

# 2009 Diversity Summit

## Common Long Term Goals

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Listed below are the common topics and goals that arose after each group submitted their long term goals. Establishing these common long term goals in your LSC will help your LSC and clubs promote diversity.

### LSC

- LSC should represent population
- Establish a strong working and funded diversity board

### Participation

- All clubs in LSC participate in diversity efforts
  - Create 2-3 new clubs in underserved areas
    - Develop quality clubs
    - Clubs in multicultural areas (start with Make a Splash partnerships)

### Promotion

- Hold multiple LSC events promoting diversity
- Statewide Make a Splash water safety day/event
  - Hold water safety month
- Hold regional diversity programs
- Annual spirit camps locally with USA Swimming and non-USA Swimming members

### Reporting

- 30% increase or more in diversity reporting
- Increase the # of registrants checking the box
- Increase/be the best LSC in reporting ethnicities

### Outreach

- Raise outreach by 15% or more
- Bridge High Schools and parks to clubs
- Establish grants for Native American and inner city initiatives
- Establish an outreach membership for underserved groups that can't afford registration fee
- Work with elementary schools to establish a mandatory learn to swim program
- Establish strong relationships with municipalities in your area

- Develop grant programs to increase membership

### **Make a Splash**

- Establish Make a Splash local partners in all states
- Bridge Make a Splash to clubs
- Have the most Make a Splash local partner members

### **Education**

- Collaborative effort between neighboring LSC's
  - LSC diversity select camp/coaching clinic focusing on education and retention
- Hold swimposium with diversity track
- Hold educational summit with non-USA coaches

### **Grants**

- Develop grant programs that will increase membership
- Each year update all policies and procedures for grants

### **Recreation**

- Develop a recreation league and put pools in play for competitive team expansion