



DIVERSITY & INCLUSION

Quarterly Newsletter

USA Swimming is committed to a culture of inclusion and opportunity for people of diverse backgrounds including, but not limited to, race, age, income, ethnicity, religion, gender, gender expression and sexual orientation.

[Visit our Website](#)

Welcome

Diversity and inclusion in swimming is necessary. Swimming is a lifelong sport, but moreover a safety skill. The ability to have access to learn and continue swimming has not been historically afforded to many individuals due to a myriad of issues. It is the hope that with a new invested interest in the reasons and rationales that precluded groups from participating in swimming the shift will occur, and the sport will have more diverse representation in the water. It is my goal, to be a change agent that will explore factors that can increase diversity in swimming but moreover create an inclusive environment where those same diverse groups feel like they belong.



Diversity and inclusion means an equal and fair representation and protection of all individuals regardless of their race, color, creed or sexual orientation. To me, it means looking at the core and seeing that the fruits of having people from diverse backgrounds being represented in a genuine manner will progress a common goal. It also means leaders take seriously the task of, not only, having representation of all backgrounds but also sincere inclusion of the thoughts, opinions and feelings of all represented individuals. It is imperative when seeking diversity, it is not done only as a status quo but done so to give a voice to those that are often underrepresented.

The goals of diversity and inclusion are not the sole responsibility of a diversity and inclusion committee, but of all parties involved. One must note, that increasing the representation of diverse groups and including their skills, talents, and perspectives cannot just be checklist goals, but objectives that seek to change the landscape of Swimming. With

any change, there will be challenges and struggles, however anticipating those hurdles will allow the swimming community to prepare and respond accordingly. Change is difficult, although it is a constant it is a challenge within itself. When implementing change, one must understand that goals and strategies alone will not be enough, you must constantly be willing to adapt, refocus, and adjust the approach to see sustained changes of your efforts.

Sincerely,
Canidice Howard
Michigan Diversity & Inclusion Chair
USA Swimming National Diversity & Inclusion
Committee Member

Deck Pass Live at TYR Pro Series - One on One with Hosts

What are you doing now in swimming/how are you still connecting with the sport?

Maritza McClendon: I have been the spokesperson for USA Swimming's partnership with Sigma Gamma Rho, Inc. called **Swim1922**. The partnership has allowed me to stay closely connected to the sport. Last year I was honored to be invited to the Junior World Championship meet in Indianapolis. That was the first international meet I attended as a spectator since I stopped swimming. Now that I'm a mom of two young kids, I want to make sure they know how to swim and enjoy being in water. Whether at the pool or the beach both of my kids already love to play in the water. My husband and I are starting my son in summer league team this summer and he is already counting down the days. Did I mention it doesn't start til June! I truly want to stay connected to this sport for life and continue to make an impact towards reducing drowning rates.

Jeff Cummings: In addition to working as a host of Deck Pass Live, I work full-time as a swim lesson instructor in Tucson, Arizona, teaching children and adults how to swim or improve their current swimming skills. I also work part-time as a freelance writer for USA Swimming and U.S. Masters Swimming. To further round out my current involvement in swimming, I compete year-round as a Masters swimmer.

Describe how your work helps further D&I for our sport.

Maritza McClendon: Through my involvement with USA swimming programs, especially **Swim1922**, I'm able to directly impact adults and kids lives by teaching them about the importance of learning how to swim. In many occasions, I'm able to introduce them to a sport they never thought they would be interested in. It will be phenomenal when we tie an athletes journey through the **Swim1922** program to the Olympics. It will happen, I know it will.

Jeff Cummings: I hope that the work I do in swimming, both locally and nationally, helps younger people see that minorities can excel in



Make sure you catch Olympian Maritza McClendon on Deck Pass Live from the TYR Pro Series in Atlanta! Watch live at USASwimming.org from **March 1-4!**



Make sure you watch Elite Swimmer Jeff Cummings on Deck Pass Live from the TYR Pro Series in Mesa! Watch live at USASwimming.org from **April 12-15!**

swimming. There is still a lot of work to be done to break down the social barriers created decades ago, but I have been assured by many that my presence on deck now and in my earlier days as an athlete has helped those in future generations feel accepted in a swimming pool.

[Click here for Deck Pass Live](#)

2018 #SwimBiz: Social Media, Sponsorship, & Swimming Marketing Conference

The fourth annual #SwimBiz marketing conference was held Sunday, April 8 - Tuesday, April 10, 2018 at the Colorado Springs Marriot. The #SwimBiz marketing conference will feature presentations on social media, advertising, branding, communications, sponsorship and local promotions for teams, as well as round table discussions and networking opportunities.

USA Swimming's new flexible "flex" membership will be one of the main topics covered during the conference. The flex membership is designed to serve as a more attractive option to entry level children and families into the sport full-time.

For more information about the #SwimBiz conference please email Wendy Bartlett at SwimBiz@usaswimming.org.

To register click on the learn more link below.

[Learn More](#)



Education and Resources Safe Sport - Bullying Training

Bullying behaviors lead to a negative team environment if not handled properly and quickly. Unfortunately, they can be alarmingly normal in youth sports settings. This course includes lessons on why bullying is a problem and the best ways to prevent an athlete from being bullied.

This course is free and available for all, however it is geared toward adults.

Click on the link below to take the Bullying Prevention course.

[Learn More](#)

USA Swimming Bi-lingual Materials

The USA Swimming D&I Newsletter is now available in Spanish. Click [here](#) to view the Spanish version of the D&I Newsletter.

USA Swimming also has the following Bi-lingual resources available for teams to use.



- Engagement Postcard in Spanish
- Meet Ad in Spanish
- Swim Essentials Youtube Link
- Spanish Membership Forms
- Updated Hispanic/Latino Resource Guide in Spanish

Learn More

DIVERSIDAD E INCLUSIÓN

NUESTRA MISIÓN

USA Swimming está comprometido a una cultura de inclusión y oportunidad para personas de diversos antecedentes que incluyen, entre otros, la raza, edad, ingresos, origen étnico, religión, expresión sexual y orientación sexual.

USA Swimming
MAYE SPLASH
SWIMTODAY.ORG
USA SWIMMING

Para información sobre este programa de diversidad en USA Swimming, visite usaswimming.org/diversity

Para encontrar clases de natación en su comunidad, visite usaswimming.com/community

Para encontrar un equipo de natación en su área, visite swimtoday.org

Para obtener más sobre nuestro programa de apoyo, visite usaswimming.org/postcard

STAY CONNECTED



Upcoming 2018 Events:

JANUARY

01/26-01/28
National D&I Committee in Person Meeting
Denver, CO

FEBRUARY

02/02
USA Swimming Disability Committee Meeting
Olympic Training Center
Colorado Springs, CO

02/02-02/04
USA Swimming Disability Committee/U.S. Paralympic Workshop
Olympic Training Center
Colorado Springs, CO

02/02-02/04
USA Swimming Board of Directors Meeting
Denver, CO

02/9-02/11
Jacksonville Regional Coach Clinic
Jacksonville, FL

02/10-02/11
FAST Black Legends Invitational Swim Meet
White Plains, NY

02/13
National D&I Committee Conference Call

02/16-02/18
32nd Annual Black History Invitational Swim Meet
Washington, D.C.

MARCH

03/13
National D&I Committee Conference Call

Chicago Park District Swim Clinic
03/29-03/30
Chicago, IL

Notable Articles & Links:

- **A Bigger Splash** - *USASwimming.org*
- **Nation's Capital Wins USA Swimming's Top Club Excellence Award** - *Swimming World Magazine*
- **Meehan and Slusser Forging a Culture of Excellence at Stanford** - *Swimming World Magazine*
- **Wishes & More Makes Swimmer Abbey Cornelius' Dreams a Reality** - *USA Swimming*
- **Many black Americans Can't swim, and Olympian wants to change that** - *Austin360.com*
- **These Indiana athletes are world-beaters and world changers** - *IndyStar.com*

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APRIL

04/8-4/10

#SwimBiz Marketing Conference

Colorado Springs Marriott

Colorado Springs, CO

04/10

National D&I Committee Conference Call

04/13-04/15

Eastern/Southern Zone Workshops

Alexandria, VA

4/20-4/22

She Leads (Young Women's Leadership Summit)

La Foret Conference & Retreat Center

Black Forest, CO

04/28-04/29

2018 2nd Annual CPD Swim Meet

Chicago, IL

04/27-04/30

Central/Western Zone Workshops

Denver, CO

#SWIMCLUSION

Que significa #Swimclusion? #Swimclusion significa el compromiso continuo de parte de USA Swimming que la natación sea un deporte inclusivo para todos. Demuestre su apoyo a la diversidad e inclusión utilizando el hashtag #Swimclusion!

Look for our next newsletter in April !

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