

Western Zone Diversity Summit Report

Held June 16th – June 19th

University of Utah, Salt Lake City, Utah

Report By: Kent Yoshiwara, Veronica Hernandez, and John Schonder

1 OVERVIEW

The Western Zone held its second Western Zone Diversity Camp and Summit, June 16th through June 19th. It was held on the campus of the University of Utah, in Salt Lake City, Utah. Most participants from the Western Zone arrived at the Salt Lake City Airport, while some were able to drive to the campus. The camper were housed in 2 bedroom dormitory apartments, and utilized the, nearby dining commons, pools, and classrooms. All of the facilities were just a short walk away from each other.

The USA Swimming Zone Diversity Select Camps are intended to be held every other year. In 2016, the Western Zone and the Central Zone are holding their camps, and the Eastern Zone and Southern Zones are holding their camps on Odd numbered years.

This report focuses on the Summit.



2 SUMMARY

The Camp and Summit included presentations, discussions, and training sessions, at the pool, in classrooms, and other meeting areas on campus. USA Swimming provided the coaches for the Camp and a Guest Speaker.

The Guest Speaker for the Camp was Sabir Muhammad.

The Guest Speakers for the Diversity Summit were Susan Huckleby(MT), Veronica Hernandez(PC), and Kent Yoshiwara(PC).

The Camp Director was Audrey Bell (UT), assisted by Dane Wolfrom (PN), and Lisa Dahl (PN).

The Camp Participants from PC were Adonis Thomas (TERA), Kayla Craft-Williams (ONDA), Selly Diallo (SEA) and Elisabeth Balincanta (PLS).

In addition to these speakers, there were other presentations, and discussions, led by Juan Caraveo and Shaun Anderson, from USA Swimming.

The participants for the Western Zone Diversity Camp, represented the following LSC's

Arizona Swimming
Southern California Swimming
Hawaiian Swimming
Alaska
New Mexico Swimming
Pacific Swimming
Pacific Northwest Swimming
San Diego Imperial Swimming
Sierra Nevada Swimming
Montana Swimming
Oregon Swimming
Utah Swimming
Wyoming Swimming

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Pacific Swimming
Colorado Swimming
Pacific Northwest Swimming
Montana Swimming
Arizona Swimming
Sierra Nevada Swimming
Utah Swimming



3 DAY ONE – THURSDAY JUNE 16

The campus was about 30 minutes from the Salt Lake City Airport. This made it more convenient for the participants to schedule their flights in and out of the camp. The camp utilized 3 rental vans for the camp staff to shuttle everyone to and from the airport. Several athletes and Summit participants drove.

June 16th – All of the swimmers and Summit participants arrive.

Several LSC's arrived early and assisted with the set up. This included PN, and PC.

Camp/Summit "Check-In Desk" was set up outside, under a canopy near the dorms.

After checking into rooms, the first meeting was scheduled for 3:30pm.

Dinner at the Dining Commons, followed by the Warrior's v. Cav's Championship game in TV room at the dining commons.



4 DAY TWO – FRIDAY JUNE 17

Day Two, started with 8:00 breakfast for Summit participants.

Then sessions starting at 9:00

Diversity and Inclusion 101 led by Juan

- D&I background
- Use social media to promote programs
- Go to Convention, meet other D&I Chairs
- Become familiar with the LEAP Program
- Create a D&I Chairs Notebook
- Know what is on your LSC Diversity web site
- Host, market, and promote your events
- Partner with other sports

Diversity and Inclusion Committee led by Shaun

- Information flow – National -> Zone -> LSC -> Club

Evening at the Ballpark - Smith's Ball Park

To watch the local AAA Baseball team, **the Salt Lake City Bee's**



5 DAY THREE – SATURDAY JUNE 18

Saturday morning opened with breakfast for the Summit participants at 8:00.

Followed by a 9:00 session at the Student Union.

The presentation at the Student Union was by University staff, Anthony Shirley, on the Diversity and Inclusion program at the University.

Marketing for LSC's and Club's led by Juan

- The Best marketing is “By word of mouth”
- Must use social media
- Consider this a business
- When using photos
 - Make sure to use smiling faces
 - Use club or LSC logos
 - How people having fun
 - D&I background
- Consider using the Newspapers, Radio, and Television

- USA Swimming can assist with “Press Releases”
 - See Nailah Ellis Timberlake – USA Swimming Multicultural communications
- “It’s all about relationships...”

Local D&I Diversity Camps – presented by Veronica Hernandez (PC)

Parent Volunteer Sub Committee – presented by Kent Yoshiwara (PC)

Outreach Membership Eligibility – presented by Susan Huckeby, Presented on the topic “Outreach” Susan has done considerable research on this topic, and is leading the Zone in Outreach Membership Eligibility. Her presentation covered the various ways families can qualify for outreach membership. This is very timely as the requirement will be changing soon, and all LSC’s will need to develop their own eligibility requirements.

Thinking outside the box – Juan

This was an interesting session led by Juan, on what we would do if there were no limits.

- The whole group offered suggestions on how to further the D&I effort.
- The topic selected was to hold a **D&I Swim meet**
- Next the presentation turned to the work to remove the barriers to achieve this goal
- There are many issues that are yet to be addressed
- This was a great brainstorming session that has led to a goal for the Zone
- We agreed on the Summer of 2019 for this event
- We also started a subcommittee to head up this effort.

Establishing Relationships – Juan

This session related the business of swim clubs and LSC’s to more common business practices. Juan provided a power point on this topic. In his talk he suggested approaches and where to go.

- Reach out to Cultural and Business Organizations
- Local Chamber of Commerce
- Develop an Elevator Speech
- Prepare messages to Athletes
- How to get Coaches interested
- How to get messages to Swim Parents
- Develop a social media plan

Fundraising – Juan

Juan presented on a variety of approaches to fundraising. He brings this experience from his work leading swim clubs, as well as his experience working with so many clubs through USA Swimming.

- Develop donation programs, with different levels of donors
- Recognize donors on your web site, and in meet programs

- Provide promotional items
- Follow up with sponsors

Juan shared a story about a club who reached out to a local university, and had them write grants, with the assistance of the professor and a business class.

The 10% rule – Any work or effort for fundraising should result in 10% of your budget. If it does not, then maybe this is not worth the effort.

How does the Zone fundraise?

Smart Goals – Juan

Juan provide direction on SMART Goals, and provided background on the approach, and asked each LSC to develop their goals. And submit them to the Zone. They will be collected and documented. This way we can see who is working on what.



6 DAY FOUR – SUNDAY JUNE 19

Travel day....back to Oakland

Grab and go breakfasts were ready, from the night before, for the group as they prepared to depart. An early start for some as the first vans left for the airport before sunrise.



7 SUMMARY

Camp and summit were very well organized.

We had plenty of time to get to know each other and learn what each other's LSC's are working on. What the challenges are, and what has been accomplished.

This group is larger than the last Summit and will likely continue to grow.

In addition to the events of the Summit, we also held a Diversity and Inclusion Committee meeting and will follow up with an in person meeting at the USA Swimming Convention.

End...

Next Western Zone Diversity and Inclusion Summit in 2018....location to be determined.