
Diversity and Inclusion

Committee Members

Mary Jurey, Chair; Chris Campbell, Vice Chair

Jeff Commings, Laura Dennison, Doug Garcia, Sydney Olson, Sharon Snyder, Megan Zerpa

Ex-Officio: Kenny Brisbin, Daniel Pauling

Introduction

The D and I Committee pushed re-set in 2026 with a focus mostly on outreach and how to be more inclusive and diverse in encouraging membership and participation. The committee got off to a late start because Ed Coates and Dawson Hughes wanted to address the committee and set the tone for 2026, and that did not happen until early April. We have had 4 monthly meetings since then with the general purview of enhancing the membership experience, promoting and normalizing best practices, and being a resource to clubs and LMSCs.

Discussions and Projects Since Last Annual Meeting

1. Discussion about refining a list of Best Practices for onboarding new swimmers and bringing into Masters Swimming. Have surveyed multiple coaches for input and ideas. Received a thorough template that we are working on adapting for USMS overall use.
2. Developing a D and I newsletter which we would like to go out to LMSC Chairs, D and I Chairs, and Coaches with concepts, ideas, and best practice tips, etc. Content under development.
3. Developing bridge programs or how best to move swimmers from ALTS and Grown Up Swimming to Masters Swimming. Much discussion on legality issues surrounding trial memberships. Also acknowledging that there is a wide gap between ALTS and being a masters swimmer and how to bridge that gap.
4. Imaging issues – much discussion on how to portray Masters Swimming in a more approachable way that is not intimidating for a new or not strong swimmer. Much consensus that the community building and friendships developed within USMS are maybe the most important but that that does not come across in general marketing and social media portrayal of Masters Swimming. How to appeal to your general, average, every day swimmer who is just looking to stay healthy and make friends?

Action Items

1. Complete a set of Best Practices
2. Develop and send out the first D and I newsletter.
3. Propose developing a system for programs that are good for beginners, or certain levels of accessibility.
4. Propose social media content, or diverse stories for USMS marketing and posts

Agenda

1. Approve previous minutes
2. Update on where we are at with Best Practices
3. Update on Newsletter development
4. Input from any D and I Chairs as to what tools or needs they might have
5. Follow up on the idea of marking programs as accessible

Diversity and Inclusion Committee Meeting

[Wednesday, August 12, 2026 8:00pm-9:00pm EST | Zoom Registration Link](#)