



## USA Swimming Diversity Initiative Update 2006

Americans are experiencing a time of unprecedented change around issues of race, culture and ethnicity. If our sport is to continue to grow we must recognize and address the changing demographics of the country. This change is the impetus that is moving our sport toward a wonderful and historic time of inclusivity as well as the driving force behind our new Diversity Initiative. It will transform the way people of all backgrounds view our amazing sport as well as create significant opportunities for growth.

On April 17, 2006, USA Swimming hired me as the Diversity Specialist. Since that time I have directed a Diversity Select Camp and traveled extensively, meeting with swim clubs, LSCs, the media and numerous community-based organizations. Over the last few months our diversity initiative has blossomed with the cultivation of relationships nationwide and communications with major media outlets.

In the last quarter of 2006, we will:

- Complete our organizational cultural competency audit.
- Convene our internal diversity committee.
- Expand our internal staff education campaign.
- Complete the plan for a national diversity strategy.

The outcomes we expect from this strategy will allow our organization and its athletes to mirror the diversity of the country we represent. This plan will include outreach to under-represented communities, educational initiatives, recruitment campaigns and barrier elimination.

Our ultimate objectives are to:

- Increase the number and diversity of people who learn to swim.
- Increase the number and diversity of people who swim competitively.
- Increase the number and diversity of USA Swimming members.
- Increase the number and diversity of people in the volunteer leadership and professional staff.
- Increase the number and diversity of our strategic alliances with other organizations (i.e. Boys & Girls Clubs, Urban League, etc.).

Successful accomplishment of these objectives will produce a culturally competent organization able to leverage diversity to our strategic advantage.

### We need your help now!

Since 1998, USA Swimming has requested ethnicity demographics on the individual registration form. The statistics over the last six years show that 10% of our membership has indicated ethnicity as something other than Caucasian. However, approximately 45% decline or neglect to provide this information. To accurately measure the impact of our efforts please encourage the coaches, administrators and athletes in your LSC to complete the requested ethnicity information on the registration form.

Thank you for your support!

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