



## Diversity & Inclusion Matters for CTAs & NJTLs

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- USTA's Strategic Direction
- Business Case for D&I
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## DIVERSITY & INCLUSION

### What Is Diversity?

- **Diversity** is differences in racial and ethnic, socioeconomic, geographic, and academic/professional backgrounds. People with different opinions, backgrounds (degrees and social experience), religious beliefs, political beliefs, sexual orientations, heritage, and life experience.



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## DIVERSITY & INCLUSION

### What Is Inclusion?

- **Inclusion** involves bringing together and harnessing diverse forces and resources in a way that is beneficial. Inclusion puts the concept and practice of diversity into action by creating an environment of involvement, respect, and connection—where the richness of ideas, backgrounds, and perspectives are harnessed to create business value and overall success.



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## DIVERSITY & INCLUSION

### What is the difference between diversity and inclusion?

- Diversity is simply a **representation of many different types of people** (gender, race, ability, religion, etc.)
- Diversity often **focuses on the differences**, and is referred to as "the mix."
- Inclusion is the **deliberate act of welcoming diversity and creating an environment** where all different kinds of people can thrive and succeed.
- Inclusion is the act of **"making the mix work."**
- Diversity is **what you have**. Inclusion is **what you do**.
  - Simply having a diverse group, team, workforce, classroom, etc., is not enough.
  - \*Everyone should feel safe and encouraged to fully participate and share and be on equal footing as everyone else.



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### The Mix Visible and Invisible Diversity Features



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## USTA DIVERSITY & INCLUSION

*Our responsibility as the National Governing Body for the sport obligates us to identify and lead in removing barriers to allow us to be inclusive so that tennis reflects all of America.*



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## USTA D&I STRATEGIC DIRECTION: 6 PILLARS



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## THE BUSINESS CASE FOR D&I IN TENNIS

- 50.6% of kids under 10 are:
  - African American
  - Latino
  - Asian
  - Native American
- Millennials are the most diverse generation 40%
  - 38% are bilingual
  - 39% have children
  - Want and expect diversity

*What does this mean for your organization?*



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## BUYING POWER

Buying power is the total personal income of residents that is available for spending after taxes.

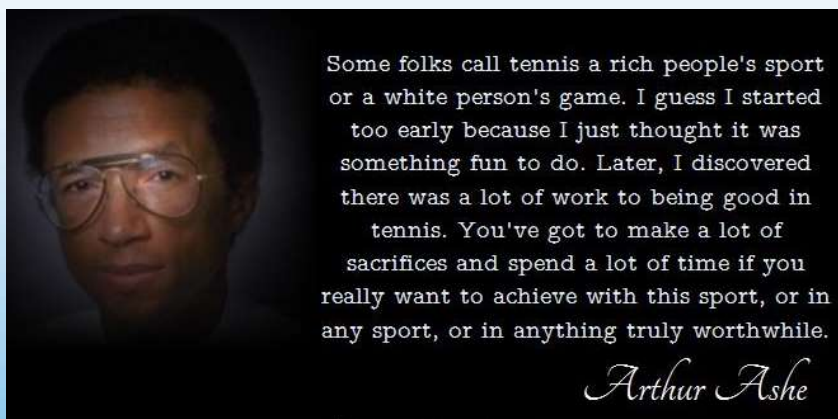
- African-American buying power, estimated at \$1.2 trillion in 2016, will grow to \$1.5 trillion by 2021, making it the largest racial minority consumer market.
- Hispanic buying power estimated at \$1.4 trillion in 2016, accounts for nearly 10 percent of total U.S. buying power in 2016 and means the U.S. Hispanic market is larger than the GDP of Mexico (181% increase)
- Since 2000, Asian buying power has grown 222 % to \$891 billion, the biggest percentage increase of any U.S. minority group.

*What does this mean for your organization?*



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## TENNIS- A SPORT FOR WHO?



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**2018 SOUTHERN D&I HIGHLIGHTS**

- 12 youth receive multicultural individual player grants
- Hispanic Outreach to over 500 youth and adults in GA and SC
- 2 College Students selected for 8-week summer internship at USTA Southern
- 2 Pride Night events at the BB&T Atlanta Open and WSO
- ITF Junior Wheelchair Camp held in Birmingham, AL
- Southern Adaptive Tennis Championships ~ en route to National Adaptive Tennis Championships in Orlando, FL
- 4 Southern applicants selected for the USTA Diversity Immersion in Volunteer Engagement (DIVE) Program to promote National & Southern tennis volunteer leaders
- NJTL Blueprint for Success Program to increase capacity for selected chapters



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**SOUTHERN D&I SCORECARD**

SECTION VOLUNTEERS	Total	Under-represented	%	Women	%
	As of 1/1/18	As of 1/1/18		As of 1/1/18	
Board of Directors	11	1	9%	3	27%
Council Chairs / Committee & Task Force Chairs	20	2	10%	5	25%
Committee Members	180	52	28%	73	41%

Note: For purpose of the Scorecard, "Underrepresented" refers to African American/Black, Asian American, Latino/Hispanic American, and Native American.

**FIND  
FITNESS**

FRIENDSHIP

INSPIRATION

YOURSELF



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## **FOOD FOR THOUGHT:**

How can you apply the D&I scorecard information within your own organization?



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## **What are benefits of having diverse volunteers and players?**

- Better understanding of customer base
- Increase relevance of needs with programs
- Inspire ideas and ignite Innovation
- Increase productivity
- Improve branding
- Increase skill base
- Opens up larger pool of volunteers



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## Why Would an Individual from a Different Culture Join a Volunteer Organization?

- Organization is doing work that is perceived to be important by the individual or the community from which the individual comes
- The organization is open, welcoming, and interested in the individual
- There is potential for growth for the individual
- There are others like the individual already in the organization

Key Insight- Inclusive organization is appealing to diverse volunteers



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## How Will You Recruit Diverse Volunteers/Players?

- Understand the cultural context and tailor your message to the audience you wish to reach
- Explicitly state in your request that you are seeking diverse pool of candidates to serve on your committee or volunteer
- Identify community influencers
- Enlist ambassadors who will make personal contacts
- Connect/partner with orgs that specifically targets diverse audience
- Building relationship is the key to developing diverse volunteer pipeline.
- Communicate your ask, specifically why you need their help and value they will bring.

Key Insight: Research results suggest that the best way to recruit volunteers is Personal contact. 1- Face to face 2. Phone call 3- Personal Letter.



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## Reaching Out to Diverse Volunteers for Programs

- Team recruit with current volunteers of diverse background
- Recruit at neighborhood agencies and community centers in diverse areas
- Partner with multicultural based tennis organizations
- Advertise in ethnic and LGBT publications
- Make sure marketing materials are available in other languages, and images reflect the diversity you seek
- Connect with churches and schools- important to many multicultural communities



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## **DIVERSITY HEADLINE**

### **INCLUSION MADE DISNEY \$235 MILLION IN ONE WEEKEND**

"Black Panther Movie demonstrated Business Importance of Diversity & Inclusion.

If you show communities, who have historically not seen it, that you care about them, serve them, and view them as critical to the mission of your business, you will reap the social and financial benefits of community support.

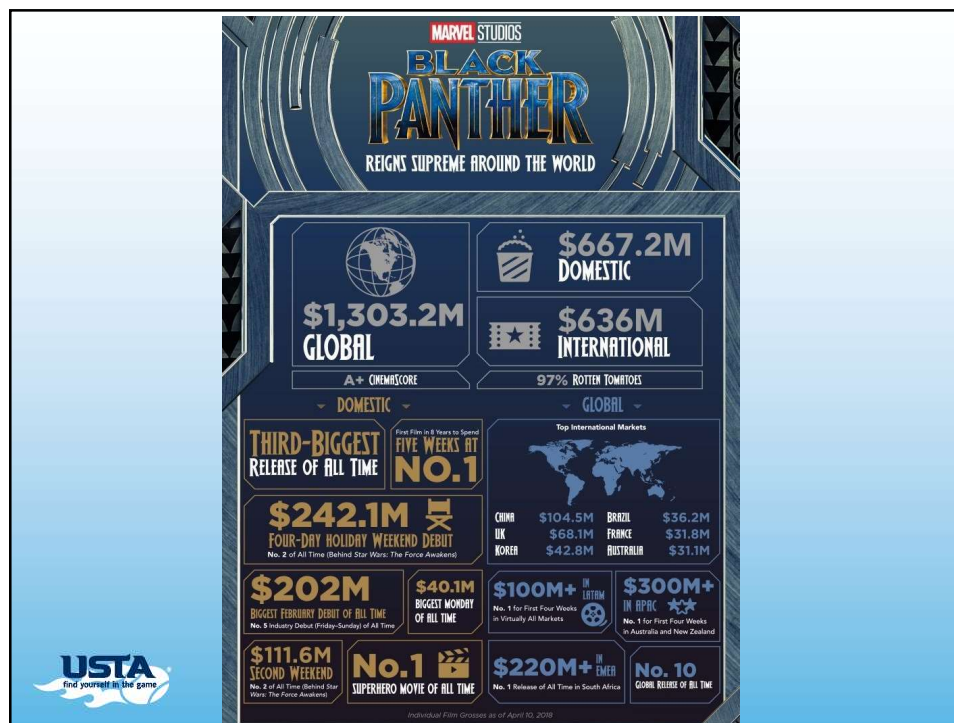
If nobody had listened to calls for representation in Super Hero Movies, and the leaders of the business had said, "Eh, no money to be made", they wouldn't be heading for a Billion Dollars off the movie alone.

Keep doing the same things you've been doing, and you'll see the same returns."



Kevin Murphy

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## HOW DO WE WIN AT D&I?:

We will arrive at our destination when the USTA is recognized worldwide as the preeminent organization in which people from all walks of life, representing all dimensions of diversity, will want to work and volunteer; and to which they will want to provide support through participation, membership collaboration and sponsorship.



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## DIVERSITY GROUPS TARGETED BY USTA

- [Adaptive](#)
- [African-American](#)
- [Asian-American](#)
- [Generation Z](#)
- [Hispanic](#)
- [LGBT](#)
- [Millennial](#)
- [Native American](#)
- [Wheelchair](#)

Select the top two groups in your local community that you feel you need to learn more about in order to engage and grow this particular group through your tennis programs.

Why do you believe these are the top two groups to engage and help to grow tennis in your area?



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## USTA'S ENGAGEMENT GUIDES: INFORMATION RESOURCE

The USTA has produced eight Engagement Guides that you can reference as needed for additional general background about the aforementioned diverse groups.

Each Guide is organized in a similar way, but contains diverse market information, group-specific data, and case examples.

[www.usta.com](http://www.usta.com)-

search "diversity and inclusion engagement guides"



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## USTA ENGAGEMENT GUIDE SAMPLE PAGE

### THE OPPORTUNITY

#### THE PLAYERS: THE ADAPTIVE COMMUNITY

The USTA recognizes four main categories of populations, conditions, and disabilities:

- Developmental conditions or disabilities
- Physical conditions or disabilities
- Emotional or psychiatric conditions or disabilities
- Environmental situations or conditions

While each of these subsets of the adaptive community may share characteristics, it is also important to understand that each of these communities will have specific needs to be addressed and different teaching techniques that will produce better outcomes.

It is important to note that each of these groups want to have fun, be engaged, and be treated with respect. Reaching out to this community represents a big opportunity for the growth of tennis.

#### TALKING POINTS: WHY THE ADAPTIVE COMMUNITY?

Tennis is a lifetime sport. It can be played by players of all different skill levels, offer valuable life lessons such as teamwork, commitment, sportsmanship, and the development of a good work ethic, among others. The USTA is committed to sharing our sport with all by providing everyone the opportunity to experience what our game has to offer.

### INTO THE NET

#### BARRIERS TO THE ADAPTIVE COMMUNITY



- Lack of education on how to teach and engage the Adaptive Community
- Often, higher profile sports win out over tennis as a game of choice for people to play
- Access to quality courts, equipment, and consistent instruction in many neighborhoods is still a challenge
- Perception that tennis is too hard, too costly, or not accessible



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## USTA ONLINE TOOLKIT RESOURCE

### ENGAGING AND GROWING DIVERSE MARKETS: AN APPLICATION TOOLKIT



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## FOOD FOR THOUGHT

Consider the D&I efforts in your CTA, NJTL or USTA state office.

1. Can you list a current D&I effort?
2. Think about at least one thing your organization can do in 2019 to embrace D&I?
3. Start with a mission statement that includes diversity and inclusion
4. Develop goals for D&I for in each key operating area
5. Develop objectives to show how goals will be met
6. Develop measurements to monitor progress
7. Monitor progress toward goal accomplishment



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**QUESTIONS**



**USTA**  
find yourself in the game

"The best way to predict your future is to create it."  
*Peter F. Drucker*

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