



Growing Rowing Through Diversity and Inclusion

USRowing/Princeton National Rowing Association

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Growing Rowing Through Diversity and Inclusion



di·ver·si·ty (də-'vər-sə-tē) n.: the quality of being different or unique at the individual or group level. This includes age; ethnicity; gender; nationality; physical, mental and developmental abilities; race; skin color; socio-economic status; the perspectives of each individual shaped by their nation, experiences and culture—and more.

in·clu·sion (in-'klü-zhən) n.: a strategy to leverage diversity. Diversity always exists in social systems. Inclusion, on the other hand, must be created. In order to leverage diversity, an environment must be created where people feel supported, listened to and able to do their personal best.

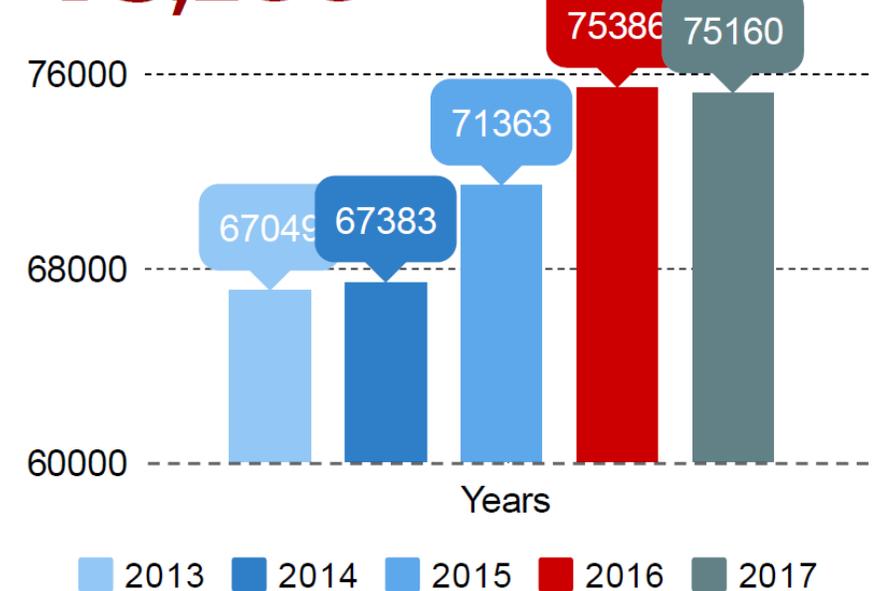
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25,093
Championship Members

This is a 9.1% increase over 2016 Championship numbers!

75,160 total members



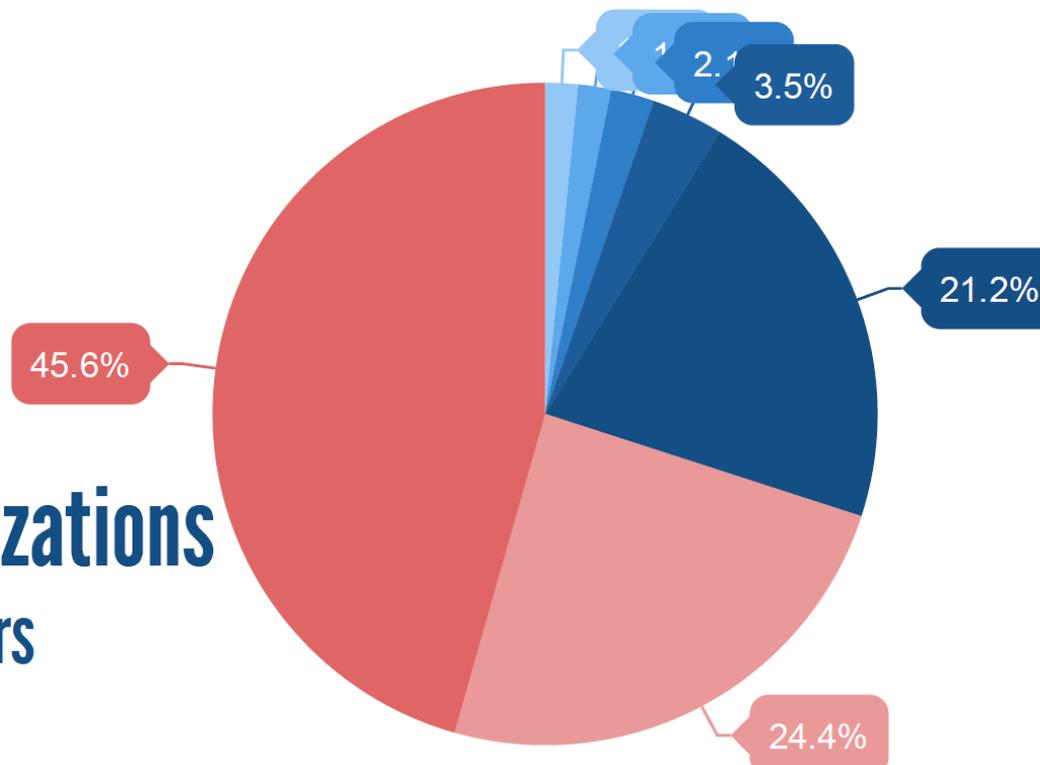
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USRowing®

Types of **ORGANIZATIONS**

- Dev/Nat'l Team Camps (1.60%)
- Regattas/Organizers (1.60%)
- Boosters (2.10%)
- Single Race Pass (3.50%)
- Collegiate (21.20%)
- Scholastic/Hig.. (24.40%)
- Clubs (45.60%)



1,387 total organizations
24% growth over 5 years

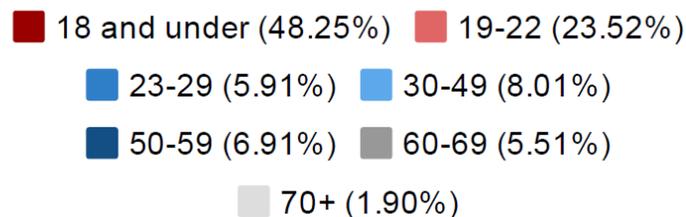
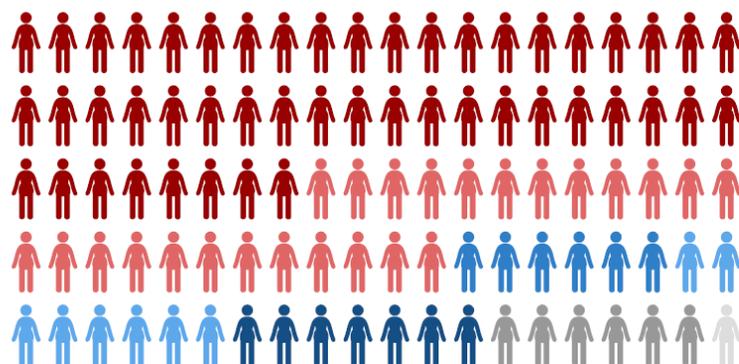


U.S. OLYMPIC
TRAINING SITE
PRINCETON NATIONAL ROWING ASSOCIATION

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AGE of our members



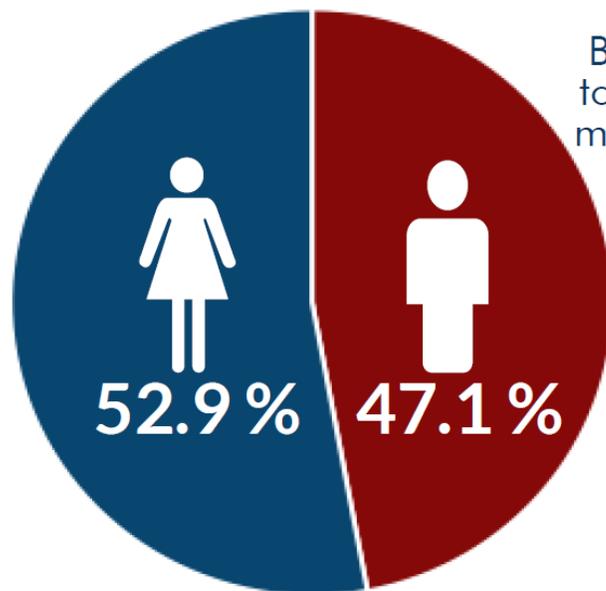
48.2% of our members are 18 years of age & under

and **72%** are under 23 years old

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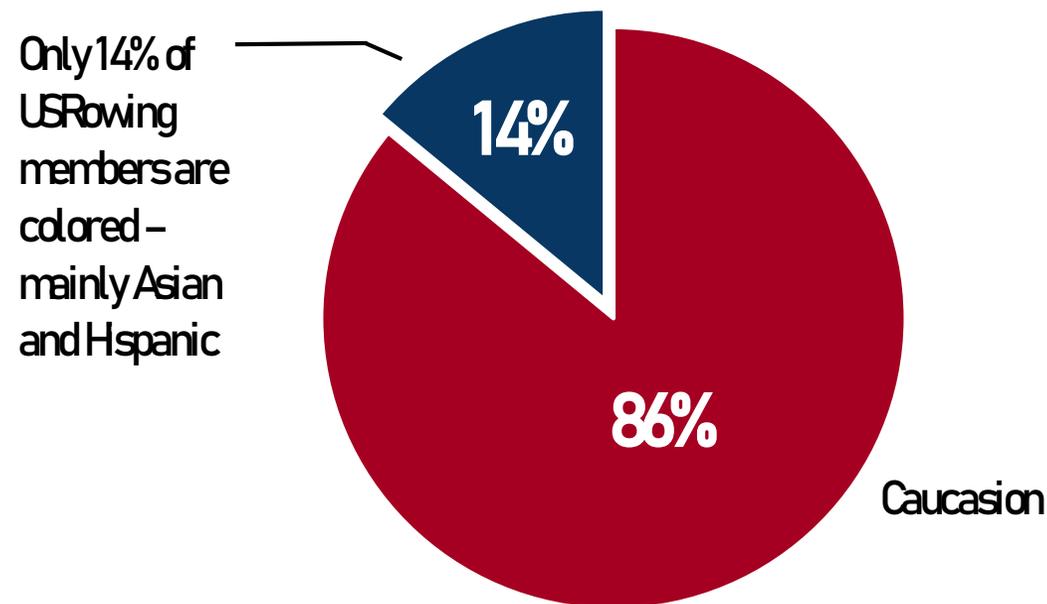


Members by **GENDER**



Breakdown of total individual membership by gender.

Members by **ETHNICITY**



Only 14% of USRowing members are colored - mainly Asian and Hispanic

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The Princeton National Rowing Association (PNRA) operates the Caspersen Rowing Center on Mercer Lake in Princeton Junction, New Jersey USA.

At the Princeton National Rowing Association (PNRA) Diversity and Inclusion are important for

- Growth of the programs
- Political support
- Moral imperative



PNRA operates the Mercer Junior Program with 200 junior rowers.

Our goal is to integrate Juniors from diverse groups into our Junior program

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PNRA's Diversity and Inclusion Challenges

Lack of Knowledge of Rowing as a sport and an athletic option

Swimming and Comfort around water

Transportation



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Lack of Knowledge of Rowing as a sport and an athletic option Problem

Rowing is not a “traditional sport”

There is no history of rowing in the schools or community

Rowing does not have the superstars of professional sports

A problem for both the juniors and their parents

Rowing has an image as being a sport only for the rich and privileged



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Lack of Knowledge of Rowing as a sport and an athletic option

Solutions

Presentations in schools with demonstration, Ergos, videos, and athlete testimonials

Partnering with schools by placing ergos in schools and teaching rowing as a part of the physical education curriculum

PNRA model – semi-permanent placing of ergos in a school

Pocock Seattle Model – traveling program which places ergos and coaches in a school for 6-8 weeks

Establishing an Indoor Rowing Team for the schools

Engage prospective athletes with hands on activities



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Swimming and Comfort around water

Problem

Swimming and water sports are not a part of the culture

Swimming was eliminated in local schools after a drowning in a school owned swimming pool

Solutions

Teaming up with school swim teams and swim coaches in schools

Partnering with the local clubs and groups that have swim programs

PNRA has partnered with the local YMCA's to create a Swim to Row Program.



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Transportation Problem

No public transportation to the Caspersen Rowing Center

Outreach families are not able to provide their transportation

Solution

PNRA has arranged for other families to “car pool”

PNRA has arranged transportation through PNRA’s vehicles or renting vehicles.

Explored hiring commercial provider

Possible partnering with other organizations

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Adults

Adult Summer Rowing League – create “teams” of rowers who practice one time per week, at the end of a 6 week period the “teams compete in a mini regatta

Oklahoma City has used a similar program for Juniors

Corporate Team-Building events

Learn-To-Row Day – one time per year where anyone can come to the boathouse a learn about rowing.

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Other Programs in the USA

RowNew York, New York City

Goal is use rowing as a way to improve the lives of juniors and help to the athletes get into universities

80% of participants are “economically disadvantaged”

Includes an education aspect

Target schools and spend time in the schools to recruit athletes

Utilize New York City’s public transport system for transportation

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Other Programs in the USA

Row Boston, Boston

Run by Boston's Community Rowing Incorporated

Geared toward middle and high school students

Provides educational tutoring at least once per week and also university entrance assistance

Utilizes Boston's public transport system and CRI's vehicles for transportation

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Finances

USRowing and clubs in the United States receive no direct government funding

Most clubs are fee or membership based

Most diversity programs rely on donations and contributions

For outreach programs, especially if there is an educational component, there are grants that are available

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QUESTIONS?

THANK YOU!