

DE&I PILLARS of US SAILING

Letter from CEO and BoD

Definitions

Diversity- includes the many facets that make up an individual's identity, including but not limited to race, ethnicity, sex assigned at birth, chosen gender identity, sexual orientation, age, national origin, language, education, income background, disability status and area of residence.

Inclusion- the practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those who have physical or mental disabilities and members of other minority groups.

Equity- is the fair treatment, access, opportunity, and advancement for all people, while identifying and eliminating barriers that have prevented the full participation of some groups.

PILLAR I - US Sailing Review

We will start with a Self-Reflective internal review of the entire US Sailing Organization to provide a baseline/see where we are.

Action Items:

- By April 1, 2022, US Sailing will complete a formal review of its entire organization looking at institutional policies, procedures and culture to identify strengths and weaknesses in relation to diversity, equity and inclusion.
- Based on the above review, the US Sailing board and staff will jointly develop a 2-year priority action plan. This plan will establish baselines for diversity at US Sailing, set DEI goals for the organization and include clear key performance metrics for all goals.

Outcomes:

2022-2023:

- US Sailing will create (or update) a clear code of conduct to ensure that anyone engaged with the organization understands the minimum expectations for their behavior around DEI, including the compliance mechanisms.
- US Sailing will conduct educational sessions for the board, staff, volunteers, member LSOs and Olympic teams to socialize the code of conduct and raise awareness around key DEI concepts and skills. Each year, all new board members, staff, volunteers and Olympic team members will receive updated information on this topic.

2023-24:

- Executive employees, staff, key volunteers, Olympic team members and committee members will model behavior that encourages diverse participation in all US Sailing related activities.
- US Sailing will build the skills of the board, staff, advisory committees, volunteers, member LSOs, and Olympic team members to create an inclusive and equitable culture that leverages diversity to advance sailing.
- US Sailing will establish a DEI Lead role internal to the organization. This individual will be responsible for promoting and monitoring a positive DEI culture at the organization as well as advocacy, advancement and branding of DEI in the sailing community.

KPIs:

- Completion of internal review- April 1, 2022
- Creation of 2-year action plan with metrics -Completed by the End of 2024

PILLAR II - Recruitment & Retention

We will ensure that we attract and retain a diverse range of individuals to US Sailing and create an environment where all will thrive and see continued career development.

Action Items:

- US Sailing will increase the diversity of the board, advisory committees, executive leadership team (ELT), staff, volunteer base and Olympic team members to be more representative of the diversity of local sailing organizations (LSOs) and their surrounding communities.
- US Sailing will ensure that best hiring practices include diverse candidates. The organization will also ensure that all staff will receive proper training in supporting these new members.
- US Sailing will ensure diverse candidates are given opportunities to develop these skills for promotion and leadership opportunities.

KPIs:

- Diversity profile of board, ELT, staff, volunteers, advisory committees and Olympic Sailing team.

PILLAR III - Inclusion & Equity

We Recognized that the sport needs growth in key areas- Women, Asian, Black , Latino, Veteran, and Disabled (as example).

Action Items:

- Highlight programming that celebrates diversity and inclusion in the sailing community through regularly scheduled educational activities or promotion of offerings through partnerships with our member organizations.

- These (webinars, seminars, etc.) will be related to DEI topics and will include a diverse spectrum of speakers and/or panels.
- Ensure that marketing, press, educational offerings and other materials visually reflect the diversity of the sailing community.
- A quantifiable increase in the number of participants from underrepresented communities in all aspects of US Sailing activities including all sailing and organization related activity, e.g., race committee, awards committee, training and education efforts. This will be achieved through outreach to, engagement with and recruitment and retention of participants from underrepresented communities.

KPIs:

- Establish- specific outreach initiatives that deepen the relationships with those communities.
- Honor those communities by creating marketing awareness campaigns that recognize them (e.g. National Women’s Month, Black History Month, API Month, Hispanic Heritage Month, Pride Month).
- Measure growth and impact in these communities by starting with a baseline. Measuring retention and growth over a two year period.
- Create an active campaign to recruit diverse candidates to USSA as part of the staff. Focus on inclusion and measure retention of those employees.

Pillar IV - Community Engagement & Corporate Partnerships

We will leverage the US Sailing brand and voice for change to expand the diverse groups that we include in sailing. We carry this through to the communities in which we work and sail and the business partnerships we establish.

Action Items:

- Increase local centers and yacht clubs recognition for actively promoting and performing diversity outreach for underrepresented groups.
- Increase exposure to people who would normally never approach or be comfortable with sailing.
- Conduct and endorse activities designed to encourage participation in events and related activities by people from underrepresented communities.
- Extend invitations for open houses and sailing familiarization activities to organizations and groups from underrepresented communities.
- Imbue outreach, marketing, contracts, agreements etc. with inclusive language that encourages equity.

KPIs:

- Update the “Best Practices” resource page as a reference for those seeking a tool for guidance.
- Promote the DE&I resource page multiple times a quarter to drive traffic to information.
- US Sailing will send out a survey to sailing clubs and centers around the country to hear ideas and concepts for DE&I.

Pillar V - Branding & Messaging

We will represent US Sailing and the sport both internally & externally as not only an equitable and inclusive organization but an open activity. We will track and communicate our progress and ensure we are transparent and share with the sailing community.

Action Items:

- Support and leverage websites, social media, and online platforms for access and retention of underrepresented groups.
- Illustrate a diverse community in advertisements and marketing materials to increase racial, ethnic, gender, and socioeconomic diversity at all levels of sailing.
- Partner and collaborate with yacht clubs that promote diversity to implement initiatives and programs that will increase participation among underrepresented populations.

KPIs:

- Annual review of online media by DEI specialist to evaluate US Sailing alignment with goals
- Develop a list of diverse sailors and diverse clubs who are willing to partner with US Sailing and the activities that they are engaged in

Pillar VI - Organizational Culture

We will ingrain DEI throughout our business processes and ensure that we bring our efforts full circle to grow sailing in all of the United States.

Action Items:

- Leadership to have a Zero Tolerance stance throughout the organization.
- Leadership to consistently promote and enforce a diverse culture throughout the organization.

KPIs:

- Survey the Board, Employees and Volunteers and document the extent that the organization recognises Diversity as a primary objective to the success for sailing in the US.
- Update US Sailing Code of Conduct to reflect DE&I
- Update all Job Postings to include EEOs
- Update HR Procedures to ensure diverse individuals an equal opportunity for staffing, sailing, and management positions.