



# REPORT 2024 - USAS United States Swimming Annual Business Meeting-Denver, CO DEI Leadership Summit - DEI Track Sept 26-28

Kent Yoshiwara

- Chair of Pacific Swimming Diversity and Inclusion Committee
- Member of Western Zone DEI Committee

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**Pre-event gathering...** Tristan F, Mike S, Rick A, John R, Jamie B, and Amy F



Thursday, Sept 26: DEI Leadership Summit		
Time (MT)	Session	Room: Rocky Mountain Event Center Panelist - Confirmed
9AM - 9:30 AM	Keynote - Redefining and Refining Diversity, Equity, and Inclusion Nationally	Leland Brown III
9:30AM - 11:30PM	Strategic Planning - Identifying the Problem and Solution Building	Leland Brown III
11:30AM - 12:30PM	Lunch Break	
12:30PM - 1:30PM	DEI Champions Panel	Mike Switalski, Jamie Bloom, Amy F
1:45PM - 2:45PM	Coalition Building	Jamie Bloom, Kent Yoshiwara, Jihai
3:00PM - 5:00PM	One Team, One Goal: Envisioning One Unified Goal to Bring Back Home Together	Leland Brown III
Friday, Sept 27: DEI Track - "Growing the Sport via...."		
Time (MT)	Session	Room: Aspen Amphitheatre Panelist - Confirmed
8:30 - 10am	#1: Community Engagement, Clinics, and Programs: Outreach Membership	Pam Lowenthal, Hilary Perez, Verón
10:30am - 12pm	#2: Grants, Scholarships, and Funding	Jamie Platt, Lucas Salles-Cuhna, Er
2:00 - 3:30pm	#3: Retention Focused Programs	Mary Redmond, Nate Chessey, Trist
4:00 - 5:30pm	#4: Coalition Building and Board Buy-In	Sean Redmond, Beth Winkowski,

## DEI Track

### Thursday - September 26

<b>9AM - 9:30 AM</b>	<b>Keynote - Redefining and Refining Diversity, Equity, and Inclusion Nationally</b>	<b>Leland Brown III</b>
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- Agenda
  - The State of DEI
  - Strategic Planning Workshop I
  - DEI Champions Panel
  - Coalition Building Panel
  - Strategic Planning Workshop II
  - 
  - Key points:
    - Implement financials.
    - Start with the "WHY"
    - Start small and then go big.
    - CAP defined as:
      - CONNECT- Difference
      - ACCEPT- Include
      - PROVIDE- Equity-Provide Fairness

<b>9:30AM - 11:30PM</b>	<b>Strategic Planning - Identifying the Problem and Solution Building</b>	<b>Leland Brown III</b>
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**11:30AM - 12:30PM Lunch**

**Mike Switalski,  
Jamie Bloom, Amy  
Faulk**

**12:30PM - 1:30PM      DEI Champions Panel**

- Mike- For Niagara Swimming-club reimbursement program at approximately 50%, also team discounts for families. LSC matches scholarships. They also focus on Water Safety and Learn to Swim. Use Community College students to work on projects such as grant writing and do research for your team grants. Base outreach membership on tax returns, Membership is all inclusive, including meet fees.
- Jamie Bloom- Get buy-in from team, parents. Consider tiered membership at the USA swim level nationally. Entry level swimmers move up to "stroke school". Successful coordination with YMCA programs
- Amy Faulk- Be motivated by barriers.

**1:45 PM - 2:45 PM      Coalition Building**

**Jamie Bloom, Amy  
Faulk, Jihan  
Minson, Danielle  
Wentzel, Emily  
Altier, Kent  
Yoshiwara**

*Within this one-hour panelist-led session, panelists will be informing DEI Champions, LSC DEI Chairs, Coaches, and General Chairs on ways to build strategic relationships to meet the needs of your community.*

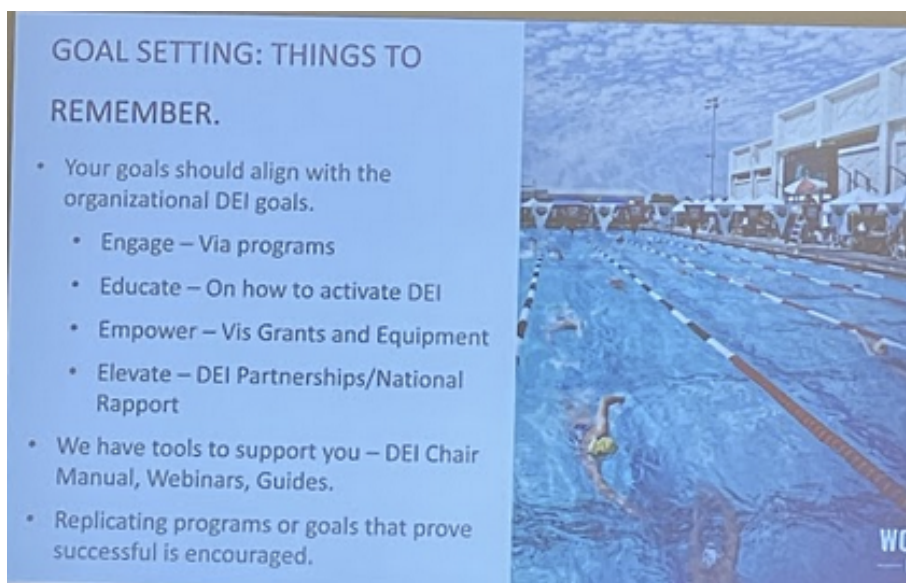
- Why is coalition or intentional relationship building important to achieving diverse, inclusive, and fair LSCs, clubs, and/or swimming communities? *Members with different backgrounds, or different roles, bring different perspectives*
- Coalitions are strategic relationships that you build with people and/or groups, aimed at achieving one or a few goals. What groups and/or people do you feel are important to have in your coalition for achieving your LSC access, inclusion, and fairness goals? *There are a couple key board members to include in all discussions, and they are the Registration chair, and Treasurer. We also include Coaches, and many of our committee members are also Officials...And we must have our ATHLETES*
- Every coalition has a goal, how do you develop goals that accurately represent the needs of underrepresented athletes and volunteers? *We identify the barriers and these become our goals. We seek to remove barriers to provide greater accessibility*
- How do you or have you won people over who are on the opposite end of the spectrum of your coalitions' viewpoint? *We need to understand where they are coming from and we need to meet them where they are...we must also LISTEN to /UNDERSTAND. And we also try to bring them to our committee, so that we can have the conversation and discussion in a smaller group, and NOT during the Board Meeting.*

- What people on the LSC Board should be in every coalition to achieve access, inclusion, and fairness for underrepresented athletes and volunteers? *Athletes, Officials, and club representatives, and if there is a financial impact, the Treasurer*
- What are some challenges (if any) you've incurred while building coalitions to achieve access, inclusion, and fairness for underrepresented athletes and volunteers? *We have to battle the voice of MONEY...For our Board, this tends to be the most common reason for push back. So we just need to be prepared for the cost issue.*

**3:00PM - 5:00PM**

**One Team, One Goal: Envisioning  
One Unified Goal to Bring Back  
Home Together**

**Leland Brown III**



- Objectives:
  - a. Setting goals, identifying barriers, action planning.
  - b. Goals should align with organizational DEI goals, be intentional for future innovation.
  - c. Engage with your programs.
  - d. Educate on how to activate DEI.
- Empower with grants/ equipment. If coaches are strapped for time have parents help do the work on project.
- Elevate DEI partnerships. National demographics are changing and will not look the same soon -look to a different business plan to grow the sport. USA Swimming has support services, manuals, and guides. Replicate/ use programs and goals that are time honored and proven effective.

## GOAL SETTING: WHERE TO START?

First, familiarize yourself with the S.M.A.R.T. Goal setting system.

- *SPECIFIC*
- *MEASURABLE*
- *ACHIEVABLE*
- *RELEVANT*
- *TIME-SPECIFIC*

- **Western Zone Unified Goal**

- Financial support/assistance
- Document the Outreach Criteria
- Every LSC to Post Outreach Criteria on every LSC Web Site
- Develop an Action Plan
- With review and support from Leland, we have a Goal that we will be working on. We will complete this goal by the end of 2025

- This Goal will be on the WZ DEI Monthly meeting Agenda

**5:30 - 7:00 Welcome Reception [Rocky Mountain Event Center]**

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**Friday - September 27**

**7:00 - 8:30 Buffet Breakfast [Rocky Mountain Event Center]**





**8:30 – 10:00**

**Growing the Sport via... Community Engagement, Clinics, and Programs [Aspen Amphitheater]**

**Liz Harkens, Pam Lowenthal, Hilary Perez, Veronica Hernandez**

- **Session Objective - grow the sport**
  - **Strategies for engaging underserved communities**
    - Do your homework
    - Respect the community you are engaging
    - Partner with Sigma Gamma Rho/Jack and Jill Swims, Links Inc. Kappa Beta Alpha
    - Multi tiered approach
    - Disability Time standards in championship meets
    - Post as much info on the web site as possible
  - **How do you measure the impact of engagement**
    - Program Growth
    - Active Coach participation
    - Use data that the Board wants
    - Prospective members - new language
  - Pam detailed success in Chicago, Illinois with bridging community swim team and integrating swimmers into USA Swimming utilizing community, swim nights and realistic, smart goals. These are embedded into Chicago rec program costs promotion focused on national water safety. Partner with cities that already have resources.
  - Community impact takes a while, attract perspective, business members, relationships, and trust takes several years to build.
  - Dr. Shaun Anderson is a useful resource and consultant for USA Swimming -has helped develop programs for under-served

communities throughout the United States.

**10:30 – 12:00**

**Grants, Scholarships, and Funding  
[Aspen Amphitheater]**

**Jamie Platt, Lucas  
Salles-Cuhna,  
Emily Altier, Joel  
Shinofield**

- **How do you raise awareness that Grants and Scholarships exist**

- Publish on the web is not enough
- Search for Grant opportunities
- Fully fund the athlete's experience
- Value the person connection
- LSC Role supporting grants
  - Health / fitness
  - LSC can be a clearing house for Grants in the community
  - USA Swimming is updating the GRANTS page
  - Contact a professor/university staff for assistance.
  - Can use ChatGPT as a starting point / quillbot  
[\[https://quillbot.com/\]](https://quillbot.com/)
- Why is grant funding important?
  - Community impact grant is opening in October, closing in December
  - Can fund learn to swim program to reach kids who might not learn to swim otherwise.
- Identify scholarship recipeints?
  - Income based requirement
  - Map swimmers into regions?
  - "Catch a fire" - grants?
  - Mapbox.com - geo-mapping
  - Use public data...storytelling with data
  - Census tracker....
  - Heather Glass - data analyst
  - CDC has data

**2:00 - 3:30 Retention Focused Programs**

**Sean Redmond,  
Nate Chessey,  
Tristan Forman**

- **Ways to keep your athletes on your clubs**

- Culture, community, connections
- Keep swimming fun...
- Share with other coaches
- Listen to learn
- Make it measurable and quantifiable have a balance but add excitement
- Swimmer of the month
- Focus on character building.

- **What are the reasons swimmers have lost interest**

- Parent driven reasons
- May have lost the connection
- "Burn-out"
- "Lack of progress"
- Commute is too far
- Set up of Training groups...too old for the group, old swimmer might lose interest
- Athletes isolated from their communities
- Importance of Visual Representation

**4:00 - 5:30 Coalition Building and Board Buy-In**

**Sean Redmond,  
Beth Winkowski,  
Annie Norris**

- **Why is coalition building important**

- Listen to others
- Ask...
- "Please repeat that" for clarification.

- **How to find the right people/opposite view point**

- Find the naysayer
- Ask a lot of questions
- Meet them where they are at
- Must include everyone "inclusion"

- **Find the Right People to Build Coalition**

- Annie- fundraising post southern Hurricane doing t shirts with matching funds. Improving Outreach.
- Beth- in Atlanta worked with Aetna & schools to provide free swim lessons. Did take several attempts to get grant. All kids got funded. Who has same interest-in promotion's to build coalitions?
- Find stakeholders. What can you afford? We are in business of saving lives.
- Go to already set up structures to find people. Networking as to who you represent.

- **Challenges incurred building a coalition**

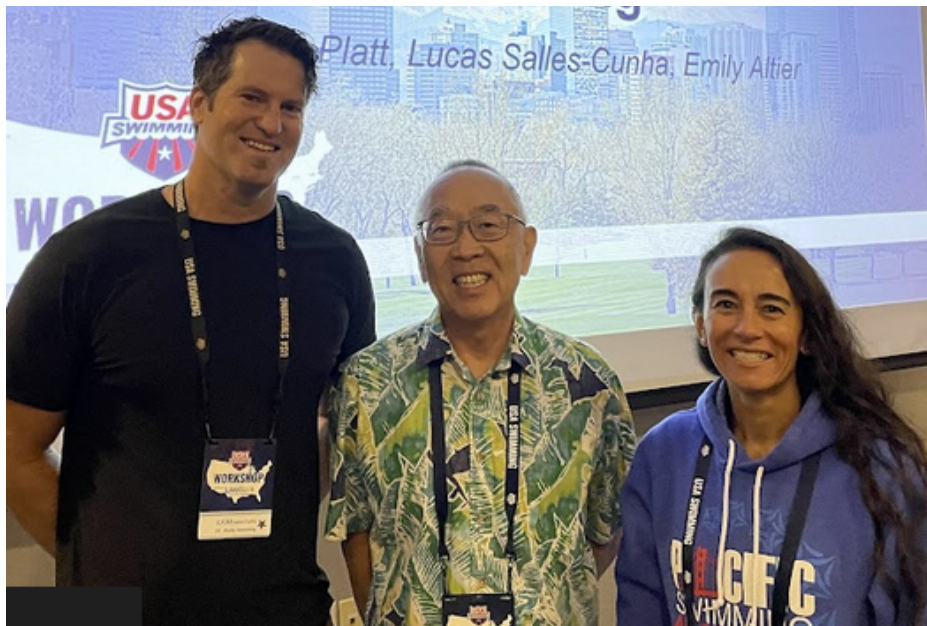
- Need to be able to complete the plan
- Patience...persistence...
- Starts with education- athletes can help with that.



- Change initiatives in history oftentimes starts with athletes.
- Ask more questions when someone is in opposition to you.
- Mediators are helpful to bridge differences.
- Good to know both sides ahead, tries to communicate with them before meeting

### Pacific Swimming Panelists

- **Coalition Building** Kent Yoshiwara
- **Growing the Sport via... Community Engagement, Clinics, and Programs** Veronica Hernandez
- **Grants, Scholarships, and Funding** Lucas Salles-Cunha



### Saturday - September 28

#### 10:00 - 11:00 Western Zone Business Meeting [Evergreen]

- No information available (not a voting delegate)
- Elected - Scott Shea Western Zone Coach Director
- Selected - Kihei Maui - Open Water Swim Site

#### 12:30 - 3:00 USA Swimming HOD [Rocky Mountain Event Center]

- Opening remarks

- CEO Shana Ferguson
- At large board member election 3 candidates
- USA Swimming Foundation
  - David Shackle Elizabeth Beizel
  - Save lives / building champions / impacting communities
- In memorial - Pacific Swimming
  - Rich Thornton
  - Gerry Ng
  - Judy Siegrist
  - Marvin Lanphere
- Life members
  - Pacific Swimming - Kelly Schott
- Past board members
- Credentials report
  - Laurie Benton
- Financial Report
  - Earnings
  - Budget
  - Over \$5m profit Olympic Trials
- Membership report
  - 315,944 2023
  - 319,986 2024
- HOD working group
  - Mary Plant
- Board member election
  - Nic Fink
  - Kathy Fish
- AAC
  - Nic Finc
  - Allison Schmidt
  - Ryan Murphy/Carson Foster
- **Legislative agenda**
- Rules and Regs [start time 1:50pm]
- Taylor Rogers. + Hilary and Patrick
- **Block A** Approved
- R-12 amended. APPROVED 2:07
- **Block B** Approved 2:11
  - R-2 amendment failed - Approved
  - R-4 Approved
  - R-5 approved
  - R-6 amended approved 2:38
  - R-10 amended approved
  - R-14 approved
  - HK-4 approved. 2:57
- **Block C** failed
  - R8 failed

- **Block D** 3:03
- Resolution to increase Club fee Approved 3:15
- Adjourn 3:16

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**Misc, one on one, group, and side conversations:** (excluding PC members)

Jamie Bloom, Sabir Muhammad, Leland Brown III, John Roy, Mike Switalski, Gwen Tomiyoshi, Amy Faulk, Virgil Chancy, Rich LeDuc, Lissa Parker, April Walkey, Alex Ongaco, Emily Altier, Tristan Formon, Maria Davilla, JaVon Waters, Cullen Jones, Jamie Platt, Rachel Rivera, Jihan Minson, Leslie Juarez Michel, Sabrina Sims, Paul Stockett, Hilary Perez, Clifton Gordon, Stephanie Monahan, Steve Roush, MJ Truex, Joel Shinofield, Tony Ervin, Rick Aronberg, Sean Redmond, Jon Hayashida, Annie Norris, Jeremiah Stanton

**END**