



DEI

**DIVERSITY, EQUITY,
AND INCLUSION**

LSC Diversity, Equity & Inclusion

Chair Manual

“USA Swimming is committed to a culture where everyone feels welcome and differences are embraced. We are dedicated to increasing diversity, which comes in many forms including race and ethnicity, gender, gender identity, gender expression, sexual orientation, socioeconomic status, language, culture, national origin, religious commitments, age, ability and disability. Adding equity into the department’s name involves increasing fairness within the procedures and processes of our organization, allowing for fair treatment, access, opportunity and advancement for all our members. Inclusion is the act of intentionally creating environments where differences are embraced and everyone feels welcome, respected, supported, and valued to fully participate.” – President & CEO, Tim Hinchey III, 2019 State of the Sport Report

National DEI Statement:

We are committed to growing and celebrating diversity, increasing fairness throughout our organization, and intentionally creating environments where differences are embraced and everyone feels welcome, respected, supported, and valued to fully participate.

National DEI Committee Mission Statement (2021):

To create sustain and enhance opportunities for diversity, equity and inclusion in the USA Swimming community.

Table of Contents

Welcome	4
USA Swimming Core Objectives.....	4
LSC Diversity, Equity, & Inclusion Chair Job Description.....	5
Expanded Look at Diversity, Equity, & Inclusion Chair Duties & Responsibilities.....	6
Diversity, Equity, & Inclusion Advocates.....	7
Diversity, Equity, & Inclusion Framework.....	8
Existing Membership Programming.....	8
Diversity Camp Programs.....	8
Coach Mentorship Program.....	9
New Membership Initiatives.....	9
Community Swim Teams	9
Outreach Membership.....	9
Diversity, Equity, & Inclusion Chair Specific Educational Opportunities	9
Diversity, Equity, & Inclusion Regional Summits	9
Diversity, Equity, & Inclusion Chair 101.....	10
Diversity, Equity, & Inclusion Workshop: Convention	10
USAS Convention Diversity, Equity, & Inclusion Track.....	10
Spring Zone Meetings	10
Women’s Leadership Opportunities	10
Online Diversity, Equity, & Inclusion Resources	10
Goals and Timeline.....	11
Year 1 – Review and Planning	12
Year 2 - Implementation	13
Year 3 and Beyond – Continuing the Race.....	13
Appendix – Quad Business Plan	14
Quad Business Plan Overview.....	14
USA Swimming Cultural Values.....	14
Build Overview	14
Trends that will Impact Build	14
Promote Overview	14

WELCOME

Welcome to the USA Swimming Diversity, Equity, & Inclusion team!

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

USA SWIMMING CORE OBJECTIVES

USA Swimming's mission is to grow and strengthen the sport of swimming. Specifically, we seek to achieve these four key goals or 'Ends':

Competitive Success- USA Swimmers Achieve Sustained Competitive Success at the Olympic Games and other high-level international competitions.

Public Engagement with Swimming- There is growth in public awareness of and interest in swimming participation.

Successful Athletes, Coaches and Clubs- Members have Resources for Sustainable Success.

Recognition of USA Swimming- USA Swimming is recognized as the "Best in Class" NGB.

LSC DIVERSITY, EQUITY, & INCLUSION CHAIR JOB DESCRIPTION

Position Description:

Each LSC shall have an LSC Diversity, Equity, and Inclusion Chair. The purpose of the LSC DEI Chair is to lead the LSC to increase diversity, implement equity, and promote inclusion at the team and LSC level by providing consultation to teams, creating opportunities through diversity-themed camps, and actively advocating for DEI at the LSC Board of Directors meetings.

Goal Statement:

Engage. Communicate. Educate. Celebrate.

Volunteer Job Qualifications:

- Current USA Swimming Member
- Ability to meet time demand for LSC DEI goals
- Strong leadership and communication skills both internally and externally
- Consistent follow-through with all duties and tasks
- Passion for diversity, equity, and inclusion; experience is a plus

Internally Reports to:

- LSC General Chair

Externally Corresponds with:

- Respective Zone DEI Coordinator

Key Duties and Responsibilities:

- Watch the DEI Chairs 101 webinar located on the USA Swimming [website](#).
- Provide DEI education within the LSC through trainings, round-tables, or facilitated discussions.
- Lobby for DEI within the LSC by actively attending BOD meetings.
- Submit regular reports to the General Chair, Board of Directors, and House of Delegates meetings.
- Create an LSC-level DEI committee that has athlete representation (suggested 33% representation) and provide meeting minutes from all committee meetings to the General Chair and respective Zone coordinator.
- Develop and maintain DEI influence by either creating professional relationships with BOD members, active athletes, and other DEI advocates throughout the LSC.

- Work to obtain and/or maintain DEI voting member status.
- Actively participate on Zone DEI Committee calls by attending, expressing pressing concerns, and sharing best practices.
- Work with LSC Treasurer and LSC Board of Directors to participate in the LSC budget process.
- Work with LSC Registrations Chair to understand the registration process and how competition category changes for gender-diverse athletes.
- Attend at least 2 DEI Chair Professional Development sessions annually (may be achieved through Spring Zone Meetings or Convention)
- Create and establish a DEI Strategic Plan for the LSC by creating a DEI budget or line items in existing budget, establishing policies, and communicating their purpose to the BOD.
- Communicate information about programs and activities that support DEI to LSC clubs.
- Work with the LSC Webmaster to ensure website reflects the LSC's diversity, mission, and goals through stated DEI mission and diverse imagery.
- Imbed diversity, equity, and inclusion into existing LSC structure and programming.
- Keep Zone DEI Coordinator up-to-date with term dates and new DEI Chair selection process.

Membership Terms & Selection:

- Varies by the LSC; suggested term is 2-years with the ability to serve for up to 3 terms or 6-years.

EXPANDED LOOK AT DEI CHAIR DUTIES & RESPONSIBILITIES

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

Lobby for DEI by actively participating in board meetings

Even if you are not a Board Member or do not have a vote, it is important to give DEI updates to fellow board members during conference calls and in-person meetings. Updates should include current DEI activities and future activities at the LSC, Zone, and National levels.

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 DEI programming that you seek to create. *Make everyone aware of what you are doing!*

Provide DEI education

Partner with other areas, like athlete leadership, to create community events geared toward educating all groups within your LSC. Community events could include water safety festivals, SGRho swim clinics, round tables, celebratory meets, etc. that connect with the targeted audience.

Create or establish DEI strategic plan for the LSC and communicate this to the Board

Under the direction of your GC make sure that LSC DEI 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 DEI Chair, diverse coaches and volunteers for advice and suggestions. Past DEI Chairs can help guide you through unfamiliar territory. You are not alone!

Communicate information about programs and activities that support DEI

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 DEI programming will keep them abreast of what you and your DEI committee are doing to reach out to different demographics and will give swim teams a chance to be highlighted each month.

Imbed Diversity, Equity, & Inclusion into existing LSC structure and programming

DEI 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.

Work with or create an LSC DEI Committee

Having a committee to provide support to the DEI initiatives and goals is strongly suggested. This group will be able to assist in various areas that you see fit for your LSC. Having athlete representation on your committee will be another way to garner support of the DEI mission. Athletes have a strong relationship with their fellow athletes and can help to create a strong network of broad support throughout your LSC.

Understand that USA Swimming has policies, specifically regarding the LGBTQIA+ space. It is important to review this information, understand it, and be able to speak on it as situations regarding it pop-up within your LSC. If you find a situation has arisen and you are not comfortable handling it, please bring it to your Zone DEI Coordinator.

DIVERSITY, EQUITY, & INCLUSION ADVOCATES

A key to success within your LSC is identifying active and influential advocates who will support your DEI 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 DEI. Through regular contact you will keep your General Chair abreast of all DEI programming you and your committee (see below) develop.

LSC Age Group Chair and Disability Chair

The LSC Age Group Chair and Disability chair are two groups you will want to become familiar with. Your programming and events as the DEI Chair will, in some capacity, fall in line with that of these two chairs. Their support will be helpful to you and vice versa.

LSC Diversity, Equity, & 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 DEI programming. Your LSC DEI Committee should be made up of individuals from various backgrounds (e.g. coaches, officials, volunteers, athletes.) For instance, a good LSC DEI Committee will have representatives that have experience in the following:

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

Zone Diversity, Equity, & Inclusion Coordinators

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

- Contact with the National Diversity, Equity, & Inclusion Committee and USA Swimming's DEI Staff
- Information regarding National Level DEI programs and initiatives
- Information regarding Zone Level DEI programs and initiatives
- A conduit for communication amongst all LSC DEI Chairs

Regular communication with your Zone Diversity, Equity, & 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 meeting. You should also be active on your Zone’s DEI Committee, which can serve as another resource for information and ideas.

USA Swimming’s National Diversity, Equity, & Inclusion Committee

The USA Swimming National Diversity, Equity, & Inclusion Committee consists of volunteers of various backgrounds whose sole purpose is to increase opportunities in swimming for people of different backgrounds. The committee holds monthly conference calls and meets in-person at Convention and during Zone meetings when able. For more information about the committee visit the USA Swimming webpage [here](#).

USA Swimming’s Diversity, Equity, & 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, Equity, & Inclusion Team can be reached via email at inclusion@usaswimming.org or on our website at [DEI Team Directory \(usaswimming.org\)](#).

DIVERSITY, EQUITY, & INCLUSION FRAMEWORK

The following are current programming that the USA Swimming’s DEI team, as well as the National DEI 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 DEI 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 that is operated and ran by USA Swimming and aimed towards underrepresented 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 usaswimming.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. For more information about current Community Swim Teams, visit usaswimming.org/diversity.

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. For information regarding Outreach membership, go to usaswimming.org/outreach.

DEI CHAIR SPECIFIC EDUCATIONAL OPPORTUNITIES

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

Diversity, Equity, & Inclusion Chair 101 Webinar

This program is available on our website at usaswimming.org/deiwebinars and is meant for all NEW DEI Chairs. The 101 will provide DEI Chairs the fundamental basics and resources available to succeed in their position. Returning Diversity Chairs are always welcome to re-watch the webinar as well.

Diversity, Equity, & Inclusion Workshops: Convention

This program is also available during the USAS Convention. It is geared towards both new and returning DEI Chairs and is utilized as a forum for chairs to discuss DEI topics. Details on program topics will be announced yearly, before the USAS Convention.

Diversity, Equity, & Inclusion Workshops: Spring Zone Meetings

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

Educate. Initiate. Celebrate.

During the U.S. Aquatic Sports Convention USA Swimming, along with the USA Swimming National Diversity, Equity, & Inclusion Committee and Zone DEI Coordinators host an educational workshop or session for USA Swimming membership titled “Educate. Initiate. Celebrate.” and will vary in content year-to-year.

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/leadership.

ONLINE DIVERSITY, EQUITY, & INCLUSION RESOURCES

[USA Swimming Diversity, Equity, & Inclusion Webpage](#)

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

- Upcoming National DEI Committee newsletter
- DEI One-pagers
- The latest Diversity, Equity, & Inclusion News and topics
- ...and so much more!

[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 or Hispanic/Latinx 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 current cultural inclusion resource guides, go to [USA Swimming News](#).

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

Throughout the year USA Swimming hosts webinars designed to highlight the latest DEI topics and events. The DEI series features presentations from USA Swimming staff, guest presenters, and other prominent individuals. To view past and upcoming webinars visit

<https://www.usaswimming.org/deiwebinars>.

Transgender and Gender Diverse Athlete Recommendation and Processes

Located at [usaswimming.org/transgenderpolicy](https://www.usaswimming.org/transgenderpolicy), you will find information pertaining to USA Swimming's policy on athletes who identify as transgender, gender non-binary, and gender non-conforming. The DEI Chair should understand and follow this policy and any guidelines relating. Chairs should also look to educate other members of the LSC governance structure on this as to ensure consistency and compliance.

GOALS AND TIMELINE

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

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

YEAR 1 – REVIEW AND PLANNING

- Contact your LSC General, Age Group, and Disability Chairs and begin to establish rapport with them
- Contact your Zone Diversity, Equity, & Inclusion Coordinator with questions and a well-thought out plan for DEI in your LSC
- Review LSC DEI Budget
 - a. If needed request a DEI Budget line item
- DEI 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 DEI Resources and Events
- If needed create LSC DEI Committee
- Present LSC DEI Review to Board of Directors and DEI Committee
- Present entire DEI Plan to Board of Directors
 - a. Budget
 - i. Events
 - 1. Clinics

- 2. Camps
 - 3. Meets
 - 4. LSC Diversity, Equity, & Inclusion Summits
 - ii. [POSSIBLE] LSC Diversity Chair Travel
 - 1. USAS Convention
 - 2. Spring Zone Meeting
 - iii. Outreach Allocation
 - 1. Marketing Outreach membership in target communities
 - 2. Establish criteria for Outreach membership
 - b. Tentative LSC Diversity, Equity, & Inclusion event calendar
 - c. List of educational opportunities for you and USA Swimming Membership in your LSC
 - i. Requesting National DEI staff to do a presentation
 - ii. Facilitating your own DEI session using the one-pagers provided by USA Swimming DEI staff
 - d. List of short and long-term goals for DEI in your LSC
 - e. Familiarize yourself with the LEAP program and what DEI items are required and additional in each level.
- Visit website to order USA Swimming DEI swag
 - a. <https://www.usaswimmingbrandstore.com>
 - Familiarize yourself with the resources on www.usaswimming.org/diversity

YEAR 2 - IMPLEMENTATION

- Send monthly and/or quarterly DEI updates to Zone Diversity, Equity, & Inclusion Coordinator
- Actively participate on all Zone Diversity, Equity, & Inclusion Coordinators Conference calls
- Hold monthly or quarterly LSC Diversity, Equity, & Inclusion Committee Conference Calls
- Hold routine conference calls or in-person meetings with LSC General Chair
- Host at least 2 LSC D& I events if budget allows
 - 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, Equity, & 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, Equity, & Inclusion Camp Information
 - Zone Diversity, Equity, & Inclusion Camp Information
 - USA Swimming Diversity, Equity, & 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

YEAR 3 and BEYOND – CONTINUING THE RACE

If you decide to continue as the DEI Chair in your LSC past the initial term, there are more in-depth things that you can look to do. It is important to remember that DEI topics can be ever-changing, so continued education on topics is vital.

- Familiarize yourself with local and state laws that pertain to LGBTQ+ athletes and members
- Social Media
 - Utilize social media (Twitter, Facebook, etc.) to communicate DEI campaigns and events
- Look at ways to communicate with communities you are not already working with
- Relook at Outreach Membership criteria and measure its success. Make changes as necessary.
- Measure success of multicultural camps and meets and look at ways to improve the overall experience
- Look into other volunteer positions that interest you and where you can integrate DEI into
- Update materials and resources as needed
- Volunteer for task forces in other areas that interest you within your LSC

APPENDIX – QUAD BUSINESS PLAN

Below are DEI excerpts from the 2017-2020 Quad Business Plan.

Quad Business Plan Overview

Increased investment in the future of Diversity, Equity, & 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, Equity, & Inclusion, especially in the LGBTIQ community

Priorities	Strategies
Support LSC's & Zones	<i>Expand educational services with focus on leadership, Diversity, Equity, & Inclusion and governance</i>
Grow & Retain Membership	<i>Expand Diversity, Equity, & Inclusion efforts</i>
	<i>Create a fun, family-friendly entry-level experience to the sport</i>

Promote Overview

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

Priorities	Strategies
Promote Swimming in the USA	Grow participation in all cultures