an overall snapshot of who member organizations are serving throughout Philadelphia. The largest percentage of participants were Black or African American (46.81%). The next largest percentages were White or Caucasian (21.86%) and Hispanic/Latino (20.06%). All other categories were 5% or less. This snapshot is highly reflective of the overall demographic breakdown of Philadelphia youth by race/ethnicity:

## Race/Ethnicity Demographics

| Category | Percentage Served |
|---|---|
| Asian | 5.20% |
| Black or African American | 46.81% |
| Hispanic/Latino | 20.06% |
| Multi-Racial | 4.56% |
| White or Caucasian | 21.86% |
| Other | 1.52% |

**Gender:**

Collaborative member organizations are currently serving a higher percentage of male participants (66%) than female participants (34%). While expected, this data clearly shows that they are not fully engaging with the female youth population in Philadelphia. This data can greatly inform new recruitment policies and program structures for member organizations, as well as the baseline data for the Collaborative's Citywide Girls Initiative.
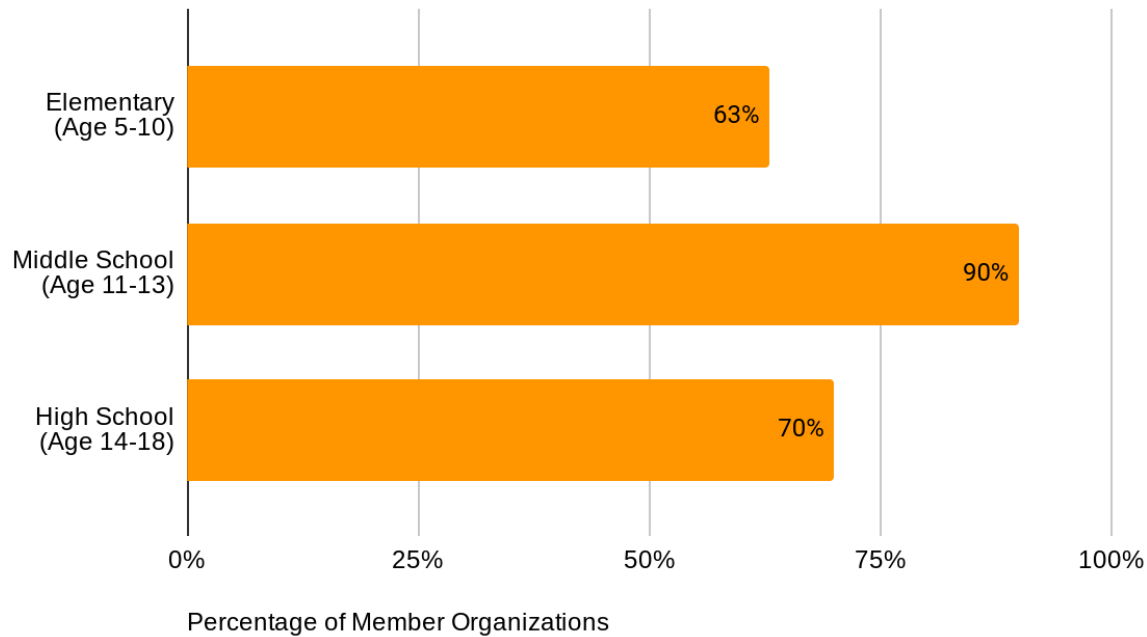
## Gender Participation Data

Female
34.0%

Male
66.0%
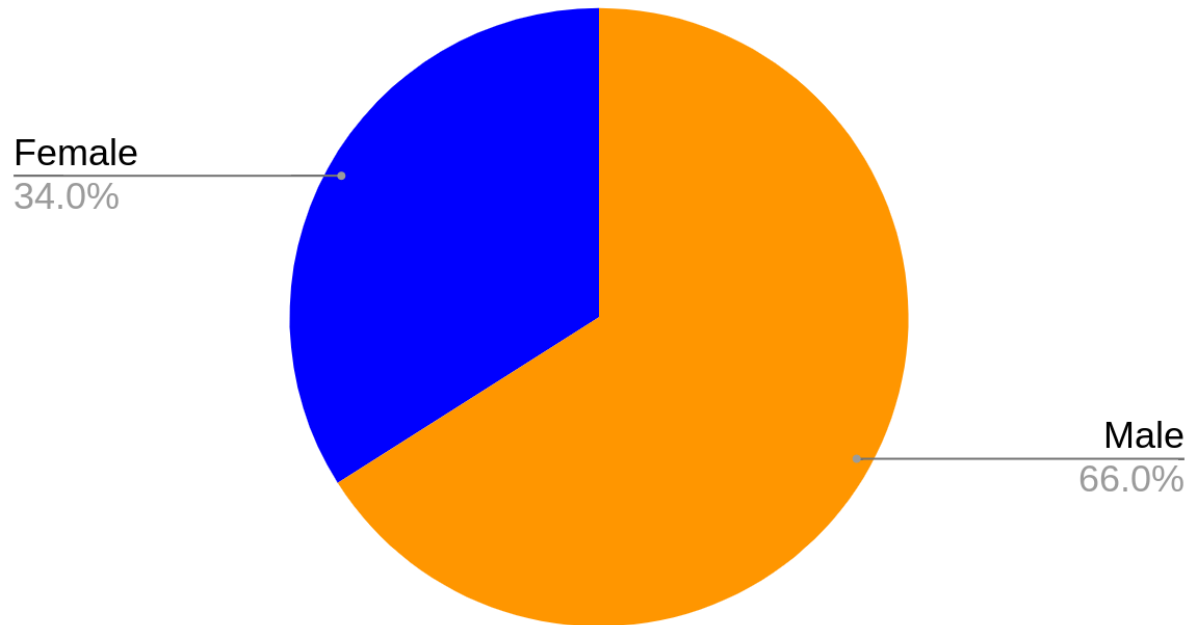
*Note:* The Collaborative recommends that member organizations include "Non-Binary", "Prefer not to say", and a text entry option on future registration forms. Including these options support the Collaborative's push to promote diversity & inclusion in all programs and initiatives.

**Age:**

The largest age group of participants served by Collaborative member organizations were middle school age, between the ages of 11 to 13 years old. The other two percentages, Elementary (63%) and High School (70%), were comparable in programs provided by member organizations.

## Age Groups Served

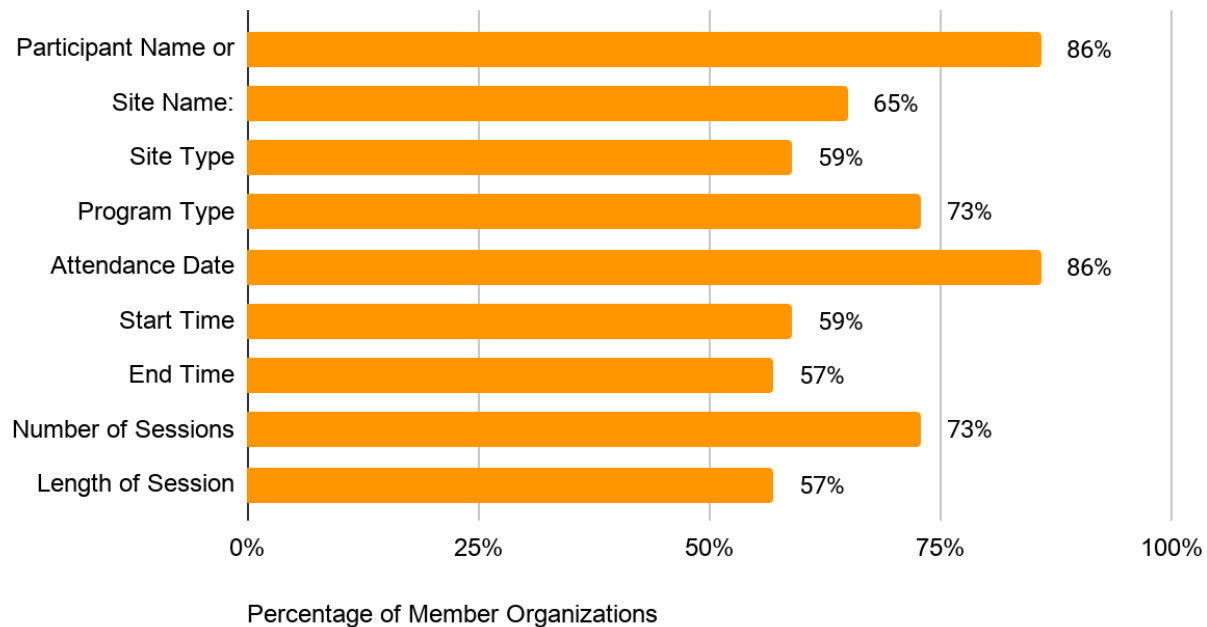| Age Group | Percentage |
|-----------|-----------|
| Elementary (Age 5-10) | 63% |
| Middle School (Age 11-13) | 90% |
| High School (Age 14-18) | 70% |

Percentage of Member Organizations

**Attendance/Participation Data:**

The Collaborative asked member organizations to share participation/attendance data 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
- Site Name
- Site Type (School, Rec Center, Dedicated Facility)
- Program Type (if you host different kinds of programs)
- Attendance Date

- Start Time
- End Time
- Number of sessions attended
- Length of session
- Other:

## Attendance/Participation Data



Percentage of Member Organizations

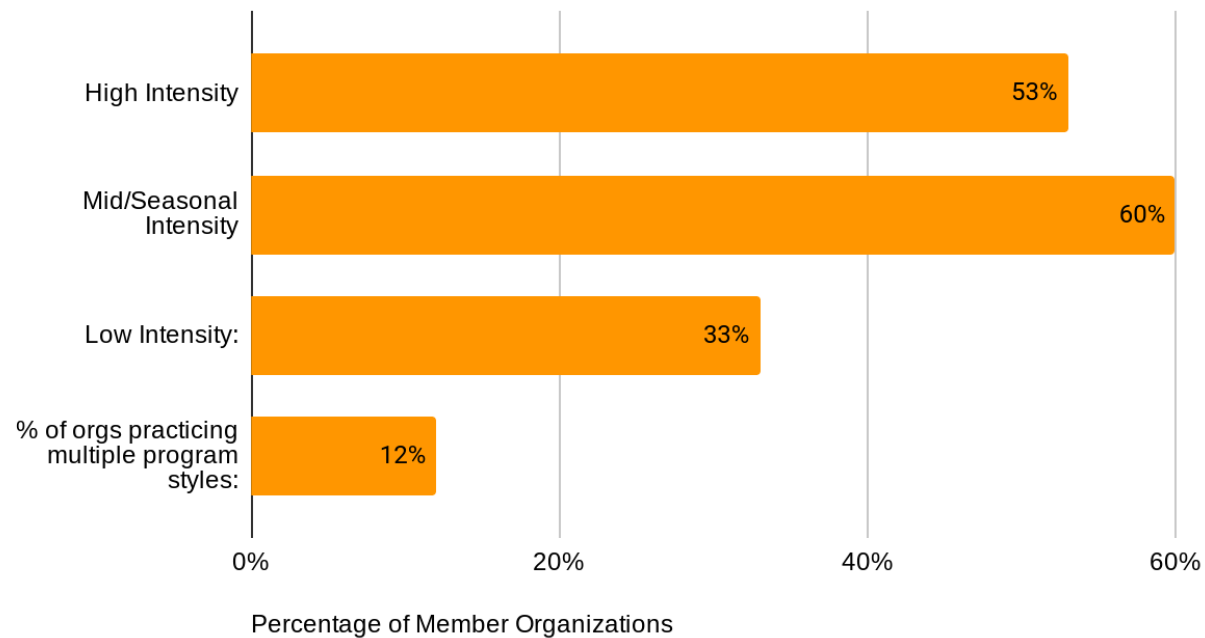| Category | Percentage |
|---|---|
| Participant Name or | 86% |
| Site Name: | 65% |
| Site Type | 59% |
| Program Type | 73% |
| Attendance Date | 86% |
| Start Time | 59% |
| End Time | 57% |
| Number of Sessions | 73% |
| Length of Session | 57% |

**Dosage/Program Style:**

After examining the data submitted by member organizations, as well as additional information from follow-up interviews, the Collaborative was able 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)

## Program Categories

| Category | Percentage |
|---|---|
| High Intensity | 53% |
| Mid/Seasonal Intensity | 60% |
| Low Intensity: | 33% |
| % of orgs practicing multiple program styles: | 12% |

Percentage of Member Organizations

![Philadelphia Youth Sports Collaborative logo]

*Note:* While a majority of Collaborative member organizations focus on a specific program style, it became clear that a growing percentage of member organizations engage in multiple program styles with varying degrees of time and additional resources.

**Program Locations:**

The Collaborative asked member organizations to share where they are facilitating programs. Member organizations were asked to select from the following list, which also allowed for write in answers:

- Philadelphia Parks & Recreation (PPR) Facility
- School District of Philadelphia (SDP) Facility
- Schools that are not SDP schools
- Private Facility: Internal (owned by own organization)
- Private Facility: External (owned by another organization/group)
- Open outdoor space: street, parks, paths, etc

## Program Locations

| Location | Percentage |
|---|---|
| Philadelphia Parks & Recreation Facility: | 57% |
| School District of Philadelphia Facility: | 70% |
| Schools that are not SDP schools: | 57% |
| Private Facility, Internal: | 51% |
| Private Facility, External: | 59% |
| Open Outdoor Spaces: | 38% |

Percentage of Member Organizations
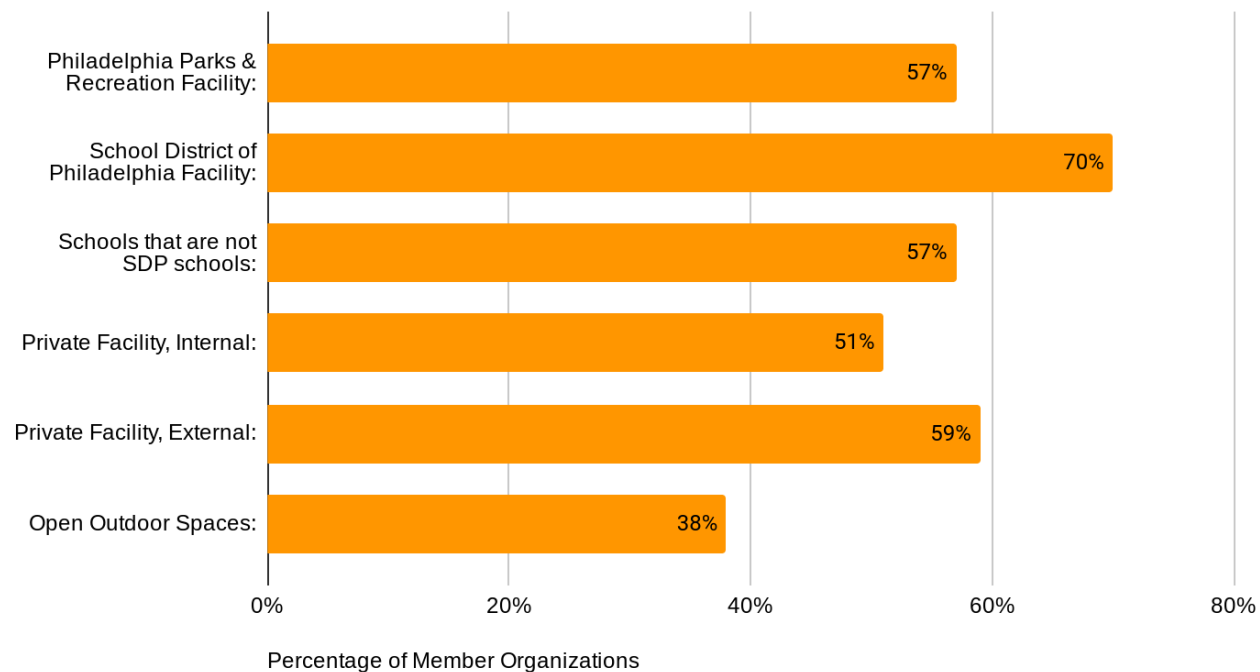
## Open Ended Questions:

**Major Programmatic Issues:**
- Transportation:
  - Recruitment is greatly impacted by being able to get kids to and from practice facilities and program sites. Organizations
  - Attendance rates are impacted by a student's ability to get safely to and from programming. Attendance dips when students must facilitate their own transportation or rely on public transportation.
  - Competition limited: Organizations struggle to provide transportation to games & competition. Must rely on parents or public transportation.
  - Organizations must decide whether to dedicate funding towards a transportation fund: SEPTA transpasses, renting/purchasing team vehicles, etc.

- Retention:
  - Programs noted that retention across program seasons was an ongoing issue.
    - Aging out, loss of interest, and wanting a higher level of competition were noted amongst the major reasons participants did not return.
  - Programs that were able to offer rewards or "swag" for participation for attendance, saw a higher retention rate.
  - Mid/High Intensity Programs that included additional resources for participants saw higher retention rates.

- Attendance/Participation Data Collection:

○ Nearly every organization noted a struggle with capturing accurate attendance and participation data due to lack of training, poor enforcement of standing SOPs, complicated and/or antiquated reporting system, or simply not having the manpower.