Diversity and Inclusion Series:
How to Activate Diverse Parents & Athletes in Your LSC
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Potomac Valley Swimming Safe Sport Chair

About Me
- Current LSC Safe Sport Chair
- Previous LSC Diversity Chair
- Parent of two age group swimmers
- Experienced Team Manager of summer league & USA - S PVS club - Elite Rays Swim Club
- Meet Director, Travel Team Manager, Volunteer Coordinator, Deck Volunteer, Etc....
- 20 + years as Professional Business Consultant in HealthCare, Marketing, Client Services
Potomac Valley Swimming

- Local Swimming Committee in the DC Metropolitan Area
- 5th largest in the country with about 11,500 members
- 49 Clubs

**PVS Board at 2016 USA Swimming Convention**

**PVS Athlete Diversity**

**Ethnicity Chart**

*PVS 2015-2016*

- No Response 7,606
- White 2,303
- Asian 981
- Black or African American 325
- Hispanic or Latino 170
- Some other race 73
Why should we connect with our diverse parents?

- Involved & Supportive Parents = Happy & Engaged Athletes
- Parents will develop relationships and longer term commitment to sport
  - Vested interest in success of club and LSC and not just themselves (or their athlete)
- Athletes and parents develop greater pride and sense of community which leads to less chances of leaving the sport
- Athletes who see adults in leadership positions from their cultural background may feel more empowered and see more of a future in the sport

PVS Diversity Programs

- Diversity Committee
- Diversity Travel Team
- Diversity Clinics
  - Officials Clinics
  - Swim Clinics
    - LSC Camps
    - Catch the Spirit Camps
    - Zone Camps
    - College Information Clinics
  - Water Safety Events
Collaboration

Collaboration is key to activating your parents and athletes

- Coaches
- Senior Athletes
- Elite Athlete/Olympian
- Swim Club
- Municipality
- Aquatic Facility
- College/University
- Zone and LSC Reps

LSC Diversity Committee

- Activate your parents! Ask them to volunteer on the committee and volunteer at events
- Create helpful communications regarding resources
- Support your coaches!!
Diversity Travel Team – Cultural Meets

- USA Swimming has resources regarding cultural meets around the nation
- DC has the Black History Meet every February

Officials Clinics

- Officials Clinics
  - mobilize your parents to volunteer and train to be officials
  - Work with your LSC Chief Official or team Officials Chair
  - Coordinate training in underserved community pools within LSC
  - Invite prominent, experienced Officials
Educational Swim Clinics

- Invite prominent coaches and elite athletes to your club/LSC – creates excitement and renewed interest

Coach Clinics

 Relationship Building
#SharingThePowerOfSwimming

 Breakfast Roundtable Discussions

 On deck collaboration & Sharing of Best Practices
Educational Swim Clinics

- Programs with interesting topics like –
  - College Swimming Tips
  - Elite Athlete Performance

Educational Swim Clinics

- Collaborate with Elite Athletes, Sigma Gamma Rho, Catch the Spirit Camps or municipality programs, local universities
Diversity Zone Camps

Water Safety Days

Activate your parents and athletes in Local Social Responsibility Projects

Volunteering with Diversity in Aquatics

www.diversityinaquatics.com

OPEN WATER WATER SAFETY - Learn to Swim Clinic
Collaboration with local church scout youth group
Parent & Athlete Involvement

- Parent Volunteer Clubs/Group – provide them a community (online ok) space to engage with each other
- Leadership Positions for athletes and parents – Team Activities, Fundraising, Community Outreach, Volunteer Coordination,
- Represent club at HOD or other LSC meetings, Athlete reps, etc
- Recurring Parent Education Meetings – the more they know the more they care, the more they want to do
- Parent to Parent Mentoring
  - More experienced parents can help educate new parents

Expected outcomes of Diversity Programs

- Diversity Membership will be
  - More engaged
  - More Family Participation
  - More committed
  - More Visible
  - More Role Models
  - Greater Contributors to the sport
  - Vested in your club and LSC’s success
- Build the Sport
  - Referrals
Resources

- USA Swimming Diversity Office staff
- USA Swimming Diversity National Committee
- LSC and Zone Diversity & Safe Sport Chairs
- Convention Workshops and Speakers
- Safe Sport Program Staff, Nat’l Committee
- USA Swimming Diversity and Inclusion Pamphlets, Website and Communications
- Webinar Diversity & Inclusion Series Online Clinics Recording and Slides
- www.usaswimming.org

Questions, Ideas, Thoughts??

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