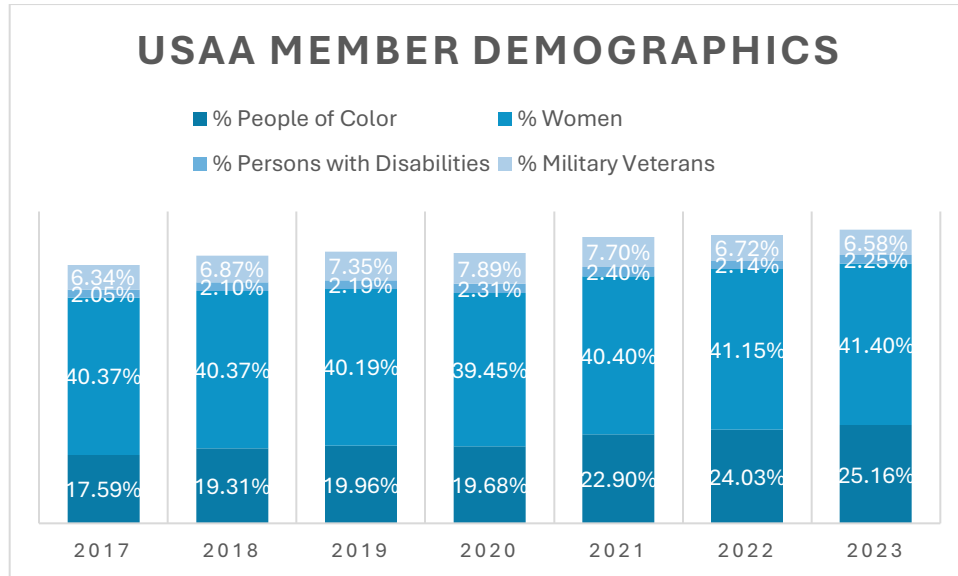




**USA ARCHERY DIVERSITY, EQUITY & INCLUSION ACTION PLAN**  
**2025-2028**

# USA ARCHERY DIVERSITY, EQUITY & INCLUSION ACTION PLAN 2025-2028

## MEMBERSHIP DEMOGRAPHIC TRENDS



## CONTACT INFORMATION

### USA Archery

210 USA Cycling Point  
Suite 130  
Colorado Springs, CO 80919

### USA Archery - DEI Champion

Nicole Glunt, SafeSport and Compliance Administrator  
athletesafety@usarchery.org

## DIVERSITY, EQUITY AND INCLUSION INFORMATION

### USAA's Vision for Diversity, Equity & Inclusion

USAA strives to be an organization which:

- Is free of prejudice based on various personal characteristics including, but not limited to gender identity, sex, sexual orientation, ethnicity, race, age, physical ability, religion or socioeconomic status
- Actively promotes equal opportunities for all without regard to the above referenced characteristics
- Provides diversity, equity and inclusion training to its directors, committees, staff and membership to develop a deeper understanding of our individual differences to create a more inclusive organization
- Employs a diverse team that is reflective of both the population of the United States and whose behaviors reflect USAA's culture as defined in the USA Archery High Performance Ethos

### USAA's Definition of Diversity, Equity and Inclusion

**Diversity:** USAA is striving to create a community reflective of the diversity of the United States. Areas of focus include gender identity, sex, sexual orientation, ethnicity, race, age, physical ability, religion and socioeconomic diversity.

**Equity:** USAA is committed to ensuring fair treatment and equal access within the archery community for all participants.

**Inclusion:** USAA is committed to fostering a community that is welcoming to all individuals. Archery is a sport for everyone, and we want to ensure that every person feels welcome in all areas of the sport.

**Access:** USAA is dedicated to breaking down barriers of entry and increasing the availability and presence of archery in all communities to persons of all ages, abilities, and socioeconomic status.

## **USAA's Non-Discrimination Statement**

USAA shall provide an equal opportunity for all participants without discrimination on the basis of gender identity, sex, sexual orientation, ethnicity, race, age, physical ability, religion or socioeconomic status. USAA is dedicated to combating discrimination, challenging inequalities, and championing diversity in the archery community and will provide a welcoming environment for everyone. USAA is committed to the varied communities that compete, participate and work to make USAA a world-class organization. To that end, each of those communities are recognized in our leadership, staff, events, clubs, programs, digital spaces and marketing materials. USAA is committed to promoting a culture of equality in the sport, in which all people can see themselves taking a part, removing barriers of entry to the sport for underserved and underrepresented individuals and communities, and takes responsibility for empowering, exposing, educating, and engaging the archery community to drive actionable change in their respective local communities. To accomplish this work, USAA has developed a strategic plan to foster diversity, equity, inclusion and access within the sport of archery.

## **DIVERSITY, EQUITY AND INCLUSION ACTION PLAN**

### **Objectives**

#### **1. Organizational Health**

USAA recognizes that its policies, procedures and business practices must reflect USAA's vision for a diverse, equitable, inclusive and accessible organization. USAA will monitor and update when necessary internal business practices to deliver inclusive business value, boost intrinsic value among leadership and members and improve the overall culture and operational performance of the organization from the inside out.

#### **2. Our People**

USAA will strive to attract and retain directors, committee members, staff, independent contractors and other business partners that reflect and recognize our diversity and these differences will represent a significant part of not only our organizational culture, but also influence the organizational achievements and overall reputation of USAA. USAA will set forth objectives to attract, recruit and retain a diverse leadership and staff while providing continuing education to those individuals to sustain an inclusive and welcoming organizational culture free of bias.

#### **3. Outreach, Marketing and Communications**

USAA strives to attract and retain a membership reflective of the population of the United States without regard to gender identity, sex, sexual orientation, ethnicity, race, age, physical ability, religion or socioeconomic status. USAA will develop outreach and marketing objectives to increase diversity in the categories of

athletes, coaches and judges as specifically related to increasing the number of participants in the following categories: people of color, women, LGBTQ+, persons with disabilities and socioeconomic limitations. Areas of focus will include USAA publications, communications, and digital content.

#### 4. Funding

Annually, USAA will develop a tactical plan specific to accomplishing the goals set forth in this plan with a dedicated annual budget, if applicable. In addition to USAA’s dedicated annual budget, USAA will seek new funding sources which support diversity, equity, inclusion and access initiatives.

Between January 1, 2025, and December 31, 2028, USAA will implement the following plan:

<b>ORGANIZATIONAL HEALTH</b>		
<b>Tactical Plan</b>	<b>Target Groups</b>	<b>Success Metrics</b>
Implementing a Fan Code of Conduct to help ensure events are welcoming for diverse fans and highlights USAA’s DEI values.	USAA Members	Fan Code of Conduct approved by Board of Directors and posted on public-facing site.
Developing an Event Bid Selection matrix that helps promote and ensure that events are welcoming and inclusive to all who want to participate by adding specific non-discrimination review processes.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Event Bid Matrix approved by the Board of Directors and posted on public-facing site.
Targeted DEI Recruiting Strategy for Board Members.	USAA Members, USAA Board of Directors, USAA Staff	Increase in Board of Directors members with a diverse background, as reflected on the USOPC’s DEI Scorecard. Board of Directors position posted on diverse job boards.
<b>OUR PEOPLE</b>		
<b>Tactics</b>	<b>Target Groups</b>	<b>Success Metrics</b>
USAA Staff will be asked to deliver on one objective from the DEIA plan or consistent with one DEIA value annually.	USAA Staff	As documented in staff annual reviews.
Job descriptions will include a statement that encourages underrepresented groups to apply for employment.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Staff	Hiring Statements updated in all job postings.

Requiring a college degree for all positions might deter otherwise qualified members of marginalized communities. USAA will also consider applicants with relevant non-college experience.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Staff	Minimal Education Guidelines updated in all job postings to reflect college degree and/or comparable non-college experience.
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**OUTREACH, MARKETING, AND COMMUNICATIONS**

Tactics	Target Groups	Success Metrics
Publish at least six (6) dedicated DEIA marketing and communication campaigns annually.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Six (6) separate social media posts per calendar year, consistent with a pre-approved social media calendar.
USAA will highlight at minimum at least two (2) diverse members annually on social media.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Two (2) separate interviews and social media posts per calendar year.
Implement community outreach via program implementation in underserved/ underrepresented communities to remove barriers to accessing sport.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Implement programming in the City of Los Angeles in partnership with Play LA and LA28. Identify other multi-sport organizations nationally for similar partnership.

**FUNDING**

Tactics	Target Groups	Success Metrics
Allocate annual budget to support DEIA initiatives.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Budget used to provide annual training, online learning, programming, coach and judge development, and other initiatives.
Seek new funding sources to support DEIA specific initiatives.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Increased funding availability.
Organize an inclusion event annually.	People of Color, Women, LGBTQ+ and Persons with Disabilities, USAA Members	Organize least one event annually, in partnership with stakeholders, community sponsors, and other NGBs, providing education, access, and opportunity to participate in sport to underserved communities.