

# **Team Up Guidebook**

**Bloomberg Associates**

# **Resource and Operations Manual**



Mayor Sylvester Turner of Houston, Texas, celebrates Team Up with Houston youth.

Team Up leverages the power of sports to develop a city's underserved youth, equipping them with the experience and motivation to pursue college while enhancing professional skills that can be applied to any career path.

# # TEAM UP

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# PROGRAM OVERVIEW

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Team Up is a unique initiative that seamlessly bridges the world of sports and education. This initiative provides under-resourced youth with the knowledge, experience, and motivation to pursue higher education, while simultaneously developing a myriad of skills applicable to any future career. Local sporting partners facilitate this development through monthly in-school Discovery Day conversations on various career opportunities. Along with these discussions, students complete a range of extra-curricular assignments that grow their interest and awareness to new fields and enhance their professional skills for the workplace. Team Up is an innovative and exciting program fit for a variety of existing organizations and agencies.

Integral to Team Up are the relationships between the schools and the sporting partners. These bonds center on the belief that community change starts with energizing the youth. By providing students with a relatable and interesting curriculum, Team Up has seen favorable outcomes. After just 2 years of operation in the city of Houston, Texas, 96% of Team Up participants aspired to go to college and 94% believed they had a better understanding of professionalism in the work setting.

Team Up promotes professional development by allowing youth to explore many career fields, creating unique personal connections between student and sporting partner professionals. However, this is not limited to the classroom. Each sporting partner is asked to provide an on-site experience for actively engaged students.

Paired with a learning objective, such as interview experience or résumé writing, sporting partners leverage their resources as an impactful education tool.

Team Up has captured enthusiastic support from city government leaders, schools, sporting partners, business sponsors, and most importantly students. This resource manual will provide an operating organization with the tools needed to determine the utility of Team Up, how-to instructions for all stakeholders, and actionable steps for the implementation and management of the program.

## 96%

of Team Up participants  
aspired to go to college.

## 94%

believed they had a better  
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in the work setting.



# HISTORY OF THE PROGRAM

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On February 27th of 2014, Former President Barack Obama stated, “I firmly believe that every child deserves the same chances that I had” – moments later he signed an executive memorandum to establish the My Brother’s Keeper (MBK) initiative and its accompanying Task Force. Since then, MBK has had a nationwide impact. Through non-federal grants and in-kind resources, over 300 communities have created and funded programs aimed at closing the opportunity gap faced by boys and young men of color.

In 2015, the city of Houston responded to MBK’s call to action, establishing MBK Houston within the Houston Health Department (HHD). With the expertise and backbone organization of HHD, MBK Houston coalesced nonprofits, agencies, and educational institutions towards evidence-based methodologies and programming. Bloomberg Associates, the philanthropic consulting arm of Michael R. Bloomberg’s charitable organization, which had been working closely to help the City of Houston to launch MBK Houston, and the Houston Health Foundation, saw an opportunity to align efforts and resources. Bloomberg Associates pitched the idea to leverage the excitement of sports as an opportunity to inspire students towards thinking about careers while proactively developing professionalism tools, therefore aligning the effort with several MBK milestones.

After discussing the Team Up concept with sports executives and education leaders, Team Up was officially launched with two partnerships: 1) the afterschool program Urban Enrichment Institute and the Houston Marathon Foundation and 2) Scarborough High School and an Atlantic League baseball team, the Sugar Land Skeeters. As Team Up’s programming progressed through the 2017-2018 school year, the relationships between school and sport partners grew. The first year, an average participation of 25 students participated across the eight monthly Team Up Discovery Days. In the second year, participation doubled.

As of the writing of this manual, over 250 students of color from under-resourced neighborhoods have participated in Team Up. End-of-year survey data demonstrates the specific impact Team Up has had in the lives of students. 96% of actively engaged students aspired to go to college, up 21% from baseline data. 89% understood the sports business industry better and knew the college majors options available to make such a career possible.

Team Up continues to grow in Houston, recruiting one new school and sporting partner each year while maintaining a high level of satisfaction among current school-sporting partner relationships.

# ROADMAP

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Team Up requires collaboration from a variety of stakeholders. The remainder of this guidebook will cover how each of these groups contribute to the overall mission of this initiative.

## 1. The Operating Organization

### A. Essential Qualities

### B. Activities and Other Programming

## 2. Partners

### A. Mayoral Offices and City Government

#### Key Points:

- Identify who Team Up programming is valuable to
- Demonstrate successes
- Create relationships to grow impact and awareness
- Potential operating organization

### B. Schools and Students

#### Key Points:

- Emphasize the benefit of completing education
- Demonstrate success and impact on the student body
- Custom integration with existing programming in the school

### C. Sporting Partners

#### Key Points:

- Championing the community in a novel way
- Creating positive outcomes by meeting students at their level
- Leveraging the excitement of sports in an exciting way

### D. Sponsors

#### Key Points:

- Represent community
- Facilitate the operation of Team Up
  - i. Meals
  - ii. Transportation



# THE OPERATING ORGANIZATION

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Team Up is a unique tool that can be implemented through a variety of mediums: public offices and agencies, public-private partnerships, non-profit charities, etc. At its core, Team Up is a youth development and education program that utilizes local sports as a conduit for experience and education. This may be an appealing addition for many organizations.

Team Up programming can be implemented within an existing organization that focuses on youth development and education. Operationally, organizations that have pre-existing relationships to schools or students can leverage Team Up as a complement to any existing programming. Yet this is not a requirement as any organization championing youth development could leverage Team Up programming. Prior experience working within schools may be valuable, though this should not be a deterrent for an organization without relevant history.

## 1. Overview

Team Up depends on operating officials to run every aspect of the program. From the maintenance of the overall schedule to collecting and interpreting survey response data, Team Up officials keep every aspect of the program functional.

For any organization looking to implement Team Up, effective leadership begins with a passion towards helping students reach their

utmost potential. Team Up officials should have experience (or received training) in speaking with students and building professional relationships. Since Team Up operates in schools, every official will be held accountable to the program's outcomes and goals. To use a sport analogy, Team Up officials are the figurative captain, coach, and team manager – all combined in one!

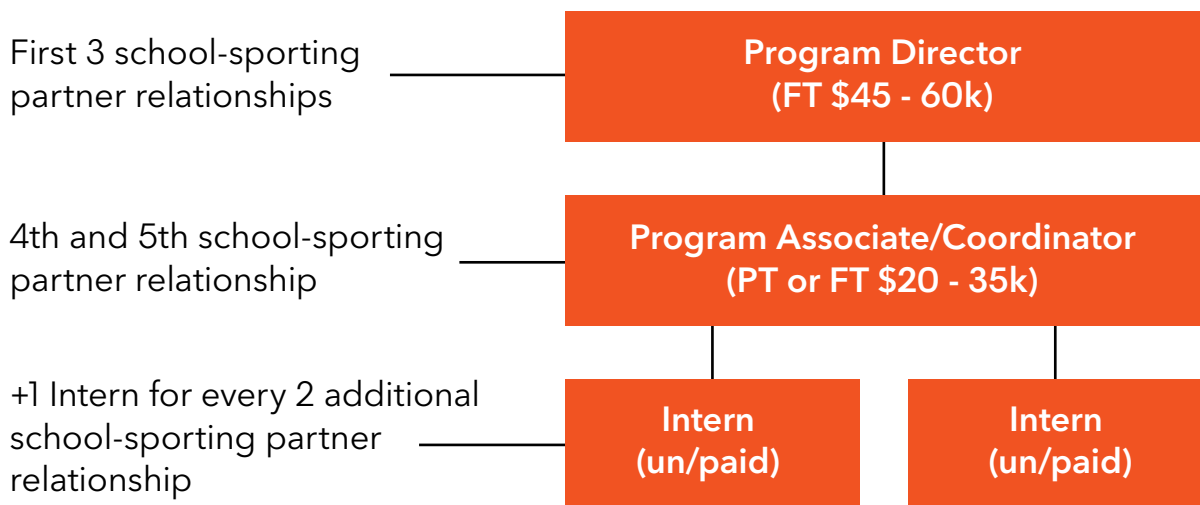
## 2. Activities and Program Responsibilities

Team Up operating officials are expected to lead each Discovery Day's programming, therefore being accountable to the program's outcomes. This may involve some interventions to bridge any misunderstandings from the students and/or partners. Team Up officials need a complete understanding of the curriculum and should be able to lead a thoughtful discussion if needed. As well, Team Up officials will assist in connecting the extracurricular assignments to the Discovery Day topic. The Team Up lead organizes all events in partnership with the sports and educational partners, as well as ensures that all pre-term and post-term surveys are complete. This official also leads fundraising

and manages the budget of Team Up.

As Team Up programming expands, additional activities, like an end-of-year ceremony, may further the positive impact on participating youth. This type of celebration involves a commitment planning and logistics like organizing transportation, programming, and acquiring funding. This would require additional staffing, like part-time associates or interns. The Team Up program leads will eventually need to train any additional staff and manage funding or perform fundraising activities. Below is a sample of an organizational chart based on the number of school sporting partner relationships.





### 3. Essential Qualities

Before pursuing Team Up programming, it is important to ensure that Team Up officials possess certain qualities critical to the success of Team Up. Primary among these is a passion for helping students achieve their utmost potential. However, some additional noteworthy qualities for effective Team Up leadership are:

#### Communication skills

Team Up operates alongside schools, sporting organizations, and city governments. The manner with which Team Up operating officials communicate between these groups must be catered to the receiver. Effective communication requires active listening and providing reassurances to each group. Schools need to fully understand the activities of Team Up. Sporting partners need to believe that they are making an impact. Students should feel empowered through participating with Team Up.

Individuals with backgrounds in education and project management may have experience communicating between these or similar groups.

#### Organization and time management

A key characteristic for Team Up officials is organizational skills. Team Up programming involves many working systems to ensure their students have a positive experience and are motivated to complete the program. Within each system are a variety of stakeholders, like sporting partner staff, food vendors, and school officials. Each person should know their core responsibilities and understand all necessary logistics. For example:

##### Sporting Partners need to know:

- Each Discovery Day's topic
- Details on the extracurricular activity
- When and where logistics, including estimated travel times

##### Schools need to know:

- Who is coming and when to notify necessary personnel
- What accommodations are being made (i.e. lunch alternative)
- What sort of technology needs will the presenter require
- When to notify the Team Up students of upcoming Discovery Days

##### Food provider need to know:

- Details of the order, including specific items and quantity
- Delivery logistics (date and time)
- Who they are meeting and where

This list is not exhaustive, so refining the Team Up's organizational strategy will take practice and adaptability.

Discovery Days occur monthly for each school, so eventually Team Up officials will be planning multiple Discovery Days at the same time. Developing an operational checklist for the execution of a Discovery Day may be valuable.

When Team Up is highly organized, every stakeholder benefits more. Within the first year, Team Up should aim to start every Discovery Day on schedule, including handing out meals from the food sponsors.

At the conclusion of every Discovery Day, Team Up officials should acknowledge any areas for improvement. This will help refine the organization and time management for future Team Up activities.

### Proactivity and foresight

As of 2020, Team Up is the only known program that leverages under-resourced students' interest in sports as a development tool. Therefore, novel challenges may exist when navigating between sporting partners, schools, and students. To optimize success and maintain positive outcomes, Team Up officials should be cognizant of pitfalls and determine measures of success. Some challenges and potential solutions include:

#### Challenge:

Sporting partner members no-show to scheduled Discovery Days

#### Solution:

Team Up officials ask for any material the day before the scheduled Discovery Day, such as slide decks and hand outs. Team Up officials will familiarize themselves with the material and lead the Discovery Day as best as possible. More emphasis will be placed on the activity rather than Question & Answer to the presentation and school representatives can adequately monitor all students.

#### Challenge:

Students have to attend another school function during a Discovery Day

#### Solution:

Team Up officials will confirm with the school's point of contact the day of the Discovery Day. If any unexpected changes occur, an alternative date should be scheduled. If no date is possible, Team Up can aggregate questions students have on the topic and relay them to the sporting partner. At some point prior to the next Discovery Day, students will be presented answers to their questions.

Another aspect to thinking proactively is asking questions internally. Team Up operating officials should be able to discuss potential weaknesses or upcoming challenges during program review/evaluation meetings. Introducing these dialogues can be insightful and help steer the program towards success in both the short-term and the long-term. Such meetings should occur regularly, as Team Up programming will likely evolve alongside the relationship between the sporting partners and the schools.



## 4. Budget

Team Up programming requires a thought-out budget to ensure students achieve the maximum potential of the programming and resources.

Item	Detail	Cost*
<small>*represent a program with 180 students or approximately three partnerships</small>		
Transportation	Buses needed for transportation to events. Metro tickets/Gas for students in sponsored work	\$11,000
Meals	Monthly Discovery Day meals for 180 students, capstone meals, and lunches	\$10,080
Attire	T-shirts for all participants and some professional attire for students in sponsored work	\$4,000
Internship Stipend	Funds required to ensure sponsored work opportunities for students	\$20,000
Year End Celebration	Printing, collateral, and event space fees	\$2,500
Student/Partner Recognition Awards		\$4,000
TOTAL:		\$51,580

These program costs can be provided in-kind through partnerships with an existing organization or by fundraising and public grants. Any organization looking to implement Team Up programming should be cognizant of these costs and design a budget appropriate to their ambitions and expectations for the first year. Each subsequent year, the budget should be further clarified with changes, factoring for expansion of the program.

Securing a budget may be challenging for public agencies or public-private partnerships looking to implement Team Up. Having the support from the Mayor's Office or members of local government can assist in locating potential sources, either by earmarking existing funds or developing new budget line items.

89%



agreed their understanding of the sports business industry has increased.

55%



agreed they feel more likely to aspire to consider the sports industry as a future career.

# HOW TO: MAYORAL OFFICE AND CITY GOVERNMENT

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*“Investing in our youth is one of the most important things we can do for our city: Team Up provides opportunities to young people in some of our most vulnerable communities, expanding horizons and encouraging them to stay in school and pursue careers they may not have otherwise considered”*

*– Statement by Sylvester Turner, Mayor of Houston*

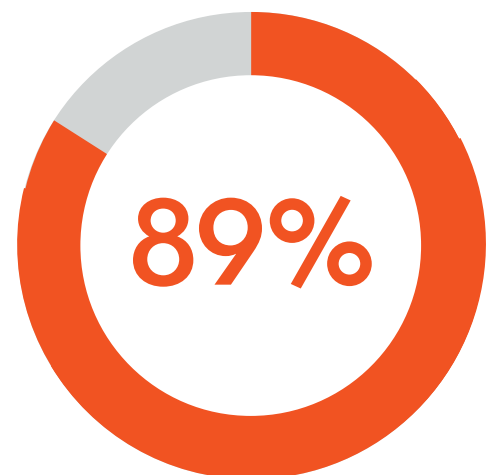
Whether implemented through public works, public-private partnerships, or non-profit charities, Team Up’s operating organization should utilize their local government or Mayor’s Office. To city government officials, Team Up is a youth development and education program that leverages local sports as a conduit for experience and education. For many organizations, this may be an appealing addition; yet starting or growing Team Up requires support. A key stakeholder in community programming is local government, which can be engaged through a variety of means.

Below is an assistance guide for Team Up officials in operating alongside a city’s government.

## 1. Identify projects or initiatives that currently exist in local government

When starting or growing a Team Up program, a practical launching point is to demonstrate alignment with local goals, projects, and programming. As an example, Complete Communities in Houston, Texas is a program aiming to empower disenfranchised communities. Team Up Houston identified schools and sport programs within these neighborhoods, amplifying the infrastructure already developed by local government. Team Up and Complete Communities enhance each other. Not all cities will have pre-identified target neighborhoods for a program like this, but most governmental offices can assist in identifying communities that may benefit from Team Up programming.

Begin by identifying a staffer within city government, ideally someone within an office focused on youth development, i.e. Education, Neighborhood Services, Public/Community Relations. If possible, schedule a phone conversation and send relevant materials ahead of time.



agreed their understanding of majors, concentrations, and degrees that I can pursue in college has increased”

## 2. Present Team Up's mission framed within city government's mission

Team Up requires communication across multiple levels. One key characteristic is the ability to communicate effectively to every party: students, sporting partners, sponsors, etc. Many local governments will have existing relationships to many of these additional stakeholders and can be of assistance in setting up introductory meetings for the initiation of Team Up activities. Yet this is contingent on a strong working relationship.

When pitching to local government offices and personnel, restating Team Up's mission within the context of a known city government project or initiative is important. Using the Complete Communities example again, Team Up's mission could be re-phrased as:

**"Providing students within designated Complete Communities neighborhoods, the opportunity to learn about careers in sports and develop professionalism skills for future internships and entry level jobs."**

Team Up can be implemented within the public realm and by describing how Team Up fits within an existing project, your audience will be able to envision the partnership and contextualize how the outcomes are possible. This is important for developing enthusiasm and support.

## 3. Emphasize the need for support and be straightforward on any specific asks

Eventually, the operating organization behind Team Up may require support from the Mayor's Office or city government. This can come in a variety of forms, including: a press release, having city government officials attend events, and/or identify funding support.

The first pitch meeting between Team Up officials and staff of the target office begins with introductions, but may involve some specific ask for engagement. It is important to be straightforward when asking for support. Team Up's operating organization needs to have a well thought through understanding of what the request is. Of course, discretion is needed, depending on how the conversation progresses.

### FOR EXAMPLE

When asking for a press release:

- Demonstrate how a press release could help grow the program
- Explain why a press release is the most ideal outlet for support
- Know who will be involved (schools, sporting organizations, etc.)

**"If possible, we would like to ask for your support in the form of a brief press release from your office. Right now, Team Up is operational in 3 schools, but going into next school year a press release could really grow the number of students in the program and begin our conversations with other schools. I have prepared statements from the Vice Principal of XYZ High School and from the City Park Warriors on the impact of this program. Please let me know if this is possible and what additional information you may need."**



#### 4. Follow up, share success, and ask for increased support

At the conclusion of each semester of activity, Team Up officials should to share any significant findings or success stories. Besides validating any investments from the Mayor's Office and city government officials, spreading good news is a way to increase communication and pitch for additional support.

Prior to this meeting, Team Up officials need to undergo a critical evaluation of the program in order to adequately prepare for presenting an additional pitch. This evaluation can occur by gathering subjective feedback from sporting partners and school officials, who may have unique perspectives and opinions. As well as, aggregating the available data and processing it into relevant information should occur. Team Up officials should approach this meeting as an opportunity to share the Team Up story in action.



# HOW TO: SCHOOLS AND AFTER-SCHOOL PROGRAMS (ASPS)

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*“We are bringing something interesting into your school. Our perspective is you all are trying to do the same thing in your school that we want Team Up to be able to accomplish, but we are doing it in a cool, innovative way at no financial cost to you”*

– Statement by Mike Hopper, Bloomberg Associates

Team Up works with schools and After-School Programs (ASPs) by providing students with the opportunity to discuss a variety of career opportunities with active professionals in the field. These meetings, known as Discovery Days, occur once a month based on a schedule pre-determined with their respective sporting partner.

Below is an assistance guide for Team Up officials for recruiting schools and maintaining a positive experience for the students.

## 1. Identifying possible schools or programs and pitch Team Up

Team Up programming is designed for schools and ASPs serving under-resourced students. As a result, selecting a particular school for engagement may require some research or assistance from city government officials and local community leaders. Any school or ASP can incorporate Team Up programming regardless of total enrollment, as sporting partners may be interested in both small group and large group settings. Additionally, Team Up programming can be incorporated within the classroom setting, should schools offer appropriate subject matter courses, like Marketing, Sports Management, or Intro to Business.

Operationally, Team Up programming aligns with the roles and responsibilities of college advisors, counselors, and student services professionals. Contact information for these people can likely be found on the

school’s website or by reaching out to the administrative offices of the school district.

Begin by scheduling either a phone or in-person conversation, and if possible, ask that a vice-principal to be involved. Team Up has multi-faceted goals and having several representatives of the school may encourage wider adoption of the program in the school or ASP. Be prepared to demonstrate how Team Up’s mission helps the school, providing empirical data if possible.

Key points of interest for recruiting schools are:

- No financial investment from the school
- Interesting curriculum that is catered to the needs of the school and student body
- Meeting students at their level of interest
- Routine professional development

## 2. Define expectations and inventory resources

Once a school is interested in implementing Team Up programming, the next stage is to inventory the available resources. These include:

- A designated meeting space for Team Up activities
  - Classroom, conference room, or large meeting space capable of accommodating 25 - 40 students comfortably
- A consistent time block (Date and Time) when students are can participate in Team Up
  - Schools - Lunch period, homerooms, or designated study hall hours
  - ASPs - dependent on program structure
- Identify students who have a demonstrated interest in sports
  - Athlete and non-athletes alike
  - Involving teachers and coaches may assist in identifying students
  - Traditionally, Team Up engages juniors and seniors

- Data reporting structure and format
  - At a minimum, data should be collected through pre-term and post-term surveys and attendance at Discovery Days
  - If possible, schools should provide additional information on student's school attendance, grades, and disciplinary data. Team Up should adhere to any FERPA regulations the school uses in regards to student data
- Food alternatives
  - If Team Up programming occurs during a period where a meal would have typically been served, then a meal replacement option will be necessary

## 3. Create the curriculum schedule with the sporting partner

With the list of available resources determined, developing a curriculum is the next stage towards implementation. Just prior to the start of school, Team Up officials, school representatives, and sporting partners should meet to determine the year's programming. If possible, this meeting should occur at the school/ASP location. Additionally, Team Up officials should seek out the school's/school district's academic calendar to inform on potential holiday/testing conflicts.

Team Up officials should begin by introducing the parties to one another and exchanging/ updating contact information. Next, the school will supply their available calendar dates, being cognizant to known testing days and holiday schedules. Ideally, the schedule will remain consistent to a particular day, like "the second Tuesday of the month", however

exceptions are encouraged if conflicts arise. One-by-one, the school/ASP and sporting partner will select a particular specialty to fill each Discovery Day and design an engaging activity for the students [Sample schedule provided in the appendix]. Additionally, once a year a half-day off-site visit should be strongly considered. This date should be determined during schedule creation.

Usually, sporting partners require a two-month advance notice to block off schedules of attending lecturers, so please consider staying adaptable the first Discovery Day developing a scenario where a lecturer may not be in attendance and the Team Up official can speak about sports-related majors for example.

## 4. Recruit students and gather baseline data

With the schedule determined, Team Up then places the impetus of recruiting students onto the school/ASP. School administrators are encouraged to ask teachers, coaches, or athletics personnel to identify students that have a demonstrated interest in sports. Although most may suggest athletes, Team Up programming is inclusive to all students. Students that are not involved in interscholastic competition are still encouraged to participate in Team Up.

Once a significant group is identified, ideally 25-50 students, an application is made available. By asking students to fill this out, the school is demonstrating their belief in this program. (A sample application can be found in the Appendix.) As well, many students respond positively to feeling selected for a program and may be more likely to stay engaged versus a freely available program.

During the application, students are required to complete a pre-term survey, assessing any prior knowledge on professionalism and career paths. Before the first Discovery Day, Team Up officials will confirm each student's completion of this survey. If a student has not completed the survey, another copy will be provided to them, due at the end of the first Discovery Day activity. This serves as a baseline for future comparisons on the impact of Team Up's curriculum, which makes it critical that the end of the first Discovery Day fills it out. When paired with a school's administrative data, Team Up will show evidence for each of the following:

- Increased readiness for college/professional job responsibilities
- Improved behavior in the classroom
- Consistent attendance

## 5. Discovery Days

Prior to the execution of a Discovery Day, students are asked to complete an assignment pertaining to the upcoming specialty. Team Up requires assistance from school/ASP personnel to ensure students complete this assignment, arriving to the Discovery Day ready to discuss the material. Typically, this assignment is administered one week prior to the Discovery Day with additional follow-up a day or two before the lecture.

On scheduled Discovery Days, school/ASP personnel are asked to ensure all necessary credentialing is provided prior to the arrival of sporting partners and Team Up officials. This may involve notifying security, reserving a parking spot, or having necessary paperwork/sign-offs. Additionally, schools/ASPs should notify Team Up enrolled students both the day of and day before scheduled Discovery Days.

Most Discovery Days last between 45 - 60 minutes, depending on the availability of students. During this programming, the presentation from sporting partners can last 20-30 minutes. The remainder of the time is filled with questions and discussing the completed assignment. Team Up officials will assist in guiding the conversations, though school/ASP personnel are encouraged to participate too.





## 6. Gathering impact data and report findings

Team Up relies on accurate data and information to prove an impact. At the conclusion of each semester of activity, students should complete a post-term survey. (A post-term survey example is included in the Appendix.) The questions within this post-term survey will mimic those in the pre-term survey, though some additional questions may be included to ensure quality of curriculum.

### FOR EXAMPLE

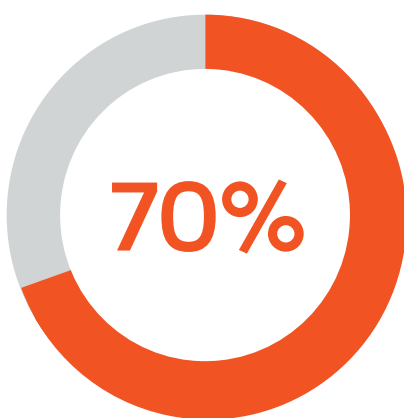
What has been your favorite Discovery Day topic so far? Why was this one your favorite?

What activity has been your favorite so far? Why was this activity your favorite?

Is there anything you did not like about Team Up this past semester?

Is there anything you would like to see changed?

Team Up officials will aggregate the findings from post-term surveys and report the findings to school/ASP personnel and to sporting partners. Reporting is necessary as providing additional information can grow enthusiasm and support, while ensuring stakeholders receive their desired outcomes. Forecasting and proactivity can be included into these conversations, improving the quality of the overall Team Up product.



Increase in aspirations to go to college after participating in Team Up





# HOW TO: SPORTING PARTNERS

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*“We want to create professionals to be in this industry and make it great.”*

*– Statement by Sarah Little of the Houston Marathon Foundation*

Team Up’s mode of operation is connecting sporting partners to schools/ASPs in under-resourced neighborhoods, developing students through a novel curriculum. However, sporting partners are also positively impacted with increased community presence, demonstrating philanthropy, and creating unique mentorship opportunities.

Below is an assistance guide for Team Up officials for recruiting sporting partners and ensuring mutual benefit from highly involved stakeholders.

## 1. Recruiting local sporting partners

Sporting partners are the delivery mechanism for the experiences Team Up aims to provide. Any sporting organization can utilize this partnership to further their community outreach and involvement. In fact, Team Up should operate first with smaller organization like minor league teams, independent league teams, or local marathon organizations.

When trying to recruit sporting partners, there are a variety of methods that can be utilized to initiate conversation. Pre-existing relationships to front office or player-side personnel can be leveraged to initiate Team Up conversations. However, if these do not exist, one option may be engaging the sporting partner’s Community Relations staff. For many sporting organizations, their Community Relation staff contact information can be found online, though introductions through a mutual contact (i.e. Mayor’s Office or city government officials) are also valid approaches. If possible, having a rehearsed elevator-pitch may be useful to secure in-person meetings; preparedness is very important.

Some important points for preparedness include:

- Understanding the sporting partner’s community outreach mission and rephrase Team Up’s mission appropriately
- Quantify the existing budget and how much of the funding goes towards the mission versus overhead costs
- Define expected Return-On-Investments for the sporting partner, which include:
  - Increased presence in the community
  - Marketable materials for outreach campaigns
  - Exposure to local government officials during End-Of-Year programming
  - Increased employee satisfaction by volunteerism

Being upfront is important for progressing the relationship between Team Up’s operating organization and the sporting partner. After defining how Team Up operates and the expected outcomes, asking for support through involvement and/or financial backing is crucial.

## 2. Define the scope of involvement and expectations

Sporting partners should understand that Team Up seeks to go beyond offering complimentary tickets and promotional items. The Team Up program has been designed to create long-lasting, meaningful social changes. Therefore, it is important sporting partners commit and stay involved through the duration of the school year or ASP calendar.

There are several key methods for Team Up programming delivery:

### Method 1:

#### In-School Discovery Days

Prior to the start of the school year, the staff from the sporting partner will meet with the school administration and Team Up facilitators to develop a curriculum. Once a month the sporting partners are expected to send a representative or to the paired school, delivering an engaging 20 to 30-minute presentation on their position and responsibilities. Afterwards, the sporting partner representatives will answer questions from the students and discuss that session's activity.

#### Expectation:

Have representation at a once-per-month Discovery Day. The representative should be prepared to provide a 30 minute presentation, followed by a Q&A

#### Investment:

Commute time to school and back

### Method 2:

#### Out-of-School Exploration Activities

The relationship between the sporting partner and the school or ASP is not limited within the classroom and established curriculum. Once a year, the sporting partner is asked to provide a hands-on experience to the enrolled students. Historically, this takes the form of a behind-the-scenes tour of the facility with a professional development activity i.e., mock interviews or résumé writing workshops. Combining these types of activities is an effective delivery model for the students, as enthusiasm for the 'field-trip' is leveraged as a teaching tool.

#### Expectation:

Half-day programming for students

Provide a lunch (either through community sponsors or from Team Up)

Provide transportation to / from the school or ASP

#### Investment:

One hour tour of facility

Two hour activity

Cost of transportation (\$750 - 1000)



### Method 3: Internships and Sponsored Work

As sporting partners enhance their relationship with the school, the next step comes with making available direct employment or internship opportunities. This can be done in a variety of roles and responsibilities and should be appropriate to the abilities of the students. For some sporting organizations, this may appear to be too large of a request, however community programs exist through municipal/governmental initiatives for this purpose. For example, the city of Houston has the Hire Houston Youth program which assists in locating jobs for youth, adhering to child labor laws.

Regardless of the methodology for making it possible, simply providing an alternative form of employment or paid internship is imperative. Many of the students involved with Team Up are under-resourced and disadvantaged; some may even be balancing a job on top of their schooling to provide financial support to their family. Sporting organizations have the ability to offer

students the chance to gain experience that has both short and long-term implications. However, this experience should be as a paying position. Students involved with Team Up may not have the means afforded to them to take unpaid positions, as other associated costs will still be incurred (transportation, food, clothing, etc.). Sporting partners should strategize with Team Up officials to create a paid internship program that fits all needs and requirements.

#### **Expectation:**

Provide a paid opportunity for 1 - 3 highly engaged students

Part-time or Full-time scheduling, at least minimum wage rates

#### **Investment:**

Varies on state minimum wage, hours worked, and number of students

### 3. Evaluate the program and distribute materials

Sporting partners will likely want to use any Team Up programming statistics and photography as promotional material. At the conclusion of each semester, Team Up's operating organization will need to distribute any findings to the sport partner. This may be achieved through an in-person meeting where additional conversations can occur regarding program evaluation. Sporting partners will be able to openly discuss any unmet needs and devise a strategy towards fulfilling them.



# HOW TO: OTHER STAKEHOLDERS AND SPONSORS

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Although the core of Team Up lies with the school and sporting partner relationship, sometimes outside assistance is needed. For many schools, the time allotted for Team Up programming is during the designated lunch period. Recognizing that some students rely on the school system to provide their lunch, taking away this period for additional curriculum could serve more harm than good.

Not all sporting partners have well developed food sponsors and some schools may not be able to provide free services. As a result, the organization implementing Team Up is required to provide a meal alternative. Below is a list of steps that outlines how to secure this type of sponsorship.

## **1. Identify a company that actively demonstrates community advocacy**

One way to identify companies that may be receptive to Team Up is to review known sponsorships of large sporting partners, charity 5k races, or government programming. Additionally, sporting partners may have a list of local food sponsors on their website.

## **2. Select a company that is common amongst current partners or future partners**

As Team Up programming grows, eventual food sponsor conflicts may arise. Should an end-of-year event take place amongst all schools and sporting partners, these conflicts may limit the use of any created photographic or video content. Therefore, selecting a local food sponsor with the fewest conflicts of interest may mitigate future issues.

You should also take into consideration what locations of that company exists near partnering schools to ease delivery.

## **3. Contact the target company's marketing department and pitch a partnership**

When pitching a partnership to the marketing department, begin with stating Team Up's mission within the context of the food sponsor's community outreach mission. As with the sporting partner pitch, being upfront with the request is an effective strategy.

Begin by asking for Value In Kind (VIK) services or product, as accepting a monetary investment could introduce challenges with future growth of the program. Requested services should include a specific order from the menu. As a guideline, \$200 - \$400 worth of meals is needed per Discovery Day to feed 25 - 50 students. Although this may sound large, many VIK services from large food chains can routinely exceed \$10,000 per order.

Additional sponsors are needed for other frequent operational challenges, including a transportation sponsor for events and for those participating in summer working or internship experiences. These are dependent on many factors, but communicating with local government can assist in identifying ways to utilize public transportation or designated school district buses.

# TRACKING AND REPORTING PROGRESS

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Once relations are established between the schools and sporting partners, data must be collected. As mentioned in the school/ASP section, Team Up aims to show improvements across "college / career" readiness, behavior, and attendance in addition to an improved knowledge of career paths into sport. To determine whether an impact has been made, the first step is to establish a baseline for comparison.

During the first Discovery Day of the school year, Team Up officials and school administrators will supply a pre-term survey to the students. This short survey will gauge existing knowledge of sporting culture. [See Appendix for Sample Pre-term Survey] The questions need to be supplied by Team Up to ensure comparisons can be drawn between schools and applied to the overall program. The survey should not be anonymous as the goal is to measure each student's responses before Discovery Days and after but check with the school administrators prior to the pre-term survey if this may be required.

When designing questions, understanding how the students may perceive the survey is important. There should be no questions regarding attendance or behavioral habits, as students may be motivated to skew responses to avoid disciplinary action. However, college readiness questions are appropriate.

To quantify Team Up's impact on student attendance and behavior, school data must be acquired. Some schools may have the expertise and analytical capacity to generate a report on active students' attendance and behavior history, but this may not be consistent. An alternative route could involve Team Up officials meeting with the school/ASP's guidance counselor or vice-principal, review any progress verbally. The best route is for schools to provide Team Up officials if said officials' organization already has data sharing agreements with the school. Analysis can then be performed on the number of students who showed improvement in one or more areas.

At the conclusion of the school year, the same pre-term survey will be administered but as a post-term survey [See Appendix for Sample Post-term Survey]. Additional questions can be asked to gauge which speaker/topic was the student's favorite as well as describing what each student has learned from being a part of Team Up. The original questions should be presented again with the same answers.

Descriptive information of the participating students should also be acquired, including:

- Number of students
- Distribution of grade classifications (ex. freshman, sophomore, junior, or senior)
- Gender distribution
- Race/Ethnicity of students
- Additional information as desired

The outcomes of Team Up can vary between schools and sporting organizations. Team Up officials need to be proactive in anticipating the questions that may be asked and collecting necessary data to report appropriately.



# TROUBLESHOOTING

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Below are several challenges and scenarios Team Up staff may face with ideas on how to overcome each. Please be advised that these are situational, so use your discretion on whether the solution is appropriate to your circumstance.

## Event Operations & Transportation

### Challenge:

Students are planning to shadow an event from one of the sporting partners, but there are no credentials when arriving to the venue.

### Solution:

Team Up official should immediately reach out to their sporting partner point of contact and explain the situation. During this time, the students should observe as many of the interconnected parts of the event as possible. Team Up officials should already have handy all necessary information from the students as well, including name, DOB, and address, if need be for the printing of the badges. Once the sporting partner secures credentials, the planned activities can resume.

Afterwards, Team Up officials should document the break in communication and plan proactively for next year's event. This include show to better communicate with the sporting partner on the details for acquiring credentials in advance. In the future, Team Up officials should have credentials in-hand prior to the day of the event.

### Challenge:

Students require transportation from school to events and back Students require transportation to attend an off-campus Discovery Day.

### Solution:

Transportation expenses can be very large for group activities, so Team Up officials should factor this into a proposed budget. Potential transportation sources are: public school buses, private charters, or public transportation vouchers. Team Up officials should explore all options well in advance of scheduled events, ideally 3 or more months. For public schools, contacting the school district office may yield a connection or discounted rates for using school buses. Alternatively, Team Up can request a sponsorship from private charter companies, either as value in kind donations or reduced rates. Sporting partners may have existing sponsorships, so introductions and assistance in negotiations may occur. If bus transportation is not available, another option is to utilize public transportation. This is only advised as a last option and for small groups where Team Up officials and school representatives can adequately monitor all students.

**\* Challenge:**

Sporting partner representative doesn't show up to a scheduled Discovery Day

**Solution:**

Team Up officials ask for any material the day before the scheduled Discovery Day, such as slide decks and hand outs. Team Up officials will familiarize themselves with the material and lead the Discovery Day as best as possible. More emphasis will be placed on the activity rather than Question & Answer to the presentation, and school representatives can adequately monitor all students.

**\* Challenge:**

Students have to attend another school function during a Discovery Day

**Solution:**

Team Up officials should confirm with the school's point of contact a week prior to the Discovery Day. If any unexpected changes occur, an alternative date should be scheduled. If no date is possible, Team Up can aggregate questions students have on the topic and relay them to the sporting partner. At some point prior to the next Discovery Day, students will be presented answers to their questions.

## **Funding**

**Challenge:**

Team Up requires funding to operate effectively.

**Solution:**

Team Up is a relatively inexpensive program compared to other similar youth development and education tools. However, Team Up still requires a source of funding to ensure continuity. Some avenues for fundraising include:

- Recruitment of financial donors
  - Sporting partners may identify willing donors and philanthropic agencies
  - Any donors can be recognized during the end-of-year ceremony and/or during sporting experiences
- Recruitment of financial donors
  - Through partnership with city government, Team Up officials may become privy to public grants
- Earmarked funds in existing organization/agency financials
  - Team Up is implemented within an existing organization or, with : where financial support can come during fund distributions
  - This option requires assistance and support from someone involved in financial oversight and distribution.
- Corporate sponsors
  - Team Up should avoid soliciting funding from corporate sponsors, if possible, as this could influence decision making
  - Corporate sponsors are best involved through value in kind donation, like food sponsors or transportation assistance, mitigating the costs of other delivered services

This list is not exhaustive of all available options. Each opportunity can be incorporated with one another to ensure an adequate funding pool.

## Recruiting Food Sponsors

### Challenge:

Students are attending lunch rather than their Discovery Days

### Solution:

Team Up should engage a food sponsor to provide meals to the students. This can be achieved through contacting the marketing department of the target food sponsor company. Many food chains invest heavily into local charities and programs. As an example, Whataburger supported Team Up Houston's activities by providing meals during the monthly Discovery Days at Scarborough High School.

Team Up officials need to engage the target company during the summer months to ensure meals are available for the first Discovery Day. Meals for 25 - 50 are needed for each Discovery Day, approximately \$200- 400 in value in kind services. For many fast food chains, this order can be accomplished with a week's notice.

Lastly, any food sponsor should be acknowledged during the end-of-year ceremony and in any Team Up social media posts.

\* Challenge and solution referenced from "The Operating Organization" section.

# CONCLUSION

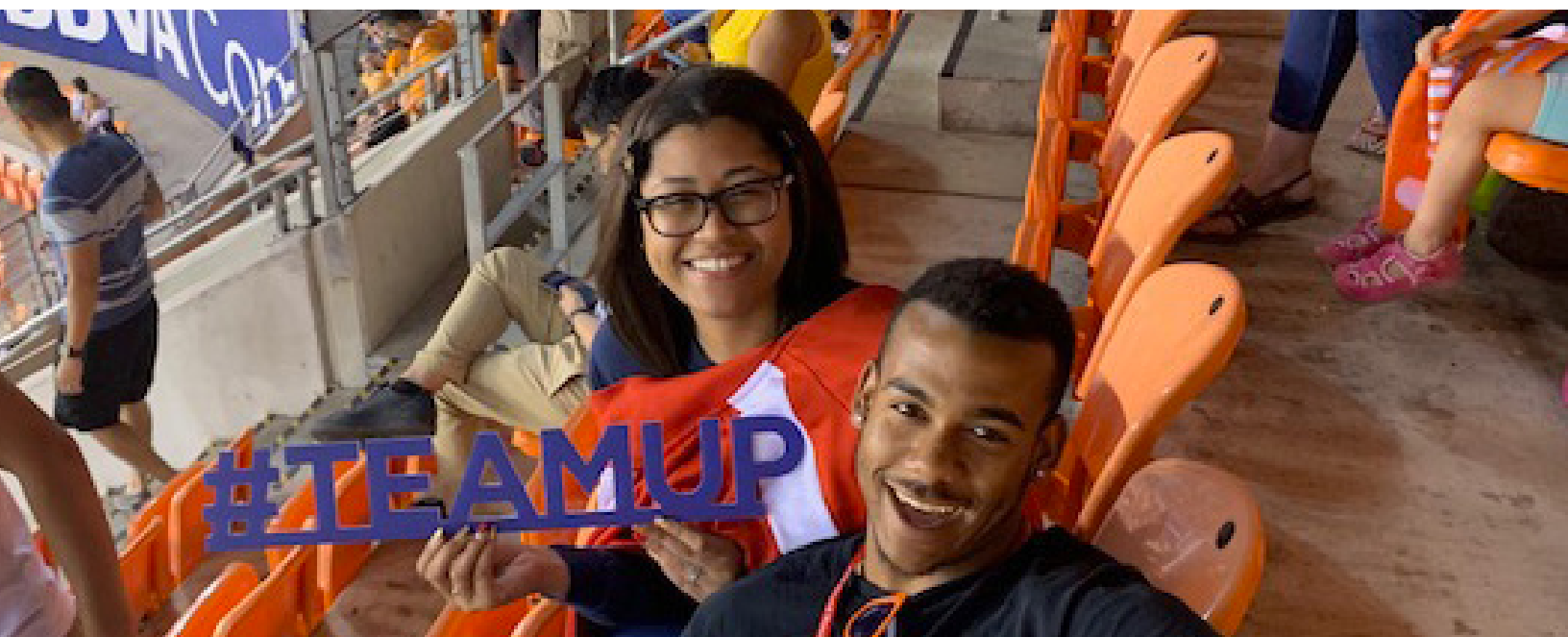
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Team Up requires coordination between many partners to achieve the intended outcome: leveraging students' interests in sports to develop professional skillsets and motivation to pursue higher education. This guidebook is intended to assist in the creation, maintenance, and continued success for any organization or agency implementing Team Up. This guidebook was developed through collaboration between many stakeholders currently utilizing this programming, all of which have reported positive outcomes.

Any organization looking to add Team Up programming is encouraged to use this guidebook to help launch their Team Up efforts.

Bloomberg Associates would like to thank the following individuals and organizations for their partnership in launching Team Up and for their valuable insights included in this Guidebook.

- Office of Mayor Sylvester Turner, Houston
- Houston Health Department
- Houston Health Foundation
- Harris County Houston Sports Authority
- Houston Marathon Foundation
- Sugar Land Skeeters
- Houston Dynamo and Dash
- Urban Enrichment Institute
- YES Prep - Gulfton
- Scarborough High School
- Communities in Schools
- Andrew Hedges, Guidebook Author
- Sam Houston Math, Science, and Technology Center High School



# APPENDIX

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## SAMPLE PARTICIPANT APPLICATION AND PRE-TERM SURVEY

### PERSONAL INFORMATION

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Last

First

Middle

Address: \_\_\_\_\_

Street

(Apt)

City/State

Zip

Race:

- ☐ Black   ☐ Asian   ☐ American Indian or Alaska Native  
☐ Native Hawaiian or Pacific Islander  
☐ Multiracial   ☐ White   ☐ Other   ☐ Prefer Not to Answer

Ethnicity:

- ☐ Hispanic or Latino   ☐ Not Hispanic or Latino   ☐ Prefer Not to Answer

Age: \_\_\_\_\_

Sex/Gender: \_\_\_\_\_

(To which you most identify)

Contact: \_\_\_\_\_

Home

Mobile

Email

Education: \_\_\_\_\_

School & Afterschool Programs

Grade

## **SAMPLE PARTICIPANT APPLICATION AND PRE-TERM SURVEY (Cont.)**

**ON A SCALE OF 1-4, HOW TRUE ARE THE FOLLOWING STATEMENTS**

**1. I understand the sports business industry**

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

**2. I understand what majors, concentrations, and degrees that I can pursue in college related to sports**

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

**3. I understand how to act in a professional setting**

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

**4. I aspire to go to college**

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

**5. I consider the sports industry as a future career**

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Aside from the major professional sports teams in Houston (Astros, Rockets and Texans), can you name some other games and sports events that take place in Houston?

What are some jobs that one can have in the sports industry that don't require being an athlete?

Do you know anyone that has a job in the sports industry but is not an athlete? If so, what do they do?

## END-OF-YEAR SURVEY FOR PROGRAM LEAD

### YEAR 1

Name: \_\_\_\_\_

Program: \_\_\_\_\_

School: \_\_\_\_\_

1. How many Discover Days have there been?
2. How many students are enrolled?
3. What is the attendance rate of Team Up meetings?
4. What is the attendance rate for each of your other programs within this school and/or program?

### HOW TRUE ARE THE FOLLOWING STATEMENTS?

1. **Students in Team Up have exhibited better classroom conduct over the course of the semester**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
2. **Students in Team Up have demonstrated an increased understanding of workforce behavior**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
3. **Students in Team Up have demonstrated an increase in Communication and Relational skills**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

### MBK TEAM UP PROGRAM ADMINISTRATOR QUESTIONNAIRE

1. What do you wish Team Up did this year? What did Team Up excel at this year?
2. What would you want Team Up to do next year to make it better?  
Some examples: Joining Team Up, Team Up Orientation, Discovery Days  
(location, food, time), Guest Speakers, Visits Off-Campus etc.
3. Do you have any suggestions for improving the TeamUp Partnership with your organization? Some examples: More Resources, Methods of Increasing Student Participation, Improved Communication

## END-OF-YEAR SURVEY FOR STUDENTS

Name: \_\_\_\_\_ Grade: \_\_\_\_\_  
Program: \_\_\_\_\_ School: \_\_\_\_\_

### HOW TRUE ARE THE FOLLOWING STATEMENTS?

1. **My understanding of the sports business industry has increased**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
2. **My understanding of majors, concentrations, and degrees that I can pursue in college related to sports has increased**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
3. **My understanding of how to act in a professional setting has increased**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
4. **I feel more likely to aspire to go to college**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
5. **I feel more likely to aspire to consider the sports industry as a future career**  
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

### MBK TEAM UP QUESTIONNAIRE – ANONYMOUS

1. Are you in any other programs at your school or elsewhere? Please specify.
2. How many actual days did you participate in TeamUp?
3. What would you want TeamUp to do next year to make it better?  
Some examples: Joining Team Up, Team Up Orientation, Discovery Days (location, food, time), Guest Speakers, Visits Off-Campus etc.
4. What stood out to you while with Team Up?

## SAMPLE YEARLY COURSE CURRICULUM

Date	Assignment	Example	Purpose/Outcome
REGISTRATION			
Sept. 10-20	Assignment One Given - Sponsorship		
	Watch one sports event (TV broadcast or streaming) and record who the sponsors are and how they are featured during the game. This recognition could be in static signage, digital advertising, patches on player uniforms, presence on the sideline, and mentions by broadcasters or other forms of advertising.	I watched the Houston Texans versus Dallas Cowboys game on Sunday, October 7th on broadcast TV. During the broadcast, I noticed: <ul style="list-style-type: none"><li>• The game was played at NRG Stadium.</li><li>• Houston Methodist and Amegy Bank had signs within the stadium.</li><li>• Hyundai ran a lot of commercials.</li><li>• Gatorade coolers and water bottles were on the sideline.</li></ul>	Understand the idea of sponsorship and how advertising and marketing play a role in the sports industry.
Week of Sept. 24	Assignment discussion		
DISCOVERY DAY 1			
Thursday October 4, 2019	Focus on Sponsorship		
Thursday, October 4, 2019	Assignment Two Given - College & Career Experience		
	Read the biography and career path information provided by your Marathon staff lead. Write a future biography and career path about the career you want to have. Take the time to research potential internships, entry level jobs, and education you may need to achieve your ideal, future job.	Phillips 66, a Houston headquartered energy company, recently promoted Mike Hopper to Vice President of Partnerships. In this role, Mike is responsible for managing the company's sports sponsorships, including their partnership with Conference USA, The Big 12 conference, and the PAC-12 conference. Prior to being hired for this role, Mike worked on sponsorships and partnerships for the Sugar Land Skeeters, Lone Star Sports and Entertainment and the Houston Sports Park. .	Learn how to strategize for future goals and make a plan to achieve those goals.
Week of Sept. 24	Assignment discussion		
DISCOVERY DAY 2			
Thursday November 4, 2019	Focus on College & Career Experience		



## SAMPLE YEARLY COURSE CURRICULUM (Cont.)

Date	Assignment	Example	Purpose/Outcome
<b>Thursday, November 4, 2019</b> <b>Assignment Three Given - Event Planning</b>			
	Read an event bid that was prepared by the Harris County - Houston Sports Authority and develop a plan for how that event could generate interest in your community.	In 2020, Houston will host the UCI BMX World Championships at the North Houston Bike Park. In the months before this event, it would be exciting to have some of the athletes come to my neighborhood and hold a clinic to teach us how to do some basic tricks. If possible, maybe the person who performs the best trick by the end of the day could win a bike. Providing free tickets to the Championship would also be a good idea.	Understand how major events are bid on and awarded. Also look at how major events relate to the host community. Learn stakeholder engagement and involvement.
Week of Nov. 26		Assignment discussion	
<b>DISCOVERY DAY 3</b>			
<b>Thursday December 6, 2019</b> <b>Focus on Event Planning</b>			
<b>Thursday, December 6, 2019</b> <b>Assignment Four Given - Registration &amp; Sales</b>			
	Create a race registration strategy that the Houston Marathon could use to get runners in the upcoming Marathon to register early for the 2020 event.	Any runner that registers for the 2020 Houston Marathon within a week of completing the 2019 could receive a registration discount or choose to have the value of the discount donated to a select Houston non-profit organization in their name.	Gain insight into the process of sales. Learn the terminology and tactics.
Week of Jan. 7		Assignment discussion	
<b>DISCOVERY DAY 4</b>			
<b>Thursday January 17, 2020</b> <b>Focus on Registration and Sales</b>			
<b>RACE WEEK</b>			
<b>Thursday January 17, 2020</b> <b>Planning for Upcoming Houston Marathon and Tour of the Marathon Expo</b>			

## SAMPLE YEARLY COURSE CURRICULUM (Cont.)

Date	Assignment	Example	Purpose/Outcome
TBD			
	Assignment Five Given - Content Creation & Distribution		
	Read articles and watch videos that cover the 2019 Houston Marathon and create a strategy for the Marathon to generate increased media coverage next year.	In reviewing the media coverage from the Marathon, I didn't see any mention of the winners of the Houston Marathon in La Voz, the weekly Spanish language portion of the Houston Chronicle. The Houston Marathon could have its press releases and news translated into Spanish and invite a La Voz-specific writer to come to the Marathon, interview Hispanic runners, and focus on aspects of the race that may appeal to their readers.	Understand how content is created for different audiences and formats, and learn how it is distributed through owned and earned media.
Week of Jan. 28		Assignment discussion	
DISCOVERY DAY 5			
Thursday, February 7, 2020		Focus on Content Creation & Distribution	
Thursday, February 7, 2020			
	Assignment Six Given - Marketing & Promotions		
	Create a marketing strategy to generate interest in the Fun Run that will be operated by youth from the Urban Enrichment Institute.	Everyone that finishes the MBK Houston-supported Fun Run will get a certificate 'signed' by Mayor Turner to thank them for their participation in an event that is assisting Houston youth excel in school and focus on college and careers.	Understand how to engage and excite followers and potential participants.
Week of Feb. 18		Assignment discussion	
DISCOVERY DAY 6			
Thursday January 17, 2020		Focus on Registration and Sales	

## SAMPLE YEARLY COURSE CURRICULUM (Cont.)

Date	Assignment	Example	Purpose/Outcome
Thursday, March 7, 2020	Assignment Seven Given - Event Delivery		
	Complete preparations for the Fun Run and prepare to deliver the event. Ensure all aspects of the pre-, during-, and post- event planning are ready.	From site visits and walkthroughs to table-top preparedness drills, Team Up youth should be well-prepared to handle any situation that may happen during the Fun Run.	In addition to preparing to operate an upcoming event, understand responsibility and teamwork.
Week of Mar. 18	Assignment discussion		
DISCOVERY DAY 7			
Saturday, April 6, 2020	Focus on Event Delivery		
DISCOVERY DAY 8			
Program Wrap Up TBD	End of Year Celebration - Recognize student successes and accomplishments		

If staff, partners or youth have questions about Team Up or the sports industry, in general, they should feel free to email the following individuals:

## SAMPLE YEAR-TO-YEAR SCHEDULE

### YEAR ONE

- Programs:
  - Urban Enrichment Institutes, Communities in School XY-Zone (Male Focus Program)
- Sports Partners:
  - Houston Marathon, Sugar Land Skeeters
- Communities Served:
  - Kashmere, Fifthward & Scarborough
- Staff:
  - One Program Manage

### YEAR TWO

- Programs:
  - Urban Enrichment Institutes, Communities in School XY-Zone (Male Focus Program), Sam Houston High School, Yes Prep Gulfton
- Four Sporting Partners:
  - Houston Marathon, Sugarland Skeeters, Harris County Houston Sport Authority, Houston Dynamo/Dash
- Communities Served:
  - Kashmere, Fifthward, Scarborough, Northside, and Gulfton
- Staff:
  - One Program Manager, One Intern

### YEAR THREE

- Programs:
  - Communities in School XY-Zone (Male Focus Program), Sam Houston High School, Yes Prep Gulfton, Kashmere HS, and one TBD
- Sports Partners:
  - Houston Marathon, Sugarland Skeeters, Harris County Houston Sport Authority, Houston Dynamo/Dash, Houston Astros, Houston Rockets
- Communities Served:
  - Kashmere, Fifthward, Scarborough, Northside, Gulfton, Alief, Fort Bend
- Staff:
  - One Program Manager, One Project Coordinator, Two graduate interns

### YEAR FOUR

- Programs:
  - Communities in School XY-Zone (Male Focus Program), Sam Houston High School, Yes Prep Gulfton, Kashmere HS, and twoTBD
- Sports Partners:
  - Houston Marathon, Sugarland Skeeters, Harris County Houston Sport Authority, Houston Dynamo/Dash, Houston Astros, Houston Rockets, Houston Texans
- Communities Served:
  - Kashmere, Fifthward, Scarborough, Northside, Gulfton, Alief, Sunnyside, Fort Bend
- Staff:
  - One Program Manager, One Project Coordinator, Two graduate interns

### YEAR FIVE

- Programs:
  - Communities in School XY-Zone (Male Focus Program), Sam Houston High School, Yes Prep Gulfton, Kashmere HS, and twoTBD
- Sports Partners:
  - Houston Marathon, Sugarland Skeeters, Harris County Houston Sport Authority, Houston Dynamo/Dash, Houston Astros, Houston Rockets, Houston Texans, Houston Golf Association
- Communities Served:
  - Kashmere, Fifthward, Scarborough, Northside, Gulfton, Alief, Sunnyside, Fort Bend
- Staff:
  - One Program Manager, One Project Coordinator, Two graduate interns