


CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

June 16, 2004

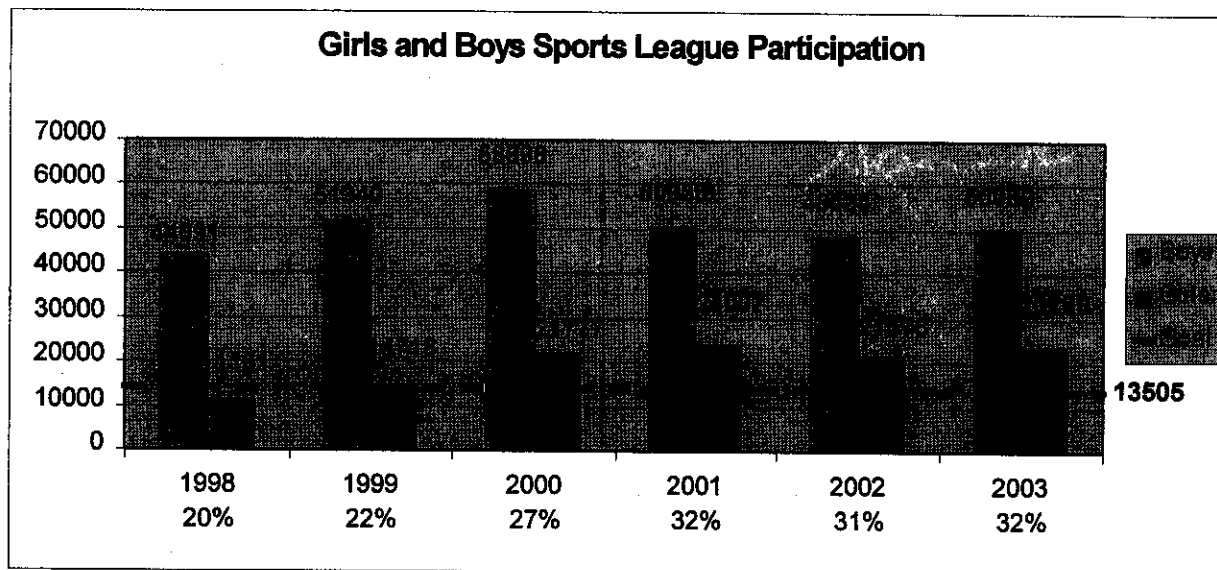
TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM: JON KIRK MUKRI, General Manager   
SUBJECT: RAISE THE BAR 2003 YEAR END REPORT

The Department's Raise the Bar Program (RTB) continues to provide opportunities for girls to increasingly participate in youth team sports. A total of 23,269 girls participated in Department of Recreation and Park's (DRP) youth sports teams for 2003. A comparison of the total number of girls and boys participating in 2002 and 2003 is summarized below:

2002			2003		
	BOYS	GIRLS		BOYS	GIRLS
Griffith/Metro Region	15,244	7,915	Griffith/Metro Region	14,783	8,440
Pacific Region	17,032	6,594	Pacific Region	18,674	7,764
Valley Region	16,158	7,069	Valley Region	16,575	7,065
<i>Total Citywide</i>	<i>48,434</i>	<i>21,578</i>	<i>Total Citywide</i>	<i>50,032</i>	<i>23,269</i>

Total participation of youth in sports was slightly more in 2003 than in 2002, an increase of four percent (4%), with girls' participation increasing by seven percent (7%). In 2003, the girls' market share of youth participation was thirty-two percent (32%), a slight increase from thirty-one percent (31%) in 2002. Although some of the increase can be attributed to the normal fluctuation in DRP youth registration totals, much of the increase is a direct result of RTB staff targeting training and marketing efforts in the Pacific and Griffith/Metro Regions in 2003, with softball clinics, and with training on gender equity and coaching.

The following chart demonstrates the documented youth sports league participation since the beginning of Raise the Bar:



By implementing the program, Recreation and Parks committed to increase girls' participation in youth team sports by a minimum of ten percent (10%) in the first year and twenty-five percent (25%) in the second year, for a total number of 13,505 girls participating. The chart demonstrates that girls' participation has far exceeded this original goal and continued to rise both in total numbers and in percentage of participants.

As previously reported, it can be expected that the significant growth in girls' participation that was seen in the early years of the program would begin to stabilize. Over the last three years, the girls' participation remains around thirty-one to thirty-two percent (31% - 32%).

In order to further develop gender equity in Los Angeles, the program goal for 2004 is to increase the percentage of girls' to boys' participation to thirty-three percent (33%). Additionally, a focus will be placed on marketing to attract more girls to team sports, and supervision and staff will place a greater focus on Raise the Bar participation at all recreation centers.

#### *Reporting*

Beginning in 2004, Raise the Bar statistics are a part of the Mayor's LA Stat report. LA Stat is a computer tracking system that will allow the City to systematically collect comprehensive statistics regarding service provisions in each community. Monthly, the statistical data of participation of girls and boys in youth team sports is being reported via LA Stat. This elevates accountability and visibility for Raise the Bar to the highest level in the City -- the Mayor's Office. The monthly LA Stat report will also be made public via the Department's Raise the Bar webpage.

### *Marketing*

An important feature of the RTB program is the practice of marketing districts and clusters. Recreation Directors are responsible for cooperating with nearby centers to pool participants into girls' sports leagues. Centers that may not have appropriate facilities for a particular sport will refer girls to another local center. Recreation Supervisors are responsible for overseeing this activity at their centers.

The Girls Play Los Angeles (GPLA) program is a good example of how teams are generated by a group of clustered facilities to recruit girls, share resources, and promote programs within a marketing district. This has worked successfully in communities that share multiple recreation centers within a three-mile radius where one or more of the facilities lack a ball field or gymnasium.

Examples of RTB marketing districts in 2003 can be found at the Stoner Recreation Center's GPLA Junior Girls Softball league, where four recreation centers from the Shoreline and West districts combined to form a league; and at the North Hollywood Recreation Center's Junior Girls basketball league where four recreation centers from the South and Mid-Valley districts combined to form a league.

Other marketing efforts include the display of banners, girls' bulletin boards, website and local outreach. RTB brochures have been distributed to the public at recreation facilities to expand awareness of RTB. Banners are being distributed to recreation centers citywide. The Sports Page quarterly newsletter, published by the Municipal Sports office and distributed to center directors and supervisors, also regularly features girls' sports activities.

### *GPLA*

The Girls Play Los Angeles (GPLA) significantly contributes to the overall participation of girls in sports citywide. The subsidized at-risk girls' sports program at 38 eligible sites provides opportunities for girls to participate in sports leagues that might not otherwise afford to play sports. The subsidy provides funding for each participating center's officials, part-time salaries, uniforms, equipment, promotions, and opening/closing ceremony costs.

A total of 12,220 girls participated in facility organized girls' basketball and girls' softball leagues (8,627 in basketball and 3,593 in softball). Of the 12,220 girls, 5,573 were junior age girls (13 to 15 years). Of the 5,573 junior division girls, 3,664 were from the GPLA Junior basketball and softball programs, a sixty-six percent (66%) share. In the 11 to 12 year age group, where the subsidy was not funded, only 3,114 girls played basketball and softball. This appears to indicate that the GPLA subsidy contributed to seventy-nine percent (79%) more girls participating in the same sports (basketball and softball) than participated in a similar age group that received no subsidy.

*Permit Groups*

Throughout the City, groups utilize Department facilities via permit to provide youth sports programs. In order to capture data on participants, the groups are now required to include projected numbers of boys and girls registered on the permit application, based on the previous year's records. Beginning in 2004, the RTB program will record permit group participation information into a database and will report the statistics in the annual report. The data will not be audited due to the lack of Department staff and resources. Each group will be expected to report accurate numbers using the honor system. Failure to do so may result in permit revocation or non-renewal.

*Employee Evaluations*

In an effort to make Department employees accountable for the RTB program, supervisors now include a review of specific RTB components in the Recreation Directors' quarterly evaluations. Items such as girls-only gym time, girls' bulletin board, and marketing are included. This will ensure that RTB performance will remain a component of each Director's annual evaluation.

2003 ACCOMPLISHMENTS

*Training*

Gender Equity Training: Ongoing training for Recreation Directors focuses on sports league organizational issues such as recreation participation, marketing, programming, sports management, support staff training, and tracking and reporting of data. The RTB staff presented a Gender Equity workshop to 255 full time recreation staff members on May 7, 14, and 21, 2003. The workshop focused on the core principals of gender equity opportunity and awareness, the recording and monitoring of data, and the obligation to Department programming directives.

Positive Coaches Alliance Workshops: The Positive Coaches Alliance began conducting workshops in January 2003 to recreation staff, parents and coaches. The workshops focus on promoting positive sportsmanship and cultivating leadership. Fourteen sessions were held throughout the year with a total of 377 participants.

Girls' Basketball Officiating Workshops: The RTB staff hosted a free Girls Basketball Officials Workshop on Saturday August 30, at the Ritchie Valens Recreation Center. Forty-nine girls ages 13 through 18 years participated in the event that offered hands on basketball officiating fundamentals taught by veteran professional officials and clinicians.

GPLA Training: At the beginning of each season, trainings are held to distribute information to Recreation Directors regarding programming, budget and marketing. Ninety-four staff coordinators participated in training March 11 and August 28, 2003.

*Programming and Events*

Additional sports programs and events that include girls but are not reflected in the RTB girls' participation statistics for team sports are listed below:

Girls' Golf: The Tregnan Junior Golf Academy established a Girls' Golf Club with a \$10,000 grant from Ladies Professional Golf Association (LPGA). In 2003, 207 girls participated in club functions such as tournaments, lessons, and clinics. Special equipment, "Ultra Light", is used for the girls to enhance skill development and play.

In 2003, the Tregnan Golf Academy hosted a Girls Golf Day with the LPGA for girls ages 6 through 18 years on Sunday, July 20. The event introduced girls to basic golf skills with two three-hour clinics conducted by LPGA professional Paula Olson. Ninety girls from Bogdanovich, Elysian Valley, Pan Pacific, Ritchie Valens, Slauson, and Valley Plaza Recreation Centers participated in the event.

On Saturday November 11 and 15, 2003, the Tregnan Golf Academy hosted the Third Annual Girl Scout golf clinic. Sixty girls attended.

The 5th Annual 'Girls Sports Day LA': (Annual National Girls and Women in Sports Day Celebration) sponsored by the RTB program and the Los Angeles Women in Sports was held on Saturday April 12, 2003 at the Rancho Cienega Sports Complex. Six hundred and fifty girls attended clinics in soccer, softball, tennis, and track and field. Volunteers from local universities provided clinic instruction. Ms. Kris Rone, Los Angeles Dodgers Executive Vice President, was the event's guest speaker.

Annual Citywide Girls' Sports Tournament: *Softball:* Girls ages 10 to 15 years participated in post season play for the championship competition. Eight teams of 15 participants from various centers citywide competed for the award in softball. *Basketball:* Winning teams from three age groups (8 through 10, 11 through 12, and 13 through 15 years) from each region competed for the citywide championship. Awards were given for first and second place.

Girls' Softball Extravaganza: The Raise the Bar Girls Softball Extravaganza Tournament was held on Saturday, June 28, 2003 and Sunday, June 29, 2003 at the Whitsett Sports Complex at the Valley Plaza Recreation Center for girls ages 9 through 15 years. The two-day event featured a double elimination softball tournament for ages 13 through 15 years and 8 through 12 years. Two hundred and eight girls participated.

Coaches Workshops Hosted by Professional Women: As part of the Municipal Sports Section's effort to improve the level of coaching and officiating at the adult level, a series of Distinguished Speakers Workshops and Clinics were offered and hosted by the RTB staff. On Saturday, September 13, 2003, at the Pan Pacific Recreation Center, Ms. Violet

Palmer, currently the only female official in the National Basketball Association, lectured to coaches and officials on what makes for successful officiating and gave conflict resolution techniques. A total of 41 persons attended the event.

On Saturday, September 20, 2003, at the Algin Sutton Recreation Center, Ms. Sue Enquist, Head Coach of the 2003 National Champion UCLA Women's Softball Team, gave a one-hour lecture and presentation inside the Algin Sutton gymnasium before moving outdoors to the softball diamond to conduct a three-hour workshop, with help from her assistant, UCLA championship team second baseperson Monique Mejia. The workshop featured pointers on offense and defense fundamentals, game strategizing, practice planning, staying motivated, and dealing with players and parents. Seventy-one persons were in attendance with 57 coaches from Department recreation centers and CIF high schools citywide. Represented were 18 coaches from the Valley Region, 16 from the Griffith-Metro Region, 15 from the Pacific Region, and eight from local high schools.

*Raise the Bar Citywide Girls' Sports Committee*

In an effort to enhance communication of RTB policies and strengthen programming, an interdepartmental Citywide Girls' Sports Committee was formed in December, 2002. The committee is comprised of female members from each region of the Department who collaborate to continue to build on the success of the RTB program.

*Raise the Bar Oversight Committee*

By request of Commissioner Specht, the Department is in the process of establishing an oversight committee that will include key Department staff, key community partners, and one member from the Board of Commissioners. The Committee will meet on a quarterly basis and provide direction for the RTB program.

This report was prepared by Charles Singer and Alexa Esparza, Human Services Branch.