



LSC Diversity and Inclusion Chair Manual

“We must all work to embrace the importance of diversity and inclusion. D&I requires intentional acts. We must continue to try pilot programs, build partnerships, customize our messaging, and challenge each other to carry through with our commitment. Perhaps our greatest challenge is finding sustainable ways for lower income families to gain access to facilities and to programming.” - Chuck Wielgus

Table of Contents

Welcome.....	4
USA Swimming Core Objectives	4
LSC Diversity & Inclusion Chair Job Description	5
Expanded Look at D&I Chair Duties & Responsibilities	6
Diversity & Inclusion Advocates	7
Diversity & Inclusion Framework	8
Existing Membership Programming:	8
Diversity Camp Programs.....	8
Coach Mentorship Program.....	8
New Membership Initiatives:	9
Community Swim Teams.....	9
Outreach Membership	9
D&I Chair Specific Educational Opportunities	9
Diversity & Inclusion Regional Summits.....	9
Diversity & Inclusion Chair 101	9
Diversity & Inclusion Workshop: Convention.....	10
USAS Convention Diversity & Inclusion Track.....	10
Spring Zone Meetings	10
Women’s Leadership Opportunities.....	10
Online Diversity & Inclusion Resources.....	10
Goals and Timeline	11
Year 1 – Review and Planning	11
Year 2 - Implementation	12
Appendix – Quad Business Plan.....	13
Quad Business Plan Overview	13
USA Swimming Cultural Values.....	13
Build Overview	13
Trends that will Impact Build	13
Promote Overview	13

WELCOME

Congratulations on being selected as your LSC's Diversity and Inclusion Diversity & Inclusion Chair. The LSC Diversity & Inclusion Chair Manual will provide you the information that you need to succeed in your position.

Welcome to the USA Swimming Diversity & Inclusion team!

USA SWIMMING CORE OBJECTIVES

USA Swimming's mission is to grow and strengthen the sport of swimming. Specifically, we seek to:

Build the Base – We seek to expand our membership and our reach in order to engage as many people as possible in the sport of swimming.

Promote the Sport – We seek to promote all aspects of the sport in order to generate as much positive public recognition as possible that in turns will lead to increased participation in everything from water safety and learn-to-swim programs to competitive swimming to swimming for lifetime fitness.

Achieve Sustained Competitive Success – We seek to continue the rich tradition of performance success at the highest levels of international competition, especially at the Olympic Games.

LSC DIVERSITY & INCLUSION CHAIR JOB DESCRIPTION

Position Description:

- To promote inclusion and increase diversity specifically at the club and LSC level.

Reports to:

- LSC General Chair

Position Specifications:

- Educator, facilitator, and lobbyist supported by the LSC
- Goals & objectives set should follow or tie into the USA Swimming Business Plan, National Diversity Committee or USA Swimming Diversity & Inclusion goals.
- Terms vary with each LSC (2-year term, max of 2 consecutive terms recommended)
- Can be appointed or voted in to the Board
- Voice or Voting Member (recommended) of the Board

Position Requirements:

- USA Swimming Membership

Duties/Responsibilities:

- Actively participate in Board Meetings
- Work with or create a Diversity Committee
- Create or establish goals for the LSC and communicate this to the Board
- Deliver regular reports to GC, BOD and HOD
- Develop short and long-term projects that tie into the [Quad Business Plan](#), National Diversity Committee or USA Swimming Diversity & Inclusion goals
- Create and coordinate community related activities that help promote diversity in the LSC (Diversity Meets, Forums, Summits, Camps, Educational opportunities, Training, etc.)
- Develop, coordinate and implement strategies, policies and programs that support prospective, new and current LSC membership.
- Develop mentoring contacts and relationships
- Communicate information about programs and activities that support D&I
- Imbed Diversity & Inclusion into existing LSC structure and programming
- Regular communication with Zone Diversity Coordinator

Resources:

www.usaswimming.org/diversity

- USA Swimming Diversity & Inclusion Team: 719-866-4578

Expanded Look at D&I Chair Duties & Responsibilities

Below is an expanded look at some of the duties and responsibilities listed above.

Actively participate in Board Meetings

Give D&I updates to fellow board members during conference calls and in person meetings. Updates should include current D&I LSC activities and future activities.

Deliver regular reports to GC, BOD and HOD

Regular communication with members of the board and presentations at your LSC HOD will help garner support for D&I programming that you seek to create. *Make everyone aware of what you are doing!*

Develop short and long-term projects

Take time to review the Quad Business Plan and USA Swimming's membership goals so you can create projects that will have short term and lasting success. Your programming will impact the diversity of USA Swimming's membership.

Create and coordinate community related activities that help promote diversity in the LSC

Create community events geared toward educating diverse groups within your LSC. Community events could include water safety festivals, swim clinics, meets, etc. that connect with the targeted audience (Black History Swim Meet, Hispanic Swim Clinic, etc.)

Develop, coordinate and implement strategies, policies and programs that support prospective, new and current LSC membership.

Think outside the box and create programming that engages current membership and appeals to groups that are not familiar with USA Swimming.

Create or establish goals for the LSC and communicate this to the Board

Under the direction of your GC make sure that LSC D&I goals measurable and achievable. Constant communication with your board will help you down the road if a problem does arise because the board has been aware of your plans from the beginning.

Develop mentoring contacts and relationships

Reach out to your past LSC D&I Chair, diverse coaches and volunteers for advice and suggestions. Past D&I Chairs can help guide you through unfamiliar territory. You are not alone!

Communicate information about programs and activities that support D&I

Constant communication with membership in your area will be vitally important to your success. Monthly emails and/or a newsletter to swim teams and coaches in your LSC highlighting D&I programming will keep them abreast of what you and your D&I committee are doing to reach out to different demographics and will give swim teams a chance to be highlighted each month.

Imbed Diversity & Inclusion into existing LSC structure and programming

D&I should filter throughout your LSC. To do this take time to review what currently is being done in your LSC and what is needed (for example make sure LSC website reflects the diversity within your LSC, create multi-cultural clinics and/or meets) to ensure that diversity is reflected throughout the LSC.

DIVERSITY & INCLUSION ADVOCATES

A key to success within your LSC is identifying active and influential advocates who will support your D&I efforts. These individuals can be a great sounding board for programs and initiatives you are looking to develop. The more advocates you have within the LSC, the greater the odds for program success and longevity.

LSC General Chair

The LSC General Chair is the most important advocate you will have while developing a culture of D&I. Through regular contact you will keep your General Chair abreast of all D&I programming you and your committee (see below) develop.

LSC Diversity & Inclusion Committee

You cannot, nor should you try, to do it on your own. You will need assistance from individuals in your LSC to build, promote and achieve successful D&I programming. Your LSC D&I Committee should be made up of individuals from various backgrounds: coaches, officials, volunteers. For instance, a good LSC D&I Committee will have representatives that have experience in the following.

- Marketing
- Social Media
- Community Relations
- Coaching
- Fundraising
- Cultural Centers
- Events

Zone Diversity & Inclusion Coordinators

Each of the four zones has a Zone Diversity & Inclusion Coordinator. The Zone Diversity & Inclusion Coordinators are a resource for:

- Contact with the National Diversity Committee and USA Swimming D&I Staff

- Information regarding National Level D&I programs and initiatives
- Information regarding Zone Level D&I programs and initiatives
- A conduit for communication amongst all LSC D&I Chairs

Regular communication with your Zone Diversity & Inclusion Coordinator will help you succeed in your position. Make sure to use different forms of communication – emails, phone calls, Skype Video/Audio conference calls, and in person meetings.

USA Swimming National Diversity & Inclusion Committee

The USA Swimming National Diversity & Inclusion Committee consists of volunteers of various backgrounds whose sole purpose is to increase opportunities in swimming for people of different multicultural, ethnic, and socioeconomic backgrounds. The committee holds monthly conference calls and meets in person meetings twice a year. For more information about the committee go to usaswimming.org/diversity.

USA Swimming Diversity & Inclusion Staff

USA Swimming has a dedicated group of individuals who develop programs and services aimed at supporting current and future membership. The USA Swimming Diversity & Inclusion Team can be reached via email at inclusion@usaswimming.org.

DIVERSITY & INCLUSION FRAMEWORK

The following are current programming that the USA Swimming's D&I team, as well as the National D&I Committee work on. When deciding what to tackle first within your own LSC, it's important to make sure everything relates back to the [Quad Business Plan](#). The following could spark new ideas or provide a place to start.

Existing Membership Programming:

Diversity Camp Programs

USA Swimming offers a variety of camp opportunities to help its member athletes across the nation reach their full potential.

- LSC Diversity and Inclusion Themed Camp: a starting place for swimmers seeking a local camp experience. This camp is hosted and run by the LSC with some USA Swimming support.
- Zone Diversity Select Camps: These camps are hosted by each Zone during alternating years with increased involvement from USA Swimming.
- National Diversity Select Camp: USA Swimming's premier camp aimed at diverse athletes. Swimmers will train and participate in educational sessions at the U.S. Olympic Training Center in Colorado Springs, CO.

Coach Mentorship Program

Coach mentees participate in an on-site visit with their coach mentors and meet with staff, observe meetings/practices and spend time discussing the sport in order to increase their organization skills and technical knowledge. The relationship between mentee and

mentor continues throughout the next year and beyond. Go to USA Swimming.org/Diversity for more information about the Coach Mentorship Program.

New Membership Initiatives:

Community Swim Teams

USA Swimming's Community Swim Team Partnership Program aims to provide competitive opportunities and services to outreach athletes, their coaches, and their teams. By forming meaningful partnerships with city department and LSCs, this program helps facilitate the creation of multi-level swim programs in diverse areas. USA Swimming looks to identify existing competitive swimming teams or leagues that are not USA Swimming with the purpose of bringing them under USA Swimming membership.

The Community Swim Team Program exposes diverse populations to the sport and gives more kids the opportunity to swim in USA Swimming meets. Parks and recreation teams gain access to USA Swimming's coach education resources, and the partnership often gains local and state support.

Outreach Membership

USA Swimming outreach membership offers qualified individuals the opportunity to become a USA Swimming year-round athlete member at a reduced fee. The base fee is \$5. LSC's can add up to an additional \$2. Each LSC is required by USA Swimming to offer outreach memberships to qualified candidates. It is up to your LSC to determine who is eligible for outreach membership and who is not.

D&I CHAIR SPECIFIC EDUCATIONAL OPPORTUNITIES

Throughout the year USA Swimming offers educational opportunities for LSC Diversity & Inclusion Chairs. USA Swimming encourages you to take advantage of these opportunities and attend them.

Diversity & Inclusion Regional Summits

The Diversity & Inclusion Regional Summits bring USA Swimming's membership together to discuss best practices for fostering growth at the LSC and team levels in underserved populations. During this three-day summit attendees will hear from key leaders in diversity & inclusion, USA Swimming headquarters staff, and other invited guest on the latest diversity & inclusion topics and initiatives. Attendees will also go through workshops and goal setting sessions that will provide them the blueprint they need to reach out to different multicultural audiences.

Diversity & Inclusion Chair 101

This program is available during the USAS convention and meant for all NEW D&I Chairs. The 101 will provide D&I Chairs the fundamental basics and resources available to succeed in their position. Returning Diversity Chairs are welcome.

Diversity & Inclusion Workshop: Convention

This program is also available during the USAS Convention and directly follows the 101 course. It is geared towards both new and returning D&I Chairs and focuses on contemporary D&I topics. For more information please go to usaswimming.org/diversity.

USAS Convention Diversity & Inclusion Track

During the U.S. Aquatic Sports Convention USA Swimming, along with the USA Swimming National Diversity & Inclusion Committee hosts educational workshops and sessions for USA Swimming membership.

Spring Zone Meetings

D&I offers an educational track for D&I Chairs during the Spring Zone Meetings. Educational programming compliments information presented at the Regional Summits and Convention and there possible funding support for D&I Chair to attend these meetings.

Women's Leadership Opportunities

The women's leadership summits are weekend retreats designed for women to convene, connect, and grow their network. The structure of the summit or conference changes from event to event. For more information about leadership opportunities for women go to usaswimming.org.

ONLINE DIVERSITY & INCLUSION RESOURCES

[USA Swimming Diversity & Inclusion Webpage](#)

The USA Swimming Diversity & Inclusion webpage is the place to find educational information that you will need to become a successful LSC Diversity & Inclusion Chair. Highlights include

- Calendar of Educational Opportunities for LSC Diversity & Inclusion Chairs
- Multicultural Swim Meets and Events Calendar
- The latest Diversity & Inclusion News and topics.

[Cultural Inclusion Resource Guides](#)

The Cultural Inclusion Resource Guides identify different ethnic oriented information, pillars of the sport and programming that can be used to reach out to various multi-cultural groups. Whether you are trying to connect with the African American, LGBTIQ, Native American or Hispanic audiences in your LSC these guides can be used to educate coaches and current swimmers about different cultural groups or be used as a way to educate new swimmers about the numerous cultures in swimming. To view the cultural inclusion resource guides (African American, Native American, Hispanic Latino, and Asian American) go to usaswimming.org/diversity.

[Online Clinic Series – Diversity & Inclusion](#)

Throughout the year USA Swimming hosts webinars designed to highlight the latest D&I topics and events. The D&I series features presentations from USA Swimming staff, guest presenters, and other prominent individuals. To view past and upcoming webinars click [here](#).

[Diversity & Inclusion Newsletter](#)

The USA Swimming Diversity & Inclusion Newsletter is emailed to USA Swimming membership quarterly each year. Subscribers to the newsletter will receive the latest Diversity & Inclusion news and the most up to date events calendar. To subscribe to the newsletter, go to usaswimming.org/diversity.

GOALS AND TIMELINE

Below is a list of goals to be completed during your first two years as an LSC Diversity & Inclusion Chair.

- Keep in constant communication with your LSC General Chair and Board. Strong communication will be a vital key to your success as a LSC Diversity & Inclusion Chair.
- Plan, Plan, and Plan again. Your LSC General Chair and Board want to see a plan on how you will use the D&I Budget. A strong plan will increase the odds of gaining support and momentum for your D&I initiatives.
- Form an LSC Diversity & Inclusion Committee. Engaging 3-4 additional D&I advocates will help grow the LSC D&I culture.
- Establish clear and concise goals!

YEAR 1 – REVIEW AND PLANNING

- Contact your LSC General Chair
- Contact you Zone Diversity & Inclusion Coordinator
- Review LSC D&I Budget
 - a. If needed request a D&I Budget line item
- D&I Inventory review of LSC Assets
 - a. Examine LSC website to make sure website reflects diversity of LSC.
 - b. Review LSC printed materials.
 - c. Review current LSC D&I Resources and Events
- If needed create LSC D&I Committee
- Present LSC D&I Review to Board of Directors and D&I Committee
- Present entire D&I Plan to Board of Directors
 - a. Budget
 - i. Events
 - 1. Clinics
 - 2. Camps

3. Meets
4. LSC Diversity & Inclusion Summits
- ii. LSC Diversity Chair Travel
 1. USAS Convention
 2. Diversity & Inclusion Regional Summit
- b. Tentative LSC Diversity & Inclusion event calendar
- c. List of educational Opportunities for you and USA Swimming Membership in your LSC
- d. List of short and long-term goals
- e. Familiarize yourself with the LEAP program and what D&I items are required and additional in all 3 levels.

YEAR 2 - IMPLEMENTATION

- Send monthly and/or quarterly D&I updates to Zone Diversity & Inclusion Coordinator
- Actively participate on all Zone Diversity & Inclusion Coordinators Conference calls
- Hold monthly or quarterly LSC Diversity & Inclusion Committee Conference Calls
- Hold routine conference calls or in person meetings with LSC General Chair
- Host at least 2 LSC D&I events
 - Camp & Summit
 - Water Safety Day
 - Multicultural Swim Meet
 - Cultural Celebration Event
 - Black History Swim Meet
 - Hispanic Heritage Swim Meet
 - Asian American Swim Meet
 - Native American Swim Meet
- LSC Website
 - Your contact information
 - Pictures on website represent diversity of LSC
 - Outreach Membership information is posted on LSC Diversity & Inclusion webpage so that parents can find the information.
 - Criteria
 - Outreach Membership Policies posted online
 - Meet reimbursement fees
 - Outreach Membership Forms
 - Up to date categories
 - Multicultural events and educational opportunities posted
 - National Diversity & Inclusion Camp Information
 - Zone Diversity & Inclusion Camp Information
 - USA Swimming Diversity & Inclusion Summit information
 - List of LSC events (Water Safety Festivals, Clinics, etc.)

- Translate LSC Material into different dialects.
- Identify potential USA Swimming Community Swim Teams

Appendix – Quad Business Plan

Below are D&I excerpts from the 2017-2020 Quad Business Plan.

Quad Business Plan Overview

Increased investment in the future of diversity & inclusion

USA Swimming Cultural Values

9) Promote the importance of diversity and inclusion

Build Overview

We will lead the charge of inclusion within the sport, welcoming kids from all backgrounds.

Trends that will Impact Build

Societal and sport advances in diversity & inclusion, especially in the LGBTI! Community

Priorities

Support LSC's & Zones

Strategies

-Expand educational services with focus on leadership, diversity & inclusion and governance

Grow & Retain Membership

-Expand diversity & inclusion efforts

-Create a fun, family-friendly entry-level experience to the sport

Promote Overview

USA Swimming will position the sport as the most inclusive and welcoming sport to all cultures.

Priorities

Promote Swimming in the USA

Strategies

-Grow participation in all cultures