DeSales University

Special Olympics Pennsylvania

2023 Special Olympics Eastern Fall Sectional Market Research Analysis

...

Presented By: Travis Kerr, Sammi McBride
Holly McFarland, Joseph Pijut, and Caroline Stierle

Agenda

- Introduction
- Research Objective
- SWOT Analysis
- Data Collection
  - Special Olympics Population
- Data Analysis
  - Athletes & Spectators
  - Populations, Frequencies, & Chi-Square Tests
- Environmental Analysis
- Recommendations
- Results & Summary
- Sources

Introduction

Introduction

- The Special Olympics offers year-round athletic events and sports training for individuals with intellectual disabilities
  - The extensive sports programs span olympic-style sports at local, national, and global levels
- The mission statement highlights dedication to offering opportunities, courage, joy, and friendship
- Unified sports emphasizes inclusion, breaking social barriers for people with and without disabilities
  - The promotion of awareness, acceptance, and dispelling myths contribute to a culture of inclusivity

Research Objective

Research Objective

- To measure the attitudes and preferences of Special Olympics' *athletes* regarding the DeSales Fall Eastern Sectional Event

- To measure the attitudes and preferences of Special Olympics' *spectators* regarding the DeSales Fall Eastern Sectional Event

SWOT Analysis

SWOT Analysis

Strengths:	**Weaknesses:**
1. Strong brand recognition and loyalty 2. Partnerships 3. Program diversity	1. Resource Allocation 2. Volunteer Recruitment and Retention 3. Inclusivity Challenges

SWOT Analysis

Opportunities:	**Threats:**
1. Expanding the organization's reach to more regions 2. Use social media for promotion 3. Improving employee morale	1. Funding 2. Natural Disasters/Adverse Weather/Pandemic 3. Competing Charities 4. Volunteer Recruitment

Data Collection

Data Collection

- Special Olympics' 2023 Eastern Fall Sectional was hosted at the main campus of DeSales University on October 1st
- Previous to Oct. 1st event, we worked to identify the best technique for gaining information about the athletes and spectators experience
- Our group was, specifically, asked to create a survey with questions for Soccer athletes and spectators who participated and viewed the events
- To help lessen any confusion during the survey process, volunteers wore shirts to identify themselves as a Special Olympics worker
- Finally, on the day of the event, we administered the surveys to both the participating athletes and valued spectators during the games and events

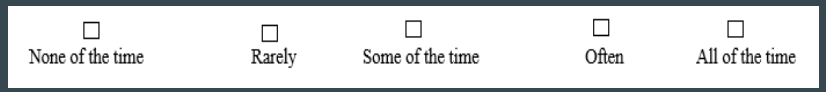
Soccer Survey Questions

1. Did you have fun?
2. Do you want to come back next year?
3. Was the scoring visible and fair?
4. Did you feel like the rules were fair?
5. Was the soccer field set up in a way that made it easy to play?
6. Did you receive enough communication about the event?
7. How would you like to receive event information about the event?
8. Any other feedback?

☐ Coach ☐ Email ☐ Social Media ☐ Website ☐ Other_____

Spectator Survey Questions

1. Did the events finish on schedule?
2. Was everything easily accessible?
3. Was it easy to find parking?
4. Were directions guiding you around campus clear and easy to follow?
5. Were the activities in the Olympic Village age appropriate?
6. Did you receive enough communication about the event?
7. How would you like to receive information about the event?
8. Any other feedback?



Data Collection

- One obstacle we discovered was disappointment from coaches of the age groupings and score of games
  - Teams of different age groups played each other, leading to lopsided competition and scoring of games
- From responses of the irate coaches was upsetting to see, as we realized the event was not properly taken care of prior
- Our next obstacle provided weak data showing within the spectators data about the timing the events took to finish and parking around the campus
- All these obstacles became factors to out group believing a slight decline within our data related to the scores, parking, and event times

Data Collection

- We found these as obstacles is because these declined statistics could be predicting to a possible setback in how Special Olympics should be organized and produced
- A perfect world is to see all of the statistics be received with the best information available, but not 100% “Definitely” because that can lead to belief of possible “Groupthink” from all the athletes and spectators
- We listed these obstacles because we are treating these statistics predicting a possible setback that shouldn’t ever happen, so we need to strongly prepare for next year’s event way better than this year

Data Collection

- Possible biases came from the “Data Collection in the Field, Nonresponse Error, and Questionnaire Screening” powerpoint slides
- Possibles Bias Errors
  - Intentional Field Worker Error
  - Unintentional Field Worker Error
  - Intentional Interviewer Error
  - Unintentional Interviewer Error
- Some belief that count for Soccer in the spectator data falls underneath these because of the unusually low amount

Data Collection

- Possible Bias Results
  - Interviewer Misunderstanding
  - Fatigue-Related Mistakes
  - Intentional Respondent Error
  - Falsehood
  - Respondent Misunderstanding
  - Guessing
  - Attention Loss
  - Distractions
  - Fatigue (Believed most likely)
- We found these the result errors to bias the data as the most possible
  - Think these would have a good correlation with the survey process we did with the Special Olympics
- With Fatigue being, we thought, to be the most common result error

Data Collection

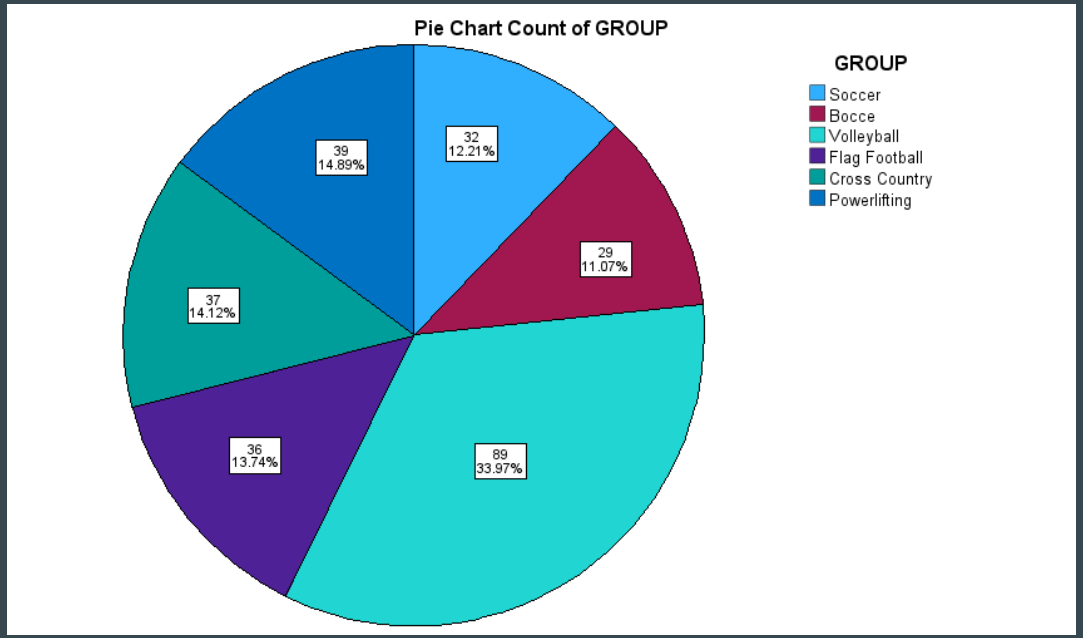
- The Primary Data for this project consisted of collecting data with surveying the athletes and spectators of the Special Olympics Soccer games and events at the 2023 Eastern Fall Sectional at DeSales University
  - Previously mentioned, it was collected by volunteers who worked the Soccer games on the Billera Lacrosse Fields
- The Secondary Data for this project consisted of using the data collected from all the other groups
  - This is data from the other athletes and spectators of sports consisting of Volleyball, Flag Football, Boche, Long Distance Running, and Powerlifting

Data Analysis

Population, Frequencies, & Relationships

- Population
  - Athletes (Pie Chart)
  - Spectators (Pie Chart)
- Frequencies
  - Athletes Data (Pie Chart)
    - Clustered Bar Chart (Evidence for Low Scoring)
  - Spectator Data (Pie Chart)
- Relationships (Chi-Square)
  - SCORING and FUN
  - FUN and SETUP
  - FUN and RETURN
  - SETUP and RETURN
  - RULES and SCORING
    - With RECs

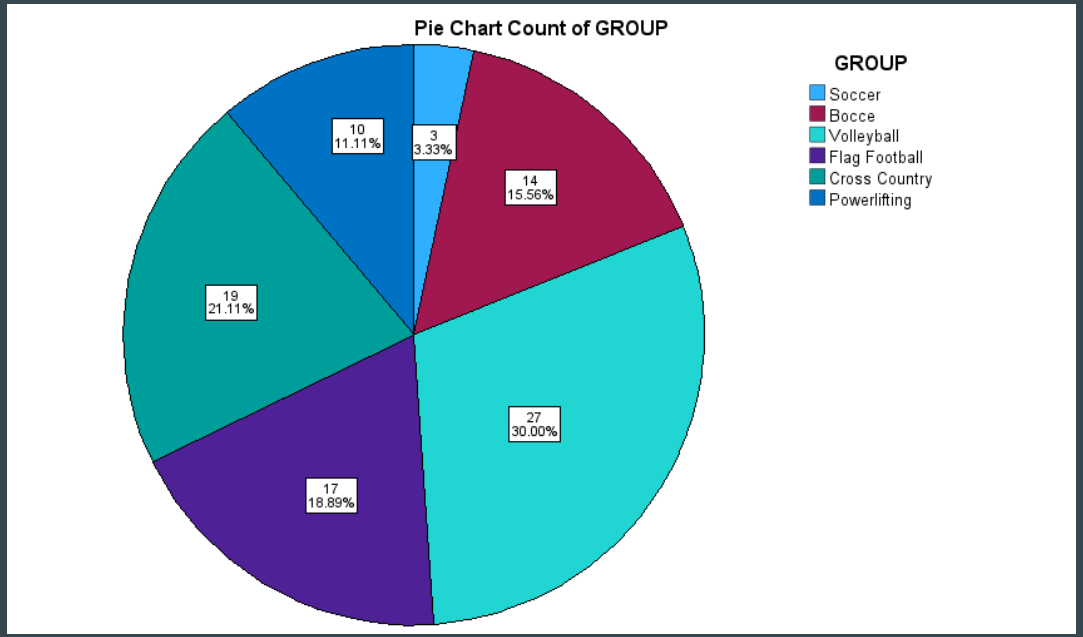
Athletes Population



GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Soccer	32	12.2	12.2	12.2
	Bocce	29	11.0	11.1	23.3
	Volleyball	89	33.8	34.0	57.3
	Flag Football	36	13.7	13.7	71.0
	Cross Country	37	14.1	14.1	85.1
	Powerlifting	39	14.8	14.9	100.0
	Total	262	99.6	100.0	
Missing	System	1	.4		
Total		263	100.0		

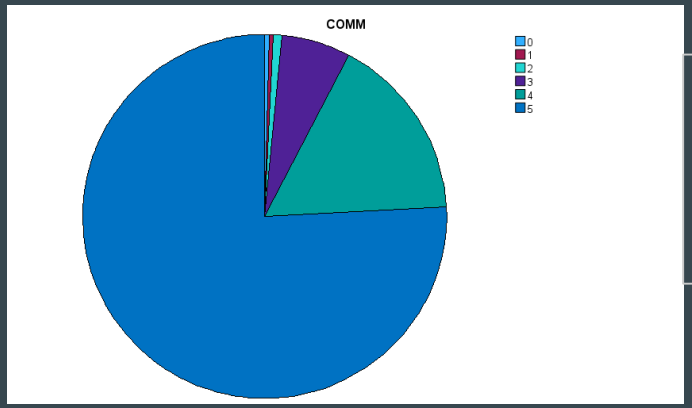
Spectators Population



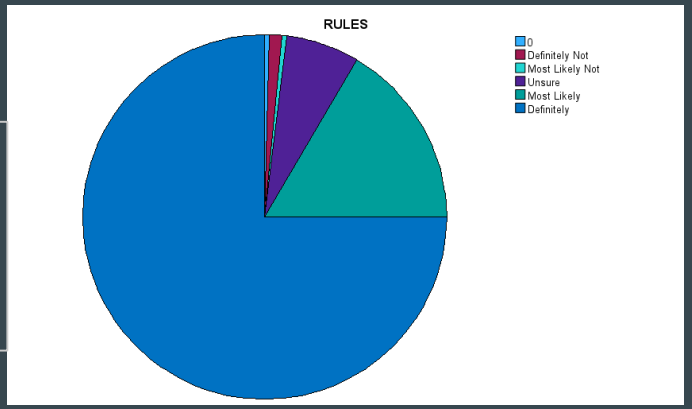
GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Soccer	3	3.3	3.3	3.3
	Bocce	14	15.6	15.6	18.9
	Volleyball	27	30.0	30.0	48.9
	Flag Football	17	18.9	18.9	67.8
	Cross Country	19	21.1	21.1	88.9
	Powerlifting	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

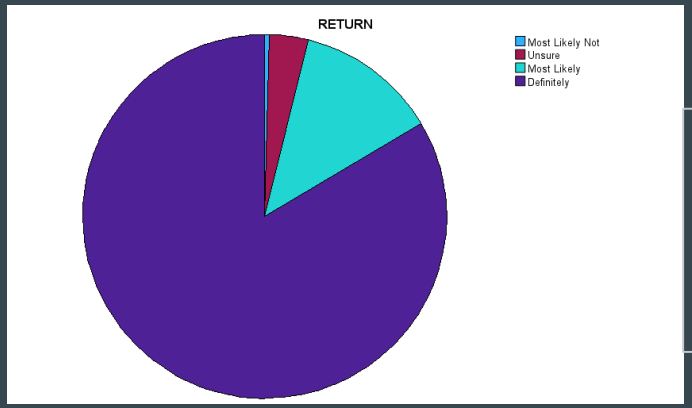
Athletes Data Findings (Frequencies)



75.9% of athletes selected “Definitely” for COMM

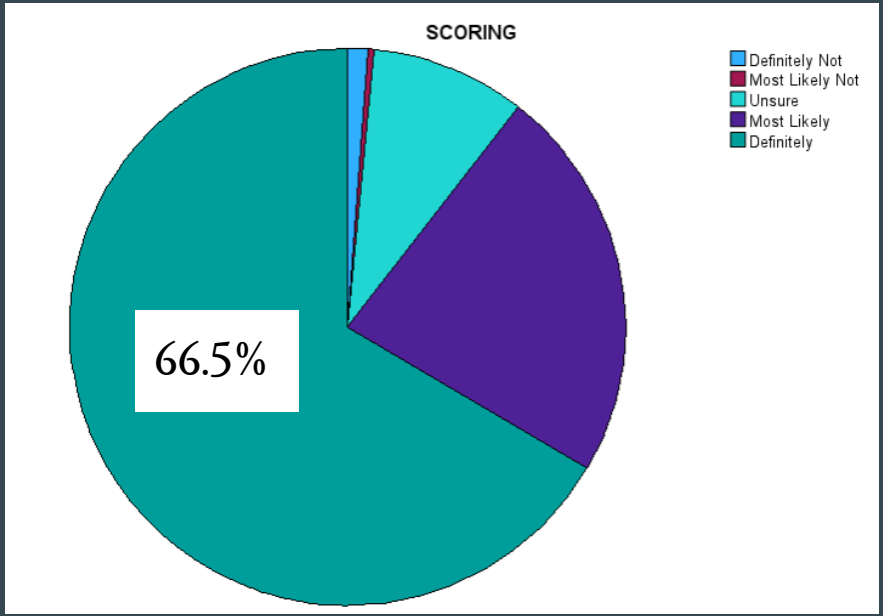


75% of athletes selected “Definitely” for RULES



83.5% of athletes selected “Definitely” for RETURN

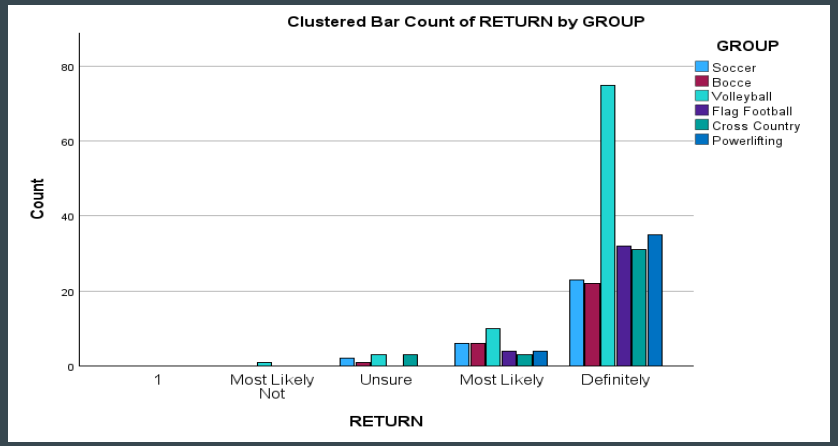
REC: Improve “Scoring” for next year



66.5% selected “Definitely” for SCORING

- ❏ Last slide shows a high percentage of athletes selecting “definitely” for COMM, RULES, and RETURN
- ❏ There was roughly a 10% drop in the percentage of athletes selecting “definitely” for SCORING compared to COMM, RULES, and RETURN
- ❏ This suggests that SCORING should be a focus for improvement next year

Data Analysis: Athletes (Soccer)

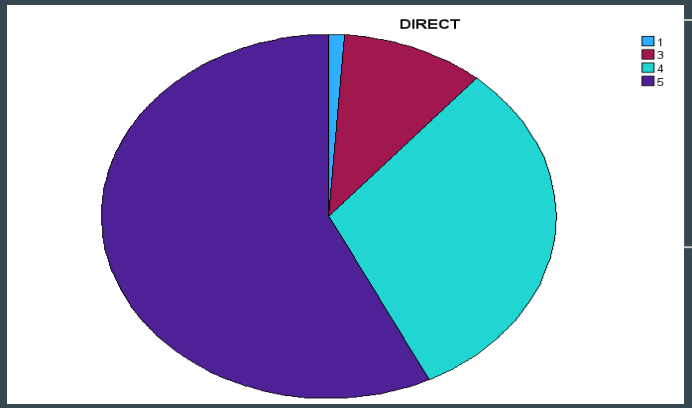


Clust. Bar RETURN by GROUP (Athletes)

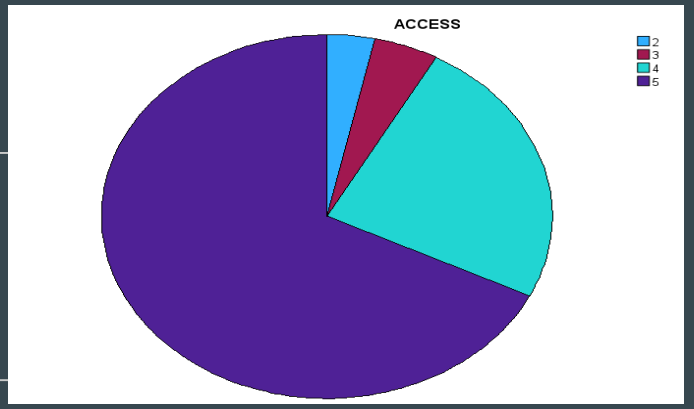
- Possible relationship between an overall lower percentage of athletes selecting “definitely” for SCORING, and a low count of soccer-athletes selecting “definitely” for RETURN compared to the other sports?

REC: Use same techniques of Volleyball to reflect similar performance

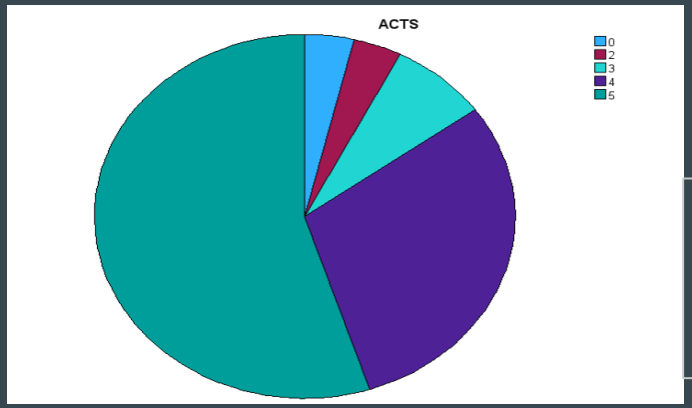
Spectators Data Findings (Frequencies)



57.3% of spectators selected “All of the time” for DIRECT



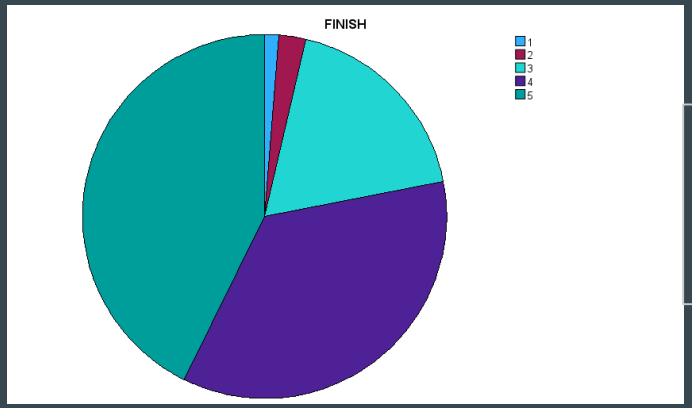
67.8% of spectators selected “All of the time” for ACCESS



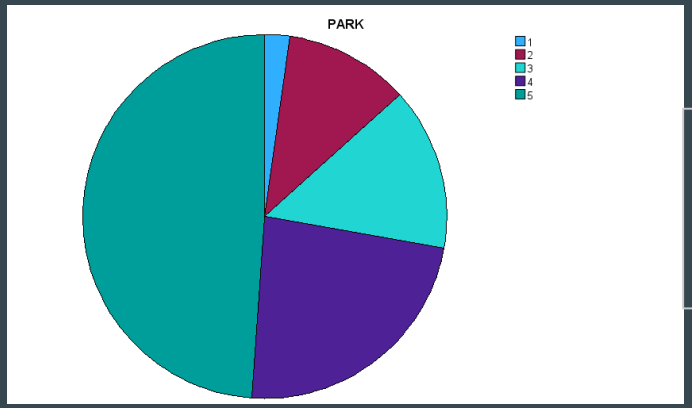
55% of spectators selected “All of the time” for ACTS

***Overall, a high percentage (above 50% for each) of spectators selected “All of the time” for ACCESS, DIRECT, and ACTS.**

REC: Improve “PARKING” & “FINISH” for next year



42.7% selected “All of the time” for FINISH



48.9% selected “All of the time” for PARK

Questions asked from survey:

- Did events finish on time?
- Was it easy to find parking?

The percentage of spectators selecting "All of the time" for the variables ACCESS, ACTS, DIRECT were all above 50%. However, the percentages for the variables FINISH and PARK dropped below 50% at 42.7% and 48.9%, respectively.

Chi-Square Test

- *Definition: Chi Square Analysis is the examination of frequencies for two nominal-scaled variables in a cross-tabulation table to determine whether the variables have a significant relationship*
- Our group generated 5 cross-tabulated relationships using Chi-Square tests to analyze the null hypothesis and what we felt would be the best correlated relationships
  - These tests because it will allow us to view the real significance of comparing the data points collected
  - In our short time, just Athletes data give more responses, this is more to uncover
  - The Athletes data is able to gain a deeper understanding of this data
- From the data chart tests, if the P value is < or = to 0.05, this means the relationship is statistically significant

Data Analysis: Athletes (Chi-square)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	84.985[a]	16	<.001
Likelihood Ratio	27.901	16	.032
Linear-by-Linear Association	7.276	1	.007
N of Valid Cases	256		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .00.

SCORING and FUN cross tab (Athletes)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	75.613[a]	16	<.001
Likelihood Ratio	50.107	16	<.001
Linear-by-Linear Association	22.732	1	<.001
N of Valid Cases	260		

a. 21 cells (84.0%) have expected count less than 5. The minimum expected count is .01.

FUN and SETUP cross tab (Athletes)

REC: The relationships “SCORING & FUN” and “FUN & SETUP” told us we can undergo a more advanced analysis

- Both the Chi-Square tests brought a P-Value of <0.05, meaning the relationship of these data points is statistically significant

Data Analysis: Athletes (Chi-square)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	241.415[a]	12	<.001
Likelihood Ratio	88.807	12	<.001
Linear-by-Linear Association	89.442	1	<.001
N of Valid Cases	260		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .00.

FUN and RETURN crosstab (Athletes)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.578[a]	12	<.001
Likelihood Ratio	48.602	12	<.001
Linear-by-Linear Association	15.246	1	<.001
N of Valid Cases	261		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .01.

SETUP and RETURN cross tab (Athletes)

REC: The relationships “FUN & RETURN” & “SETUP & RETURN” can perform a similar advanced analysis

- Again, both Chi-Square tests valued a P-Value of <0.05, which means these relationships are a considered statistically significant

Data Analysis: Athletes (Chi-square)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.132[a]	20	<.001
Likelihood Ratio	63.816	20	<.001
Linear-by-Linear Association	29.194	1	<.001
N of Valid Cases	257		

a. 24 cells (80.0%) have expected count less than 5. The minimum expected count is .00.

RULES and SCORING cross tab (athletes)

REC: The Relationship “RULES & SCORING” requires a more advanced analysis

- The P-Value returned from this Chi-Square test was <0.05, again, meaning the relationship is statistically significant

Connection to Environmental Analysis

Environmental Analysis

- The Special Olympics operates internationally and is inclusive of all ages, genders, and diverse racial compositions
- Special olympics includes 5.5 million athletes and 1.1 million volunteers, the U.S. market alone comprises 7.39 million participants
- Negative weather experiences have a large impact on the organization's image and affect future athlete participation
- The Special Olympics organization has a growing global demand for their services and events
- Potential budget cuts that arise and government support who focus on maintaining inclusion programs have a serious impact on the events that Special Olympics is able to host

Recommendations, Results & Summary

Recommendations

- Use of louder equipment
  - Use of the speakers in the Press Box
- Use of directions and details for volunteers to follow (general)
- SCORING – organize the age groups properly and previously before event, adjust accordingly (team drops out)
  - Assign the Soccer games with more DeSales Men's and Women's athletes to help give more help if needed
- PARKING - Ask for use Southern LeHigh Middle and High School and run shuttle buses to and from campus, or use the open grass areas, around campus
- Encouragement of more volunteers from DeSales students to participate
- Helpful sign to direct athletes and their families to Billera or their competition

Results & Summary

- The 2023 Special Olympics Fall Eastern Sectional was a success
  - Diverse participation in various sports
- Continue to spread the word and awareness of what Special Olympics has to offer
- Communication is key
- Athletes and their families are looking forward to next year's event and were satisfied with how this years games turned out

Sources

- https://desales.brightspace.com/d2l/le/content/11697/viewContent/454788/View
- https://desales.brightspace.com/d2l/le/content/11697/viewContent/556928/View
- https://desales.brightspace.com/d2l/le/content/11697/viewContent/556916/View
- https://desales.brightspace.com/d2l/le/content/11697/viewContent/556910/View
- https://desales.brightspace.com/d2l/le/content/11697/viewContent/184499/View
- https://desales.brightspace.com/d2l/le/content/11697/viewContent/184521/View

Thank you!
Any questions?