



# Diversity & Inclusion Matter

Prepared by  
D&I Steering Sub-committee

# USTA SOUTHERN BOARD DIVERSITY GOALS

- Strive to have the Southern Section, State and CTA Boards and Committees represented by minorities, LGBT, Millennial and those Under 40 in line with state demographic statistics, with a minimum representation of 20%.
- Strive to have Southern Section and state staff represented by minorities, LGBT, Millennial and those under 40 in line with state demographic statistics, with a minimum representation of 20%.
- Develop State D&I Committees such that they are fully functional to implement the Southern Section's D&I strategy and are in line with the strategy and needs of each State.
- Provide strategic leadership to ensure the Southern Section, State and CTA Boards and Committees represent Women, People of Color, LGBT, Millennial and those Under 40 in line with state demographic statistics, at a minimum level of 20%.
- Provide strategic leadership to ensure the Southern Section and state staff are representative of Women, People of Color, LGBT, Millennial and those under 40 in line with state demographic statistics, at a minimum level of 20%.
- Develop functional state D&I Committees to implement the Southern Section's D&I strategy appropriate to the needs of each State.

# WHY DIVERSITY & INCLUSION MATTERS TO USTA SOUTHERN

New initiatives are imperative for success as the USTA Southern Section engages with underserved multicultural communities, Millennials, LGBT, and under 40 populations of the Southern Section. The key is to recognize, attract, engage, and retain new generations of diverse tennis participants while being receptive to the needs of the targeted groups.

Diversity and inclusion priorities are critical to the Southern Section's business success for the following reasons:

- To grow the game of tennis and the number of participating players;
- To increase representation of emerging market population members on all governing boards, including section, states, and CTAs, and committees and staffs;
- To recognize how diversity in leadership and volunteer positions serves to create a welcoming Southern Section environment that attracts members of diverse emerging groups to the game of tennis;
- To allow the Southern Section to promote an organizational culture free of diversity barriers, while allowing for inclusion, so that tennis reflects all of America; and
- To match needs of the underserved demographics within the Southern Section.

The Southern Section is committed to Diversity and Inclusion in all facets of our organization which includes diversity among volunteers, staff, coaches, players, fans, vendors, and suppliers. The USTA has emphasized that Diversity and Inclusion has earned its place as an important strategy to enhance the growth of tennis. The following PowerPoint offers helpful instruction regarding how to promote and develop tennis in our respective communities.



# RECRUITING A DIVERSE WORKFORCE

# 2019-2020 COMMITTEE OBJECTIVES



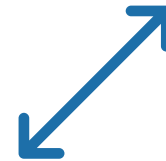
## **Increase**

Increase the number of qualified diverse candidates considered to fill open positions in section and state USTA offices.



## **Expand**

Expand the diverse representation among the leadership teams of the section and state USTA offices.



## **Retain**

Once hired, retain the diverse talent and proactively take steps to increase likelihood of their success.

# WHY DIVERSITY?



Organizations that embrace diversity are more innovative and do a better job of meeting community needs.



A lack of diversity can inhibit an organization's creativity and even make it the focus of public criticism.



Valuing diversity means also welcoming those with a range of experiences, perspectives, education, and ideas.

# CURRENT STATE

- Current leadership in some USTA Southern state offices lacks diversity.
- Only 7% of state staff represent “underrepresented” populations.

*(African American/ Black, Asian American, Latino/Hispanic American, and Native American)*

- Of 79 State Staff, only 6 represent minority populations.
- Of the 9 Southern states, 6 state offices have NO minority staff members.
- Of the 9 Southern states, only 3 states have at least one minority staff.
- USTA Southern is committed to increase diverse representation.
- Diversity will not happen on its own.

# SOUTHERN STATISTICS\*

STA	Total	Under-represented	%	Women	%
Board of Directors	11	2	18%	3	27%
Council/Committee/ Task Force Chairs	20	3	15%	8	40%
Committee Members	166	44	26%	72	43%

**"Underrepresented" refers to African American/Black, Asian American, Latino/Hispanic American, and Native American.**



# RECRUITING



## Seek

Deliberately seek out diverse candidates when positions become available.



## Avoid

Avoid the quick comfortable hire.



## Train

Train interviewers how to conduct competency-based interviews focusing on leadership and organizational skills, not just tennis skills.



## Clarify

Make it clear during the interview that our organization values diversity.

# SOURCES



List open positions with state employment services.



Reach out to alumni associations of local historically black universities and colleges (HBCU).



Seek referrals from the diverse tennis playing populations.



Partner with local schools to provide diverse interns.

# SOURCING

Publicize job openings in different venues to attract a diverse workforce.



## INCLUDE

Diverse professional and social organizations



## INVITE

Local community organizations



## INCORPORATE

Targeted social media advertising



**LEADERSHIP & DIVERSITY  
ARE  
LINKED TOGETHER.**

# CONCLUSION

Successful programs are being discussed and implemented throughout our Section. The Southern Section's Diversity and Inclusion Steering Sub-committee will support our state offices as needed. We are happy to work with you.

George Anderson

Ernie James

Allan Jensen

Geoff Norton

Len Rothman

Brett Schwartz

Beth Hopkins, Chairman

Cee Jai Jones, Staff Liaison

