

Memo

To: All Registered USA Swimming Clubs
From: USA Swimming Outreach Committee

As the 2002 registration season is fast approaching, the USA Swimming Outreach Committee would like to request help from all USA Swimming clubs by encouraging their athletes and parents to fill out the ethnicity section of the 2002 USA Swimming registration form. USA Swimming developed an optional ethnicity census for the swimming population on its registration form to get more accurate demographics. We need to find out who we are in order to develop appropriate programs for our members. These questions have been included for several years now, and it has met with success. We need your help to be more successful at gathering this information.

The ethnicity section is essential for obtaining useful data concerning USA Swimming's effectiveness at recruiting and retaining swimmers from all backgrounds and economic levels. The membership profile is also important information for our corporate sponsors. In recent years there has been some encouraging evidence of a more diverse swimmer at the national level, but it is important to USA Swimming to look at how we are doing at the local level. The goal of our committee is to effectively use this data so that we may accomplish the following committee goals:

- To increase participation of underrepresented and economically disadvantaged youth.
- To identify and implement creative strategies to achieve our mission.
- To partner with other organizations and agencies to achieve our mission.
- To develop and support positive role models and elite athletes.

In an effort to set goals and plan programming, the first task was to determine the number of underrepresented and/or economically disadvantaged members of USA Swimming. The source of this data is the USA Swimming registration process. The goal of this memo is to raise the number of responses to this very important, but optional, ethnicity section of the registration form. It has become obvious from the data we have already collected that there are underrepresented swimmers which need to be encouraged and supported to eliminate that underrepresentation. In order to better accomplish our committee goals and to obtain the grants and programming needed to address this issue, we need the most complete data possible.

If each individual USA Swimming Club would have a designated part of their registration process be an awareness of the Ethnicity Section of the 2002 USA Swimming Registration Form, it could increase the number of individuals filling out this section thereby providing the data needed to help achieve the goals mentioned above. Last year approximately 55% of the registered athletes filled out this section of the USA Swimming registration form.

Thank you in advance for the support you can give USA Swimming on this important matter.