

Creating Sailing Opportunities: Diversifying through Outreach

Lou Sandoval, Jason Thompson, Dawn Riley



Dawn Riley

4 America's Cups

2 Round the World Races

US Sailing Board ... til October

Oakcliff Sailing



Opportunities

309 Mil Americans

157 Mil Women

85 Mil Non-white

8 Mil LGBT

All areas Sailing has traditionally ignored...

There are 1.4million sailboats in the water

Only 41,444 are members of US Sailing

That people is a marketing opportunity!



Opportunities

Outreach Takes Effort ... And is Worth It!

- Opening Day – New Zealand style
- Ask People – MANY times
- Just like in business or a great dinner party – diversity makes it more fun!

This is a real photo!



Opportunities

Coaching Creates Opportunities:

- Oakcliff
- Gender & Ethnic Diversity



Diverse Leadership is Critical:

- College Coaches Conference – awkward
- Anita DeFranz: IOC Equal means Equal



Jason R. Thompson,
Director
Diversity and Inclusion
United States Olympic Committee

- 20 Year Career in Diversity and Inclusion
- Diversity and Inclusion training in Healthcare, Higher Education and Sport



Opportunities

- “LGBT consumers are estimated to have a cumulative buying power of \$790 billion.” – Witeck Communications via CEI 2013
- “Asian Americans have a median household income \$15,334 greater than the US median household income.” – DiversityINC
- “Latino buying power is expected to increase by 50% from 2010 to 2015 from \$1 Trillion to \$1.5 Trillion.” – DiversityINC
- “According to the US Census bureau, black, Hispanic, Asian and mixed-race births made up 50.4% of new arrivals in the year ending in July 2011.” – BBC News



Opportunities

College Enrollment

Between 2007 and 2018 enrollment is projected to increase by:

- 4% for students who are White
- 26% for students who are Black
- 29% for students who are Asian or Pacific Islander
- 32% for students who are American Indian or Alaska Native
- 38% for students who are Hispanic
- 14% for students who are non-resident aliens

Source: U.S. Dept. of Education, NCES, Integrated Postsecondary Education Data System (IPEDS)



How do you get the job of driving this truck?



Lou Sandoval

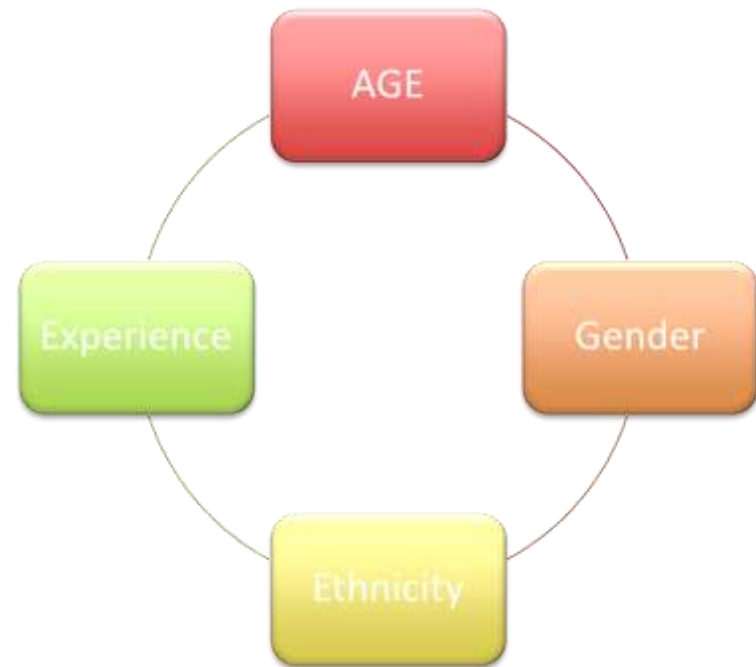
- Vice-Chair Diversity Committee
Recreational Boating Leadership Council
- Co-Founder/Co-Owner Karma Yacht Sales
- Past Chairman Chicago Yacht Club –Race to Mackinac



The Changing World Around Us

Opportunities

- White (Non-Hispanic) Birth Rate –Flat to declining
- African-American Birth Rate- Flat to declining
- 1 of 4 kids in Kindergarten *today* is of Hispanic Heritage
- Single Women Make up 18% of new home buyers vs. 10% for men
- American Populations <20 yo is 27.3%



Outreach: A Bottom Up Approach

Common Pitfalls:

- Assumptions
- Lack of understanding
- Acts of symbolism



Outreach & Inclusion Model

“No Need to Re-Invent the Wheel”



Circa 1989

- Sport of Hockey was on life-support despite having a professional league
- Seen as a sport of the ‘wealthy’
- America’s Fifth Tier Sport
- No Diversity Pipeline



Parallel Worlds of Perceptions



- Seen as requiring a high level of skill to participate
 - Perceived as requiring 'wealth to afford ice time & equipment
 - Occurs in specialized locations (rinks)
 - Lack of Diversity Role Models
- Seen as difficult to learn by individuals who haven't grown up in the sport
 - Seen as a sport of the 'wealthy'
 - "Need to own a boat"
 - "Need to belong to a yacht club"
 - Perceived as a sport of rich white men



Focused Outreach Campaign



Actions

- Packaged Marketing/OR campaign for Grassroots
- Driven at local level
- Youth level initiatives
- “Girl Centered Initiatives
- Ethnic Outreach
- Establish Training Feeder programs by region

Results

- Got the message out
- Allowed local customization yet standardized
- Highest growth level <14
- Explosion of Female participation 1990- 2000
- AA & Hispanic Participation Growing –NHL role models & NCAA



Changing the Dynamic



Creating Sailing Opportunities: Diversifying through Outreach

Lou Sandoval, Jason Thompson, Dawn Riley



Your Opinion Matters

Please “**check-in**” to this session on the Sailing Leadership Forum app
and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

Thank you for attending this session

