

## High School Sport Team Culture Survey: Data Collection and Reporting

### High School JV and Varsity Sports/Teams

The survey is collected and the results are reported per school per season, separately for Fall, Winter, and Spring Sports. Each student-athlete and each coach are expected to submit one response per sport/team for the season.

The reports are delivered to the school Athletic Director and Principal: ADs/Principals review and communicate the findings to their stakeholders: coaches, student-athletes, student families, superintendent/board.

### Data Results Reporting

Reporting is done by School by Season: each school will get the following set of files:

1. Two **Season Summary Reports** that show aggregated results as means of scales and questions on the Poor-to-Optimal performance scale, graphically and numerically, for two comparisons:
  - a. All Student-Athletes and all Coaches,
  - b. Boys' Sports SAs and Girls' Sports SAs.
2. Two **Season Tables** files that show frequencies, means, standard deviations, and valid Ns of the questions. One file for All SAs/Coaches; second file for Boys/Girls SAs.
3. Two Season **By Sport/Team Tables** files that show the results broken down by sport by JV/Varsity teams. One file with SA results; second file with results from Coaches.
4. Two Season **Comments** files that are sorted into groups by sport/team. One file with SA comments; second file with comments from Coaches.

### Data Review Support and Interpretive Reporting

1. Each report set includes as standard:
  - a. **Guide to Data:** an in-depth explanation of the survey structure, content, and connection to team culture development.
  - b. **Key to Report:** a one-page visual guide to information included in the report.
  - c. **Overview of the Report:** an instructional video explaining the structure and focus of the report and the ways and tools to review the data.

2. Optional **Season Scorecard** will summarize at a high level the overall results for the season sports and will identify if any of the sports/teams might be in the distressed culture zone, necessitating urgent response or intensive culture development work. The Scorecard is presented as a video review and can be requested for an additional fee.
3. Additional **custom data review support** services are available for a separate fee. These can include in-person/zoom consultations on the overall season data review or focus on target sport/team results and action planning for team culture development.

## Survey Collection

The survey is collected via two online national portals: one for student-athletes and one for coaches. The portals are “annual”—they list sports played throughout the school year across the U.S.

The survey is anonymous and collects only the following **group-identifying** information:

- a) **School:** a School Survey ID will be assigned to control access to the survey portal and identify the school in the data: the same ID will be used by all individual participants.
- b) **Season** for which data is collected (self-selected).
- c) **Sport/Team** (self-selected):
  - 1) Varsity Team or JV Team/one of JV teams.
  - 2) Boys’ Sport or Girls’ Sport.

To protect confidentiality of individuals, only group-level results are reported in the Summary and Tables. Comments are listed without edits and without any individual-identifying information.

The data results are provided only to the point person assigned by the school, usually the AD or Principal, or an individual they appoint as survey coordinator.

## Timeline

A standard collection window for a season is agreed on with the school; it is usually up to 3 weeks with two response updates to be provided: update after 1<sup>st</sup> week, update after 2<sup>nd</sup> week, collection ‘closes’ after 3<sup>rd</sup> week, and the data goes into the queue for reporting. Reporting takes 2-4 weeks depending on the time of the year.

## Pricing

**Data Collection and Reporting** is \$650-\$1,085 per season, depending on the number of sports.

**Season Scorecard** is \$450 per season.

## More Information

The High School survey is adapted from the collegiate athletics STC Survey.

Please see the **STC Survey Overview** for additional information on the theory, psychometrics, confidentiality, and the value-add of implementing the survey at:

[https://ewii.org/assess/SportTeamCultureAssessment\\_Overview.pdf](https://ewii.org/assess/SportTeamCultureAssessment_Overview.pdf)