GET HER IN THE GAME

NRPA | NATIONAL RECREATION AND PARK ASSOCIATION

Measuring Progress

Measuring progress is key to leveling the playing field for girls and women in sports. By tracking key indicators, your agency can build sports systems that are welcoming, fun, positive and designed to support every girl's right to play, thrive and lead. Use this tool to explore key indicators and what you can measure to assess your agency's progress toward equality in youth sports. Review each focus area, reflect on current practices and identify action steps to center girls and women in sports programs.

Change Policies & Practices

Focus Area	Indicator	Measurement
Participation	of girl participants in each sport of girl participants in each age group of girl participants who are playing each sport for the first time of returning girl participants from one season to the next of girl participants who sign up for youth sports after participation in a clinic of girl participants satisfied with their experience in the program	Track registration, return and "conversion" data by gender and demographics via recreation management software. Post-season satisfaction survey
Facility Access	of prime facility hours allocated to girls' sports of permits allocated to directly benefit girls' sports providers of girl participants satisfied with the availability of facilities of facility renovation projects that once completed will all for greater access to girl participants	Scheduling or recreation management software Post-season satisfaction survey Master Plan, Capital Improvement Plan
Fee Structures	of girls' sports programs that provide: 1. Sliding fee scales 2. Scholarships or fee waivers 3. Incentive programs 4. Equipment/uniforms of girls' sports programs (and which ones) have more than [insert threshold %] of participants who are benefiting from scholarships or fee waivers of girl participants that have benefited from each of the above strategies	Registration forms, administrative records, recreation management software.
Uniforms & Equipment	of girls who provided input on potential uniform options of programs with flexible uniform policies Per-capita investment in sports equipment is the sam for girls' and boys' participants in comparable sports Equipment available to girls and boys is of equal quality	Annual survey of girls' sports program participants Administrative records Agency/program financial records (spent), recreation management software (registration) Seasonal equipment inventory, quality judged by recreation dept. staff

Build a Coaching Pipeline

Focus Area	Indicator	Measurement
Recruit with Intention	of women coach recruitment events offered annually	Administrative records
	of women who are first-time coaches	Recreation management software
	of new women coaches who are alumnae of an agency's youth sports programs	
	of first-time women coaches who rate the agency's recruitment activities as effective	Post-training survey
Train Women Coaches	of women coaches trained annually	Training registrations/ sign-in sheets, recreation management software
	of coaches trained on coaching girls	
	of trainings offered specifically about coaching girls	Administrative records
	of women coaches who report they were satisfied with the training	Post-training survey
	of women coaches who provide their input on how to improve future trainings	
	of women coaches shared they have applied what they learned in training during the season	Post-season survey of coaches (self-reported)
Fostering Retention	of women coaches participating in a coach-to-coach mentoring program	Administrative records, social media analysis
	of times women coaches were recognized via the agency's published materials	
	of programs that provide women coaches tangible benefits as a thank-you to coaches	
	of women coaches who would recommend the program to a friend/colleague	Post-season survey of coaches
	of women coaches who return to coach the following season	Recreation management software

Invite Youth Voice

Focus Area	Indicator	Measurement
Design with Girls	of girls who provide input on youth sports programs and offerings of partnering organizations who have existing relationships with girls in the community of actions taken by an agency to "report back" on how they have applied what they learned from girls to improve future programs	Community survey, advisory council membership, focus groups or informal meetings, administrative records Administrative records
Create Leadership Opportunities	of youth advisory boards providing leadership opportunities for young people to shape programs and policies of youth advisory board members of older girls (aged 15-18) who have "aged-out" of programming but remain involved as a coach, official, program assistant or part-time staff of girls provided with stipends, community service hours or leadership credentials	Administrative records, recreation management software

Amplify Communications

Focus Area	Indicator	Measurement
Review Marketing Materials	of sports-related photos included in the program guide depicting girl participants of sports-related photos included in the program guide depicting girls from the non-dominant race and different from stereotypical appearance and ability characteristics of space (pages or lines) in a program guide dedicated to girls sports programming	Review of program guide
	of stories authored by the department about girl participants or women coaches published in the agency's marketing and promotion outlets	Administrative records
	of focus group and/or participants who believe the agency's marketing and promotion materials adequately feature girls' sports and women coaches	Focus groups and/or survey of women parents/caregivers
Use Messaging the Resonates	of languages into which key marketing materials (program guide) have been translated	Administrative records
	of messages about girls' sports that directly relate to the themes of 1) fun/welcoming/social, 2) opportunities for growth/personal development, and 3) welcomes newcomers/first-timers	Audit marketing materials
Connect with All Groups in Your Community	of organizations within less-represented communities who share materials and information about girls' sports opportunities	Administrative records
	of girl participants from less-represented groups or neighborhoods	Recreation management software
Time Campaigns to Meaningful Moments	of initiatives that coincide with significant dates such as National Girls and Women in Sports Day or National Coaches Day.	Administrative records

Partnerships and Advocacy

Focus Area	Indicator	Measurement
Convene Partners Around Shared Goals	of formal partners actively involved in a community coalition to advance equal participation in sports of coalition meetings held annually of coalition-identified solutions to increase girls' participation in sports and more women coaches	Administrative records
Leverage the Sport Life Continuum	of older adults (65+) who are engaged in girls sport programs as coaches, mentors or volunteers	Administrative records, recreation management software
Engage Funders	of identified prospective funders to support equitable access to youth sports of grant proposals developed in partnership with girl participants of grant proposals submitted and # of grants awarded to support access to youth sports for all awarded through grants to support programming and access initiatives	Administrative records
Build Community Champions	of existing community champions who participated in at least one relationship-building outreach/activity during the past year of new community champions who have been contacted for relationship-building purposes (accepted or declined) of new community champions who have and participated in at least one relationship-building outreach/activity during the past year	Administrative records
Leverage Storytelling	of parents, coaches, girls and staff who have publicly shared their stories about why sports matters of parents, coaches, girls and staff who received training/ support materials on how to best share their stories with a variety of audiences	Administrative records