

Diversity and Inclusion Strategic Plan

USA Archery

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NGB Executive Director/CEO

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Diversity Champion

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2017-2021



I. Background

Throughout the last decade, U.S. demographics have become more racially and ethnically diverse. To reflect the changing demographics of the country, USA Archery must similarly embrace change.

II. Vision for Diversity and Inclusion

USA Archery strives to increase the participation of all individuals without regard to gender, race, ethnicity, culture, religion, sexual orientation, gender expression or mental or physical disability. We feel strongly that a diversity of thought, perspective and experience will be instrumental in growing our sport by tying the D&I plan to our strategic plan, USA Archery will bolster both athletic performance and business results.

“USA Archery embraces the spirit of differences for better athletic performance and business results.”

III. Diversity and Inclusion Awareness and Outreach Strategy

It is important for USA Archery to represent and reflect a welcoming environment for everyone. USA Archery is committed to the varied communities that compete, participate and work to make USA Archery a world-class organization. To that end, each of those communities

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should be represented in our publications, digital spaces and outreach materials. USA Archery will regularly update our communications, including:

- a. Ensuring our website is inclusive and reflects a diverse array of persons with disabilities, genders, gender identities, the LGBTQ community, military veterans and people of color by regularly reviewing the imagery across our platform.
- b. Reviewing our newsletter upon publishing to ensure they are inclusive and reflect a diverse array of persons with disabilities, genders, gender identities, the LGBTQ community, military veterans and people of color.
- c. Hosting our Diversity and Inclusion plan on usarchery.org and link to our scorecards at TeamUSA.org/diversityscorecards.

IV. Definition of Diversity and Inclusion

USA Archery defines Diversity & Inclusion as:

Diversity is embracing any collective mixture of differences, similarities, and related tensions as we strive to develop more inclusive and high performing environments.

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.

V. Diversity and Inclusion Strategy for 2017-2021

USA Archery hopes to focus increased efforts to increase participation in the sport from communities that have historically had low participation in in key areas of our sport like our Board of Directors, membership and coaching. USA Archery will achieve an increase in athlete performance, business results, and operational excellence through the incorporation of D&I best practices and program innovation.

- A. **Board of Directors Diversity Goal**: Create a more balanced Board of Directors that reflects our membership. Participation needs to increase related to ethnicity, women and persons with disabilities.
- B. **Membership Diversity Goal**: Continue to work toward a membership that is more balanced and in line with the trends of society, USA Archery needs to increase its ethnicity within the membership.
- C. **Coaching Diversity Goal**: Increase the female participation levels of our coaching staff, especially in the area of national level coaches.

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Action Plan Overview – Board of Directors

- A. **Board of Directors Diversity Goal:** Create a more balanced Board of Directors that reflects our membership. Participation needs to increase related to ethnicity, women and persons with disabilities.

Area of Focus	Program or Action and Individual Responsible	Target Audience	Target Date	Description of your Program
Board of Directors Standing Committees	<u>Program:</u> Board of Directors <u>Person(s) Responsible:</u> Denise Parker Derek Davis	Race/Ethnicity Women People with Disabilities	Start Date: 06/01/2017 Completion Date: 12/31/2121	Nominating and Governance Committee to increase efforts to recruit diverse talent for voted-in positions within the Board of Directors. Look to implement 50/50 women/men and 50% ethnic candidates on each voting slate starting in 2018 elections. No open positions in 2017, two positions will open in 2018 (grassroots and coach), one position in 2019 (compound athlete rep) and three positions in 2021 (grassroots-JOAD, At-Large, judge).
<u>Outcomes:</u> Better diversity scorecard for Board of Directors and Standing Committees				
Board of Directors Standing Committees	<u>Program:</u> Board of Directors <u>Person(s) Responsible:</u> Denise Parker	People with Disabilities	Start Date: 01/01/2017 Completion Date: 12/31/2121	Board to discuss the possibility of including a Para athlete position on the Board of Directors.
<u>Outcomes:</u> Better diversity scorecard for Board of Directors and Standing Committees				

Action Plan Overview – Membership & Athletes

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B. **Membership Diversity Goal:** Continue to work toward a membership that is more balanced and in line with the trends of society, USA Archery needs to increase its ethnicity and general diversity within the membership.

Area of Focus	Program or Action and Individual Responsible	Target Audience	Start & Completion Date	Description of your Program
NGB Membership Nat. Team Athletes Dev. Team Athletes	<u>Program:</u> Explore Archery Partnership and Program Dev. <u>Person(s) Responsible:</u> Mary Emmons	Race/Ethnicity Women People with Disabilities Military Vet. LGBTQ	Start Date: 01/01/2017 Completion Date: 12/31/2121	USA Archery looks to partner with diverse grassroots and MSO organizations and state and local recreation entities utilizing the Explore Archery program and Level 1 coaching material along with equipment grant funding to introduce diverse populations to the sport. Goal: To increase the visibility and accessibility of archery programming in local communities via grant programs and partnerships.
<p>Outcomes: Better diversity scorecard for NGB Membership, National and Development Team Athletes</p>				
NGB Membership Nat. Team Athletes Dev. Team Athletes	<u>Program:</u> Para Athlete Recruiting Effort <u>Person(s) Responsible:</u> Mary Emmons Randi Smith	People with Disabilities Military Vet.	Start Date: 01/01/2017 Completion Date: 12/31/2121	USA Archery looks to recruit Para athletes by targeting specific promotion and grant funding to key Para partners including the Veterans Administration, Paralympic Sport Clubs and Adaptive Sports USA. USA Archery will also promote the new adaptive archery manual, Explore Archery and Level 1 and 2 Instructor materials. Goal: To increase the number of competitive Para athletes and outfit them with equipment and training opportunities.
<p>Outcomes: Better diversity scorecard for NGB Membership with focus on People with Disabilities and Military Veterans</p>				

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Action Plan Overview - Coaching

C. Coaching Diversity Goal: Increase the female participation levels of our coaching staff, especially in the area of national level coaches.

Area of Focus	Program or Action and Individual Responsible	Target Audience	Start & Completion Date	Description of your Program(s)
Nat. Team Coaches Dev. Team Coaches	Program: Coach Development - Women Person(s) Responsible: Guy Krueger Mary Emmons	Women	Start Date: 01/01/17 Completion Date: 12/31/21	USA Archery will add a female national coach of the year award in 2017. Additionally we will do some research with our top women coaches to identify the areas which need more focus. Based on this feedback, the organization will look to create a specific and tailored prom to increase higher-level female coaches. In 2018-20 we will allocate resources and provide promotion to the developed program.
Outcomes: Better diversity scorecard for Coaching with focus on Women				
Nat. Team Coaches Dev. Team Coaches	Program: Coach Development – Para Coaches Person(s) Responsible: Guy Krueger Mary Emmons Randi Smith	People with Disabilities Military Vet.	Start Date: 01/01/17 Completion Date: 12/31/21	USA Archery will promote the new Adaptive Coaching Manual to our MSO partners and clubs for inclusion in their programs. Goal: Utilize VA grants to help 4 veterans each year to obtain coaching certification, attend coach observer program and/or attend the USA Archery Coach Symposium annually.

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Outcomes: Better diversity scorecard for Coaching with focus on People with Disabilities and Military Veterans