



Colorado Multicultural Diversity Plan Executive Summary

Consider this...

The growth in the multicultural population is explosive in the United States. The 2000 Census Bureau figures show that the Latino population skyrocketed to 58% in 10 years totaling 36 million in 2000, up from 22.4 million in 1990. Respectively the Afro-American population increased 21% totaling 35.4 million people. The Asian population surged 74% to 11.6 million. The growth in the Caucasians has slowed to 5.3% since 1990 totaling 198.2 million.

By 2010, 80% of the growth in the United States will be from the multicultural population. These statistics are astounding and show an incredible opportunity for the governing body of tennis at the National, Sectional and District levels to increase tennis participation. Increasing the number of diverse people playing tennis will grow the game and increasing the number of minorities in leadership positions will enhance diversity and inclusion within tennis. New marketing approaches and focused efforts to reach out to multicultural audiences will have positive results throughout all levels of the organization. The ultimate goal is to see the face of tennis reflect the colors of our communities.

Also noteworthy are the conclusions that were drawn through an extremely comprehensive survey on diversity conducted for the USTA. These survey results reflected an overall lack of understanding and awareness of diversity issues throughout the organization from communities all the way to National. This, combined with the surge in the multicultural population, presents a need to address and focus on diversity issues in our organization.

Therefore...

A strategy outlining a plan to increase awareness of multicultural issues and to begin the process of imbedding diversity into all levels of the tennis family is necessary. The USTA Board of Directors adopted a "Multicultural Participation Inclusion Plan" in January 2004 followed by the Colorado Tennis Association adoption of a similar plan in June 2004. The Colorado Tennis Association is very supportive of this initiative and feels that the Colorado strategic plan will be helpful to define the multicultural focus, to implement programs targeting diverse players and to strengthen the leadership through broader representation from within the tennis community.

The CTA Multicultural Participation Committee is very excited to be able to present an overview of our vision for the next five years in respect to increasing multicultural participation through the proposed "Colorado Multicultural Diversity Plan", as well as a more defined look at the action steps we feel will help us get there in the short term.

Strategic Focus Area 1: Strengthen Internal Commitment and External Image

Goal 1: Define diversity for the organization

Action Steps

- A. Clearly communicate the organization's commitment to diversity, especially to multiculturalism, with staff, committees, players and the tennis community through web site, newspaper, annual report and other means.

Goal 2: Improve and strengthen public relations and culturally sensitive outreach efforts to attract diverse constituents.

Action Steps

- A. Disseminate information on all tennis playing opportunities through ethnic specific media and websites, community newspapers, e-newsletters, *Colorado Tennis*, etc.
- B. Share multicultural tennis successes (programs, individuals, events) with the public through the above avenues.
- C. Form alliances with the Hispanic and Black Chambers of Commerce.
- D. Make tennis visible by participating in and/or sponsoring ethnic festivals such as Cinco de Mayo, MLK Jr. Day, Juneteenth, 16 de Septiembre, Dragon Boat Festival, etc.
- E. Develop minority junior players through Star Search program
- F. Identify and support professional development of minority coaches

Goal 3: Clarify the organization involvement process including committee selection process at National, Sectional and District levels

Action Steps

- A. Disseminate information on CTA committees and how to get involved using a variety of media that reach substantial segments of the multicultural tennis population.
- B. Create an FAQ page on the Colorado website that publicizes involvement opportunities at the District, Section and National levels.
- C. MP Committee makes recommendations to the President regarding potential Board and Committee talent.

Goal 4: Communicate the Multicultural Diversity Plan to all constituents with regular updates.

Action Steps

- A. Distribute plan to all CTA staff, committees and volunteers.
- B. Post plan and goal attainment updates on the website.

Strategic Focus Area 2: Strengthen Leadership Commitment by Establishing Multicultural Participation as a Key Business Priority

Goal 1: Establish departmental target goals for increasing multicultural participation across the organization

Action Steps

- A. Create baseline data by tracking at least one area in each department.
- B. Establish at least one annual measurable goal (2004) for achieving greater multicultural participation within each department's programs and/or activities (two annual goals in 2005 and beyond) that will be reviewed by the MP Committee.
- C. Establish baseline measurement of current business transactions and seek out multicultural vendors to be included in bidding processes, beginning with, but not limited to, multicultural events such as Star Search.
- D. Create/acquire and utilize a directory of multicultural vendors.
- E. Establish one annual measurable goal for achieving more multicultural volunteers in the CTA structure.
- F. Establish one annual multicultural participation goal for each committee.
- G. Establish a goal that CTA staff make-up reflects the diversity of Colorado.
- H. Provide annual accountability to the Board and the membership by reporting on efforts being taken to reach out to multicultural communities and to insure a fair hiring process that is open to all. This accountability will be included in the annual report or some other similar means.

Goal 2: Create strategic multicultural participation staff positions in CTA

Action Steps

- A. The MP Committee and Community Development staff person will create a job description outlining responsibilities and time allotment for the multicultural participation staff position to present to the Executive Director and Board of Directors.

Goal 3: Establish District non-discrimination bylaw clause for volunteers – COMPLETED 2004

Strategic Focus Area 3: Establish Fiscal Clarity

Goal 1: Establish and communicate clear processes for grant recipients

Action Steps

- A. Clearly communicate the grant process including grant deadlines, total amount of funding available and other important criteria to all who may be interested.
- B. Notify the MP Committee and all organizations/groups that are interested in grant opportunities through the grant brochure, the web site, *Colorado Tennis* and other avenues.
- C. Provide funds to grant recipients in a timely manner with notification deadlines publicized.
- D. Make written rationale from disbursement meetings available to anyone so it is understood how decisions were made.
- E. To qualify for multicultural grants, a program must be designed with specific outreach and recruitment steps to have over 50% participation, and striving to have over 75% participation, from underrepresented ethnic minorities.

Goal 2: Establish and communicate clear processes for budget allocation

Action Steps

- A. MP committee and staff will work with the Board of Directors throughout the budget process to determine appropriate amount of funds to be directed to MP and MP grants.
- B. Each department will identify multicultural participation goals and allocate dollars appropriately. Departments will collaborate in the planning of the allocation of resources for multicultural initiatives to avoid duplication of efforts.
- C. Budget planning will include the expertise of an MP staff and/or MP committee leader(s) to determine specific dollars that are allocated to multicultural activity.
- D.

Goal 3: Establish an MP fundraising effort

Action Steps

- A. Assemble a task force or subcommittee of the MP Committee to explore possible fundraising options.
- B. Make recommendation to MP Committee on fundraising method(s) and use of raised funds.

Goal 4: Set budgetary goals to institutionalize programming

Action Steps

- A. Institutionalize budget for MP grants (2004 - \$5,000, 2005 - \$10,000, 2006 - \$10,000)
- B. Institutionalize budget for Star Search (2004 - \$5,000, 2005 - \$8,000, 2006 - \$10,000)
- C. Establish budget for proposed MP Staff position (2006 - \$7,000)
- D. Establish budget for diversity awareness and district development training (2005 - \$5,000, 2006 - \$5,000)

Strategic Focus Area 4: Institutionalize Strategic Partnerships

Goal 1: Identify, modify and disseminate multicultural “Best Practices” within Colorado

Action Steps

- A. Work with existing programs that have demonstrated best practices specific to Colorado and document those successes.
- B. Highlight these programs on CTA website and *Colorado Tennis*.
- C. Disseminate information to other organizations and communities.

Goal 2: Establish partnerships with community-based organizations in multicultural communities

Action Steps

- A. The MP Committee will work closely with Community Development to explore possible partnerships with community based organizations (CBOs) that work with culturally diverse youth including the Boys and Girls Club of Metro Denver, YMCA of Metro Denver, Denver-based Northwest Coalition for Better Schools, and Big Brothers and Big Sisters of Colorado.
- B. Strengthen key partnerships with local Parks and Recreation Districts, especially the City and County of Denver.
- C. Partner with the “Lights on After School” initiative to increase the availability of after school programs for Denver Public School students in conjunction with Mile Hi United Way, Denver Public Schools and the Denver Public Schools Foundation.
- D. Add value to the mission and goals of non-tennis organization partners serving youth and expand activities available to their constituents by incorporating tennis.
- E. Provide CTA’s expertise and resources (financial and otherwise) into the partnerships to make an added tennis component feasible.
- F. Clearly define goals, objectives, budgets and resources for pilot programs.

Strategic Focus Area 5: Provide Training and Guidance to the Organization to Expand Diversity

Goal 1: Deliver diversity awareness training across the Colorado District

Action Steps

- A. Conduct diversity trainings (Multicultural Open Forum, Awareness Trainings) for CTA Board members, Committee chairs and members, executive director, staff and contractual employees.