



DIVERSITY & INCLUSION

STRATEGIC PLAN

EFFECTIVE JANUARY 1, 2021

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USA KARATE **DIVERSITY AND INCLUSION STRATEGIC PLAN**

Effective January 1, 2021

NGB Chief Executive Officer: Michael Cain

Diversity Champion: Cheryl Murphy, JEDI Committee Chair

QUAD 2021-2024

BACKGROUND

As the landscape of the United States continues to become more diverse, it is important for the participants and audience of USA National Karate-do Federation (USA Karate) to reflect those changes. Our organization is committed to increasing opportunities for full participation of all US citizens through the creation of a Diversity & Inclusion Plan that includes policies, best practices, and programs that position USA Karate to increase athlete participation and its fan base. In 2024 USA Karate established a JEDI (Justice, Equity, Diversity and Inclusion) Committee which meets regularly and attends all signature events and serves as a resource for all members, athletes, referees, coaches, committee members and staff.

Attention to Diversity and Inclusion started in 2014 for USA Karate. While we have made progress there is much work to do.

VISION FOR DIVERSITY AND INCLUSION

USA Karate strives to increase the participation of all individuals without regard gender, race, ethnicity, culture, religion, sexual orientation, gender expression or mental or physical ability. We feel strongly that diversity of thought, perspective and experience will be instrumental in growing USA Karate. By tying the DEI plan to our strategic plan, USA Karate will bolster both athletic performance and business results.

“For USA Karate our growth depends on our ability to support a highly diverse base of karate practitioners. Not only by the common definition of diversity but also the martial arts side considering variations in styles- across the traditional karate clubs in the US. Through Diversity and Inclusion, we will become a stronger National Federation”

- Michael Cain, Chief Executive Officer

DIVERSITY AND INCLUSION AWARENESS AND OUTREACH STRATEGY

It is important for USA Karate to represent and reflect a welcoming environment for everyone. USA Karate is committed to the varied communities that compete, participate and work to make USA Karate a world-class organization. To that end, each of those communities should be represented in our publications, digital spaces and outreach materials. USA Karate will regularly update our communications, including:

Ensuring our website is inclusive and reflects a diverse array of persons with disabilities, genders, gender identities, the LGBTQ community, military veterans and people of color by meeting quarterly to review the imagery across the last four-month period.

Reviewing our magazine publication USA Karate Magazine to ensure they are inclusive and reflect a diverse array of persons with disabilities, genders, gender identities, the LGBTQ community, military veterans and people of color.

Reviewing our print publications yearly to ensure they are inclusive and reflect a diverse array of persons with disabilities, genders, gender identities, the LGBTQ community, military veterans and people of color.

Hosting our Vision and Definition for Diversity and Inclusion on USANKF.org.

Hosting our Diversity and Inclusion plan on USANKF.org

DEFINITION OF DIVERSITY AND INCLUSION

USA Karate defines Diversity & Inclusion as:

Diversity is embracing any collective mixture of differences, similarities, and related tensions as we strive to develop more inclusive and high performing environments. Diversity is about differences among people, whether they work for, are served by or otherwise have a stake in the organization itself. These differences among stakeholders include but are not limited to race, ethnicity, gender, gender identity, sexual orientation, socio-economic status, age, geographic location, national origin, religious beliefs, language, traditional style of karate, veteran status and physical and cognitive abilities. Diversity is invaluable because it generates differing points of view, leads to innovation, fosters an understanding and acceptance of individuals from different backgrounds, and recognizes the contributions that a variety of individuals and groups can make.

Inclusion is about creating and maintaining an environment in which people are not excluded or marginalized because of their difference. It means

promoting an environment in which contributions and strengths are recognized, optimized and valued in a way that generates opportunities for adaptability, problem solving, growth and ultimately increased success.

DIVERSITY AND INCLUSION STRATEGY FOR 2021 - 2024

The purpose of the plan is to identify any programs and/or initiatives that are specifically designed to increase the level of diversity and inclusion in our leadership, staff, coaches, referees, fan base, membership, athletes, etc.

Recruitment Quad Diversity Goal:

- Improve data collection of Military Veterans, People with Disabilities and Asian Ethnicity
- Increase Diversity and Inclusion Awareness
- Increase participation of women
- Actively market to the Military Veterans through the VA
- Increase Participation of People with Disabilities
- Increase Diversity within the Board of Directors
- Creation of a JEDI Committee to serve as a resource

Retention Quad Diversity Goal:

- Retain and increase participation of women within the coaches' program
- Retain and increase the participation of women with the referee program

- Retain and increase the participation of women and people of color on the Board of Directors

Revenue Quad Diversity Goal:

- Provide an overview of DEI Goal(s) aimed at increasing revenue in 2021-25, such as sponsorships, grants or development opportunities.
- Explore potential grants and sponsorships aimed at increasing diversity and inclusion.

DIVERSITY AND INCLUSION ACTION PLAN FOR 2021 - 2024

Action Plan Overview

Recruitment Quad Diversity Goal:

- Improve data collection of Military Veterans, People with Disabilities and Asian ethnicity
- Increase Diversity and Inclusion awareness
- Increase participation of women
- Increase participation of People with Disabilities

Retention Quad Diversity Goal:

- Retain and increase participation of women within the coaches' program
- Retain and increase the participation of women with the referee program

Revenue Quad Diversity Goal:

None

Action Plan 2021-2024	Area of Focus	Program or Action and Individual Responsible	Target Audience	Start & Completion Date	Brief Description of your Program(s) and How Success is Measured (100 Words or Less)
DEI Goal #1 Recruitment	Board of Directors Standing Comm. Professional Staff NGB Membership Nat. Team Athletes Nat. Team Coaches Dev. Team Athletes Dev. Team Coaches Part- time / Interns	Name of Program: Data Collection Person(s) Responsible: CEO	Race/Ethnicity Military Vet. People with Disabilities	Start Date: 3/2021 Completion Date: 12/2024	Improve the data collection of Diversity Data. Currently the Asian Ethnicity was combined with Native Hawaiian, Persons with Disabilities was limited to competitors and the Military Vet collection was not functioning. This program is to collect missing data as memberships are renewed. Memberships renewed prior to March 20 and Life members will be asked to review their data.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2025)				

DEI Goal #2 Recruitment	Board of Directors Standing Comm. Professional Staff NGB Membership Nat. Team Athletes Nat. Team Coaches Dev. Team Athletes Dev. Team Coaches Part-time / Interns	Name of Program: D&I Awareness Person(s) Responsible: CEO	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 5/2021 Completion Date: 5/2024	Creation of content for the Web that shares USA Karate's positions on Diversity and Inclusion as well as the Diversity Data. Specifically utilize this content to actively recruit and retain diverse candidates.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2025)				

DEI Goal #3 Recruitment	NGB Membership	Name of Program: Women in Karate and Guardian Girls Person(s) Responsible: TBD	Women	Start Date: 5/2021 Completion Date: 11/2024	Develop Collateral and Web Content to promote the participation of women in Karate. By assisting local clubs to increase their women participation the NGB participation is expected to increase. The creation of the Guardian Girls and pushing out the programs they offer.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2025)				
DEI Goal #4 Recruitment	NGB Membership	Name of Program: Para-Karate Awareness Person(s) Responsible: Sasha Gerritson	Persons with Disabilities	Start Date: 4/2022 Completion Date: 11/2022	Develop Collateral and Web Content to promote the participation of persons with disabilities in Karate. Increase awareness of karate as an adaptive sport.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2023)				

DEI Goal #5 Recruitment	NGB Membership	Name of Program: VA Program Initiation Person(s) Responsible: CEO	Military Vet. People with Disabilities	Start Date: 5/2023 Completion Date: 8/2024	Explore opportunities to partner with the VA to showcase Karate and Para-Karate as an activity for veterans.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2025)				
D&I Goal #6 Retention	Nat. Team Coaches Dev. Team Coaches	Name of Program: Women in Coaching Person(s) Responsible: Director of Sport	Women	Start Date: 5/2023 Completion Date: 12/2023	Develop an awareness program to encourage women to participate in coaching and retain the women we have. Create Coaches education program to be delivered by a diverse teaching staff in 2024.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2024)				

DEI Goal #7 Retention	NGB Membership	Name of Program: Women in Coaching Staff and Referee Corps Person(s) Responsible: CEO, Director of Sport	Women	Start Date: 5/2022 Completion Date: 11/2025	Develop awareness programs to encourage women to participate in the Coaching staff and referee corps. Add women referees to the training and licensing program to be role models for other women interested in becoming a coach, trainer, or referee.
	<u>Outcomes:</u> (Will be collected along with Diversity Data on April 1, 2025)				