



2010-2013 USTA Colorado's Diversity and Inclusion Plan

USTA Colorado is fully committed to diversity and inclusion. We recognize that being all inclusive is essential to achieving our mission *to promote and develop the growth of tennis*. For us, diversity refers to differences of culture, ethnicity, race, gender, beliefs, social economic status, sexual orientation, family status, physical ability, appearance and ideas. Therefore, USTA Colorado reaches out to all players, including those of diverse cultural backgrounds, mentally and physically challenged athletics and underserved communities. We are committed to achieving greater diversity throughout the sport and fostering a tennis environment that is more inclusive and ensure that the lifelong sport of tennis is accessible to everyone.

To further demonstrate USTA Colorado's commitment to diversity, more than 50% of the money awarded through the Community Development Diversity Grants and the Colorado Youth Tennis Foundation reach ethnically diverse populations throughout the state. These grants support tennis program development and expansion as well as infrastructure improvements to open the door to the game.

Strategic Focus Areas

Since June 2004, the Colorado District's Diversity plan has been in place. We have made major inroads with our Plan by establishing a District non-discrimination in our bylaws; diversifying staff and volunteer committees; forming strategic partnerships with the Asian, Hispanic, Colorado Black, Women's, and Rocky Mountain Indian Chambers of Commerce; in addition to promoting and exposing tennis to diverse communities with our *Diversity TennisFest Series* held in conjunction with the summer cultural festivals, including Cinco de Mayo, the Colorado Black Arts and Colorado Dragon Boat Festivals.

USTA Colorado's long-term Diversity Plan will strategically focus on greater diversity inclusion for committee and board selection, awareness training, staff diversity, community grants and diversity supplier programs. To maintain our commitment and momentum, below is an overview of the five strategic focus areas.

Strategic Focus Area I: Build and strengthen internal commitment and external image

Strategic Focus Area II: Strengthen and maintain leadership commitment to diversity as a key business priority

Strategic Focus Area III: Establish fiscal clarity

Strategic Focus Area IV: Institutionalize strategic partnerships

Strategic Focus Area V: Provide diversity awareness training and guidance to the Colorado District constituents

USTA Colorado is excited about celebrating the rich cultural backgrounds represented in the state by serving up tennis for the diverse communities we live in. To obtain the USTA Colorado Diversity Plan in full, contact Paula McClain, Marketing and Director at paula@coloradotennis.com or call 303.695.4116 x220.

GRASSROOTS TENNIS IS OUR GAME. WE PLANT IT, GROW IT AND NURTURE IT.
WE'RE USTA COLORADO.
IT'S TIME TO PLAY.

