



Proposal for Emerging Opportunity Program –2014

Submit application to EOPapplications@cityofmadison.com

Deadline: 12:00 pm (noon) on Monday, February 17, 2014 LATE APPLICATIONS WILL NOT BE ACCEPTED.

Please limit your proposal and responses to the form and space provided. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter this form.*

If you need assistance with this proposal or are unclear about how to respond to any questions please contact CDD staff at 266-6520.

Agency or Group:	Madison Starlings Volleyball Club	Amount Requested:	\$5,000
	Is this program/project still viable if awarded less than requested? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Title of Proposal:	Youth Leadership Coaching Training & Youth Volleyball Camps		
Contact Person:	Lauri Schwartz		
Address:	4014 Birch Ave Madison WI 53711	Telephone:	608 335-3953
E-Mail:	schwartzfelix21@gmail.com		
Is this Group a 501 (C) (3)?	Yes or No .Yes.	Incorporated under Chapter 181 Wis. Stats?	Yes or No No.
Name of Fiscal Agent (if Applicable):			
Fiscal Agent Contact Person:			
Applicant Organization founded (Year):	1996 National Starlings, 2012 Madison Starlings Local Chapter began		

1. Emerging Need or Opportunity: (5000 characters) Please describe the emerging need or unanticipated opportunity that warrants City resources and attention at this time:

Selection to and participation in High School sporting teams can often lead to opportunities to play sports or intramurals in college. Participation in high school sports teams also prepares members for college in ways that students not involved in sports do not develop or have access to. Minority and low income kids are increasingly excluded from the opportunities offered to student athletes, as well as the enhanced opportunities to attend and do well in college, because they are unable to compete equally to be selected to high school teams. Participation in high school sports also increases academic and school achievement in many categories.

There is a need for free or low cost Club sports programs in Madison schools. This is proven by the development of girls and boys basketball and football programs at community centers. There are no such clubs for volleyball.

Club sports programs, typically paid for by parents, have become the routine expectation of those planning on playing JV and Varsity sports in high school. Currently, the students who make Madison High School teams do so because of the ability of parents to pay for, transport, plan, and provide club or training sports opportunities for their kids in the off season of their sport. Again, there are attempts in football and

basketball programs in Madison to provide youth training, but not for volleyball. Kids need to begin in late elementary or early middle school and, continue learning through middle and high school in order to make JV and Varsity teams.

Some reasons sports programs positively impact student achievement is that participation in High School sports requires a weekly approval by teachers for students to participate, enhancing the academic and attendance accountability of students participating, as well as awareness of guardians and support people who can impact those students academically. Attendance and academic effort increase the opportunity to attend college regardless of whether or not the student intends or is able to compete in college level sports. Teen pregnancy, obesity, healthy life style habits, leadership skills, team building and job related skills are all linked to positive school activities, so increasing girls' and boys participation in volleyball can also positively impact these societal concerns. Madison Starlings volleyball club continues to grow in numbers for kids 7th grade and above. 19 students regularly attended one location in 2012-13. 45 students are involved in 2012-13 with two traveling tournament teams and two locations.

"Starlings" is a national non-profit whose mission is to increase opportunities for low income and minority students to participate in volleyball clubs. See Starlings.org for a further description of the organization. While Starlings provides guidance, no funding is provided to local chapters. Local clubs are run by volunteer coaches/directors. Madison Starlings was started in 2012 by Lauri Schwartz.

Since 2012, a few adult volunteer coaches have stepped forward. But the Club needs more coaches because of initial success, increasing visibility and the desire to expand the age range served to younger age kids. Current players have asked for summer jobs or incentives for doing work for Starlings in some way, as well as support to attend summer volleyball camps. As a solution, Starlings proposes to train these interested current players in coaching skills in exchange for incentives and scholarships. In 2013, Madison Starlings was able to sponsor two players who had demonstrated exceptional effort and commitment, to attend summer volleyball camps. Madison Starlings would like to expand scholarships to more players this summer, focusing on University Camps to increase confidence and exposure to post high school education.

Madison Starlings success has lead to questions from parents of current students about volleyball opportunities for younger siblings and friends. Currently little exists for youth 6th grade and younger volleyball that is free or inexpensive in Madison. Thus, there are no programs with minority role models either. There is a need to develop volleyball camps and skill learning for younger minority and low income youth. There are youth programs outside of Madison, developed in club communities, again open to those who can afford it and travel.

Madison Starlings proposes to support the development of current team members by developing coaching skills and leadership through a volleyball skills camp for youth 6th grade and younger. The older team members guided by Madison Starlings adult coaches would gain potential future employment skills while honing their sports skills. The youth 6th grade and younger would gain by creating this new opportunity, a camp to learn basic volleyball skills. Current Starlings adult coaches certified in IMPACT, a national accredited coaching program, would provide the guidance to the older Starlings players during the camp.

2. Intended Service Population: (2500 characters) Please describe the intended service population (e.g., where they are located, ages, ethnicities, income ranges, English language proficiency etc.).

In Oct 2012 through May 2013 practices were held at O'Keeffe Middle school, with most students attending from O'Keeffe and a few from East High. Starlings expanded this fall to a South Madison location held at Lincoln Elementary. The program at O'Keeffe moved to Goodman in November 2013 due to school fees being assigned and is scheduled to practice at Goodman through May 2014. Student coaches would be selected from Madison Starlings current or past participants, with input from Goodman Staff.

The athletes involved in Madison Starlings are from racial, ethnic, and socioeconomic groups that are largely underrepresented in local club volleyball. At the South-side location, 100% of Starlings athletes are minorities, and 100% of them qualify for free/reduced lunch while the varsity volleyball team for West High School had one racial minority athlete on the 2013-14 varsity Girl's volleyball team. The East side Starlings attendees consist of over 50% free reduced lunch. Historically, the East-side location, has now been in existence long enough to see outcomes at the high school level. There was impressive success in one year. During the 2013-2014 school year, there were 19 athletes who were former Starlings at Madison East. Out of these 19 freshmen or sophomores, all but 3 tried out for volleyball, and 6 made junior varsity or above. More specifically, there were 10 former Starlings on the 2 freshmen girls squads, 5 on the junior varsity girls team, and one former Starling was the starting setter on the boys junior varsity team.

The East-side location this year has served between 12 and 20 athletes weekly, and the South-side has served between 8-15 students weekly. These numbers have fluctuated due to gym availability, changes in schedules due to unanticipated gym fees at Madison Schools, and longer term commitment to traveling teams. Students have evolved into groups who attend to practice on occasion and those who attend every week and participate in traveling teams. Practices are always open to all students interested in volleyball. Younger siblings have come to try and participate in practices on occasion.

Girls and boys 7th through 10th grades will be the targeted student instructors/coaches/mentors. 4th through 7th graders would be the intended students instructed by the 7th through 10th grade students. The camp would be targeted towards Goodman Community Center's area schools, Emerson, Hawthorne, schools and Darbo neighborhood.

3. Innovation: (2500 characters) How does this proposal reflect a new or innovative approach to the stated problem?

Volleyball is a predominantly middle class sport due to the need to travel and afford costly clubs with coaches requiring salaries. Madison Starlings is beginning to impact the pool of players to include more minority and low income students participating in East High JV and Freshman teams in the fall of 2013.

However, continued growth and expansion of free club volleyball is based upon the ability to provide instruction. Coaches could be developed from the Starlings older team members. Starlings could provide some middle and high school low income and minority students with limited summer time incentives or scholarships to teach volleyball to younger youth. These "student coaches" could increase their financial means to attend volleyball camps and improve their own skills, while developing their leadership and teaching skills through teaching the sport to younger low income and minority students. Modeling of minority and low income students that come from kids' own neighborhoods creates an immediate trust benefit, in addition to the role modeling.

This idea is innovative because currently there are a disproportionately low number of minority and low income volleyball players. Thus, having leadership opportunities in teaching, officiating, coaching and leading within that sport reflects an even greater disparity. Starlings would focus directly on increasing the pool of minority volleyball leaders or coaches, which exponentially impacts the younger players who are instructed by them. Thus, the problem is addressed at all youth ages with positive impacts at all the age levels.

4. Community Engagement: (2500 characters) Please describe how residents and community were engaged in the development of the proposed project or program.

The suggestion to "pay" Starlings volleyball club members was made by Starlings kids in the spring of 2013, by Destiny Marshall and Diamond Glover, and discussed by the group during a fund raiser they ran. They wanted & needed summer time employment, asking me if I could help them or if I knew of any jobs. Diamond thought Starlings should sell food, as we were doing, at different events, and let the kids keep some of the funds as an incentive. She was willing to consider this for a summer time job. I offered Destiny

the opportunity to attend Madison Elite volleyball camp for free in return for her returning as a 9th grader and helping coach and teach the then 8th and 7th graders. 2 other students also attended the Madison Elite camp held at Turner's on Madison's east side for free, based on their previous commitment and involvement with Starlings.

The modeling idea for Madison Starlings began first with Jacel Schwartz, Lauri Schwartz' daughter attending practices as an assistant coach and player. Jacel, an adoptee out of foster care, did not see herself as a leader. Jacel played club volleyball and often was one of the only minority players in her clubs and at tournaments throughout middle school and high school, from 2008- 2013. Jacel was the oldest kid participating in the beginning Starlings practices, with the intention of showing younger kids that they too could play volleyball at a high level. Jacel did this while improving her own skills at practices. Jacel evolved as a leader and role model, naturally. Jacel was utilized as a coach beginning in a early 2013 Waunakee scrimmage and then lead a team in a Waukesha tournament scrimmage in 2013. Jacel's current OTT (paid club) coach said the opportunity to coach made Jacel a better player. Jacel became a "referee 2" at the Starlings last tournament, increasing her knowledge and skills as she performed this officiating duty normally held by the better players and coaches.

Infinity Gamble, a member of Starlings developmental team last year, and attendee this year, continues to seek ideas of how to monetarily support a team traveling to the Starlings national tournament in San Diego, CA in June. Gamble has initiated discussions of fundraising on several occasions, trying to make that opportunity viable. Gamble has demonstrated leadership in organizing 9th graders to return to practice with Starlings this year, after having attended regularly for 2012-13. Gamble is currently at East in 9th.

5. Project/Program Goals: (2500 characters) Please describe the specific goals, objectives and intended measurable impacts of this program/project.

The specific goals for youth 6th grade and younger would be to gain attendance of youth at youth volleyball camps or training sessions held at Goodman during July and August 2014. The goals for youth 7th grade and older would be to engage the players in developing, planning, attending and teaching at these youth volleyball camps held at Goodman. Youth would develop the specific goals to be achieved in order to receive incentives, scholarships, or possible stipend rewards over the course of running these camps. Lauri Schwartz would supervise and approve the recommendations, to fit grant requirements. Attendance and participation would be key components to rewards.

A measurable goal would be the number of 8th grade and older student coaches who attend meetings and assist with the camps, as well as the number of students who attend the camps. Another measurable goal would be the number of players who attend volleyball camps with partial or full support from Starlings. Longer term measurable goals would be the participation of Starlings members in high school volleyball teams and in Starlings volleyball club, as players and coaches. Retention and involvement of older players in Starlings would be measured. A very recent initial e-mail inquiry to players resulted in four older players expressing interest immediately, two of whom have not attended frequently.

6. Collaboration: (2500 characters) Please describe the level of involvement with other service providers, schools, funders, government bodies, or other public or private stakeholders in the development of this proposal and its expected implementation.

The Goodman Community Center would provide gym space and needed volleyball standards and equipment to conduct a camp. Eric Hartwig Lussier Program Manager 608 241-1574 ex 244 cell 608 772-7025 has written a letter of support and agreement to support this project. The Goodman Community Center would also advertise the camps through their website and newsletter. If this grant were approved, collaboration with Badger region volleyball, the region representative of USA volleyball would be consulted for additional materials to support the Youth Camp, which continues to be a focus of the region and national organization. A USA volleyball Sportkit Training DVD for developing youth volleyball programs

has already been received, as well as some youth volleyballs. A specific net for youth volleyball height, as well as dividing the court for more participants, had also been provided for free. Collaboration with Madison Turners through Mike Jolly would be sought if more gym space was needed. Volunteer coaches from USA Volleyball IMPACT & CAP certification trainings would be sought to help teach the youth coaches about coaching. Volunteer Director Lauri Schwartz would coordinate and direct the Training of coaches as well as supervise all camps and trainings. Badger region volleyball has provided increasing support to Madison Starlings this year, providing 12 free memberships for students who can not afford volleyball memberships. These students and members of Badger region would be in the pool of students allowed to express interest in this incentive coaching program.

7. Proposed Timeline for Implementation:

Activity	Estimated Date of Completion
Selection of dates for Camps with Goodman to reserve gym	March 2014
Solicitation of interest from Starlings volleyball members & selection of student coach participants to receive incentive opportunities	April & May 2014
Development of criteria for incentives by Student Coaches-Adult approval of criteria	May & June 2014
Volleyball camps or sessions planned & advertised	May & June 2014
Volleyball camps or sessions conducted	July & August 2014

8. Funding: (500 characters each)

a) What other funding have you sought and/or received to support this project?

Madison Starlings has received a \$500 diversity grant through Molten Volleyball and USA Volleyball. Madison Starlings has applied for a Madison Area Sports Commission Grant to expand as well as provide uniforms and equipment to athletes, as well as to conduct a regional volleyball fundraiser to increase awareness and finance scholarships for Starlings members to attend camps and/or attend the Starlings Tournament in California. Badger region volleyball has provided 12 free memberships.

b) Do you anticipate future funding needs from City sources associated with this proposal? Please describe.

Possibly yes, for 1-2 more years, if successful and we wished to keep the camp free or very low cost. No future funding would be needed after the development of role modeling to sustain the program. Instructing camp will be an opportunity kids would seek, as well as role models would exist in high schools.

c) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Services or the former Emerging Neighborhoods Program in the last 5 years?

☐ Yes ☒ No

9. Budget:

Summarize your project budget by estimated costs, revenue, and fund source.

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUE S	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)				
2. Fringe Benefits and Payroll Taxes				
B. Program Costs				
1. Program supplies and equipment	900.00	900.00		
2. Office Supplies	200.00	100.00		
3. Transportation				
4. Other (explain)	\$4,000.00	\$4,000.00		
C. Space Costs				
5. Rent/Utilities/Telephone	900.00	0		
6. Other (explain):				
D. TOTAL (A + B + C)	\$6,000.00	\$5,000.00		

Explanation of "Other" expenses: (500 characters)

Program costs "other": Incentives, scholarships, or stipends would be provided to youth coaches. All \$4,000 would be provided to youth coaches for achieving agreed upon youth & adult criteria in planning and implementing the camps or training sessions.

10. Personnel Chart: Please list all paid staff that will be working on the proposed program/project.

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
		\$
		\$
		\$
		\$
		\$
TOTAL		

*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE Please identify FTE that will be spent in this project.

***Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under City of Madison Ordinance 4.20. Effective January 1, 2014 – December 31, 2014, the Living Wage is \$12.45 per hour.**

-SIGNATURE PAGE-

1. Affirmative Action:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an Affirmative Action Plan with the Department of Civil Rights. A model Affirmative Action Plan and instructions are available at <http://www.cityofmadison.com/dcr/aaplans.cfm>.

2. Living Wage Ordinance:

All employees involved in programs supported by City of Madison funds must be paid the established Living Wage as required under City of Madison Ordinance 4.20 Effective January 1, 2014 through December 31, 2014, the Living Wage will be \$12.45 per hour. For more information on Living Wage requirements, go to <http://www.cityofmadison.com/finance/wage/>.

3. City of Madison Contracts:

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608)-266-6520.

If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

4. Signature: ***(Any applications submitted without a signature will be considered incomplete and will not be considered for funding.)***

Enter
Name:

Lauri Schwartz

By entering your initials
in the box,

LLS

You are electronically signing your
name and agreeing to the terms
above.

Date:

2-16-14