

Diversity Task Force

Diversity and Inclusion Strategies

Recommendations to Board of Directors-July 2017 Summer Meeting

Mission

Create a culture of inclusion and opportunity for people of diverse backgrounds in support of the USMS mission: To promote health, wellness, fitness, and competition for adults through swimming.

Vision Statement

Dedicated to creating an inclusive culture, which is diverse of all the differences of USMS athletes, coaches, volunteers, clubs and LMSCs. The task force will identify ways to support the vision of USMS to include diversity and inclusiveness while being the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults of diverse backgrounds as possible.

Core Objectives

- Identify** - gaps in membership and participation
- Develop** - develop goals and strategy accordingly
- Recommend** - The Diversity Task Force makes a recommendation to the USMS BOD

The Task Force identified 7 areas of focus with goals and strategic recommendations that support the Diversity Task Force mission statement.

1. **Collect Data:** learn who are members and determine where we have gaps in representation by racial and ethnic populations.
2. **Develop Resources:** The Diversity Task Force recommends that USMS collect and compile local best practices and strategies that work to promote diversity of membership and an inclusive swimmer community and offer those resources to coaches and LMSC's, the BOD and National Office staff.
3. **Engage Coaches:** The Diversity Task Force recognizes that Coaches are a key to increasing diversity in our membership and promoting an inclusive setting for our members.
4. **Engage LMSC's and Local Volunteers:** The Diversity Task Force believes that LMSC leadership and volunteers are significant key components to increasing diversity in our membership and promoting an inclusive swimming environment. Engaging LMSC's and developing local volunteers is a critical part of the USMS Strategic Plan.
5. **Profile Successes/Recognize.** The Diversity Task Force recognizes communication, education, publications and recognition as powerful tools to create awareness, excitement and change around new ideas, which includes promoting diversity and inclusion.
6. **Cultivate New Partners:** Consistent with its strategic plan, USMS will cultivate and expand our community partnerships.
7. **Extend Diversity Leadership into Future:** The Diversity Task Force sees that other NGB's such as USA-S, USA Water Polo, and the USOC have created ongoing governance structures to promote diversity and inclusion and further the organizations' goals.

Each strategy is identified with a projected target date by year.

	2017	2018	2019
1. Collect Data: learn who are members and determine where we have gaps in representation by racial and ethnic populations. The Diversity Task Force recommends that:			
USMS collects voluntary data from members (at registration) on race and ethnicity (recommended to BOD 2-2017)	Recc: 2-2017		
USMS uses CDC data as the benchmark to set targets diversity (consistent with USA-Swimming) .	Recc: July BOD		
USMS collects voluntary demographic data for Board Members and National Office staff like data collected by other NGB's and report results.	Recc: July BOD		
USMS collects voluntary demographic data from members of the House of Delegates and report results.		X	
USMS collects voluntary demographic data from LMSC Officers/Board Members and report results.			X
USMS captures demographic data for ALTS participants and compile this information as another measure of a diverse population whom we impact (even if they do not continue as USMS members).	Dec		
	2017	2018	2019
2. Develop Resources: The Diversity Task Force recommends that USMS collect and compile local best practices and strategies that work to promote diversity of membership and an inclusive swimmer community and offer those resources to coaches and LMSC's, the BOD and National Office staff. The Diversity Task Force recommends that:			
USMS and the Task Force collect and develop profiles of local strategies that promote diversity and inclusion. This effort will result in developing brief case studies and an opportunity to connect with local contact persons willing to act as resources.	X		
Diversity Task Force identifies and interviews coaches who offer inclusive strategies and creates short videos to make available for others.		X	
After strategies and resources are developed, Diversity Task Force creates USMS topic on the discussion forum.		X	
USMS makes training in diversity and inclusion available for National Office staff and Board members.		X	
	2017	2018	2019

3. Engage Coaches: The Diversity Task Force recognizes that coaches are a key to increasing diversity in our membership and promoting an inclusive setting for our members. The Diversity Task Force recommends that:			
The Coaches Certification/Training Curriculum be reviewed to seek opportunities to 1) identify barriers to inclusion and diversity and 2) share the local examples of best practices for diversity and inclusion.		X	
USMS identifies and recognizes coaches who are advocates for diversity and inclusion and highlight their accomplishments.		X	X
USMS engages Coaches Committee in discussions about possibilities and strategies for diversity and inclusion.		X	
USMS develops a Webinar or series for coaches using the best practices and examples developed as Resources in Goal 2 above.		X	
	2017	2018	2019
4. Engage LMSC's and Local Volunteers: The Diversity Task Force believes that LMSC leadership and volunteers are a significant key to increasing diversity in our membership and promoting an inclusive swimming environment. Engaging LMSC's and developing local volunteers is a critical part of the USMS Strategic Plan. The Diversity Task Force recommends that:			
USMS develops a Webinar or series for LMSC's using the best practices and examples developed as Resources in Goal 2 above.		X	
USMS evaluates best practices from other similar organizations (such as USA-S) and introduce LMSC Standards where those practices would benefit USMS' goals for diversity and inclusion. (An example from USA-S is that each LMSC has a voting board member with responsibility for diversity and inclusion in their LSC job description.)			X
USMS encourages local volunteers to promote the involvement of a more diverse volunteer/member base and offer an inclusive community for involvement.		X	
USMS shares information from local ALTS training with LMSC leadership to provide opportunities for outreach.		X	
USMS shares information about local USA swimming clubs with LMSC's as resources for reaching out to a more diverse population-parents or senior swimmers.			X
USMS recognizes and acknowledges LMSC's/clubs who are making a difference for diversity and inclusion.			X
	2017	2018	2019

5. Profile Successes/Recognize. The Diversity Task Force recognizes communication, education, publications and recognition as powerful tools to create awareness, excitement and change around new ideas. such as promoting diversity and inclusion. The Diversity Task Force recommends that:			
The National Office seeks opportunities to highlight diversity and inclusion at the local level and throughout the organization in publications and on the web. Collect feedback from members regarding articles.	X	ongoing	ongoing
USMS develops and supports positive role models throughout the organization who demonstrate and speak for diversity and inclusion within USMS.		X	
USMS recognizes and acknowledges local LMSC's and clubs and coaches that are making a difference for diversity and inclusion and highlight their accomplishments.			X
USMS expands the focus from elite swimmers to include the diversity of interests and swimming abilities of our members.		X	

	2017	2018	2019
6. Cultivate New Partners: Consistent with its strategic plan, USMS will cultivate and expand our community partnerships. The Diversity Task Force recommends:			
That the National Office reach out to new partners who may bring a diverse demographic to USMS and those who demonstrate inclusiveness.		X	

	2017	2018	2019
7. Extend Diversity Leadership into Future: The Diversity Task Force sees that other NGB's such as USA-S and USA Waterpolo have created ongoing governance structures to promote diversity and inclusion and further the organizations' goals. The Diversity Task Force recommends:			
That the BOD assigns the appropriate Task Force/Committee to lay the ground work for the HOD to add a Diversity and Inclusion Committee that will further the goals of diversity and inclusion at the national level and to engage committees, LMSC's and coaches through sustained participation.		X	