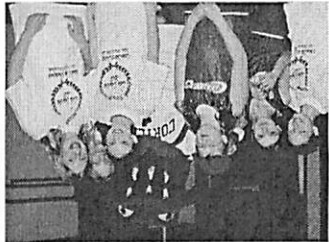
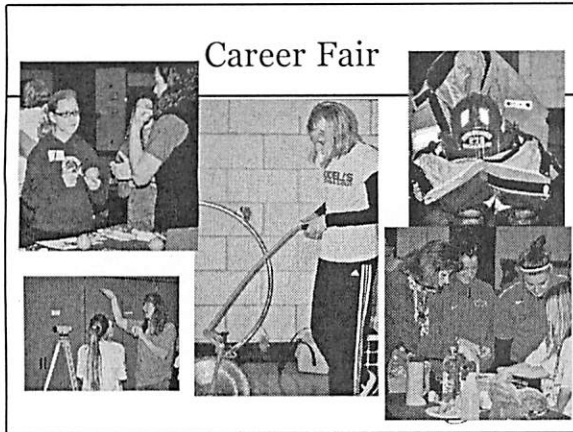
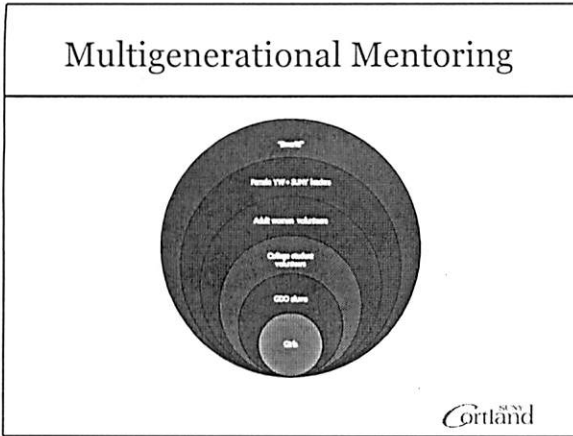


<p data-bbox="889 1436 992 1470">Graham</p>  <p data-bbox="1219 1591 1398 1619">Questions and Comments?</p> <p data-bbox="1273 1730 1349 1753">Thank you</p>	
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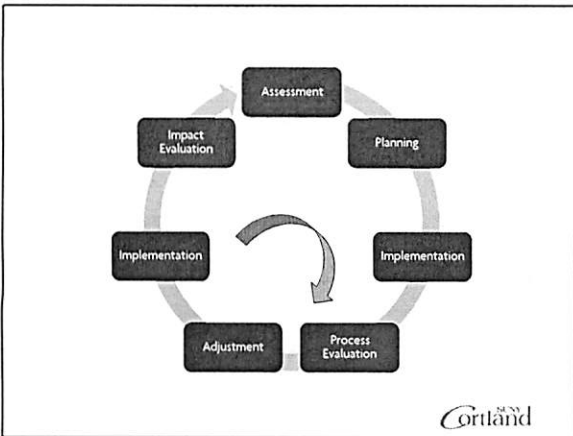
### Later Changes

- T-shirts!
- Check out procedures
- Coat storage
- Participation limits
- Pre-registration value added
- Drop team recruitment for sport specific clinics
- Healthier lunch
- Bottled water
- Snack
- Girl Scouts as partner



### Successful Collaboration

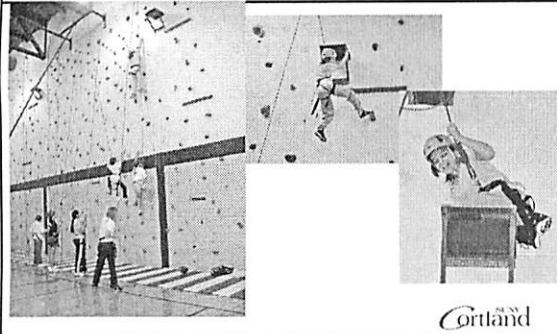
- Inclusion of variety of groups and individuals
- Consensus rather than voting
- Assignment of small manageable pieces
  - Sub-committees headed by women with expertise
- Great sense of ownership
- Active involvement of community agencies
- Good process evaluation



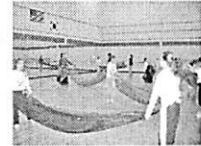
### Next GDO

- January 28, 2012
- Steering committee has met
- Sub-committees in summer

### Girls' Day Out



Cortland



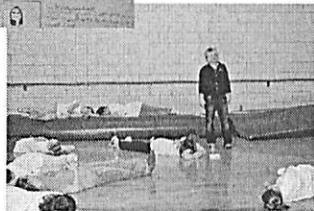
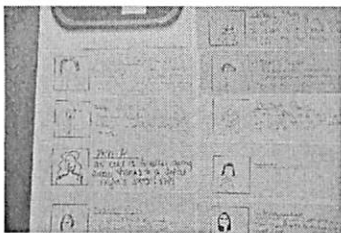
Cortland

### Health

- 30-35 minutes
- Active learning but not physical activity
- Sharing messages



- Topics over the years:
- Self-esteem
  - Body Image
  - Nutrition
  - Adequate rest/sleep
  - Stress management



@[your tweet name] message that has no more than 140 characters  
 1 character = 1 letter, number, symbol, space

@bonni: yogurt for breakfast. Best with blueberries. Calcium rocks my bones!

Recipe for a Healthy You

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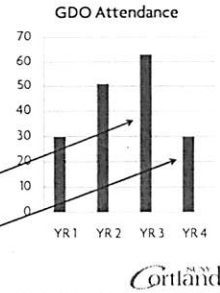


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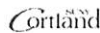
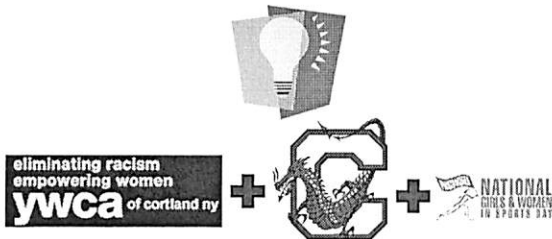
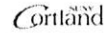
Cortland

## Early GDO Adjustments

- Expanded geographic region
- New channels for promotion
- Grade-level adjustments
- Healthier food
- Water
- Registration logistics
- Activities:
  - Some consistent
  - some new
- Too big!
- Scheduling conflicts

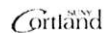


## Early GDO Adjustments



## Partnering with SUNY Cortland Athletics

- | Benefits  | Changes  |
|---|--|
| <ul style="list-style-type: none"> <li>Female student athletes volunteer</li> <li>Greater scope of possible donations</li> <li>More funding</li> <li>Raise profile</li> </ul> | <ul style="list-style-type: none"> <li>Fall to Winter</li> <li>Sports team recruitment for clinic portion</li> <li>Women's athletic event attendance</li> <li>Tie in to NGWSD theme</li> <li>Halftime event</li> </ul> |

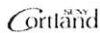


## Schedule

Girls' Day Out Schedule for Saturday, February 11, 2016  
 SUNY Cortland Park Center  
 Cosponsored by the YWCA, SUNY Cortland Athletics and SUNY Cortland\*

Time Block	Activity	Source	W/leatherball	Basketball	8th & 9th graders	7th & 8th graders
8:00 - 9:00 am	Registration	Clinic A	Clinic B	Clinic C	Teamwork B	General B
9:00 - 9:30 am	Health Screening	Power stroke C237	Power stroke C237	Power stroke C237	Power stroke C237	Power stroke C237
9:30 - 10:00 am	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
10:00 - 10:30 am	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
10:30 - 11:00 am	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
11:00 - 11:30 am	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
11:30 - 12:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
12:00 - 12:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
12:30 - 1:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
1:00 - 1:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
1:30 - 2:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
2:00 - 2:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
2:30 - 3:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
3:00 - 3:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
3:30 - 4:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
4:00 - 4:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
4:30 - 5:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
5:00 - 5:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
5:30 - 6:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
6:00 - 6:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
6:30 - 7:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
7:00 - 7:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
7:30 - 8:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
8:00 - 8:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
8:30 - 9:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
9:00 - 9:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
9:30 - 10:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
10:00 - 10:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
10:30 - 11:00 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
11:00 - 11:30 pm	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315
11:30 - 12:00 am	Registration	Sign 315	Sign 315	Sign 315	Sign 315	Sign 315

\*In accordance with the 2016 Annual National Girls and Women in Sports Day report, Cortland Athletics is providing an activity.



## Girls Day Out



## Planning

Committee


GDO structure

Logistics

- YW lead
- Recruit partners

- Data driven
- Available resources


- Sub-committee identification & recruitment
- Implementation planning



## Planning: Issues & Challenges

- Money
- Space
- Event Promotion
- Career Women Recruitment


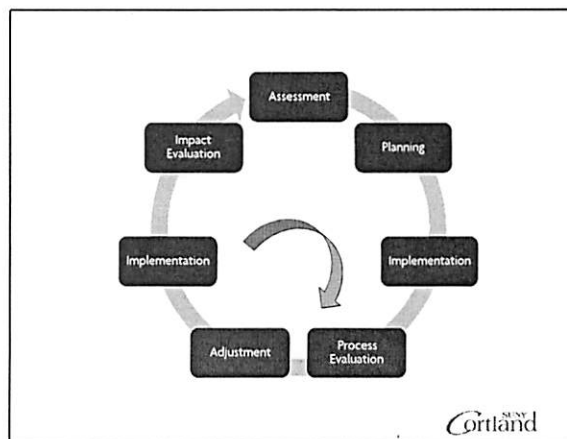
- Activity Leader recruitment
- Keeping focused on data rather than individual perspective



## First GDO

- Keynote
- Recreational activities
- Career Fair
- Health activity
- Art activity
- Lunch

- YW volunteers
- HLH 203 service learning
- Campus volunteers
  - Students
  - Staff
  - Faculty

## Process Evaluation Activities

- "Field" notes
- Post event debriefing
- Participant evaluation
- Volunteer feedback process
- Parent feedback

Cortland SUNY Evaluation Form

1. How well did you know the event before it started? (1-5)

2. How well did you know the event after it started? (1-5)

3. How well did you know the event after it ended? (1-5)

4. How well did you know the event after it ended? (1-5)

5. How well did you know the event after it ended? (1-5)

6. How well did you know the event after it ended? (1-5)

7. How well did you know the event after it ended? (1-5)

8. How well did you know the event after it ended? (1-5)

9. How well did you know the event after it ended? (1-5)

10. How well did you know the event after it ended? (1-5)

11. How well did you know the event after it ended? (1-5)

12. How well did you know the event after it ended? (1-5)

13. How well did you know the event after it ended? (1-5)

14. How well did you know the event after it ended? (1-5)

15. How well did you know the event after it ended? (1-5)


16. How well did you know the event after it ended? (1-5)

17. How well did you know the event after it ended? (1-5)


18. How well did you know the event after it ended? (1-5)

19. How well did you know the event after it ended? (1-5)


20. How well did you know the event after it ended? (1-5)




## Early GDO




- Very positive feedback from girls
- Meaningful for student volunteers
- Repeaters bringing friends




### Cortland Counts


Related Needs	Related Assets
<ul style="list-style-type: none"> <li>• More recreational opportunities for youth and families</li> <li>• More youth services</li> <li>• Reduce tobacco use, teen pregnancy, child abuse</li> <li>• Increase physical activity</li> <li>• Prevention &amp; treatment of mental health issues</li> <li>• Reduce chronic disease rates</li> <li>• Improve H.S. graduate rates</li> </ul>	<ul style="list-style-type: none"> <li>• Cooperative spirit</li> <li>• Good parks</li> <li>• College</li> <li>• Good recreational opportunities/natural resources</li> </ul> <div style="text-align: center;">  </div>



### School District Data





- Drop out rates
- Lower than desired post-secondary education
  - Narrow range careers considered
- Few extra-curricular activities in middle school
- Lack parental involvement beyond elementary school



### Conclusions and Recommendations


- Lack of opportunities especially for girls grades 5-10
- Peers & socialization are critical factors in determining recreational & leisure needs & pursuits of girls
- Interested in wide range activities
  - Many passive and/or traditional
- Interested in "girls only" activities




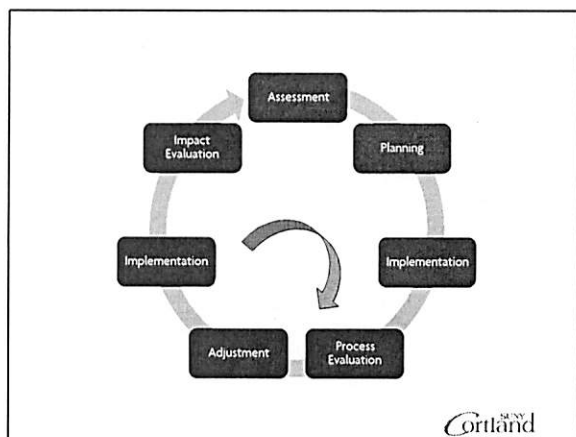
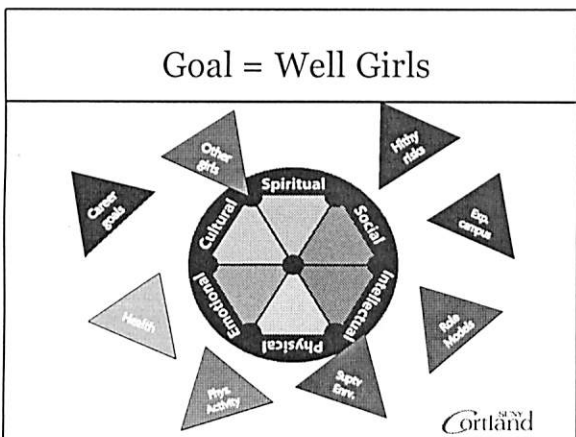


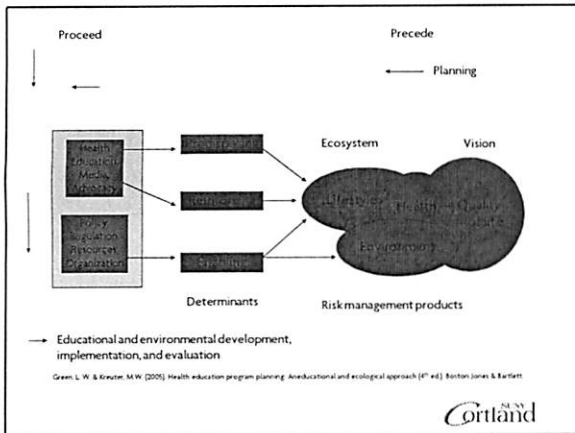
### Decision

YWCA needed to develop a "stepping stone" program or event prior to capital campaign and long-range strategic planning goals













### Some Findings- Strategic Planning

- Adolescent girls underserved
  - Especially "tween"
- Lack of recreational opportunities
  - Esp. non-sport physical activities
  - Climate issues
- Lack leadership building opportunities
- Narrow focus of potential career and life options
- Strong desire to have a girls teen "club"

### Some Findings: Recreation Assessment

- 82% want to meet new friends as part of recreational activity
- Most willing to spend between \$1-\$10/week on recreation
- Saturday and Sunday afternoons were the best days/times

### Some Findings: Recreation Assessment

Out of 45 possible recreational activities listed in survey 50% more indicated they wanted to try (in order of preference):



1. talking with friends;	7. dance;
2. listening to music;	8. soccer;
3. swimming;	9. softball;
4. internet/computer;	10. volleyball;
5. watching movies;	11. basketball;
6. watching tv;	12. bowling;
	13. singing



### Some Findings: Recreation Assessment




**Focus Groups:**

- More outdoor & individual sports and physical activities
  - karate, kickboxing, skating, yoga, dance
- Participate in rec. activities:
  - to meet new people;
  - be with people;
  - alleviate boredom;
  - for future


### Some Findings: Recreation Assessment

- Strong support for all girls' programs
  - More comfortable and less self conscious while participating








## Girls' Day Out: Expanding Opportunities

Dr. Bonni C. Hodges  
Professor and Chair  
Health Department  
SUNY Cortland  
N.Y.




## Girls' Day Out

5th to 8th grade girls


Sporting, recreational, vocational, and health education activities  
"Non-traditional"

SUNY Cortland and SUNY Cortland Athletics



## GDO Presentation

- Evolution of GDO;
- Illustrate the use of needs assessment and process evaluation data;
- Strategies for successful community-college collaborations;
- Discuss event growth management;
- Share its multidimensional mentoring model.



## Evolution of GDO

YWCA Needs Assessment  
2000


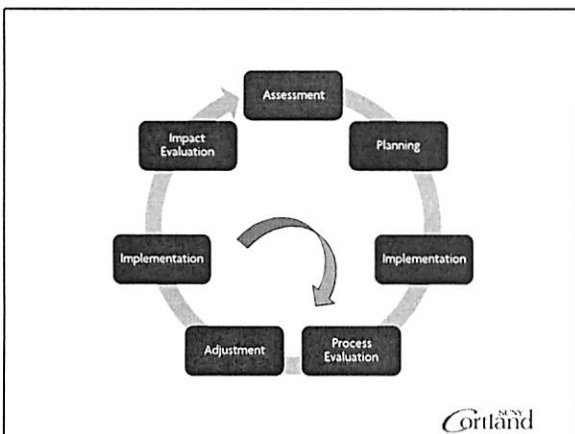
GDO Planning  
Early 2001

First GDO  
November 2001


Tweaking & Testing  
2002-2005

Collaborate with SUNY Cortland Athletics  
2005

Add Girl Scouts as partner  
2009

## Needs Assessment

<p><b>YWCA Directed</b></p> <p>Strategic Planning Focus Groups</p> <ul style="list-style-type: none"> <li>YWCA members</li> <li>Community non-members</li> <li>Secondary school girls</li> <li>Key leaders</li> </ul> <p>YWCA Teen Recreational Needs Assessment</p> <ul style="list-style-type: none"> <li>Survey Cortland County girls grades 6-9 (N=602)</li> <li>Focus groups Cortland County girls grades 7-10 (N=44)</li> </ul>	<p><b>Existing Data</b></p> <p><b>CORTLAND COUNTS:</b> An Assessment of Health and Life Styles in Cortland County</p>  <p>School district data</p>
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