Fostering Diversity and Inclusion Programs in Your LSC

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Nations Capital Swimming
Eastern Zone Diversity and Inclusion Coordinator
About Me

Background
- Swam with NCAP under Pete Morgan
- Howard University Swim and Dive Team
- IT and Business Consultant
- Former PVS Diversity Chair

Current
- Business Teacher for Fairfax County Public Schools
- Coach at Nations Capital Swim Club (Burke)
- Eastern Zone Diversity and Inclusion Coordinator
LSC – Potomac Valley Swimming (PVS)

Who Are We:
- Responsible for governing swimming in the DC Metro Area
  - Area includes DC, Southern Maryland and Northern Virginia
- 5th Largest LSC in the country with approx. 11,000 members
- Diversity Numbers

Challenges:
- Transparency of Outreach Policies and Program
- Utilization of the Diversity and Inclusion Budget
- Needed a voting member on the Board
- Further the communication of opportunities from USA Swimming, the LSC and community in regards to Diversity
Resources

- USA Swimming pamphlet on Diversity and Inclusions—What is Diversity and Inclusion in the context of USA Swimming? (Link)
- Leap Policies and Club Recognition Programs
- Other LSCs and Diversity Chairs (EZ Diversity Chairs and Programs)
  - Read the National Diversity and Inclusion Chairperson’s Presentation – Bill Kirkner (Maryland Swimming LSC) Best Practices for Developing New Talent Resources (Link)

![Image of Diversity and Inclusion What Can You Do?]

- COACHES:
  - Volunteer for your LSC Diversity Committee
  - Organize a camp or clinic
  - Look at your staff to see if it reflects diversity
  - Bridge programs and introductory clinics
  - Welcome and mentor minority coaches
  - Review your recruiting materials and website photos
  - Review your team policies and mission statement
  - Recruit in nontraditional environments
  - Swim Lessons
  - Water Safety Days
  - Scholarships and parent education

- SWIMMERS:
  - Be part of a welcoming environment
  - Volunteer to teach lessons
  - Organize Water Safety Days

- PARENTS:
  - Review team policies and mission statements
  - Scholarships
  - Wording
  - Recruitment
  - Mentor a new parent into swimming
  - Scholarship for a swimmer who can’t afford to swim

- LSC BOARDS:
  - Prominently published Outreach Policy
  - Policies that go beyond Outreach membership to address entry fees and other economic barriers
  - Active Diversity Chair and Committee
  - Line item for Diversity
  - LSC Diversity Camp
  - Support for Zone Diversity Camp
  - Cultural Inclusion Training for your board and key officials

Diversity and Inclusion

What is Diversity and Inclusion in the context of USA Swimming?

Focus on diversity and inclusion is intended to ensure that our sport is open and welcoming to all regardless of race, age, income, religion, ethnicity, socio-economic status, gender, sexual orientation or disability.
The Journey

- Established the position of Diversity Chair as a voting member of the Board with Budget (Example Description)
  - Go to House of Delegate Meetings
  - Ask to attend Board Meetings

- Recruited a Committee
  - Parents, Coaches, Athletes and Community Members
  - Collaborated and surveyed on what was needed the LSC

- Created an Outline of Programs and Budget (Example)
  - Outreach Policies
  - Water Safety Education
  - Clinics for Coaches, Swimmers and Parents
  - Support for other programs that foster Diversity and Inclusion

- Developed a ways for Consistent Communication
  - Website (http://www.pvswim.org/diversity.html)
  - Group on Diversity in Aquatics (Link)
  - Listserv (Google or Yahoo)
  - Provide information for General Chair Newsletter or Coaches Chair Email Blast
What We Did...

**Recruitment**
- On deck – Elevator Pitch
- Emails

**Meetings** – Open to anyone
- Quarterly Meetings
  - Utilized Website and Email Blast
  - Face to Face and Conference Calls
  - Changed Locations for convenience each quarter
- Diversity Committee Created opportunities for meetings to be done in conjunction with other activities (clinics, meets, etc)

**What Worked?**
- Communication Key!
- Ask Questions
- Partnerships and Sharing
- Donated space, materials and time by volunteers
- Provided a forum for LSC members to pitch ideas and programs based on needs in LSC
- Did not take **No** as an answer
PVS Diversity Committee – Body of Work

Program Implemented in the LSC

- Diversity Summit for Parents and Athletes
  - Held during the beginning of the year
- Water Safety Day
- College Knowledge Event – Invited Local Coaches
- Travel Team – Support meets which celebrate multiculturalism
- Clinics for Coaches, Swimmers and Volunteers
  - Swim Clinics
  - Coaches Clinic
  - Officials Clinic

Provided Opportunities for Involvement

- Encourage LSC members to join the committee – PVS Diversity Committee
- LSC Members as Volunteers for events
- Provide members of an LSC updates on events and clinics available
  - Websites – www.pvswim.org/diversity
  - Listserv – pvsminoritycoaches@yahoogroups.com
  - Create Group on Diversity In Aquatics – www.diversityinaquatics.com
Example Programs

BHM Travel Team

PVS Diversity Clinics

Communication

PVS Diversity Swimming

This page is intended to aggregate all information related to Diversity Swimming in Potomac Valley, unless otherwise noted. Please send all questions and comments to the PVS Diversity Committee. For more information about the committee, visit www.pvsdiversity.org.

Diversity and Inclusion: New Name and Expanded Mission

The Potomac Valley Swimming Diversity Committee endorses the PVS Diversity Chair in providing opportunities to work together to promote and celebrate diversity and inclusion in the communities that make up Potomac Valley Swimming. Recent USA Swimming Diversity Committee changes to its name and expanded its purpose to include the role of the committee in the sport.

The PVS Diversity Committee, on the other hand, remains focused on supporting the initiatives of the USA Swimming Diversity Committee and the mission of the organization as a whole. The new name reflects the committee's commitment to promoting diversity and inclusion in the sport of swimming and beyond.

For more information about the PVS Diversity Committee, please visit www.pvsdiversity.org.
Swim Clinic Example

About the Clinic
- Objective to share best practices and information with parents and athletes
  - Donated Pool and Classroom Space from DC Parks and Recreation
  - 4 Volunteer Coaches from various teams in PVS
  - 2 hrs long as a swim clinic for athletes and informational parent volunteer clinic
PVS Water Safety Day

How to Get Started:
Partner with local agencies and organizations to promote drowning awareness.

- Water Safety Days Can be either at a pool or classroom setting
- Funding – Support from LSC, Local Businesses and Community Organizations

Create Set-up and Theme
Design your program best fit needs of your community
- Examples – April Pools Day
- Smart to Be Water Wise

Find presenters and volunteers from local organizations
- Your local LSC or Swim Team
- Public Safety Organizations
- Other Local Clubs and Organizations
  - Navy Seals
  - Other Aquatic Organizations – Tri, USA Rowing, etc.
  - Boys and Girls Clubs
PVS Example Water Safety Day

Purpose for PVS:

- To create a fun-filled, educational day designed to teach and inform the community of Deanwood about aquatic safety, swimming techniques and fun activities while promoting DCPR Learn-to-Swim Programs and LSC to help the community heal from a drowning earlier that summer.

Partnerships:

- Vendors, information and resources provided by PVS Clubs, DCPR–Deanwood, Diversity in Aquatics, USA Swimming Foundation– Make A Splash, WKYS 93.9, Navy Seals, NABS, American Red Cross, DC Rows and other “learn to swim” programs.

Set-up and Stations:

<table>
<thead>
<tr>
<th>Water Safety Stations</th>
<th>Non–Water Safety Stations</th>
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<tbody>
<tr>
<td>• <strong>Know the Water</strong> – learn basic swim techniques</td>
<td>• All participating agencies were encouraged to provide promotional material related to the health and safety of swimming</td>
</tr>
<tr>
<td>• <strong>Introduction/Water Safety Talk</strong> “Reach or Throw Don’t Go” – <strong>American Red Cross</strong></td>
<td>• Make A Splash provided us with additional handouts, pamphlets and newspaper articles to complement the event.</td>
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<tr>
<td>• <strong>Introduction to Scuba Diving</strong> – National Association of Black Scuba Divers</td>
<td>• Music and other prize stations are planned. Snacks were also provided</td>
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<tr>
<td>• <strong>Water Safe Games</strong> – Show participants safe water games to play while in the water for all levels</td>
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**Advice – Going Forward**

- Get a Committee (2 or more people)
- Create Program Goals, Timelines and Deadlines
- Start Small and Build
- Budget your time
- Stay in Contact / Connected with your LSC and others
- Send an email blast to introduce you and your committee programs / purpose
- Develop your elevator pitch
- Document your events – Pictures or Videos

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<thead>
<tr>
<th>Look Internally</th>
<th>Develop Partnerships</th>
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<tbody>
<tr>
<td>• Go to House of Delegates &amp; Board Meetings</td>
<td>• Contact Local American Red Cross</td>
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<tr>
<td>• Budget</td>
<td>• Find out who is a Make A Splash Partner in your LSC</td>
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<tr>
<td>• Link with already successful programs</td>
<td>• Find other Aquatic Interest Groups</td>
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<tr>
<td>• Connect with Past Board Members</td>
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<tr>
<th>Create / Utilize Things You Can Control</th>
<th>Create Events</th>
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<tr>
<td>• Listserv</td>
<td>• What are the needs of your LSC?</td>
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<tr>
<td>• Website</td>
<td>• Use your resources</td>
</tr>
<tr>
<td>• Newsletter</td>
<td>• Ask for help</td>
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<tr>
<td>• Meet Announcements</td>
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Questions?

Contact

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