

Diversity and Inclusion Strategic Plan

USA National Karate-do Federation, Inc
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NGB Chief Executive Officer

Phil Hampel

Diversity Champion

Jessica Herbst

2017-20

I. 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.

Attention to Diversity and Inclusion started in 2014 for USA Karate. While we have made progress there is much work to do. The United States Olympic Committee (USOC) has published the D&I Scorecards at TeamUSA.org/diversityscorecards. The scorecard reflects how effective USA Karate has been in reaching certain demographics. In addition, the scorecard can be used to review trends, track organizational impact and celebrate success related to diversity and inclusion initiatives.

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II. 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 disability. We feel strongly that diversity of thought, perspective and experience will be instrumental in growing USA Karate. By tying the D&I 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 taking into account variations in styles- across the traditional karate clubs in the US. Through Diversity and Inclusion we will become a stronger National Federation”
- Phil Hampel, Chief Executive Officer

III. 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:

- a. 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.
- b. 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.
- c. 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.
- d. Hosting our Vision and Definition for Diversity and Inclusion on USANKF.org.
- e. Hosting our Diversity and Inclusion plan on USANKF.org and link to our scorecards at TeamUSA.org/diversityscorecards.

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IV. 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 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.

V. Diversity and Inclusion Strategy for 2017-20

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, fan base, membership, athletes, etc.

A. Recruitment Quad Diversity Goal:

- a. **Improve data collection of Military Veterans, People with Disabilities and Asian Ethnicity**
- b. **Increase Diversity and Inclusion Awareness**
- c. **Increase participation of women**
- d. **Actively market to the Military Veterans through the VA**
- e. **Increase Participation of People with Disabilities**
- f. **Increase Diversity within the Board of Directors**

B. Retention Quad Diversity Goal:

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- a. Retain and increase participation of women within the coaches program
- b. Retain and increase the participation of women with the referee program

C. Revenue Quad Diversity Goal: Provide an overview of D&I Goal(s) aimed at increasing revenue in 2017-20, such as sponsorships, grants or development opportunities.

- a. none

VI. Diversity and Inclusion Action Plan for 2017-20

Action Plan Overview (2017)

Recruitment Quad Diversity Goal:

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

Retention Quad Diversity Goal:

- a. Retain and increase participation of women within the coaches program
- b. Retain and increase the participation of women with the referee program

Revenue Quad Diversity Goal:

- a. None

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Action Plan 2017	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)
D&I 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: Phil Hampel	Race/Ethnicity Military Vet. People with Disabilities	Start Date: 3/2017 Completion Date: 12/2017	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.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2018)				
D&I 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: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 5/2017 Completion Date: 5/2017	Creation of content for the Web that shares USA Karate's positions on Diversity and Inclusion as well as the Diversity Data.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2018)				

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D&I Goal #3 Recruitment	NGB Membership	Name of Program: Women in Karate Person(s) Responsible: Jessica Herbst, TBD	Women	Start Date: 5/2017 Completion Date: 11/2017	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.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2018)				
D&I Goal #4 Recruitment	NGB Membership	Name of Program: Para-Karate Awareness Person(s) Responsible: Sasha Gerritson	Persons with Disabilities	Start Date: 4/2017 Completion Date: 11/2017	Develop Collateral and Web Content to promote the participation of persons with disabilities in Karate. Increase awareness of karate as an adaptive sport.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2018)				

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D&I Goal #5 Recruitment	NGB Membership	Name of Program: VA Program Initiation	Military Vet. People with Disabilities	Start Date: 5/2017	Explore opportunities to partner with the VA to showcase Karate and Para-Karate as an activity for veterans.
		Person(s) Responsible: Jeff Kohn/Phil Hampel		Completion Date: 8/2017	
Outcomes: (Will be collected along with Diversity Data on April 1, 2018)					
D&I Goal #6 Retention	Nat. Team Coaches Dev. Team Coaches	Name of Program: Women in Coaching	Women	Start Date: 5/2017	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 2018.
		Person(s) Responsible: Coaches Committee, Jessica Herbst		Completion Date: 12/2017	
Outcomes: (Will be collected along with Diversity Data on April 1, 2018)					

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D&I Goal #7 Retention	NGB Membership	Name of Program: Women in Referee Corps	Women	Start Date: 5/2017	Develop an awareness programs to encourage women to participate in the referee corps. Add women referees to the training and licensing program to be role models for other women interested in becoming a referee.
		Person(s) Responsible: Referee Committee, Jessica Herbst		Completion Date: 11/2017	
Outcomes: (Will be collected along with Diversity Data on April 1, 2018)					

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Action Plan Overview (2018)

Recruitment Quad Diversity Goal:

- a. Increase Diversity and Inclusion Awareness
- b. Increase participation of women
- c. Actively market to the Military Veterans through the VA
- d. Increase Participation of People with Disabilities
- e. Increase Diversity within the Board of Directors

Retention Quad Diversity Goal:

- a. Retain and increase participation of women within the coaches program
- b. Retain and increase the participation of women with the referee program

Revenue Quad Diversity Goal:

- a. None

Action Plan 2018	Area of Focus	Program or Action and Individual Responsible	Target Audience	Start & Completi on Date	Brief Description of your Program(s) and How Success is Measured (100 Words or Less)
D&I Goal #1 Recruitment	NGB Membership	Name of Program: Para-Karate Education Person(s) Responsible: Jeff Kohn	People with Disabilities	Start Date: 1/2018 Completion Date: 12/2018	Develop Collateral and Web Content to promote the participation of Para-Karate athletes. USA Karate would create a pilot curriculum for training clubs on how to create and run a Para-Karate Programs. By assisting local clubs to increase their athletes with disabilities participation the NGB participation is expected to increase.

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	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				
D&I Goal #2 Recruitment	NGB Membership	Name of Program: VA support Military Vets	Military Vet.	Start Date: 1/2018	Working with the VA to develop and implement programs that increase awareness of Karate as a life long sport for Military Veterans.
		Person(s) Responsible: Phil Hampel		Completion Date: 7/2018	
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				
D&I Goal #3 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: VA Support for Para-Karate	Military Vet. People with Disabilities	Start Date: 1/2018	Working with the VA to develop and implement programs that increase awareness of Karate as an adaptive sport for Military Veterans. This program would also support the growth of the entire Para-Karate Program.
		Person(s) Responsible: Jeff Kohn		Completion Date: 12/2018	
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				

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D&I Goal #4 Recruitment	NGB Membership Nat. Team Athletes Dev. Team Athletes	Name of Program: Transgender Policy Person(s) Responsible: Phil Hampel	LGBTQ	Start Date: 8/2018 Completion Date: 10/2018	Creation of USA Karate's policy on transgender athletes.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				
D&I Goal #5 Recruitment	NGB Membership	Name of Program: Widening the Circle Person(s) Responsible: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 1/2018 Completion Date: 7/2018	Creation of content for a seminar to be held at the Nationals on Diversity and Inclusion. Widening the Circle Part 1 would cover conscious and unconscious biases.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				

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D&I Goal #6 Recruitment	Board of Directors	Name of Program: Board Diversity Awareness Person(s) Responsible: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 1/2018 Completion Date: 11/2018	As the Board of Directors examines a move to a more independent board, the nominating and governance committee will be more active in the discovery of potential Board Candidates and will look for a more diverse pool to select from.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				
D&I Goal #7 Retention	Nat. Team Coaches Dev. Team Coaches	Name of Program: Women in Coaching Person(s) Responsible: Coaches Committee, Jessica Herbst	Women	Start Date: 1/2018 Completion Date: 12/2018	Continue awareness program to encourage women to participate in coaching and retain the women we have. Deliver coaches education with a diverse teaching staff at National Championships. Actively recruit women to participate in National Coaches Program from grassroots coaches.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2019)				

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<p align="center">D&I Goal #8</p> <p>Retention</p>	<p>NGB Membership</p>	<p>Name of Program: Women in Referee Corps</p>	<p>Women</p>	<p>Start Date: 1/2018</p> <p>Completion Date: 12/2018</p>	<p>Continue awareness programs to encourage women to participate in the referee corps. Add women referees to the training and licensing program to be role models for other women interested in becoming a referee. Actively recruit women to join the referee program.</p>
	<p>Outcomes: (Will be collected along with Diversity Data on April 1, 2019)</p>				

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Action Plan Overview (2019)

Recruitment Quad Diversity Goal:

- a. Increase Diversity and Inclusion Awareness
- b. Increase participation of women
- c. Actively market to the Military Veterans through the VA
- d. Increase Participation of People with Disabilities

Retention Quad Diversity Goal:

- a. Retain and increase participation of women within the coaches program

Revenue Quad Diversity Goal:

- a. None

Action Plan 2019	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)
D&I Goal #1 Recruitment	NGB Membership	Name of Program: Para-Karate Education Person(s) Responsible: Jeff Kohn	People with Disabilities	Start Date: 1/2019 Completion Date: 12/2019	USA Karate would expand training clubs on how to create and run a Para-Karate Programs based on result from the Pilot Program. By assisting local clubs to increase their athletes with disabilities participation the NGB participation is expected to increase.
Outcomes: (Will be collected along with Diversity Data on April 1, 2020)					

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D&I Goal #2 Recruitment	NGB Membership	Name of Program: VA support Military Vets Person(s) Responsible: Phil Hampel	Military Vet.	Start Date: 1/2019 Completion Date: 7/2019	Continue working with the VA to develop and implement programs that increase awareness of Karate as a life long sport for Military Veterans.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2020)				
D&I Goal #3 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: VA Support for Para-Karate Person(s) Responsible: Jeff Kohn	Military Vet. People with Disabilities	Start Date: 1/2019 Completion Date: 12/2019	Continue working with the VA to develop and implement programs that increase awareness of Karate as an adaptive sport for Military Veterans. This program would also support the growth of the entire Para-Karate Program.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2020)				

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D&I Goal #4 Recruitment	NGB Membership	Name of Program: Widening the Circle Person(s) Responsible: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 1/2019 Completion Date: 7/2019	Creation of content for a seminar to be held at the Nationals on Diversity and Inclusion. Widening the Circle Part 2 would include "covering" and being your authentic self. Would deliver Part 1 and Part 2 as part of seminars at the Nationals.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2020)				
D&I Goal #5 Retention	Nat. Team Coaches Dev. Team Coaches	Name of Program: Women in Coaching Person(s) Responsible: Coaches Committee. Jessica Herbst	Women	Start Date: 1/2019 Completion Date: 12/2019	Continue awareness program to encourage women to participate in coaching and retain the women we have. Deliver coaches education with a diverse teaching staff at National Championships and USA Open. Actively recruit women to participate in National Coaches Program from grassroots coaches.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2020)				

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D&I Goal #6 Retention	NGB Membership	Name of Program: Women in Referee Corps	Women	Start Date: 1/2019	Continue awareness programs to encourage women to participate in the referee corps. Actively recruit women to join the referee program.
		Person(s) Responsible: Referee Committee, Jessica Herbst		Completion Date: 12/2019	
Outcomes: (Will be collected along with Diversity Data on April 1, 2020)					

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Action Plan Overview (2020)

Recruitment Quad Diversity Goal:

- a. Increase Diversity and Inclusion Awareness
- b. Increase participation of women
- c. Actively market to the Military Veterans through the VA
- d. Increase Participation of People with Disabilities
- e. Increase Diversity within the Board of Directors

Retention Quad Diversity Goal:

- a. Retain and increase participation of women within the coaches program
- b. Retain and increase the participation of women with the referee program

Revenue Quad Diversity Goal:

- a. None

Action Plan 2020	Area of Focus	Program or Action and Individual Responsible	Target Audience	Start & Completi on Date	Brief Description of your Program(s) and How Success is Measured (100 Words or Less)
D&I Goal #1 Recruitment	NGB Membership	Name of Program: Para-Karate Education Person(s) Responsible: Jeff Kohn	People with Disabilities	Start Date: 1/2020 Completion Date: 12/2019	USA Karate would continue to expand training clubs on how to create and run a Para-Karate Programs. By assisting local clubs to increase their athletes with disabilities participation the NGB participation is expected to increase.

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	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				
D&I Goal #2 Recruitment	NGB Membership	Name of Program: VA support Military Vets	Military Vet.	Start Date: 1/2020	Continue working with the VA to develop and implement programs that increase awareness of Karate as a life long sport for Military Veterans.
		Person(s) Responsible: Phil Hampel		Completion Date: 7/2020	
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				
D&I Goal #3 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: VA Support for Para-Karate	Military Vet. People with Disabilities	Start Date: 1/2020	Continue working with the VA to develop and implement programs that increase awareness of Karate as an adaptive sport for Military Veterans. This program would also support the growth of the entire Para-Karate Program.
		Person(s) Responsible: Jeff Kohn		Completion Date: 12/2020	
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				

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D&I Goal #4 Recruitment	NGB Membership	Name of Program: Widening the Circle Person(s) Responsible: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 1/2020 Completion Date: 7/2020	Creation of content for a seminar to be held at the Nationals on Diversity and Inclusion. Widening the Circle Part 3 would expand on the Part 1 and Part 2 content. Would deliver all 3 parts as part of seminars at the Nationals.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				
D&I Goal #5 Recruitment	Board of Directors	Name of Program: Board Diversity Awareness Person(s) Responsible: Phil Hampel	Race/Ethnicity Women LGBTQ Military Vet. People with Disabilities	Start Date: 1/2020 Completion Date: 11/2020	As the Board of Directors continues to move to a more independent board the nominating and governance committee will be more active in the discovery of potential Board Candidates and will look for a more diverse pool to select from.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				

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D&I Goal #6 Retention	Nat. Team Coaches Dev. Team Coaches	Name of Program: Women in Coaching Person(s) Responsible: Coaches Committee, Jessica Herbst	Women	Start Date: 1/2020 Completion Date: 12/2020	Continue awareness program to encourage women to participate in coaching and retain the women we have. Deliver coaches education with a diverse teaching staff at National Championships and USA Open. Actively recruit women to participate in National Coaches Program from grassroots coaches.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				
D&I Goal #7 Retention	NGB Membership	Name of Program: Women in Referee Corps Person(s) Responsible: Referee Committee, Jessica Herbst	Women	Start Date: 1/2020 Completion Date: 12/2020	Continue awareness programs to encourage women to participate in the referee corps. Actively recruit women to join the referee program.
	Outcomes: (Will be collected along with Diversity Data on April 1, 2021)				