

2004

National Youth Sports Program  
in Review



***The Right Start!***

NYSP, in partnership with the NCAA, higher education, governmental agencies and the community, is committed to active participation in sports and education to enable youth from underserved families to enhance the quality of their lives.

Inside Front  
Cover

# GO!


## Catch you off-guard?

As any child would say, you need the “ready, set” to be fair. You can’t just say go. In other words, you’ve got to have the proper preparation or you’re going to have a tough time just getting to the finish in one piece, let alone winning.

That rings true whether you’re talking about a race, a playground game or life’s most important journeys. Trouble is, the higher the stakes, the more elusive the “ready, set.” Because so many youth, through no fault of their own, lack guidance and the general tools for whatever trade they seek, these young people sometimes struggle just to reach adulthood, let alone thrive as grown-ups.

That’s where the National Youth Sports Program steps in. While much of the world targets young people with mixed messages, NYSP is all about providing the “ready, set” foundation young people crave in a setting they enjoy. Since 1969, NYSP has given The Right Start to underserved youth between the ages of 10 and 16. Incredibly, NYSP achieves this at no cost to its young participants, whom number more than 75,000 every year.

Stop and think about that. Picture a packed NFL stadium in which no one had to buy a ticket. Each seat is filled with a child but the show can’t start until the stands empty and the young fans transform from observers to participants. With NYSP, the main event is no mere

game but a true classroom in an athletic setting. Participation is not play but rather a structured, adult-supervised program that combines sports instruction and an educational enrichment component. Once the day’s activities end, naturally, the young people go home. But unlike the usual game ticket, these youngsters’ free passes admit them for a full five weeks of tomorrows. That’s the impact this vibrant program has shined upon nearly two million youth in its 36 years 



**National Youth Sports Program**



## **NYSC President Rochelle Taylor**

NYSP veterans will recognize new NYSC president Rochelle Taylor, formerly Rochelle Collins. She returns to NYSP after a four-year stint as director


of professional development at the NCAA. Before attaining that position, she worked directly with NYSP as senior youth programs coordinator with NYSPF.

Taylor said she welcomes the challenge with full knowledge of the tremendous responsibility she has undertaken.

“There is a passage in the Bible that says, ‘to whom much is given, much is required,’ she said. “I realized that when I was introduced as president, I had been given a huge ‘much.’

“It’s the chance of a lifetime to be able to impact a future generation. While I may not be working directly with the children, I will be working for the children, and that’s important work.”

Throughout her career, Taylor has meshed academic and athletic success, making her the perfect fit to lead NYSC at a time when the organization seeks to add sponsorships and increase resources to better serve its participants. Taylor said that increasing the number of youth served while maintaining or increasing the quality of each individual’s experience is paramount. Quality will not be sacrificed to increase numbers.

Taylor’s sense of ownership comes from personal experience. A former NYSP participant herself at the University of Detroit Mercy in her native Motor City at age 12 and 13, Taylor eventually earned a track and field scholarship to the University of Texas-El Paso, where she won all-America honors as part of the Miners’ proud running tradition 

## **WHAT EXACTLY IS NYSP?**

NYSP, which flourishes on campuses across the country every summer, is a community partnership that comprises more than 200 colleges and universities; the U.S. Department of Health and Human Services Administration for Children and Families; the U.S. Department of Agriculture (USDA); various state and local agencies; and the National Collegiate Athletic Association (NCAA). The program is administered exclusively by the National Youth Sports Corporation (NYSC). NYSP targets children from underserved families and those who reside in economically disadvantaged areas. A minimum 90 percent of the participants must meet federal economic guidelines to participate.

For five weeks each summer, institutions ranging in size from major public universities to small, private colleges host NYSP participants. Many of these young people would otherwise never set foot on a college campus, let alone use the school’s facilities or mingle with members of the college community. At many institutions, local transportation to and from each campus is offered. This too costs the participants nothing. For some



**Myles Brand,  
NCAA President**

*“The NCAA has been pleased to help support the National Youth Sports Program as a way to demonstrate the strong commitment of intercollegiate athletics to encouraging physical activity for America’s youth. The NYSP initiative provides opportunities for youngsters from low-income communities to participate in organized physical activity that emphasizes the value of sports in the education and character-building of boys and girls.”*

participants, NYSP campus exposure makes the once-distant dream of going to college more tangible and comfortable, thus more attainable. For others, the experience paints a vivid portrait of a brand-new potential pathway while there's still plenty of time to prepare. For all participants, NYSP provides a positive summer environment guided by professional-level instruction that's both appealing and educational.

As part of the NYSP partnership with the nation's sponsoring colleges, the program boasts top-notch staff such as coaches, student-athletes and other higher-education personnel, along with public school teachers, medical professionals and volunteers from each community. These individuals combine to offer participating youth the chance to gain expert peer mentoring, and to promote mental health and general well-being. With a mandatory youth-to-participant ratio of 15- to 20-1, NYSP provides personal attention from caring, well-trained staff members.

While NYSP is sports-based both at its core and in name, the program's goal is not playing but teaching proper behavior and citizenship using popular activities as a backdrop. Each NYSP institution carefully mixes athletics with at least 15 hours of educational programming. Typically, this portion of NYSP includes life-skills lessons plus instruction covering career opportunities, higher education and job responsibilities. Individuals from a variety of campus departments may assist NYSP by giving presentations on successfully

#### **Chad, Three Years in NYSP**

*"Basically, I learned how to get along with other people from other places. I know the people where I live, but knowing other people is fun too. It allows you to have more friends."*



**Tommy Thompson, Secretary,  
U.S. Department of Health  
and Human Services**

*"I applaud the NYSP for your hard work and dedication to youth fitness. Your tireless efforts will show young people that by being physically active they will not only feel better about themselves, but they will feel better for life!"*

**U.S. Surgeon General  
Richard H. Carmona  
United States Surgeon General**



*"We need to encourage all of our nation's citizens, especially our youth, to engage in physical activity every day. I applaud the National Youth Sports Program for its continued excellence in providing youth and adolescents with a constructive outlet for effective exercise and fair competition."*






### **Program Musts and Mays**

NYSP designs a standard agenda for sponsoring campuses that is based on traditional offerings but allows for local variety to best capture the participants' interest and take advantage of each institution's resources. Each participant on every campus must take part in swimming and be provided instruction in at least two more sports. Football, basketball, softball, soccer, track and field, volleyball, dance and aerobics are the most common offerings.

NYSP staff members gear instruction toward developing lifelong skills and encouraging participation rather than emphasizing competition. Each participant receives a minimum of two hours per day of such training.

Many institutions' programs introduce participants to sports they have never experienced and many times have never seen, including golf, tennis, fencing and lacrosse 

applying for financial aid, selecting the proper college, meeting student-athlete challenges and exploring a wide range of careers. All educational components are specifically tailored to fit each age group and development level of NYSP participants.

NYSP's mind/body curriculum takes direct aim at many national health problems of the young, particularly childhood obesity, an eminently preventable national epidemic. Today, one of every five children is overweight, double the rate of 20 years ago.

Since obese children tend to carry their habits and condition to adulthood, these individuals run a far greater risk of developing high blood pressure, heart disease and stroke later in life than the rest of the population. The culprits that have fueled the child-obesity fire are the same as those that threaten adults – eating too much and exercising too little, mixed with the admittedly unchangeable wild card of family genetics. These factors have sometimes led to premature development of type 2 diabetes, a disease that once was limited to older adults.

Unfortunately, childhood obesity runs rampant throughout all populations. Some families have the financial means to professionally treat such behaviors; the underserved generally do not, except, that is, through programs like NYSP. This program's combination of education and sport activity is a prescription that seemingly was written exclusively to combat this growing threat.

Even with a proper diet and exercise program, children can develop other treatable health problems that can go undetected without the proper medical care that is absent in the everyday world of many NYSP participants. As part of NYSP, a community physician conducts basic medical examinations for all youth in the

program. All participants also receive a minimum of 7.5 hours of instruction in the prevention of alcohol- and other-drug abuse, plus three hours of lessons on personal health, nutrition and disease prevention. How's that for a "ready, set?"

NYSP strives to spark each participant's personal transformation into a positive, polished and productive adult who will walk tall, talk tall and stand tall to and through adulthood. It's tough for any child, especially one from an underserved background, to reach "the right finish" without solid footing. For nearly 36 years, NYSP has provided "ready, set," starting blocks that are anchored in life's track like those of no other program.

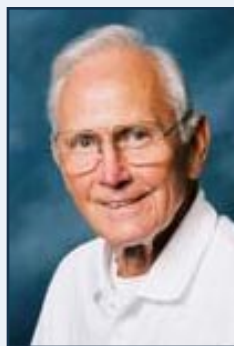
Climb into those starting blocks yourself. Another generation beckons. Are you "ready, set?" Then help NYSP provide the

***proper***

**GO!**



## Thanks to an NYSP Founding Father




An era ended when Warren Giese retired from the NYSC Board of Directors this year. The former state senator from South Carolina was instrumental in the early development of NYSP while a member of the President's Council on Physical Fitness and Sport in the early 1970s.

Warren learned about the positive impact NYSP has on youth as a Council member. He worked with Congress to get NYSP funding placed in the annual federal budget as a line item during the program's infancy. Back then, NYSP funding was \$3 million; last year, it was more than \$17 million.

"Getting funding to be a line item gave the program the chance to grow into what it has become today," Giese said. "Our efforts since then have always been to maintain the quality of existing programs and get the funding to start new programs."

He served as the President's Council representative to the NCAA NYSP Committee as an ex-officio member throughout the program's NCAA tenure, making him a logical choice for the NYSC Board of Directors when it began to oversee the programs in 2000.

For the former state senator, the campus setting separated NYSP from other programs because it gave youngsters who may have never previously considered furthering their education the impetus to work to advance to college. Giese was so impressed with the program from his President's Council service that he spearheaded NYSP's start at the University of South Carolina, serving as the program's first project administrator (1983-1991) while dean of the college's health, physical education and recreation department. The university continues to sponsor NYSP today.


In recognition of his distinguished service, the NYSC Board of Directors honored Giese with a Resolution attesting to his 35 years of service, during which nearly 2 million youth have participated. Many others will follow. All owe great gratitude to Giese, as do the NYSC Board and staff 

## FUNDING THE RIGHT START

Not one of the more than 75,000 annual participants pays for any part of NYSP. The seed for all funding is sown first at the federal level. Each fiscal year, NYSC submits a grant request to the U.S. Department of Health and Human Services. Because of staunch, consistent bipartisan support from dedicated veteran legislators, funding has remained strong. Nearly \$18 million was allocated in 2004.

The return on the federal investment is 300 percent. Yes, you read correctly. For every dollar allotted to campuses, the participating colleges raise three dollars locally. The result is a combination of national funding and direction, plus local diligence, that works the way few other programs can.

Of course, nothing guarantees that the requested NYSP federal seed money will be granted each year. That's why NYSP needs active support from its extended family. With annual changes in political personnel, the experienced legislators have an important role in educating their new peers about the NYSP success story. Local supporters also must play a part, reminding their representatives about grass roots NYSP support.

Fiscal responsibility goes hand in hand with the appropriation of federal funds. NYSP uses an extensive system of checks and balances, including on-line reporting, on-site evaluations and fiscal audits, to ensure that each campus adheres to the spending and programming requirements 

**Shequanda**, Former NYSP participant and present NYSP counselor

*"As a participant in NYSP, I learned the value of self-determination and supreme teamwork. Now, as an adult, I look back at the program and I am grateful for having been a part of such a positive and encouraging experience."*

**Willie Washington**  
Director, Title I Program

*"Our community youth need as many positive learning experiences as they can get. Between the time that school is dismissed in May and the time that school starts in August, NYSP makes a meaningful difference in cognitive skills development. Additionally, they need to learn more about proper sports skills and the benefits of physical fitness and wellness than they have. Through NYSP, the youth have their minds and bodies developed under supervision of qualified personnel."*

**Sam J. Rabinowitz**  
Restaurant Owner

*"In our business I see children every day, and many of the young adults I employ first visited my restaurant as children. Young people are our future, and we have a responsibility to provide them with every opportunity to grow and prosper. Programs such as the NYSP offer opportunities that many young people would otherwise never see."*



**National Youth Sports Program**



## Co-authors of the NYSP “Dear Colleague” Letter



**Pete Domenici (R-New Mexico)  
Senator**

*“I am proud to support NYSP because I understand that giving low-income children positive activities and the ability to achieve can make all the difference in their future. I urge my colleagues to support this work so that young people*

*all across the country have the chance to test themselves and learn new skills, not just in sports but in life.”*



**Jack Quinn (R-New York)  
Representative**

*“I am proud to support the NYSP because it does an extraordinary job teaching our children the fundamentals of sports and the positive values associated with athletic participation. When young adults play sports, they learn that teamwork, honesty, dedication and exercise are skills*

*and attitudes that will help them mature and grow throughout their formative years.”*



**Evan Bayh (D-Indiana)  
Senator**

*“The NYSP has helped nearly 80,000 underprivileged youth across our country by giving them the opportunity to spend part of their summer with positive role models while being tutored in science and math, learning the importance of an active lifestyle, and*

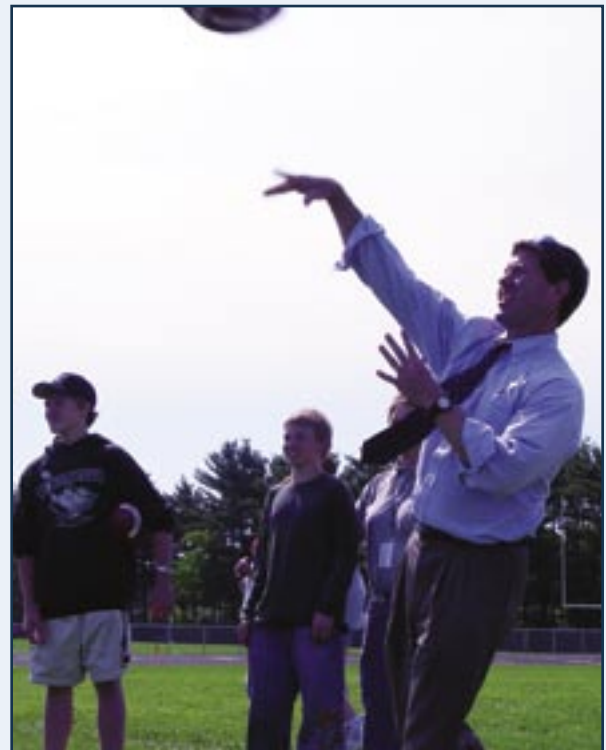
*experiencing a college campus environment for the first time. As Senator, I have and will continue to support the NYSP in order to ensure that more American youth are able to take advantage of this experience.”*



**Richard Lugar (R-Indiana)  
Senator**

*“Since 1969, NYSP has provided summer recreational sport and educational enrichment programming for youth from low-income communities. Just as important, however, is the fact that these camps take place*

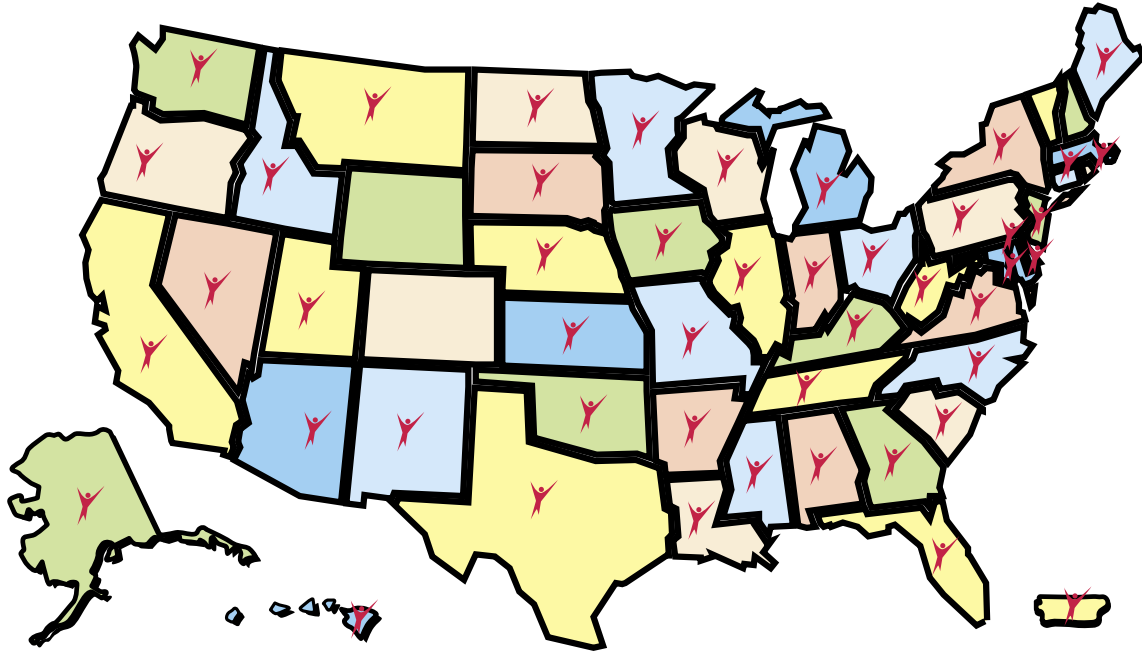
*at institutions of higher education. I think after spending a portion of their summer developing relationships with college students and faculty, participants come away with a new appreciation of the educational opportunities available to them.”*



**Ron Kind (D-Wisconsin)  
Representative**

*“I am pleased to support NYSP; it is a vital and effective investment in our nation’s youth. Participants benefit from close contact with caring, dedicated adults and learn about the discipline and self-esteem that organized sports and academic programs provide.”*

# 2004 NYSP Institutions State by State



## ALABAMA

Auburn – Auburn University  
 Birmingham – Lawson State Community College  
 Miles College  
 Livingston – University of West Alabama  
 Mobile – Bishop State Junior College  
 Montgomery – Alabama State University  
 Normal – Alabama A&M University  
 Selma – Wallace Community College  
 Talladega – Talladega College  
 Tuscaloosa – Stillman College

## ALASKA

Anchorage – University of Alaska Anchorage

## ARIZONA

Flagstaff – Northern Arizona University  
 Tempe – Arizona State University  
 Tucson – University of Arizona

## ARKANSAS

Fayetteville – University of Arkansas  
 Little Rock – Philander Smith College  
 Pine Bluff – University of Arkansas  
 Jonesboro – Arkansas State University

## CALIFORNIA

Bakersfield – California State University  
 Chula Vista – Southwestern College  
 Compton – Compton Community College

Davis – University of California  
 Hayward – Chabot College  
 Los Angeles – California State University  
 Los Angeles Southwest College  
 University of Southern California  
 Marysville – Yuba College  
 Riverside – University of California  
 Rohnert Park – Sonoma State University  
 San Diego – San Diego City College  
 San Jose – San Jose State University

## CONNECTICUT

Hartford – Trinity College  
 New Haven – Yale University

## DELAWARE

Dover – Delaware State University

## DISTRICT OF COLUMBIA

University of District of Columbia  
 Howard University

## FLORIDA

Daytona Beach – Bethune-Cookman College  
 Miami – Florida Memorial College  
 Orlando – University of Central Florida  
 St. Petersburg – Eckerd College  
 St. Petersburg College  
 Tallahassee – Florida A&M University  
 Tampa – University of South Florida

## GEORGIA

Albany – Albany State University  
 Atlanta – Morehouse College  
 Augusta – Paine College  
 Fort Valley – Fort Valley State University

Milledgeville – Georgia College and State University  
 Rome – Floyd College  
 Savannah – Savannah State University

## HAWAII

Lihue – Kau'i Community College

## IDAHO

Lewiston – Lewis-Clark State College

## ILLINOIS

Chicago – Chicago State University  
 Daley College  
 Kennedy-King College  
 Malcolm X College  
 Olive Harvey College  
 Quincy – Quincy University

## INDIANA

Bloomington – Indiana University  
 Indianapolis – University of Indianapolis  
 Marian College  
 Notre Dame – University of Notre Dame  
 West Lafayette – Purdue University

## IOWA

Davenport – St. Ambrose University

## KANSAS

Kansas City – Kansas City KS Community College  
 Pittsburg – Pittsburg State University  
 Topeka – Washburn University  
 Wichita – Wichita State University

## KENTUCKY

Morehead – Morehead State University

## LOUISIANA

Baton Rouge – Southern University  
 Bossier City – Bossier Parish Community College  
 Grambling – Grambling State University  
 New Orleans – Southern University  
 Dillard University  
 Shreveport – Southern University

## MAINE

Gorham – University of Southern Maine  
 Orono – University of Maine

## MARYLAND

Baltimore – Coppin State College  
 Morgan State University  
 Princess Anne – University of Maryland Eastern Shore

## MASSACHUSETTS

Boston – University of Massachusetts  
 Lowell – University of Massachusetts  
 Springfield – American International College

## MICHIGAN

Albion – Albion College  
 Detroit – University of Detroit Mercy  
 Wayne County Community College  
 Wayne State University  
 Flint – Mott Community College  
 Kalamazoo – Kalamazoo College

## MINNESOTA

St. Paul – University of St. Thomas  
 St. Peter – Gustavus Adolphus College

## MISSISSIPPI

Hattiesburg – University of Southern Mississippi

**National Youth Sports Program**

## 2004 NYSP By the Numbers

Number of participants		75,977
Number of participating institutions		201
Number of states and the District of Columbia		48
Number of cities		179
Number of medical examinations		77,086
Number of auxiliary staff		
	Male	489
	Female	649
		1,138
Number of professional staff employed		
	Male	881
	Female	501
		1,382
Number of project aides employed		
	Male	872
	Female	897
		1,769
Number of supporting personnel employed		
	Male	676
	Female	821
		1,497
Number of volunteers		1,905
Cost covered by OCS grant		\$17,893,800
USDA contribution		\$4,104,081
NCAA member institution and other contributions		\$41,116,808
Total federal and nonfederal contribution		\$62,220,889

Holly Springs – Rust College  
 Itta Bena – Mississippi Valley State University  
 Jackson – Jackson State University  
 Lorman – Alcorn State University  
 Mississippi State – Mississippi State University  
 Raymond – Hinds Community College  
 Tougaloo – Tougaloo College  
 University – University of Mississippi  
 West Point – Mary Holmes College

### MISSOURI

Jefferson City – Lincoln University  
 St. Louis – Harris-Stowe State College  
 St. Louis Community College, Florissant Valley  
 St. Louis Community College, Forest Park

### MONTANA

Billings – Montana State University  
 Missoula – University of Montana

### NEBRASKA

Kearney – University of Nebraska  
 Lincoln – University of Nebraska  
 Omaha – Creighton University

### NEVADA

Las Vegas – University of Nevada

### NEW JERSEY

Camden – Rutgers University  
 Sewell – Gloucester County College

### NEW MEXICO

Albuquerque – University of New Mexico  
 Espanola – Northern New Mexico Community College  
 Las Vegas – New Mexico Highlands University

### NEW YORK

Bronx – Lehman College  
 Brooklyn – Medgar Evers College  
 Buffalo – Buffalo State College  
 Canisius College  
 Jamaica – York College  
 Rochester – Monroe Community College

### NORTH CAROLINA

Charlotte – Johnson C. Smith University  
 Concord – Barber-Scotia College  
 Durham – North Carolina Central University  
 Elizabeth City – Elizabeth City State University  
 Fayetteville – Fayetteville State University  
 Greensboro – North Carolina A&T State University  
 Raleigh – Saint Augustine's College

Salisbury – Livingstone College  
 Sanford – Central Carolina Community College  
 Winston-Salem – Winston-Salem State University

### NORTH DAKOTA

Belcourt – Turtle Mountain Community College  
 Fargo – North Dakota State University

### OHIO

Akron – University of Akron  
 Athens – Ohio University  
 Cleveland – Case Western Reserve University  
 Cleveland State University  
 Columbus – Ohio State University  
 Dayton – University of Dayton  
 Ironton – Ohio University, Southern  
 Kent – Kent State University  
 Toledo – University of Toledo  
 Youngstown – Youngstown State University

### OKLAHOMA

Miami – Northeastern Oklahoma A&M Community College  
 Tahlequah – Northeastern State University

### OREGON

Ashland – Southern Oregon University  
 Portland – Portland State University

### PENNSYLVANIA

Cheyney – Cheyney University  
 McKeesport – Pennsylvania State University  
 Philadelphia – Temple University  
 Pittsburgh – University of Pittsburgh  
 Scranton – University of Scranton

### RHODE ISLAND

Lincoln – Community College of Rhode Island

### SOUTH CAROLINA

Columbia – University of South Carolina  
 Conway – Coastal Carolina University  
 Denmark – Voorhees College  
 Orangeburg – South Carolina State University

### SOUTH DAKOTA

Vermillion – University of South Dakota

### TENNESSEE

Clarksville – Austin Peay State University  
 Jackson – Lane College  
 McKenzie – Bethel College  
 Memphis – University of Memphis  
 LeMoyne-Owen College  
 Murfreesboro – Middle Tennessee State University  
 Nashville – Fisk University  
 Tennessee State University

### TEXAS

College Station – Texas A&M University  
 Commerce – Texas A&M University  
 Corpus Christi – Texas A&M University  
 Dallas – Mountain View College  
 Paul Quinn College  
 Denton – University of North Texas  
 Edinburg – University of Texas, Pan American  
 El Paso – University of Texas  
 Hawkins – Jarvis Christian College  
 Houston – Texas Southern University  
 Marshall – Wiley College  
 Prairie View – Prairie View A&M University  
 San Antonio – St. Mary's University  
 Stephenville – Tarleton State University  
 Terrell – Southwestern Christian College  
 Tyler – Texas College

### UTAH

Ogden – Weber State University  
 Salt Lake City – University of Utah

### VIRGINIA

Hampton – Hampton University  
 Lawrenceville – St. Paul's College  
 Norfolk – Norfolk State University  
 Old Dominion University  
 Petersburg – Virginia State University  
 Richmond – Virginia Commonwealth University  
 Virginia Beach – Old Dominion University

### WASHINGTON

Pullman – Washington State University  
 Seattle – Seattle University

### WEST VIRGINIA

Bluefield – Bluefield State College  
 Institute – West Virginia State College  
 Morgantown – West Virginia University

### WISCONSIN

Eau Claire – University of Wisconsin  
 La Crosse – University of Wisconsin  
 Milwaukee – Marquette University

### PUERTO RICO

San German – Inter American University of Puerto Rico



**The Right Start!**

# CUSTOMIZED!

## Programs

### GIRLS ARE GOOD SPORTS ALL YEAR LONG


Tradition can be good or bad but it's always hard to change. Hard, that is, but never impossible.

Participation by girls, particularly ethnic minorities, has traditionally lagged in some sports. NYSP, which introduces children to many new sports, is traditionally a summer program.

In 1995, NYSP launched its girls sports clinics, now a growing school-year program designed to encourage girls to participate in sports in which they otherwise would not. Dubbed "Extended NYSP Girls Sports Clinics" (NYSP-GSC), the program features college coaches and student-athletes who instruct participants in the techniques and skills necessary to participate in each sport. The goal is to equip the girls so they become comfortable enough with those sports to participate in them recreationally or scholastically after NYSP-GSC concludes.

Just as in the summer program, NYSP-GSC teaches participants societal lessons. Topics include teamwork, goal-setting, careers in athletics and higher education, the importance of a college education, and injury prevention.


Last year, more than 7,500 girls participated in the 149 clinics offered at 23 different institutions nationwide, a jump of more than 1,000 participants from the previous year. Sixty-three percent of those girls were ethnic minorities. Participating coaches last year numbered 224, while 1,234 student-athletes volunteered.

On second thought, maybe tradition isn't that difficult to change, given funding and NYSP-style initiative 

### SENIORS RULE

Since NYSP serves children ages 10 through 16, variety and age-appropriate initiatives help when addressing the specific needs of different maturity levels. Each child, no matter what age, must physically exercise at a minimum level to stay healthy; only the elder set can benefit by learning what it takes to get accepted to a college and then succeed there. That's the reason NYSP developed its Senior Program, which specifically serves the 13- to 16-year-old NYSP population, who may have attended NYSP for years. Last year, 26 NYSP institutions administered the Senior Program.

The Senior Program teaches older NYSP students to give back to their communities by participating in programs to help others. The senior participants also are taught how to succeed on the standardized tests that are essential for advancing to college, as well as how to select a suitable career for their interests, talents and ambition.

With its age-specific lessons, the senior program gives the eldest NYSPers a second-stage Right Start as they hit the anchor leg of their youth 





**Michael-Dane Alexander**  
14 years old

**Canisius College**

*"NYSP is an excellent program to be involved in. Every day is fun when a person can play a variety of sports. What's better is the friends made. NYSP has great campers and great counselors. It's even more fun playing with friends than by*

*yourself. NYSP is an educational experience too. It's excellent being able to learn about different health topics in this program. The friendships, sports, and education in NYSP are the greatest parts of this fun experience."*



### **NYSP FITS TO A "T"**

Kids love t-shirts and their own art. So each year at NYSP, participants can enter their own design for the chance to be selected as the NYSP t-shirt logo for the next summer. This contest provides a chance for all to practice and show off their artistic talents, create a sense of institutional pride, and increase the visibility and awareness of NYSP. Not only does the winning design appear on every participant t-shirt, it is featured in various printed program materials.

In 2004, NYSP introduced a "Get Fit" theme and asked participants to incorporate their interpretation of that slogan in their designs.

The 2004 contest winner was Michael-Dane Alexander, whose winning entry is featured on the 2005 NYSP calendar, as well as on next summer's t-shirt. He will be officially recognized in person at the 2005 NYSP national meeting at Walt Disney World. Other meritorious designs done by children from all over the country are featured throughout the calendar.

### **THE "WRITE" START**

One of NYSP's primary goals is grooming students for success in higher education. Solid writing skills are an essential building block for undergraduate success and a springboard toward thriving throughout professional life.

Last year, NYSP launched a pilot program to sharpen participants' literary skills with the help of the Indiana Teachers of Writing Writing Project (ITWWP). ITWWP is part of the National Writing Project (NWP), a nationwide non-profit educational organization that promotes K-16 teacher training programs in the effective teaching of writing. Through a grant from the Lilly Endowment, Inc., NYSP staged writing programs at four Indiana schools last summer – the University of Notre Dame, Purdue University, Marian College and the University of Indianapolis.


Getting NYSP participants to embrace what first appeared to be "schoolwork" at a sports-themed camp proved challenging. Staff used creative, enthusiastic approaches, such as posing familiar professional sports figures and their real-life challenges as writing prompts. This proved to be a winning formula.

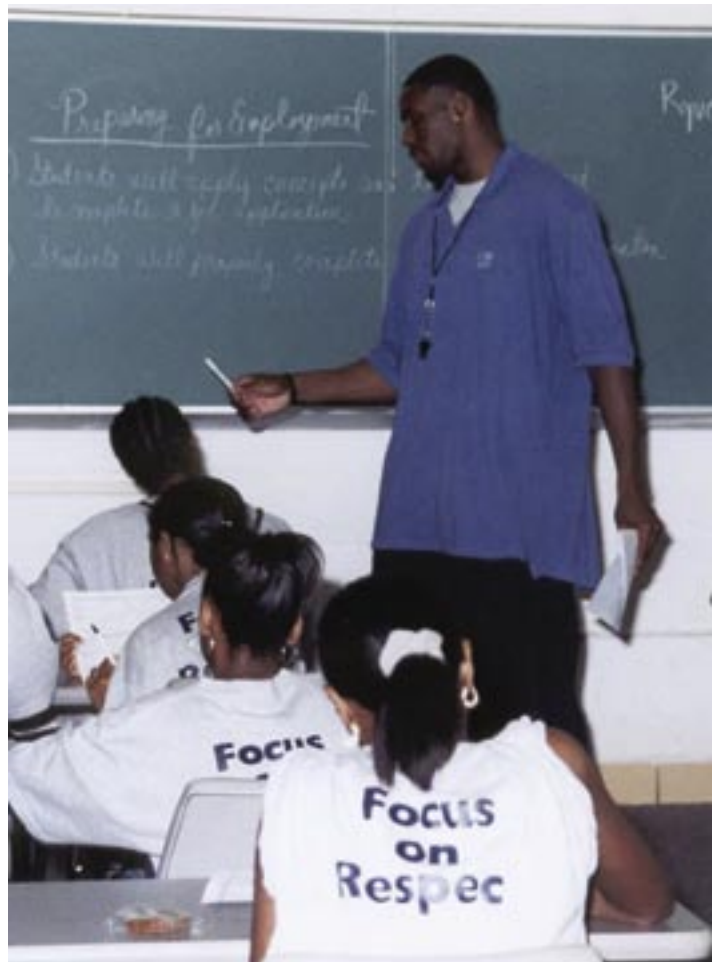


**(MATH + SCIENCE) + SPORTS =  
NYSP SUCCESS**


Some NYSP institutions are allotted two additional hours to offer the math/science component of NYSP. Providing extra instruction in these subjects helps prepare underserved youth for future academic success. With their fully stocked, modern laboratories, college campuses are uniquely suited to re-introduce participants to these subjects in a fresh setting. The math/science component was offered at 127 campuses in 2004.

NYSP provides each local site the opportunity to integrate sports and fitness into math/science lessons. This is not as much of a stretch as it may first sound. Sport is filled with mathematics and statistics, as is the science of becoming physically fit. Students become excited about math and science by computing batting averages, determining their body mass index, or exploring the relationship between consuming calories and expending energy through exercise.

At NYSP, participation in sports is a way to enhance education and create excitement about learning by showing the direct relationship between academics and everyday needs 



## PARTNERS WITH THE PROS

Everybody knows that if you want to learn, there's no better classroom than one staffed with teaching experts. NYSP sports mutually beneficial relationships with two other national organizations that allow the program to offer varied, expert instruction that no other youth activities can. These partners include the Professional Golfers Association (PGA) and the United States Tennis Association (USTA). These two organizations are active at NYSP institutions, providing equipment and expertise. Children have a way of sensing who speaks with authority. In these sports, no one speaks with more than these governing bodies 



**Helyn Edwards; National Administrator Community Outreach; USTA**

*"The USTA's USA Tennis National Junior League's mission to develop*

*successful students, good citizens, and enthusiastic tennis players, particularly within multicultural communities and economically disadvantaged populations, is similar to the mission of NYSP. Both of our organizations believe that through our similar missions we can promote a healthy and active lifestyle, character, and activities for a lifetime."*

**M.G. Orender, President, The PGA of America**

*"The PGA of America and its industry colleagues have to be excited at the success of the NYSP. Just last year, our Association and the NYSP introduced more than 30,000 students to golf through the Kids On Course Program. The message of the PGA and NYSP is clear: more young people are finding the fun and benefits of golf, which include a game that teaches life skills such as integrity and honesty. This translates into building the next generation of both golfers and good citizens."*




## The Right Start for the NYSC CEO

An early participant in NYSP herself, NYSC president Rochelle Taylor speaks about the organization she leads in a way few other CEOs can. As a child, after learning about NYSP from her track club coach, who was a program volunteer, Taylor participated at ages 12 and 13.

Although she had no idea back then of the significant role NYSP would eventually play in her career, she said she remembers three main things from her experience – fun, food and dance. She was amazed at the chance to eat in the college cafeteria, where she had her first gelatin mixed with fruit, which she immediately identified as “a college thing” even though she knew her mother could easily fix the same thing at home.

She had been involved in track for years before going to NYSP, so the athletics portion came naturally to her but NYSP also provided Taylor with an introduction to dance.

“It exposed me to a new world and helped me to make a lot of new friends,” she said. “I never imagined that my career path would bring me back to NYSP.”

For Rochelle Taylor, NYSP obviously was The Right Start 

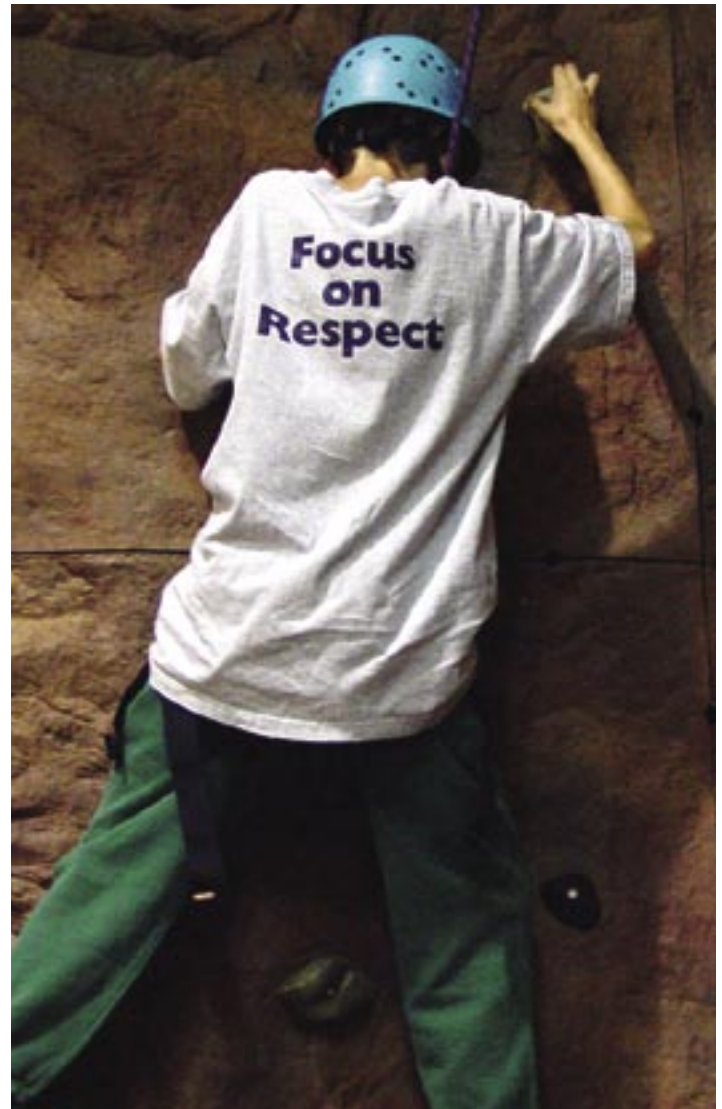
## SILVIO O. CONTE AWARD OF EXCELLENCE

With the rigorous list of checks and balances each NYSP institution must meet before being granted funding to launch a new program or continue to host an established one, the NYSP in each locale stacks up impressively against other social programs in its geographical area. Considering the sports background of NYSP, a friendly national rivalry between institutions is natural. Each local program stands out in different areas. At the end of the year, the NYSC Board of Directors recognizes the program that best exemplifies the NYSP mission.

That institution is presented with the annual Silvio O. Conte Award, which, to date, has recognized one NYSP school as having a model program. This award is named for the former Massachusetts Congressman who served in the House of Representatives from 1959 until he passed away in 1991.

During his tenure, Congressman Conte focused a great deal of his energy on Labor, Health and Human Services, and Education Subcommittee appropriations. As a result, he became recognized as a leader in national health policy and social service programs such as NYSP. Conte successfully fought for NYSP when some of his colleagues attempted to reduce or eliminate funding. Thanks in great part to Congressman Conte, funding for NYSP increased during his career in Congress. These efforts earned him the admiration of then-President George H.W. Bush, who once dubbed Conte the “Education Congressman,” a fitting moniker for a man who believed that such programs were essential to our nation’s future.

The University of Toledo was recognized as the 2003 winner at the annual NYSP



### Previous Conte Award Winners

2003 University of Toledo  
2002 University of California, Davis  
2001 Yale University  
2000 Monroe Community College  
1999 University of Massachusetts, Lowell  
1998 University of Wisconsin, Eau Claire  
1997 Malcolm X College  
1996 Hampton University  
1995 University of Detroit Mercy  
1994 University of Arizona  
1993 University of the District of Columbia

national meeting in Washington, D.C., in February 2004. Toledo’s project administrator, Ruthie Kucharewski, and activity director, Norm Jamison, accepted the award on behalf of the university. The NYSC Board recognized the Toledo program’s outstanding quality, exceptional instruction and leadership. In addition, Toledo granted full access to campus facilities,

integrated NYSP with other community programs to provide year-round services to NYSP children, and maintained a positive environment with full support from the university and community.



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**National Youth Sports Program**

# NATIONAL YOUTH SPORTS CORPORATION STAFF



**Front Row:** Ross Whitfield, Deb Turner, Rochelle Taylor, Rhonda Stidham, Gale Wiedow.  
**Back Row:** Bob Marsh, Lisa Brodasky, Dianna Crain, Julie Walker, Sheila Bradley,  
Jeannie Burke, Gina Friedholdt, Tim Clark. **Not pictured:** Tommie Walls, Angela Williams.

Inside Back  
Cover

## **NYSP CREED**

I am a good sport at all times and conduct myself with decency and honesty. I do my best to get along with others and have pride in myself. I put forth my best effort in all competition and always compete fairly. Walk tall, Talk tall, Stand tall.”

**NYSP is exclusively administered by:  
National Youth Sport Corporation**

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