Googling Unconscious Bias
Diversity & Inclusion
Key Strategy for USOC Success

• Congressionally mandated diversity requirements:
  – Ted Steven’s Act requires submission of a report to the President and each House of Congress that “contains data concerning the participation of women, disabled individuals, and racial and ethnic minorities in the amateur athletic activities and administration of the Corporation and national governing bodies, and a description of the steps taken to encourage the participation of women, disabled individuals, and racial minorities in amateur athletic activities.”

• Changing demographics of US and athlete medal pipeline (US Census Data):
  – 36% of US citizens are ethnic and racial minorities
  – 44% of US citizens under 18 are ethnic and racial minorities
  – 50% of US citizens under 1 are ethnic and racial minorities
  – 2012 was the first year that more minorities were born in the US than whites
  – 20% to 30% of income brackets above $40,000 are made up of ethnic and racial minorities

• Diversity proven to drive companies’ bottom line (McKinsey & Company Jan. 2015):
  – Gender diverse companies are 15% more likely to financially outperform their counterparts
  – Ethnically diverse companies are 35% more likely to financially outperform their counterparts
  – We found similar outcomes for medal success within the NGBs

D&I to Win!

Diversity and Inclusion is embracing any collective mixture of differences, similarities, and related tensions as we strive to develop more inclusive and high performing work environments.
Diversity and Public Relations

“Take a look at photographs of your board, operational committee and leadership team. If they aren’t representative of the people buying your products and services, you may be perceived as being out of touch with the values and concerns of your consumer base. Don’t let that become a topic of #hashtag activism.”

The Most Successful CEOs Embrace Customer Diversity
Forbes – Aug. 28, 2014

Why Diversity and Inclusion?
US Census Data (Households with Incomes of $40,000+, Race, Age, Gender)

College Enrollment Statistics

Between 2007 and 2018 college enrollment is projected to increase by:

- American Indian/Alaska Native: 37%
- Asian/Pacific Islander: 23%
- Black: 26%
- Hispanic: 38%
- International Students: 14%
- White: 4%

Source: U.S. Dept. of Education, NCES, Integrated Postsecondary Education Data System (IPEDS)

UNITED STATES OLYMPIC COMMITTEE

REVIEW YOUR DIVERSITY DATA

Review your Diversity Data annually to assist in setting goals.

- Measure the participation of your athletes, employees, and other constituents against corresponding demographics.
- Ask whether your organization is as diverse as you aspire for your sport to be?
Diversity and Olympic Fans

Demographic Breakdown of Olympic Fans by Percentage


**Ethnicity**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Caucasian</th>
<th>African American</th>
<th>Hispanic</th>
<th>Asian</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Fans</td>
<td>68.71%</td>
<td>72.42%</td>
<td>70.89%</td>
<td>79.74%</td>
<td>71.59%</td>
</tr>
</tbody>
</table>

Source: 2010 US Census Data, 2014 Winter Games Census, NGB Data

Diversity and Medals

Board of Directors, Staff, Membership, Coaches and Athletes

<table>
<thead>
<tr>
<th>Category</th>
<th>% Minority Under 18</th>
<th>% Current Minority</th>
<th>% Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>USOC</td>
<td>17.9</td>
<td>34.2</td>
<td>35.0</td>
</tr>
<tr>
<td>*Summer Sports (2012 Medals)</td>
<td>11.1</td>
<td>29.6</td>
<td>33.42</td>
</tr>
<tr>
<td>*Summer Sports (No 2012 Medals)</td>
<td>22.6</td>
<td>21.1</td>
<td>21.1</td>
</tr>
<tr>
<td>*Winter Sports (2014 Medals)</td>
<td>4.9</td>
<td>33.42</td>
<td>33.42</td>
</tr>
<tr>
<td>*Winter Sports (No 2014 Medals)</td>
<td>6.3</td>
<td>21.1</td>
<td>21.1</td>
</tr>
</tbody>
</table>

+ Census Data 2010
* NGB Data 2014
Diversity and Medals

Board of Directors

National Team Athletes
Diversity and Medals

- Teams that win medals tend to be more diverse in gender and race.
  - This trend is the same for Winter and Summer sports
  - This trend holds true when we look at the overall NGB or limit it to the board of directors or national team athletes.
  - Although we cannot yet show causation, it is a trend needing further study

- USOC and NGB staff, athletes, and boards do not reflect the diversity of our fans.

- We have a great opportunity to identify minority athletes as few NGBs are reaching the percentage of minority youth under 18 (44%).

USOC D&I Programs

- Developed annual D&I Benchmarks to measure USOC and NGB Recruitment and Retention
- Created two “USOC D&I Awards” presented annually at US Olympic and Paralympic Assembly
- Delivered Quarterly Diversity Trainings
- Received the 2015 Diversity Champion Award for Excellence from the Colorado SHRM
- Partnered with HR to identify and track diverse candidates
- Expanded D&I Council comprised of staff from across the USOC
- Leveraged D&I to assist in building partnerships for Development and Marketing
- Developed Employee Resource Groups with 265 collective members: ELIS, Women’sNET, & LGBTQ
Diversity and Recommended USOC Business Practices

• The USOC D&I Council has recommended the adoption of several new business practices to advance our diversity efforts.

• Initiate D&I Vendor Partnerships
  – Introduce Supplier Diversity Program
  – Review vendor and partnership agreements for inclusive policies
  – Host a USOC Sponsor Chief Diversity Officer Best Practice Summit

• Increase Inclusion and Retention
  – Develop mandatory diversity trainings for hiring managers
  – Expand HR partnership to track diverse applicant pools and hires by department
  – Create D&I column for publication across internal and possible external platforms

• Expand Accessibility and Universal Design
  – Provide closed captions for all videos found online and at company events
  – Review options to add Spanish to the Team USA website
  – Integrate Universal Design Principles for all USOC facilities and new buildings

Got Diversity Initiatives?
• Sweepstakes to win a USA Racquetball Racquet signed by top Racquetball Players

• Twitter/Facebook/Instagram
  – #USARacquetballSelfie
  – Increase social media awareness
  – Younger users
  – Increase fan base
  – Low cost

NGBs that have participated in FLAME

• USA Basketball
• USA Curling
• USA Field Hockey
• USA Racquetball
• US Rowing

• USA Rugby
• US Speedskating
• US Tennis Association
• USA Volleyball
• USA Swimming
Low Cost D&I Recommendations

- Review your non-discrimination policy to ensure it includes sexual orientation, gender identity and bullying.
- Highlight successes in the area of diversity on your website and communications.
- Ensure you have diversity in your publications, including ability, race, ethnicity and gender.
- Set up a Diversity Council/Committee
- Collaborate with other sport organizations that are addressing diversity and inclusion in their memberships or workforces.
- Establish a hiring or board replacement protocol.
- If resources allow, attend diversity trainings and conferences whenever possible.

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