

Diversity, Equity & Inclusion Kick-off

25 Sep 2020



Agenda

- Welcome
- Committee Introductions
- Status Update
- Task Force Findings
- Q & A



Welcome

- Dr Pete Zopfi, Chair USYS BOD
- Skip Gilbert, CEO USYS

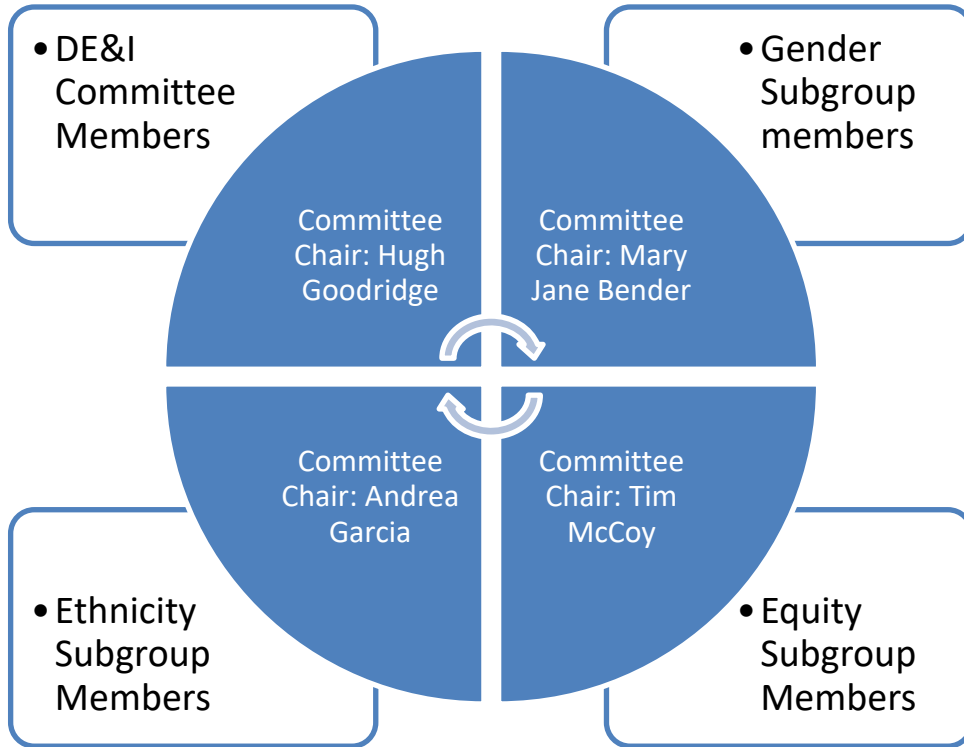


- 55 State Associations
- 3 Million Players
- 1 Million Administrators, Coaches and volunteers
- 10,000 clubs



Committee Members

USYS Diversity, Equity and Inclusion Committee



Name
1 Andrea Garcia
2 Becky Pagan
3 Briana Aguila
4 Caulbert Smith
5 Dan Woog
6 David Robinson
7 Eloisa Borreguero
8 Felipe Mendez
9 Grace Schwanda
10 Hugh Goodridge
11 Jené Baclawski
12 Jennifer Davis
13 Jennifer Pfeiffer
14 Jessica Nash
15 Kathy Zolad
16 Margaret Domka
17 Mary Jane Bender
18 Nicole Arsenault
19 Nicole Hercules
20 Skye Arthur-Banning
21 Terry Eguaaje
22 Tim McCoy

Staff Liaisons
Chris Webb
Marley Wilson

Board Liaisons
Paul Ellingstad

Introductions

- Name
- Occupation
- Interesting fact

worked on Task Force

Actions to Date

- USYS BOD sanctions committee
- Recruited committee members
- Developed DE&I Unity Pledge
- Prioritized Task Force Findings
- Initiated the hiring of a DE&I consultant



Next 30 Days

- Press Release Announcing
 - Committee formation
 - Unity Pledge
 - DE&I Policy
- Distribute Task Force Findings
- Appoint DE&I Consultant
- Attend USYS Leadership Summit
- Establish Schedule for Working Meetings



Diversity & Inclusion Task Force

- Commissioned May 2019
- Divided into three working groups:
 - Administrators Working Group
 - Coaches Working Group
 - Referees Working Group
- Collected Data via surveys
- Identified
 - Barriers to Diversity & Inclusion
 - Identified Opportunities for Improvement
 - Actions plans to improve diversity

US Youth Soccer Diversity & Inclusion Task Force

Alinkas-Borreguero, Eloisa

Aurthurbanning, Skye

Bender, Mary Jane (Chairperson)

Campbell, Janet

Cleek, Carol

Domka, Margaret

Ellingstad, Paul

Jurado, Ale

McNeill, Kia

Pagan, Becky

Pfeiffer, Jennifer

Schwanda, Grace

Spector, Jonathan

Zolad, Kathy



Task Force & Findings: History & Culture

Barriers to Diversity and Inclusion

Cultural Barriers

- *Soccer is a Male Specific sport in many cultures*
- *Other sports preferred over soccer*
- *Lower % of diversity the higher you go in power*

Financial Barriers

- *Pay to play system excludes economically disadvantaged*
- *Coaching & Referee Education is expensive & requires time off*

Social Barriers

- *Unequal Pay*
- *Limited Network reach*
- *Interpersonal ageism and sexism*

Psychological Barriers

- *Not getting the authority, respect or support from leadership*
- *Lack a voice – need to speak more loudly & frequently to be heard*
- *Lack knowledge of career opportunities & mentors*
- *Lack confidence in their own abilities*
- *Not recognized, awarded or paid for achievements*



Survey Summary: Jul & Aug 2019

- 55 State Associations – 43 (76%) respondents
 - Administrative Leaders: Over 80% are titled Executive Director (ED).
 - 70% male
 - 95% white (**no responses with African American or Hispanic EDs**)
 - Technical Leaders (TL): Titles - 38% Dir of Coaching 48% Technical Director
 - 90% male
 - 85% White
 - 10% Hispanic
 - 5% Black



Survey Summary: Jul & Aug 2019

D & I Scorecard: July/Aug 2019 Survey

	Male/Female	Ethnicity
Players	Green	N/A
Referees	Red	N/A
Coaches	Red	N/A
Board of Directors	Red	Red
Staff	Green	Red

Gender

Red	< 30% Female
Yellow	30 - 40 % Female
Green	40+ % Female

Ethnicity

Red	<15% non White
Yellow	15 - 24 % non White
Green	25+% non White



Opportunity For Improvement:

1. Female participation and advancement in refereeing
2. Female participation in coaching
3. Board gender and ethnic diversity
4. Staff and Executive Director ethnic diversity
5. Technical Leadership gender diversity

Action Plans to Improve Diversity

Summary:

1. Develop and publish your own Diversity & Inclusion Policy.
2. Develop your own Women's Soccer Advisory Council.
3. Develop your own Anti-Racism Advisory Council.
4. Teach and promote awareness & sensitivity.
5. Award and recognize women & people of color for their achievements.
6. Make salaries equitable.
7. Show respect for women and people of color and listen to their concerns and ideas.
8. Make use of marketing materials with cultural influences of diversity and produce ads that market women as referees and coaches & show women and people of color having successful careers in soccer. Amplify their voices.
9. Engage the local community where diversity is already identified.
10. Partner with an organization that is providing programs in underserved communities.
11. Create or provide after-school and gym class curricula.
12. Provide an opportunity for underprivileged players to meet elite players.
13. Create an event for underprivileged teams at the Regional, National or ODP competitions.
14. Engage with your State Association and other non-profits and community centers where you can assist to help present as teachers/coaches/volunteers.
15. Engage with City Managers and County Memberships.



“The best way to predict the future is to create it!”



Appendix



Action Plans to Improve Diversity for ADMINISTRATORS/LEADERS

Based on the US Youth Soccer Survey Results:

Executive Directors

- Increase the number of women and people of color.

Board of Directors

- Increase the number of women and people of color.

Staff

- Increase the number of people of color.

Referees

- Increase the number of women.
- Increase the number of women at the higher levels.
- Retain referees.



Action Plans to Improve Diversity for **ADMINISTRATORS/LEADERS**

Interventions:

1. Each job requires specific skills. If you are looking to hire a person of color with certain skills, contact organizations such as the following to post your job openings. Each major city has one.
 - *National Association of Black Accountants*
 - *Black Chamber of Commerce*
 - *African American Chamber of Commerce*
 - *Hispanic Chamber of Commerce*
2. Entice women and people of color to serve as interns.
 - Speak to players and parents at your events (State Cup, Presidents Cup and ODP) about internship opportunities at your State Association
 - Contact HBCU and female college soccer players to attract interns and potential employees
3. Create advisory groups.



Action Plans to Improve Diversity for ADMINISTRATORS/LEADERS

- Interventions:

4. Promote soccer as a career option.
5. Provide discounted coaching and referee education
6. Provide college scholarships.



Action Plans to Improve Diversity for **COACHES**

Based on US Youth Soccer Survey Results:

- Improve the disparity between the number of male and female Technical Leaders
- Improve the disparity between the number of male and female coaches.
- Increase the number of coaches & Technical Leaders who are people of color.
- Equalize the levels attained in coaching by women and people of color.



Action Plans to Improve Diversity for COACHES

Interventions:

1. Create or promote a Women's Group:
 - *WeCoach Academy has had 700 women attend their academy in the last 7 years and 89% still working in the game*
 - *WI Women's Soccer Advisory Council has almost 600 followers in its first year*
2. Create a NETWORK of diversity to find diversity.
3. Provide low cost/affordable clinics in targeted communities.
4. Create Mentorship program for coaches to continue their education and provide guidance to stay in the game.
5. Provide safe, valued, and supported coaching environment.
6. Work with sponsors and donors as well as grassroots organizations, schools, local club teams, church groups, park districts to promote awareness on initiatives.



Action Plans to Improve Diversity for COACHES

Interventions:

8. Create Club Awards, Ratings and Grades to maintain accountability to diversity:
 - *Include diversity in Club Development Model from US Soccer,*
 - *US Youth Soccer, State Association Recognitions.*
9. Diversity invites diversity.
 - *Women coached by women are more likely to go into coaching.*
10. Review your power structure and who is hiring for position.
11. Create Female Coach of the Year Awards.
12. Highlight and market diverse players, coaches, administrators, referees
13. Form partnership with organizations already in place that are promoting diversity and inclusion.
14. Promote diversity at the next level – special invitation to go to C course:
 - *There is more diversity among coaches coaching at younger ages and the recreational level who are available and interested in coaching.*



Action Plans to Improve Diversity for REFEREES

Based on US Youth Soccer Survey Results

- Improve the disparity between the numbers of male and female referees.
- Improve the levels attained in officiating by members of each gender.
- Increase the recruitment and retention rates of officials.



Action Plans to Improve Diversity for REFEREES

Interventions:

1. Build awareness amongst players/coaches/and parents about how to become a referee and the benefits of the avocation.
2. Learn more about the perceived barriers to advancing as a female referee
3. Survey non-returning referees.
4. Increase motivation to referee by carrying out the avocation with a family member. Consider father(family member)/daughter referee crews to officiate at your tournaments. The referee assignor must provide the protocol to prevent overreaction or confrontation by the parent/family member.
 - The following article supports the importance of family members in keeping females involved in sport.
<https://drive.google.com/file/d/14I4LSuDI2e3qxna32vgRo-H3IWyl9Aqi/view?uspsharing>



Action Plans to Improve Diversity for REFEREES

Interventions:

5. Provide a clinic that provides a welcoming environment for female ref coaches.
 - Recruit female instructors and host a clinic for new female instructors/coaches from the State Associations at regional and national events.
 - Host an all-woman entry referee clinic instructed by women instructors/coaches.
 - Have elite female officials conduct referee presentations and training at USYS events.
6. Provide referee training sessions and networking opportunities at the following events:
 - *Regional and National NCS and Presidents Cup*
 - *Conference competitions*
 - *ODP competitions*
7. Start a “Referee Like a Girl” Campaign. Change mainstream perceptions about refereeing as an acceptable activity for females. Develop a group of female mentors for younger officials to see people who “look like them” and find a mentor. Many clinics are doing a better job showing clips from women’s matches but not necessarily showing female officials in matches.
8. Build awareness about how to become a referee and the opportunities with the avocation. Set up promotional booths at youth soccer events, USNT games, NWSL games, and USYS events to talk to potential referees face-to-face about how to become a referee.
 - Provide an incentive for visiting the booth such as tickets to a game, small gift, etc.
 - Hand out flyers with information about how to get started.



Action Plans to Improve Diversity for REFEREES

Interventions:

9. Develop and support Networking Groups at clinics across the country so that information can be shared easily to new and returning referees in an environment away from the field.
10. Have referees attend NWSL and MLS games to socialize and support each other in observing and learning from the referees.
11. Increase the visibility of females in the avocation and the participation of women in all roles, not just active officiating roles. Provide incentives to clubs for reaching the desired ratio.
11. Build awareness and gain buy-in from State Referee Administrators of upcoming efforts to increase the number of female referees.
12. Build awareness of the disparity of leadership roles by gender in the referee community and the levels they attain.
13. Ensure a focus on diversity in officiating is maintained through all officiating programming efforts. Create a State Referee Champion role to advocate for gender equity and promotion.

