



Increasing Diversity Equity & Inclusion in the Sport of Sailing

US Sailing Townhall August 4, 2020

Agenda

- Welcome and Introductions
- Purpose of Town Hall
- Practical Steps Towards DEI
- Considerations, Actions and Best Practices
- Closing Remarks

Diversity



Diversity is embracing any collective mixture of differences and similarities as we strive to develop more inclusive and high performing environments. Diversity is invaluable because it generates differing points of view, leads to innovation, fosters an understanding and acceptance of individuals from different backgrounds, and recognizes the contributions that a variety of individuals and groups can make. Diversity encompasses, but is not limited to, race, color, ethnicity, nationality, religion, socioeconomic status, veteran status, education, marital status, language, age, gender, gender expression, gender identity, sexual orientation, mental or physical ability, genetic information, and learning styles.

Equity



Equity is the guarantee of fair treatment, access, opportunity, and advancement for all while striving to identify and eliminate barriers that have prevented the full participation of some groups. The principle of equity acknowledges that there are historically under-served and under-represented populations and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups.

Inclusion

Inclusion is about creating and maintaining an environment in which contributions and strengths are recognized, optimized and valued in a way that generates opportunities for adaptability, problem solving, growth and ultimately increased success. Inclusion is about creating and maintaining an environment in which people are not excluded or marginalized because of their difference and authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that shares power and ensures equal access to opportunities and resources.

What is not Diversity?



“Diversity Does Not Equal Charity”

SAILING TODAY



SAILING PARTICIPATION DOWN 5.5% IN 2018, FAIRLY FLAT OVER 5 YEARS



2018 SAILING PARTICIPATION

- 3.754 million sailing participants in the US (over 6 years old, sailed 1+ times per year)
- 1.159 million “core” sailing participants (sailed 8+ times per year)
- ***1.2% of the US population went sailing in 2018***
- ***0.1% of the Sailing Population is Diverse***

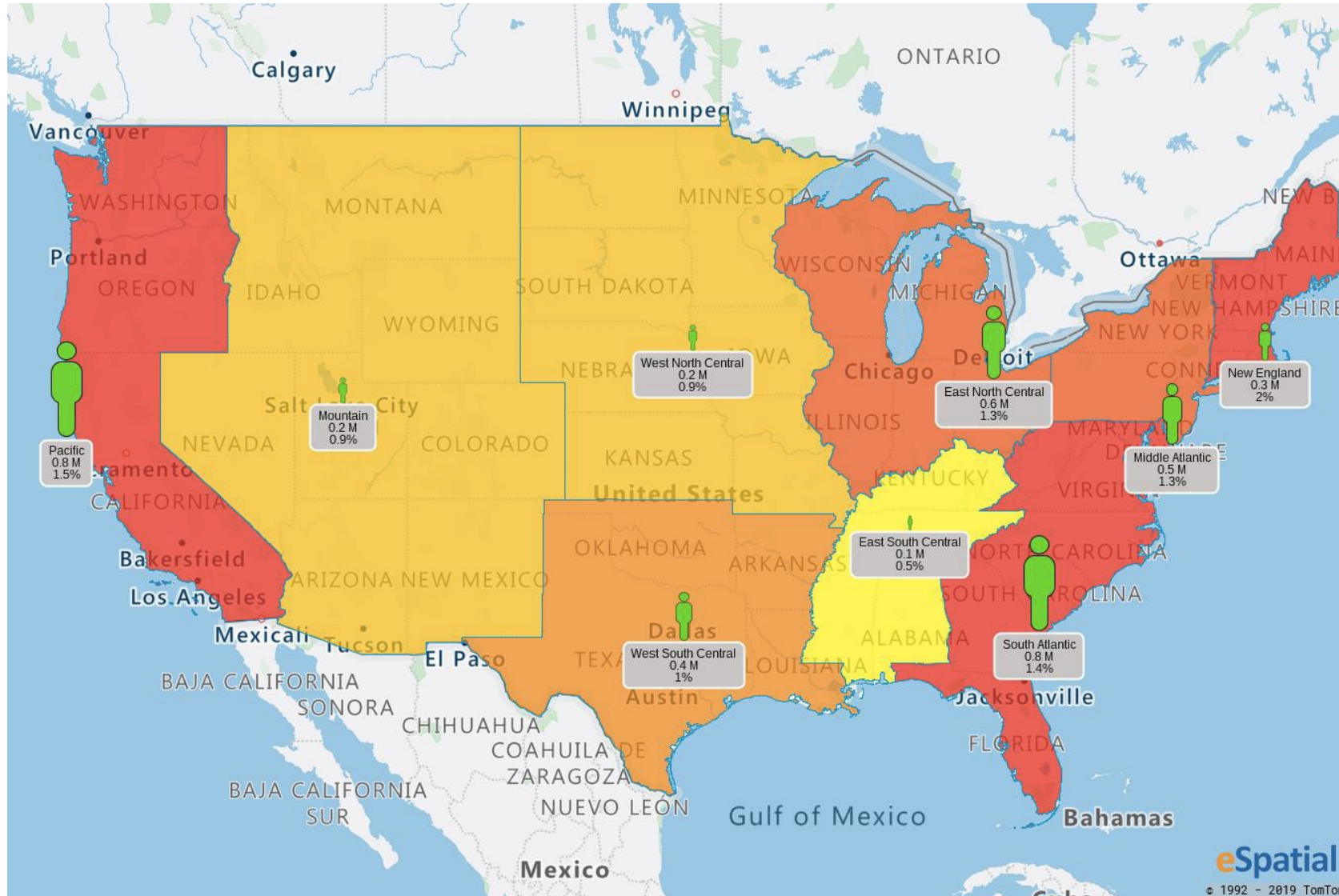


2018 PARTICIPATION INSIGHTS

- 54% male/46% female
- 51% of all sailing participants are between the ages of 25 and 54
- 31% of core participants are 55 and older
- 43% of all sailing participants have a household income of over \$100,000 per year
- 74% of all sailing participants have attended college, have a bachelor's degree or more

Source: SFIA, Sports & Fitness Industry Association

SAILING PARTICIPATION BY REGION



42% East Coast

20% West Coast

15% Great Lakes

10% Texas/Gulf Region

Why Diversity Matters?

- Culture Shift- Boat Ownership
- Changing Demographics 2018-2023
- Lifestyle Changes- Time
- Aging Demographic of Stakeholder Participants
- Forecast Growth of multicultural markets
- ***Diversity makes the sport better!***

2018: Selig Center for Economic Growth

Multicultural Buying Power

\$3.9T ↑

Hispanic Buying Power

\$1.53T ↑

Black Buying Power

\$1.31T ↑

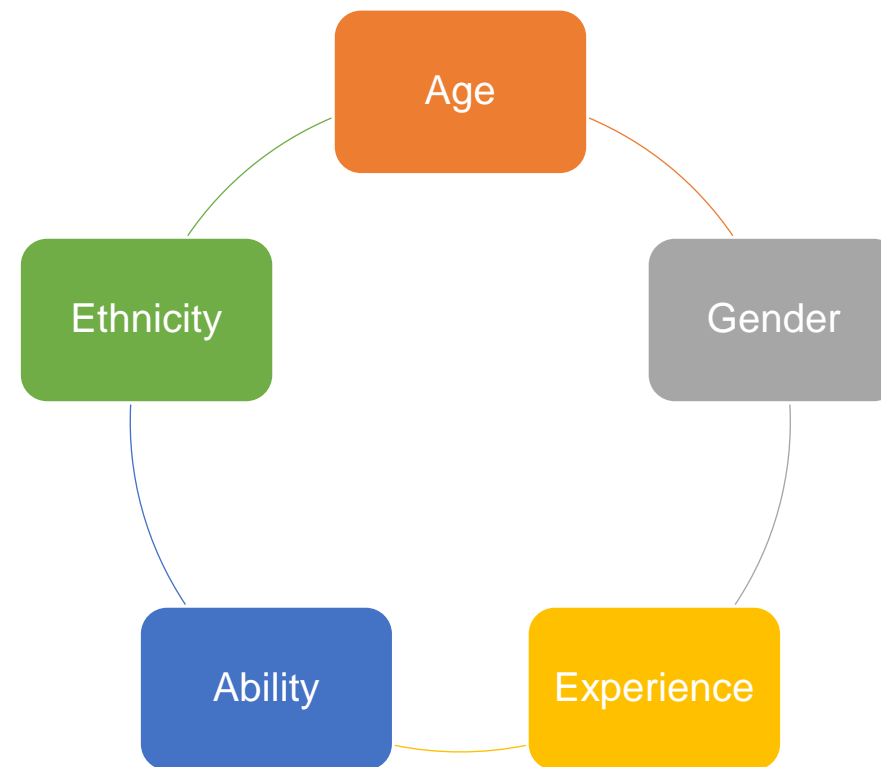
Asian Buying Power

\$1.01T ↑

The Changing World Around Us

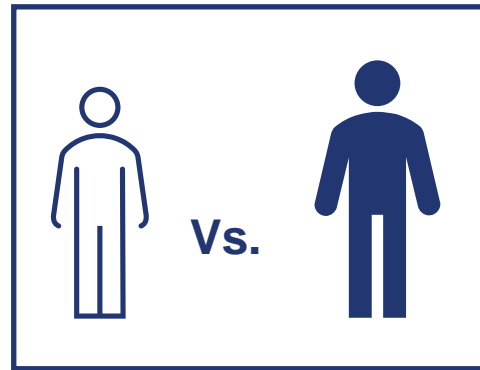
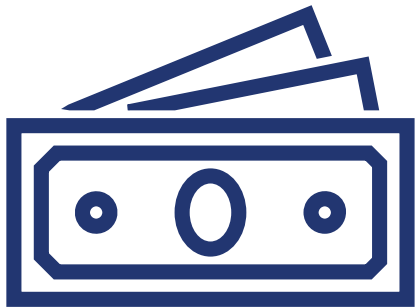
Opportunities

- White (Non-Hispanic) Birth Rate –Flat to declining *
- African-American Birth Rate- Flat to declining*
- 1 of 4 kids in Kindergarten *today* is of Hispanic Heritage*
- Single Women Make up 18% of new home buyers vs. 10% for men *
- American Population <20 yo is 27.3% *
- In 2019, 4.7 million veterans, or 25 percent of the total, had a service-connected disability. **



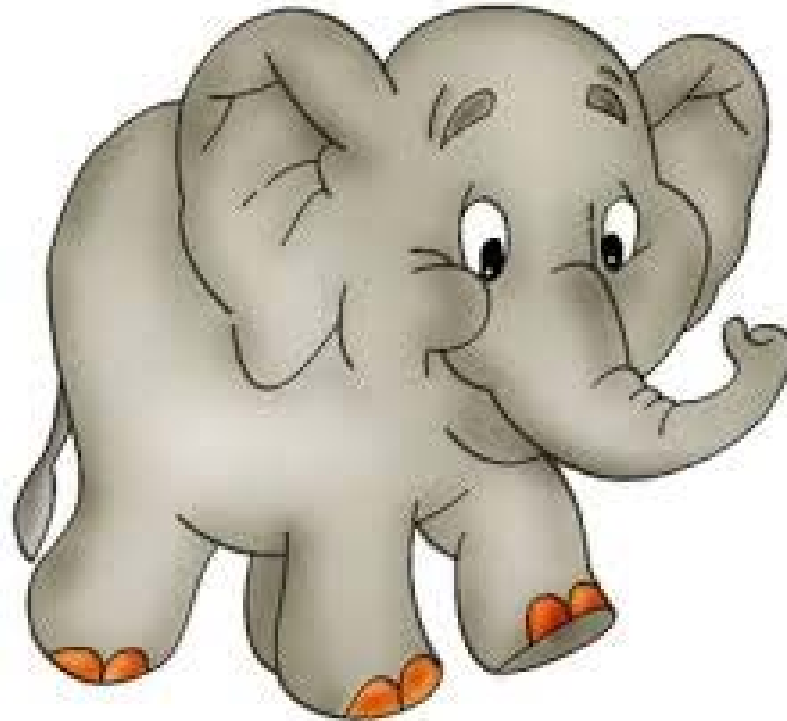
*Source : 2019 Pew Research Data,** 2019 Bureau of Labor Statistics

Why Diversity Matters



Misconceptions about Sailing

The Elephant in the Room



Practical Steps Towards DEI

- Organizational Leadership & Staff
- Internal Audit
- Develop a Plan



DIVERSITY, EQUITY & INCLUSION



- The DEI Committee will work with the US Sailing Board of Directors and the sailing community of the USA at large to create and support initiatives that will help to promote access to the sport of sailing and increase participation by encouraging local sailing organizations to provide an inviting inclusive environment in which to sail. If you are interested in being involved with the DEI Committee, or if you have general questions or comments, please contact: DEI@ussailing.org



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QUICK LINKS

- Starboard Portal

DIVERSITY, EQUITY AND INCLUSION



DIVERSITY, EQUITY & INCLUSION



Resources

US Sailing has compiled a number of resources, including books, webinars, podcasts and also identified a number of organizations that are involved with DEI initiatives, both within the sports world and beyond. [Click here to access those resources.](#)

DIVERSITY, EQUITY & INCLUSION



Committee Members

Name	Board Position	Geography
Deborah Abrams-Wright	Chair	Northeast
Quemel "Q" Arroyo	Member	Northeast
Jay Baum	Member	Northeast
Daniel Fein	Member	Northeast
Karen Harris	Vice-Chair	Midwest
Ed Huntsman	Member	West
Richard Jepsen	Board Liaison	West
Donald Lawson	Member	Mid-Atlantic
John Petrillo	Member	Northeast
Lou Sandoval	Member	Midwest
Mike Waters	Member	Northeast
Betsy Alison	Staff Liaison	Northeast

Link: [Committee](#)

DIVERSITY, EQUITY & INCLUSION

Resources

Additional Resources

Please click on a box below to be directed to additional resources to help you and your organization encourage and promote diversity, equity and inclusivity.

CONNECT
National and Regional
Organizations

DISCUSS
US Sailing Forum

EXPLORE
Websites & Specific Topics

LISTEN
Podcasts

READ
Articles, Books, Essays & Guides

WATCH
Documentaries, TV Shows,
Movies & Talks



DIVERSITY, EQUITY & INCLUSION

Organizational and Individual Profiles

To help us achieve our mission, among other things, we seek to identify individuals and organizations that provide best practices and access to sailing for all. These are organizations that align with the standards set forth by US Sailing and offer safety, fun and learning through programming.

[!\[\]\(e2376d476d06eb31946dc01a69a4403a_img.jpg\) **SHARE YOUR BEST PRACTICES!**](#)

We're looking for examples of individuals and organizations that are providing access for sailing to all

The stories are endless, but they start here!

DIVERSITY, EQUITY & INCLUSION



Diversity, Equity and Inclusion in Sailing Profiles

We are asking our members and local sailing organizations to share information about what they're doing to make sailing more diverse, equitable and inclusive. Our hope is to use this information to help encourage others to make similar commitments.

Name *

First Name

Last Name

Email *

example@example.com

Phone Number *



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HOME > EDUCATION > YOUTH > SIEBEL SAILORS PROGRAM

ON THIS PAGE: SIEBEL SAILORS

- How the Program Began
- What is Siebel Sailors

YOUTH SIEBEL SAILORS PROGRAM



Considerations, Actions & Best Practices



- Ethnic Diversity
- Gender Diversity
- Youth Sailing (AGE)
- LGBTQ
- Socio-Economic

Outreach Framework: A Bottom Up Approach

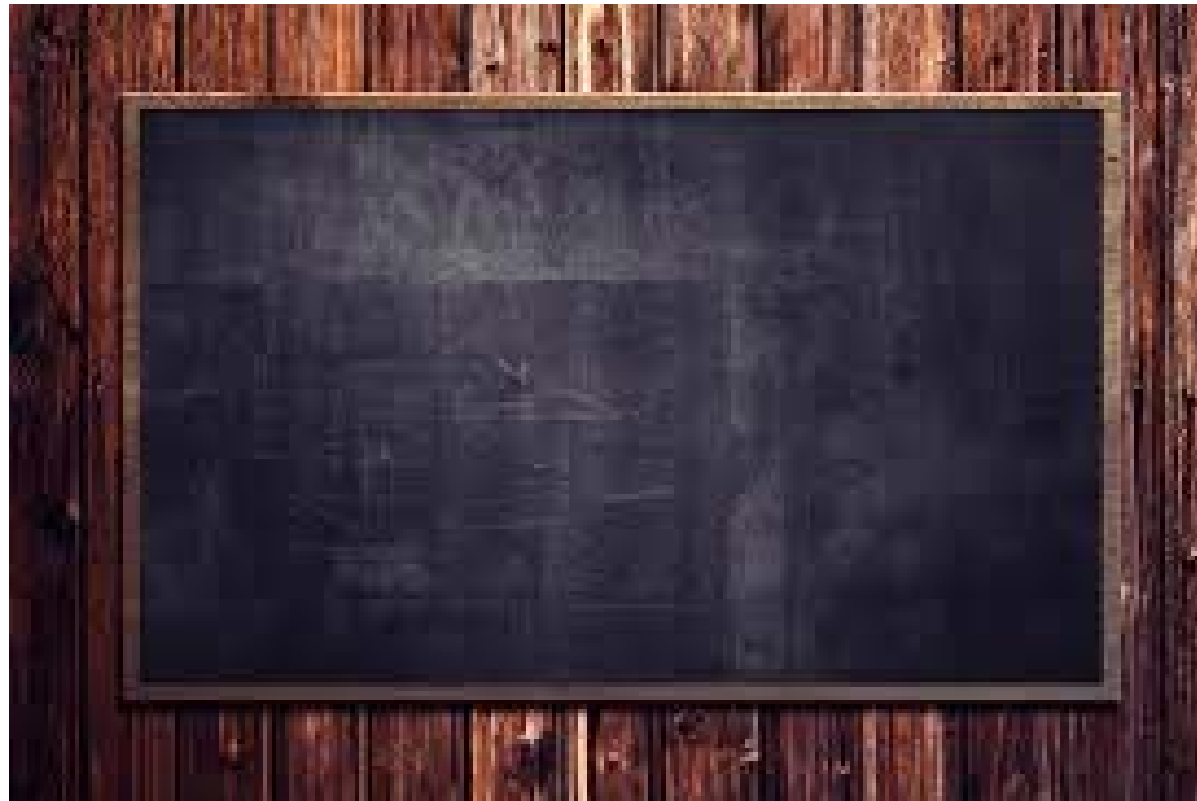
Common Pitfalls:

- Assumptions
- Lack of understanding
- Acts of symbolism



Outreach & Inclusion Model

Closing Remarks



We Have a Clean Slate!