

OUTREACH REPORT – Revised

There are currently 49 outreach athletes registered in SE swimming. This represents less than one percent of our currently registered swimmers.

The USA Swimming has requested that athletes be encouraged to fill out ethnicity data on their registration form. Currently 49% of the athletes fail to fill out this information. An interesting demographic study was conducted by the University of Arizona – It could be very beneficial to have a similar study done for Southeastern Swimming to see how your club compares to the collected data. Please visit <https://www.azswimming.org/docs/DWD-AzSIDemographicstudy.pdf>

After 8 months John Cruzat, the USA Swimming Diversity Specialist was able to call. He indicated the changes to the newly named Diversity Program (NOT Outreach) were ongoing, both internally and externally, but only at the national level. In recent months, the external diversity committee has been reorganized. Changes in the next few months may now be communicated with the diversity chairman with each LSC. He feels the make a splash program and corporate sponsorships should remain his focus at this time. Addressing issues like the high cost of training or of entry fees still need to be handled at the LSC and club level.

The National Select Diversity Camp applications were made available on Feb 15 and were due back by Mar 20. I am unaware of any Southeastern Swimmers who applied.

<http://makeasplash.discovery.com/> is a website to visit where students can enter a sweepstakes for a family trip for 4 to the National Championships in July. The schools can also win a \$2500 scholarship and \$2500 in product. The resources on this page can be very useful in your communities to bring about awareness of water safety as well as community advertising for your club. Unfortunately the club directory for Florida lists all the Florida teams alphabetically and then the SES teams at the bottom – out of alphabetical order. But there are still some terrific downloadable hero cards and home safety tips. The <http://makeasplash.org/> website also has other interesting downloadable materials and web references.

The committee that was formed at the last meeting has not yet met. If this can be extended until the Fall meeting some concrete proposals can be made at that time.

Some points to ponder before our fall meeting:

What a few other LSCs are doing -

Gulf Swimming: (1) \$5 USA registration. (2) Reimbursement of 100% of individual meet entry fees for all USA swimming sanctioned meets held in the Gulf. (3) Free suits from USA Swimming when available.

Missouri Valley: (1) Scholarship assistance may be used for, but are not limited to: Club fees, Entry fees, Travel expenses for meets beyond the local level, swim apparel/gear for meets beyond the local level. The scholarship committee uses financial need, sincere interest in and commitment to competitive swimming, faithfulness in practice and meet participation, and coach/club recommendations in awarding Scholarship Funds. No Club/Swimmer will be awarded an amount that exceeds 10% of the budgeted Scholarship funds for any fiscal year.

Respectfully submitted
A. V. Balog