



Recruiting Diverse Volunteers

D&I STEERING SUBCOMMITTEE'S OVERVIEW OF BEST PRACTICES

OBJECTIVE: Recruit qualified diverse volunteers to serve on Southern Section Committees in order to increase representation from target groups which include Hispanics, African-Americans, Asian-Americans, under 40 population, and the LGBT community.

- In April 2016 Paula Hale agreed to support an initiative to recruit diverse volunteers to serve on Southern committees for the 2017-2018 term.
- In June 2016 Bill Leong conducted a webinar for the Southern Section attended by the Southern current & incoming presidents, Southern section current and incoming state presidents, state EDs, and Southern and state D&I staff and committee members. Over 60 people attended.
- The outcome was setting a goal to add 20% new diverse volunteer committee members (40+ people) by race, LGBTQ, and Millennial and under 40.
- In July and August 2016, a new volunteer committee application was prepared, and states were urged to make personal contacts of qualified candidates to submit applications.
- In November and December 2016, Derek White formed a task force to nominate new Southern Volunteer Committee members with the 20% goal.



BEST PRACTICE RESULTS IN SOUTHERN SECTION

With the goal achieved in January 2017*,
the following changes occurred:

- Caucasian representation changed from 86% to 68%
- African American representation changed from 12% to 18%
 - Hispanic representation changed from 2% to 4%
 - Asian representation changed from 0.5% to 2%
- Average age of committee members changed from 56 to 51
 - Millennial generation changed from 4.8% to 10%
 - Boomer generation changed from 53.8% to 36%

**8% did not respond to ethnicity on survey*

2019-2020 COMMITTEE OBJECTIVES



Increase

Increase the number of qualified diverse candidates considered to fill open volunteer committee positions.



Expand

Expand the diversity representation among the committee volunteers.



Retain

Retain the diverse talent appointed and proactively take steps to increase likelihood of their success once the new volunteers have been recruited.

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

CURRENT STATE

- Currently, volunteer committees in some USTA Southern states lack diversity.
- USTA Southern is committed to increasing diverse representation in the volunteer ranks.
- 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.

**Statistics reported on 1/1/2019*

RECRUITING



Seek out

Deliberately seek out diverse volunteers when positions become available.



Avoid

Avoid the quick comfortable selection.



Train

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



Assure

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

SOURCING



Broadly publicize the availability of volunteer positions.



Seek referrals from the diverse tennis playing populations.



Partner with local volunteer-based organizations to identify candidates who could serve both organizations (schools, churches, scouts, Special Olympics, Boys & Girls Clubs).

SOURCES

Publicize committee openings in different venues to attract a diverse volunteer candidate pool.



Encompass

Local tennis facilities (public and private)



Invite

Local community organizations



Incorporate

Diverse professional and social organizations



Include

Targeted social media advertising

METRICS



Set

Set a target for diversity representation on State and CTA committees.



Make

Make a commitment to identify and interview at least one diverse candidate for every vacancy.



Report

Report periodically on progress toward attaining the target.

CONCLUSION

Successful programs are being put in place and will continue to grow as states follow the Best Practice strategy. The Southern Section's Diversity and Inclusion Steering Sub-committee will support the states in implementing this process for the upcoming volunteer committee terms. We look forward to working with you.

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Beth Hopkins, Chairman

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