

USYS DE&I

NCYSA Orientation

24 Sep 21

Background

- NC is a multi-cultural state blessed with mountains and oceans and great diversity through our 10M residents, including native American tribes, international families at our military bases, stellar universities, and soccer stars that made it to World Cup history. We frequently host major soccer tournaments, including USYS regionals. Charlotte FC will bring us MLS glory beginning next season.
- We started a state youth soccer strategic initiative last year, knowing that the world would eventually emerge from COVID with a changed youth soccer environment. We took a fresh look at our diversity of players, coaches, and referees, and at the awareness/education needs of DE&I.
- We have met for a couple of months with a small core team and are now inviting outside members to broaden our viewpoints.
- We have numerous ideas we are working: member survey, stories of diverse players, coaches, and refs; funding for scholarships to seed growth in underserved areas, etc.

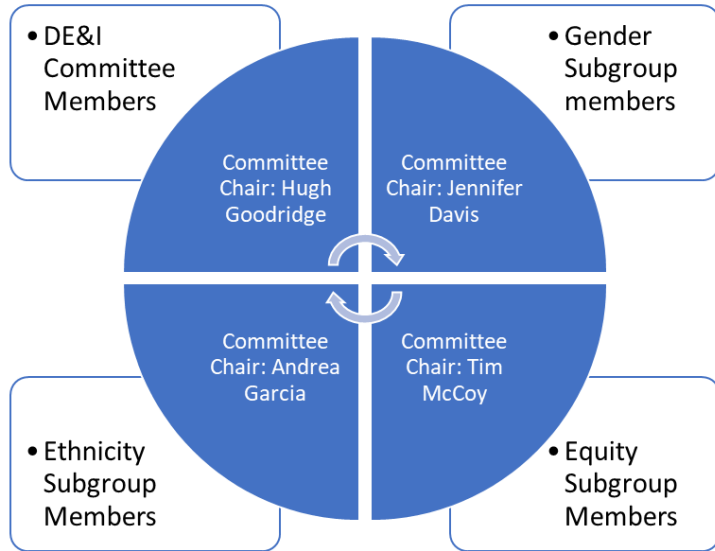
<https://www.ncsoccer.org>

USYS Story

- Someone proposed we develop an initiative to address D&I
- Taskforce was formed
 - Prepared a report on findings and recommend actions was submitted
 - A delay in sharing the report
- Standing Committee was formed – DE&I Cmte
 - Shared Task Force findings
 - Developed a vision and policy for DE&I
 - Hired a consultant - Truclusion <https://www.truclusion.com>
 - Began a series of awareness events around culturally significant subjects

Committee

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 Eguaoje
22	Tim McCoy

Staff Liaisons	
23	Chris Webb
24	Yvette Saenz

Board Liaisons	
25	TBD

DE&I Roadmap

Objective:

Implement a strategy that ensures DE&I initiatives for the organization are long term and sustainable priorities that will be properly resourced

Two-fold Approach:

1. Administrative program
2. Grassroots program - implement initiatives that will
 1. Increase awareness of DE&I issues
 2. Facilitate Discussion to promote inclusivity
 3. Facilitate changes in existing and future programs

USYS DE&I

Vision

At US Youth Soccer we endeavour to be an organization that:

- Embraces diversity and inclusion and strive to be the sport of choice for players, officials, coaches and administrators of all backgrounds
- Encourages the advancement of diverse individuals throughout our organization
- Provides a culture where all individuals feel safe, respected and are treated fairly

Diversity, Equity, & Inclusion

We like to use a train analogy...



Diversity...

is who gets on the train.

Equity...

is lowering the challenges each person faces in getting on and staying on the train.

Inclusion...

is when each person feels a sense of belonging on the train and what makes them unique is valued by everyone else.

¹ Shore, A. et al. (2011) Inclusion and Diversity in Work Groups: A Review and Model for Future Research Journal of Management.



Objective: Initiate activities to increase awareness and facilitate discussion and implement changes on DE&I issues

Feb – Black History Month & Chinese New Year

Mar – Women’s History Month

May – Asian Pacific Heritage Month

Jun – Juneteenth & LGBTQ Pride Month

Jul – Eid Al Adha & Ramadan

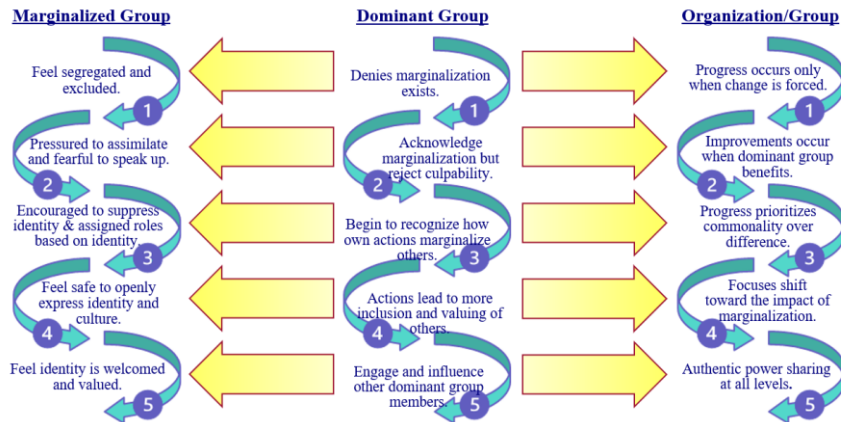
Aug – Women’s Equality Day & International Youth Day

Sep – Hispanic Heritage Month

Oct – National Disability Employment

Nov – Native American heritage

Dec – Hanukah/Kwanza/Christmas



Administrative Program

- Partnered with Truclusion to implement key DE&I initiatives

Deliverable	Status	Comment	Target
Conduct Benchmark Assessment	80%	Cmte to review draft of National report	15 Oct
National Policy Development	80%	Cmte to review draft of National report	19 Nov
Develop 3-year strategy	80%	Draft expected 24 Sep; cmte to review	19 Nov
Develop measures of Success	25%	Subject to benchmark results	TBD
Develop DE&I Training Program	80%	Pilot in phases; with full roll out at USYS Workshop	19 Jan

Grassroots Accomplishments

Milestone	Event	Resource
Women's History	Recognized USYS Women Leaders	https://www.instagram.com/p/CNDH6m0AgjN/?utm_medium=copy_link
Asian Pacific Heritage	Social Media Posting	https://www.instagram.com/p/COkpoPaL7zo/?utm_medium=copy_link
Ramadán	Webinar	https://youtu.be/zTyPiGvdfc
Juneteenth	Webinar	https://youtu.be/j04mCJsaT0U
LGBTQ Pride	Webinar	https://youtu.be/S3hbcePCExc
Women's Equality	Webinar	https://youtu.be/SbA6hY1J3m0
International Youth	Social Media Posting	https://www.instagram.com/p/CSehyRje1D/?utm_medium=copy_link

[Website: USYS Diversity, Equity and Inclusion Initiatives | US Youth Soccer](#)

Grassroots Future Events

Milestone	Event	Comments
Hispanic Heritage	Webinar	Cmte looking for Hispanic/Latinx members that could contribute to the events or whose stories could be shared
National Disability Employment	Webinar/social media posting	
Native American Heritage	Webinar	
Hanukah	TBD	
Kwanza	TBD	
Christmas	TBD	

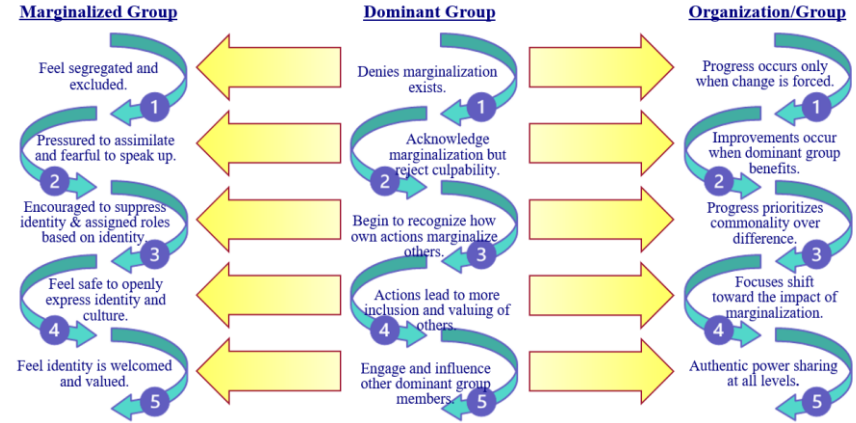
[Website: USYS Diversity, Equity and Inclusion Initiatives | US Youth Soccer](#)

Lessons Learned

- DE&I is a journey not a destination – there are no quick solutions
 - Multiple levels
 - Compliance
 - Awareness
 - Commitment & Understanding
 - Inclusion
- Need a definition and a vision
- Need input from several sources
- Leadership needs to be committed and passionate

Lessons Learned

- Your members are at different stages
- Training is required
 - Customize to audience
- Be aware of derailers
- [dei-derailers-ten-common-mistakes-stifle-success-susanne-reilly-phd/?trackingId=IUHdg28A%2FSyKAWGPQ8hDNg%3D%3D](https://www.usyouthsoccer.com/2022/01/10/dei-derailers-ten-common-mistakes-stifle-success-susanne-reilly-phd/?trackingId=IUHdg28A%2FSyKAWGPQ8hDNg%3D%3D)
- Recognizing/Understanding privilege



Learn about privilege to

- create self-awareness
- understand why things aren't equal at work for everyone
- recognize what you can do

Privilege doesn't mean that your life is easy.

It just means you don't face the same obstacles as others.

Your privilege gives you opportunities to be an **active ally**.

Q & A

1. How does USYS collect demographic data
 1. Currently not collecting; will investigate if possible
 2. Recommended Categories
 1. Gender (M/F/non-binary)
 2. Ethnicity
 3. Sexual orientation
 3. Can a SA collect that data
 1. Yes but recommend that you not mandate it rather present it as an option to fill out
 2. Recommend you provide a reason for collecting the data
 3. Need someone to lead the charge for developing this process
 4. How can SA help
 1. Consider sharing recognition of member success stories/accomplishments
 2. Participate in the review of the Truclusion deliverables (draft reports of assessment, policy review and 1-3 yr strategy)

References

USYS DE&I - [USYS Diversity, Equity and Inclusion Initiatives | US Youth Soccer](#)

RISE – Ross Initiative In Sports for Equality - <https://risetowin.org/what-we-do/empower/index.html>

PCA – Positive Coaching Alliance - <https://positivecoach.org/> Chris Moore

US Lacrosse

<https://www.uslacrosse.org/diversity-inclusion>

<https://www.uslacrosse.org/diversity-inclusion/cultural-competency>

USSF - <https://www.ussoccer.com/onenation/deiresources>

US Rowing - <https://usrowing.org/sports/2020/6/8/usrowing-diversity-equity-and-inclusion-resource-page.aspx>

Black Arrow FC - <https://www.blackarrowfc.com/>

Black Players for Change (BPC) - <https://blackplayersforchange.org/> (Sirena Amarikwa, Quincy Amarikwa, Justin Morrow)

United Soccer Coaches Advocacy Groups - [How To Get Involved | United Soccer Coaches](#)

Black Soccer Coaches Advocacy Group <https://unitedsoccercoaches.org/join/youth/black-soccer-coaches-community/>

Sports Business Journal – <https://www.sportsbusinessjournal.com/Daily.aspx>

Team Give and Go <http://teamgiveandgo.com/>

Chamber of Commerce

Black - [Home \(nationalbcc.org\)](http://nationalbcc.org)

Asian - [AAPI Chamber of Commerce - Asian Pacific American Community \(nationalace.org\)](http://nationalace.org)

Hispanic - [United States Hispanic Chamber of Commerce - Home USHCC](#)

References

Historically Black Colleges and Universities - HBCU.COM - The site for anything and everything related to HBCUs

Mary J Up2Us Sports Women's & Girls Symposium <https://www.youtube.com/playlist?list=PLoXFHV-s6TxWztljpeZoEcB1G4uls0UC5>

Mike F <https://sports.yahoo.com/amhtml/the-privilege-of-play-why-the-worlds-game-is-a-white-game-in-the-us-150024228.html>

Women's mentorship program - Candace Fabray at www.fearlessandcapable.com

Teen girls leadership program - Pamela Jacobsen www.girlssoccerworldwide.org

Training - Kelsey Bardfield, [The importance of inclusion \(linkedin.com\)](#)

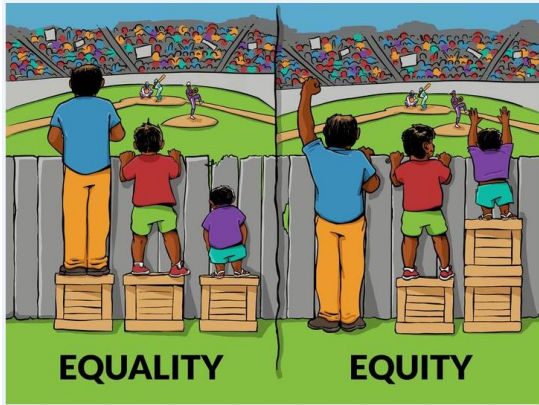
Training - Ella Washington <https://www.iedp.com/articles/tactics-to-improve-diversity-and-inclusion>

References

50 POTENTIAL PRIVILEGES IN THE WORKPLACE

1. You are white.
2. You are male.
3. You are straight.
4. You are cisgender (you identify as the gender you were assigned at birth).
5. You're not significantly younger or older than your coworkers.
6. You don't have any disabilities, visible or otherwise.
7. You have a college degree.
8. You attended an elite university.
9. You were born in the United States or you're a citizen of the United States.
10. English is your first language.
11. You don't receive comments about your accent or the way you pronounce certain words.
12. You've never been passed over for a job (or fired from one) based on your gender, race or ethnicity, religion, age, body shape or size, disability, or sexual orientation.
13. You are partnered and feel comfortable speaking openly about your significant other.
14. You're not the primary caregiver for anyone else.
15. You feel welcome at networking opportunities.
16. You aren't asked to do menial tasks that colleagues of another gender or race are asked to do.
17. Others don't routinely assume you're a lower seniority level than you are.
18. You feel comfortable actively and effectively contributing to meetings you attend.
19. You're rarely interrupted or ignored in meetings.
20. You are confident that if you raise an idea in a meeting, you'll be credited for that idea.
21. Your manager maintains eye contact when speaking to you.
22. You recently received feedback about a technical skill you need to learn.
23. You have spare time to spend on open source projects or learning new technologies.
24. You haven't been told to wait your turn for a promotion or plum project assignment behind an equally qualified peer.
25. You have gotten a job or a promotion with the help of a social, family, or school-related connection.
26. You can talk about politically or identity-oriented extracurricular activities without fear of judgment or bias from colleagues.
27. You can observe the holy days in your religious tradition without having to use vacation days.
28. You feel welcome and valued on group projects.
29. You've never been called a "diversity hire."
30. When meeting people at technical events, they assume you're attending in a technical role (versus being the partner of an attendee or that you work in a non-technical role).
31. At events, people don't mistake you for a member of the catering staff.
32. You don't receive unwanted sexual advances at work.
33. You haven't had to change teams or companies because of harassment.
34. You feel physically safe at work and at professional events.
35. You feel safe leaving work late at night and going home after evening events.
36. You have stable housing.
37. You're confident that if you were to lose your job, you'd be able to land another one without worrying about paying bills.
38. You can afford to join out-of-office lunches or after-work social activities.
39. You can manage monthly payments on any debt you have.
40. You never have to decide which bills to pay or go without meals because of not being able to afford food.
41. You're not financially supporting a parent, grandparent, sibling, or other extended family member(s).
42. You have a partner who takes on a large share of household and family responsibilities.
43. You're rarely, if ever, late to work or miss work because of a child's illness or family emergency.
44. You don't have a long career gap on your resume.
45. You've never been arrested, incarcerated, or charged with a criminal offense.
46. People never touch you or your hair without consent.
47. You're comfortable speaking in meetings, without worrying someone will find a flaw in your logic and prove you're not qualified to be there.
48. You don't receive abusive comments on social media.
49. You don't remember the last time someone was condescending or overly pedantic when explaining a topic to you.
50. You don't depend on a sponsor, mentor, or any other ally to be respected and taken seriously.

References



Equality

Giving equal resources across the board

Equity

Giving what each person needs to be successful

References

- Leadership
 - Commitment and engagement
 - Communication strategy
- Research and Evaluation
 - Detailed Organization Evaluation
- Training
 - Training that makes conscious
 - Orientation programs
 - Advance education/cultivation
- Cultural and Management Styles
 - Recruitment
 - Orientation
 - Performance evaluations
 - Compensation and Social payments
 - Promotion
 - Training & Development
- Following
 - Evaluation process
 - Responsibility
 - Continuous Improvement



T. Cox's (1991) model of cultural diversity management (Seymen, 2006)