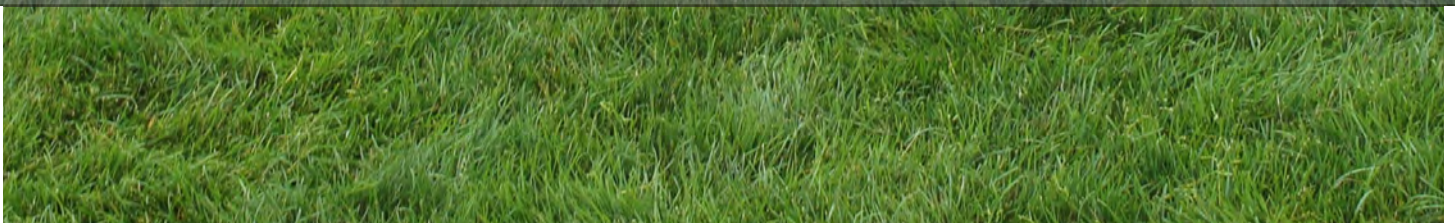


LiFE Sports Annual Review 2013-2014



More than camp. More than sports. **LiFE.**





As we reflect on what The Ohio State University (OSU) LiFE Sports Initiative has accomplished in 2013-2014, we are reminded of the support from our LiFE Sports community and the multiple people who have been touched by LiFE Sports. During 2013-2014, we broadened our reach and expanded our efforts. New and returning youth, families, and staff engaged in LiFE Sports, and new partnerships were formed. We could not have been this successful without you!

Each year the LiFE Sports Initiative establishes new goals to further our three pillars – Service & Outreach, Teaching & Learning, and Research. This year we took huge steps forward in serving our community through the expansion of the Youth Leadership Academy. We renewed and expanded partnerships with the College of Dentistry and College of Optometry. We continued high rates of participation and rates of annual return for youth involved in the LiFE Sports Summer Camp. In addition to the youth and families served, an increasing number of students from OSU and various universities furthered their knowledge and skills in the area of sports-based positive youth development. Finally, the LiFE Sports model continued to gain momentum locally, nationally, and internationally. We shared our LiFE Sports model and research findings in multiple regional, national and international outlets, including in Nicaragua and Chile.

We invite you to join us for LiFE Sports 2015. To get an even clearer picture of the impact of LiFE Sports, you can read one of the newest research publications, volunteer during a sports-based clinic, or enroll in one of our classes. Moreover, come to camp this summer and watch as campers learn new skills, work in teams, display new levels of effort, score points, and develop life-long friendships! Our success and impact truly would not have been possible without the commitment of the entire LiFE Sports community. Thank you for allowing us the privilege of being part of such a great team!

Sincerely,

Jerome Davis, PhD
Executive Director – Service & Outreach

Dawn Anderson-Butcher, PhD
Executive Director – Teaching & Learning

Rebecca Wade-Mdivanian
Director of Operations



Tyler Patterson reflects on his favorite memory from LiFE Sports, when he won Camper of the Year for the Youth Leadership Academy! Tyler says that throughout LiFE Sports, “I’ve met and built many long lasting friendships with my Youth Leadership Academy (YLA) Crew and I wouldn’t exchange the memories I’ve had with those guys for anything in the world.” In addition, Tyler described what he learned this year, including “what it takes to be a leader, how to work together as a team, how to solve conflicts with my peers and how to improve social skills.”

The Camper of the Year Award goes to the camper who best exemplifies the four LiFE Sports skills: Self-control, effort, teamwork, and social responsibility. Tyler shares the growth he has

experienced from joining LiFE Sports four years ago – “I’ll admit my competitive spirit made me a lot to handle... But one day, Coach A (our LiFE Sports football coach) pulled me off to the side. He said, ‘I want you, but I don’t need you’. It made me realize that it wasn’t all about me.” Tyler’s group went on to win the Olympics that year, which Tyler describes as “something that I would never forget.”

When Tyler received the Camper of the Year award, he shared, “I’m grateful for the opportunity to be part of the Youth Leadership Academy and LiFE Sports. My experience has placed a positive outlook on my life thus far as a productive and assertive student-athlete.”

Learning in Fitness and Education (LiFE) Sports is a sport-based positive youth development Initiative at OSU. The LiFE Sports mission is “to enhance the quality of youth development, sport, and recreational programs through Service & Outreach, Teaching & Learning, and Research, thereby increasing positive developmental outcomes for youth.” During 2013-2014, LiFE Sports reached over 600 youth through the six sport clinics, 19 day summer camp, and the YLA. The majority of youth (74.8%) reported that LiFE Sports taught them how to get along with others. Additionally, more than three-fourths of Youth Leaders expressed that they have “more confidence in their ability to lead” due to participating in the YLA. Moreover, 76.8% of campers indicated that “Because of LiFE Sports, I am interested in going to college.”

LiFE Sports also was productive in its Teaching & Learning priorities. Over 180 students participated in classroom and field-based learning opportunities (including 21 student-athletes). To disseminate the research findings from LiFE Sports, peer-reviewed publications, as well as international, national, and regional conference presentations, were delivered. More specific highlights from 2013-2014 are summarized throughout this brief report.



Service and Outreach Highlights

Through Service & Outreach, the LiFE Sports Initiative aims to make quality youth programming available through many channels, including providing programming directly to the Columbus community. LiFE Sports especially strives to reach youth from disadvantaged circumstances. At the 2014 LiFE Sports Summer Camp, 569 youth engaged in four weeks of social skill and sport education. Of this year’s campers, 45.0% reported that they had attended camp a previous year. The majority of campers self-identified as African American (83.5%), and most (62.8%) were males (see the table below). In relation to our campers’ health, 43% of youth were found to be overweight or obese. Additionally, 73% of campers live in households at or below 200% of the poverty line and 60.8% reported eligibility for the free and reduced school lunch program.

During 2013-2014, 249 different youth attended at least one of six clinics offered (soccer, basketball, ice skating & volleyball, dance, track & field, football). The average clinic attendance was 92 youth, a 28% increase from the previous year.

Youth who participated in 2013-2014 programming were able to gain many benefits. Specifically, youth reported that they improved their social skills (self-control, effort, teamwork, and social

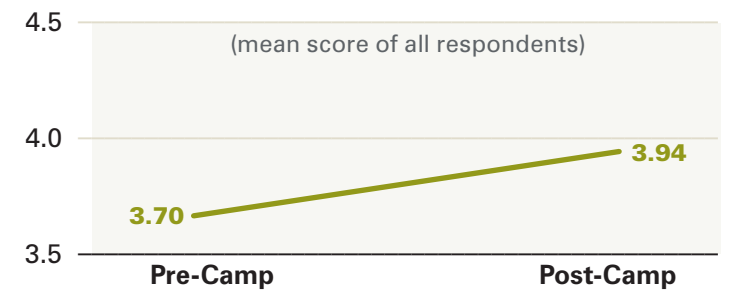
responsibility); made new friends; developed a sense of belonging and connection to LiFE Sports and the staff; improved their sport competence; and became more interested in attending college.

The figure on the right represents improvements in LiFE Sports campers’ perceived social competence before and after camp. In addition, youth were taught 9 sport-related activities throughout camp, including basketball, football, health and fitness, lacrosse, social dance, soccer, softball, swimming, and volleyball. The second figure on the right reflects changes in perceived sport competence from before to after camp. Significantly, campers reported increases in their perceived skills in 7 of the 8 sport settings. Correspondingly, 76.8% of youth surveyed answered “Pretty True or Really True” to the question, “Because of LiFE Sports, I am interested in going to college.”

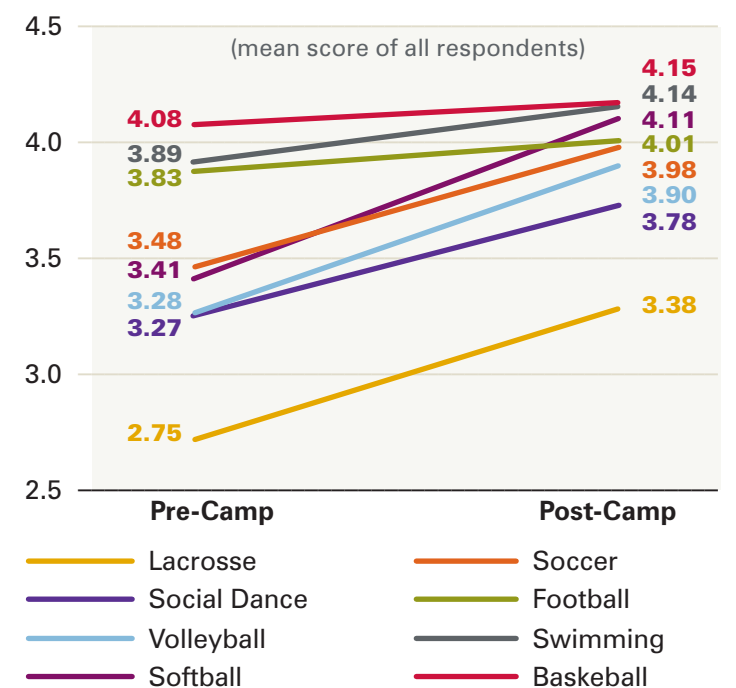
LiFE Sports and community partners were able to provide many valuable services to the youth throughout camp. Free health physicals were given to 267 youth during camp registration. Free dental screenings were given to 171 youth. For the 27 youth without a primary care physician, LiFE Sports connected the families with available services in the Columbus community. Throughout camp 305 youth received free vision screenings (and of these youth 124 were referred for additional treatment). In addition, LiFE Sports also made an effort to impact health indicators during camp. Youth significantly improved their physical fitness during camp, as demonstrated by a Progressive Aerobic Cardiovascular Endurance Run (PACER) completed at the beginning and end of camp (Mean increase of 3.3 laps for males and 4.0 laps for females). The figure below presents these data.

In addition to impacting youth health, LiFE Sports branched out to work with the families in 2013-2014. Over 90 households received fresh food thanks to a mobile market provided by the Mid-Ohio Food Bank at the LiFE Sports Olympics. In partnership with the College of Nursing, 31 parents/caregivers also received a free health screening of their body mass index, blood pressure, and blood sugar. These health services are critical to the families we serve, especially as we aspire to promote healthy lifestyles and positive behavior change among youth and their families.

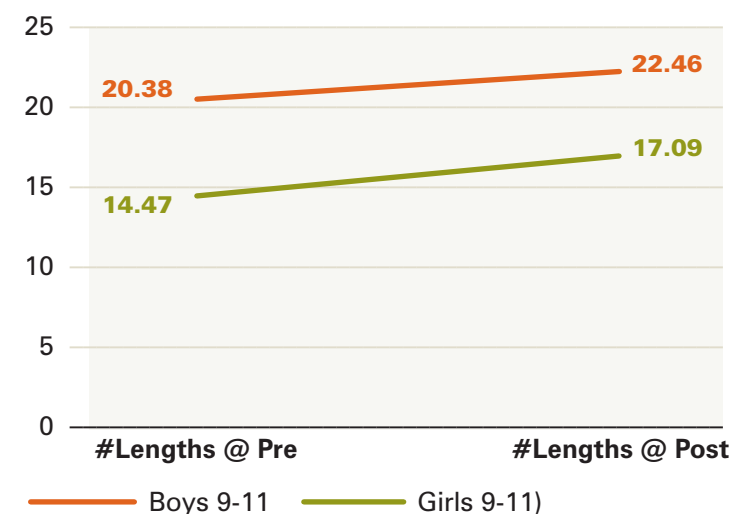
Change in Social Competence



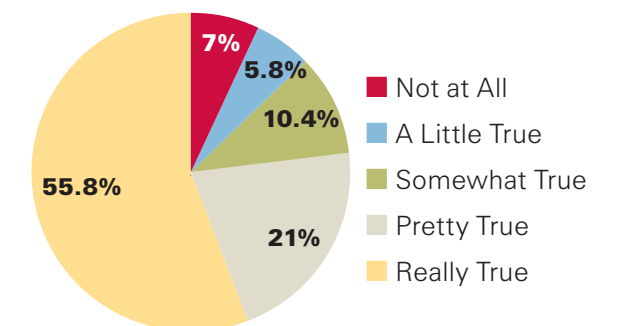
Change in Sports Competence



2014 LiFE Sports PACER Averages



Because of LiFE Sports, I am interested in going to college



Demographics	Percentage of respondents
Age	
10 years or younger	29.5%
11 to 12 years old	36.2%
13 to 15 years old	34.4%
Sex	
Male	62.8%
Female	37.2%
Race	
Black or African American	83.5%
Multiple Races	11.3%
White, Caucasian	4.4%
Some Other Race	0.9%
Household demographic	
Both my parents	43.1%
Only my mom	42.1%
Only my dad	2.1%
My grandmother/grandfather	2.3%
Other	10.5%
Poverty line	
Below the poverty line	30.4%
Poverty line within income range	24.2%

In 2014, the YLA (serving youth ages 15-18) included leadership skill training sessions in the months leading up to the summer. The YLA grew by 106% from the previous year, with 37 youth completing the program. Because of these training sessions, the youth that participated in the YLA were well prepared for their roles as junior staff during the summer camp. Additionally, 83.3% reported that they were more interested in finding a job or college program because of the YLA. In partnership with Huntington National Bank, all YLA members also received four financial literacy lessons during camp for the first time. As such 83.3% indicated they had “a greater understanding of how to manage their money” due to the YLA. Primary outcomes of the YLA are presented in the figure below.

In addition to serving youth and their families, LiFE Sports also played an important role in providing consultation and capacity-



“This past summer, I had the pleasure of serving as a research assistant with the LiFE Sports summer camp. The research initiatives established during the camp supported and encouraged the organization’s mission of improving youths’ levels of personal development through sport participation. Completing surveys also afforded staff members the opportunity to reflect and become the best that they could be. I am honored to be associated with LiFE Sports.”

—Mickey Fraina, LiFE Sports graduate research assistant

building supports to community-based youth development programs and universities. On several occasions in 2013-2014, LiFE Sports leaders were called upon by others to provide consultation, technical assistance, and evaluation supports. For instance, we had consultative phone calls with evaluation leaders at the Boys and Girls Clubs of America, Girls on the Run International, and the University of Pennsylvania’s Netter Center and Young Quaker Community Athletic Program.

We also networked and shared lessons learned with leaders from Michigan State University’s Institute of Youth Sports, and

the University of South Carolina’s College of Social Work. We conducted workshops and technical assistance sessions for youth development leaders through outreach to agencies such as the After-School All-Stars Ohio and The Godman Guild’s Camp Mary Orton. LiFE Sports prides itself in building the capacity of others to provide high quality sports-based positive youth development programming.

Teaching & Learning Highlights

As a university-wide initiative, one of LiFE Sports primary objectives is to prepare and train professionals for future careers working with youth from vulnerable backgrounds. Specifically, one LiFE Sports priority is to “increase the number of highly-skilled youth development professionals in the field.” This year, 183 OSU students participated in some Teaching & Learning element of LiFE Sports. Included in this number were 71 undergraduate students who enrolled in “Prevention and Youth Development through Sport, Recreation, and Play” (SWK 2110), as well as 13 graduate students who completed “Community Youth Development” (SWK 7704). Additionally, 22 students, from 5 different colleges (Social Work; Food, Agricultural & Environmental Sciences; Education & Human Ecology; Arts & Sciences; and Public Affairs) officially declared the Interdisciplinary Youth Development minor at OSU.

LiFE Sports also provided valuable experiences outside of the classroom.

During the 2014 Summer Camp, 50 students from 9 different post-secondary institutions fulfilled internship or employment positions. Of these 50 students, 21 were student-athletes, which is the highest number of involved student-athletes in the history of the Initiative. An additional 24 OSU nursing students completed their community health rotation, and 1 Schweitzer Fellow from the College of Optometry performed vision screenings for the youth. LiFE Sports staff also provided supervision to 14 social work students completing their field placement at 4 different youth-serving agencies in Columbus (After-School All-Stars Ohio, Boys and Girls Club of Columbus, Buckeye Civic Engagement, and The

Godman Guild). Last, the Protecting Youth at Buckeye Youth Sports curriculum, developed through the LiFE Sports Initiative, also was used to train approximately 1,200 OSU Buckeye Sports Camp staff members in child abuse and neglect prevention, identification, and reporting.

Research

LiFE Sports continues to make research a priority. The LiFE Sports program model was presented at international, national, and regional conferences during 2013-2014. Additionally, research on LiFE Sports was published in books and journals such as the Journal of Sports Management. Five peer-reviewed presentations were given at key outlets such as the National School Mental Health Conference, the Society on Social Work Research, and the Ohio SHAPE Conference. Additionally, new tools to assess positive youth development were created and used at camp and in the YLA as part of our ongoing effort to understand how LiFE Sports impacts the lives of youth served. Such work will help us continue to achieve our mission to “build knowledge and best practices in the areas of youth development, social work, and physical activity as well as inform youth development policy.”

LiFE Sports also worked with a number of OSU students to further their research skills and interests. One student from the College of Public Health completed her capstone project by examining the implementation fidelity of recreation leaders at LiFE Sports. Another collected data for her dissertation during the summer camp. Two students from the College of Social Work began planning for their masters’ theses, which will be completed during the 2014-2015 school year. Furthermore, 10 students assisted the LiFE Sports administrative team with program planning, implementation, and evaluation during the 2013-2014 year, gaining valuable program management, evaluation, and research experience..

LiFE Sports Budget

The success of LiFE Sports is dependent upon the ongoing commitment and financial support from our key partners, both internal and external to the university. In January of 2014, LiFE Sports underwent an extensive planning process that resulted in the development of a five-year business plan. This plan can be found in its entirety at: www.osulifesports.org/about/mission-vision/. Based on this plan, LiFE Sports will continue to maintain current programming, while simultaneously focusing its efforts on expanding the number of youth served through developing an after school model of LiFE Sports; expanding and improving the YLA; improving health and wellness offerings for families and youth; extending the daily length of camp; and finally developing and implementing a longitudinal research agenda. To achieve these priorities, funding must be available and matched to these priority areas.

LiFE Sports’ current annual operating expenses are \$478,121, which includes costs associated with administration, personnel, transportation, purchased services, and supplies. The current annual revenue of the LiFE Sports Initiative is \$465,458. Currently, over 22% of the annual revenue is derived from external sources, while the other 78% is provided by internal sources. Efforts are underway to build and diversify our funding portfolio.

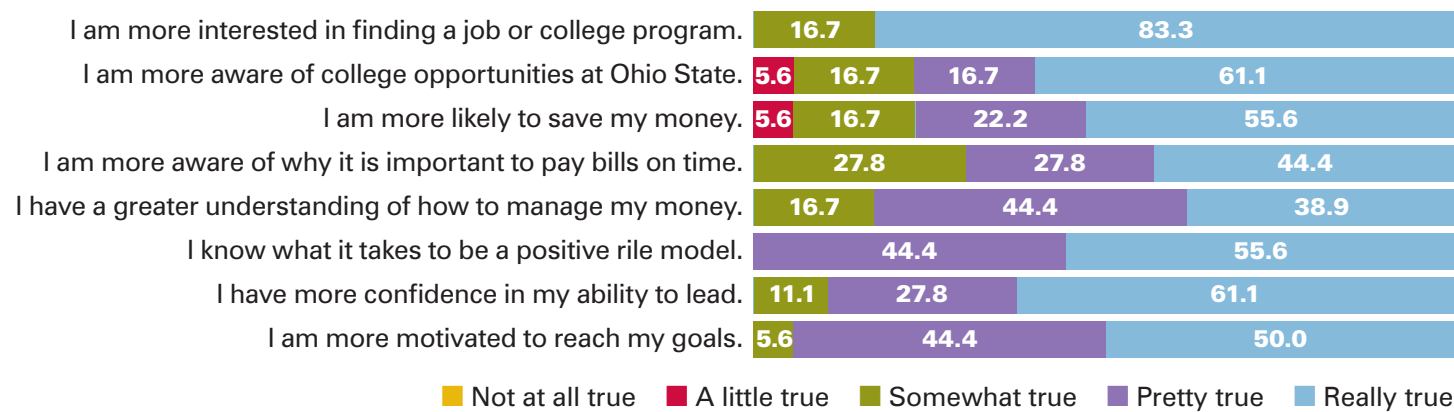


As in the past, the Department of Athletics and College of Social Work provided substantial funding to support the Initiative. Internal funding for the Initiative also was provided by the University’s Office of Outreach and Engagement. In-kind facility space was provided by the Department of Recreational Sports. We also received funding from several external funders, both corporate and individual. Thank you to all those who gave generously to LiFE Sports in 2013-2014!

In the end, it was a great year at LiFE Sports! Our team is hard-at-work implementing and developing new strategies to enhance current LiFE Sports programming, as well as strategizing future priorities for growth. Over the next year, we will continue to work with the LiFE Sports Advisory Council members, partner organizations, parents/caregivers, and youth to achieve further success. We truly look forward to this year as we strive to carry out the LiFE Sports mission.

Revenue	Total
United Way of Central Ohio	\$50,000.00
Cardinal Health Foundation	\$39,583.00
Pitney Bowes	\$5,168.00
Columbus Youth Foundation	\$5,000.00
Aaron Craft T-Shirt Sales	\$1,584.00
ReVision	\$1,150.00
Individual Donors	\$2,855.55
Total	\$105,340.55

Youth Leadership Academy Outcomes by Percentage



Donations to LiFE Sports July 2013 – June 2014

LiFE Sports Benefactor (\$25,000 +)
United Way of Central Ohio
Cardinal Health Foundation

LiFE Sports Sponsor (\$5000 - \$9999)
Pitney Bowes
Columbus Youth Foundation

LiFE Sports Defender (\$1000 - \$4999)
Todd Barnhouse
ReVision Advanced Laser Eye Center

LiFE Sports Fan (\$50 - \$499)

Cathi Bentz
John Bugner
Elizabeth Hone
Ericka Hoon
Monica Mazzone
Tigran Mdivanian
Traci Napper
Tiffany Quattlebaum
Lisa Hailey-Swearingen
Rachel Jarvis
Janine Oman

Additional contributions were made by anonymous donors

Advisory Council Members

Michael Childs
Community Development Relationship Manager
Huntington National Bank

Vincent Clarno
Director of Student Activities
Columbus City Schools

Kristi Daiker
Director, Business Solutions
Cardinal Health

David Graham
Assistant Provost/Associate Athletic Director for Student-Athlete Success
The Ohio State University Department of Athletics

Tom Gregoire
Dean
The Ohio State University College of Social Work

Tom Katzenmeyer
President
Greater Columbus Arts Council
Bernadette Mazurek Melnyk
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Stephen Myers
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The Ohio State University Office of Outreach and Engagement
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Devin Russell
Administrator
OrthoNeuro
Gene Smith
Director of Athletics/Associate Vice President
The Ohio State University Department of Athletics
Jennifer Varenese
Executive Vice President Human Capital Practice Leader
Willis of Ohio

Partner Organizations

University/Academic Partners

Department of Recreational Sports
Facility Usage

Office of Outreach & Engagement
Joint programming

College of Education & Human Ecology,
Department of Human Services – Kinesiology
Internship development, interdisciplinary minor

Undergraduate Admission & First Year Experience
Career Day

Office of Student Life
Career Day

P-12 Project
Career Day

College of Food, Agricultural, and
Environmental Sciences
Interdisciplinary minor

College of Nursing
Clinical placements, parent health screenings, youth physicals

College of Dentistry – Dental H.O.M.E.
Dental screenings

College of Arts and Sciences
Interdisciplinary minor

Facilities Operations and Development
Facility usage

College of Optometry
Vision screenings

Dining Services
Food preparation and distribution

Illinois State University
Research and evaluation, curriculum development

Michigan State University
Research and evaluation, curriculum development

Youth Agencies & Schools

After School All-Stars Ohio
Joint programming, evaluation services
Albert Schweitzer Fellowship
Vision screenings

All THAT
Evaluation consultation

Boys and Girls Club of Columbus
Internships, Clinics, Facility Usage

Columbus City Schools
Advisory Council membership

I Know I Can
Career Day

Local Matters
Clinic support

Mid-Ohio Foodbank
Food for families

Ohio Child Care Resource and Referral
Association (OCCRRA)
Policy support

Youth to Youth International
Joint programming, evaluation services

Corporations

Cardinal Health
Volunteers, funding related to education component, board membership

Columbus Crew
Joint programming

Greater Columbus Arts Council
Advisory Council membership

Huntington National Bank
Advisory Council membership, Joint programming

Ortho Neuro
Board Membership

Pitney Bowes Presort Services
Advisory Council membership, Truck usage

Willis of Ohio
Advisory Council membership

Public Agencies

Ohio Department of Education
Food for summer camp

