

The Niagara Swimming Diversity and Inclusion Committee asks you for your help in the effort of USA Swimming to identify the composition of our sport. In 2014, 53% of Niagara swim team members did not report their ethnicity to USA Swimming. We are below the national average of 55.2%, but the response is still poor. Improving the ethnicity box response is something USA Swimming's National Diversity and Inclusion Committee has established as one of its goals. As USA Swimming moves forward in identifying ways to "Build the Base", it is important to know who we are and what trends are happening, in order to determine what direction we should go.

In 2014, Niagara experienced a 3.2% decrease in membership but outreach membership improved by 7.1%. Nationally, membership declined by .2% but outreach membership improved by 12.6%. The outreach membership trend has been documented for several years. The outreach membership opportunity has proven to be a way to help USA Swimming's continuing effort to the Build the Base. The importance of checking the ethnicity box for outreach memberships is important to identify if this program has been successful in not just attracting low-income families to the sport but to see if the program has attracted non-Caucasian members.

Niagara Swimming needs to do its part. Please, speak to your team's registrar about following these simple steps:

1. Please stress the importance of checking the ethnicity box. While it is not something that can be mandated, the importance of checking the box helps USA Swimming and Niagara Swimming identify the population it serves, develop marketing strategies, educate families, and create programming.
2. If you are completing a new athlete registration please double check if the ethnicity box has been checked. If they have not, ask if they would be willing to do so. The majority probably did not realize they overlooked it and will check it.
3. As you electronically register athletes, make sure that you go to the second page of the Hy-tec registration form and check the ethnicity box to match what your families have submitted. Many registrars only go to the second page to select renewal, but it is important to complete all the athlete information including the ethnicity box on the second page.

The screenshot shows the 'Athlete Registration' window with the following details:

- Athlete:** Akhmetov, Dinmakuhamed
- Registration Date:** 12/12/14
- Citizen of:** KAZ
- Exported in Batch:** 17
- Seasonal:**
 - N - Year Round
 - O - Outreach (Year Round)
 - 1 - Season 1
 - 2 - Season 2
 - 3 - Season Individual
- FINA Federation:**
 - Are you a member of another FINA Federation?
 - Yes
 - No
 - Have you represented that Federation at international competition?
 - Yes
 - No
- Disability:**
 - A. Legally Blind or Visually Impaired
 - B. Deaf or Hard of Hearing
 - C. Physical Disability such as amputation, cerebral palsy, dwarfism, spinal injury, mobility impairment
 - D. Cognitive Disability such as severe learning disorder, autism
- Ethnicity:**
 - Q. Black or African American
 - R. Asian
 - S. White
 - T. Hispanic or Latino
 - U. American Indian & Alaskan Native
 - V. Some Other Race
 - W. Native Hawaiian & Other Pacific Islander
- Status:**
 - New
 - Renewal
 - Change
 - Delete
 - X - No Reg
- Year:**
 - Year 2015
 - Year 2016
- Check to learn more about USA Swimming Community Initiatives
- Check if you would like to receive the electronic USA Swimming Newsletter (must be 13 years of age or older) and then enter an E-Mail Address in the box that will be shown.
- High School Graduation Year:** 2017
- Buttons:** Print Form, OK, Cancel

USA Swimming needs to develop a clear understanding of who makes up our sport regardless if it is by ethnicity, income, etc. The only way to create this understanding is to collect the most complete data possible. Please help Niagara become one of the leaders in providing complete membership information to USA Swimming.

Thank you,
Michael F. Switalski
Chairperson, Niagara Swimming Diversity and Inclusion Committee