



## **CSDC Member Guide, Effective 5-15-2019 and subject to change**

### **Contact Us**

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### **Mission**

**Compete Sports Diversity** is the global network of LGBTQ+ athletes, sports fans, leaders and allies sharing resources and connections that empower our community and promote diversity and inclusion.

### **About the CSDC**

The Compete Sports Diversity Council (CSDC) educates and unites our members to build a more diverse, powerful and prosperous sports community. The CSDC connects recreational and professional sports organizations. It also connects sports leaders with their peers and with corporate and community partners, including corporate sponsors and travel and tourism providers. The CSDC educates and unites its members through its Sports Diversity Leader (SDL) Designation Program, Member Certification Program and CSDC Huddles (influencers). Educational opportunities include conferences, one-on-one mentoring, webinars and virtual courses.

### **About the CSDC Education Director, Connie Wardman, M.A., SDLT**

The CSDC educational opportunities have been in development since 2017 by education director Connie Wardman, M.A., SDLT. In 2018 the CSDC hosted a number of webinars, teleconferences, one-on-one diversity coaching as well as in-person mentoring and education. Using member feedback and evaluations, Wardman has created a comprehensive integrated training and education program for CSDC members available online.

Wardman has an extensive background in LGBTQ+ sports diversity advocacy and adult education. She has served as Editor-in-Chief of Compete Magazine since 2011 and has also been Editor-in-Chief of Rebound Magazine and StandUp Magazine, the world's first anti-bullying magazine.

Prior to joining Compete Magazine in 2006, Wardman was a pioneer in distance learning working for PBS (Public Broadcasting Service) in their Adult Learning Service. She also worked at the McNellis Company, a creative thinking and strategic planning firm providing consulting services for a number of Fortune 10-500 companies throughout the U.S. and beyond. In addition to having worked in higher education, Wardman has also served as an education consultant evaluating training programs for Alcoa's worldwide research and development division.

Wardman has a B.A. in English from Chatham University and an M.A. in Adult and Community Education from Indiana University of Pennsylvania.

### **Benefits to Members**

- Creating a more diverse and inclusive sports community
- Being part of the largest sports diversity thinktank
- Accessing important resources
- Attending member events
- Receiving complimentary membership directory listing
- Introductions to potential corporate partners and sponsorships
- Helping mentor and train future leaders
- Learning via multiple learning platforms
- Using CSDC survey metrics
- Continuously added new benefits

### **Certification(s) and Designation(s) Available**

- **CSDC Certification** is designed for organizations committed to diversity at the highest levels. By earning this certification, the program helps organizations build their current diversity outreach, affirm their commitment to diversity and demonstrate their sports diversity leadership. The current certification process requires the organization to employ (or a volunteer) at least one SDL designee, complete an application, sign the IDEAL Principles Pledge and complete two mentoring sessions.
- **SDL (Sports Diversity Leader) Designation** Members wishing to further their diversity training and earn the Sports Diversity Leader (SDL) designation after their names are invited to apply for the SDL designation program. This program ensures that those who complete it have a thorough understanding of the sports diversity leadership process and the ability to further the principles of inclusion, diversity, equality and acceptance in all they do. The program currently requires the individual to complete an application, take eight online courses, provide letters of reference, sign the IDEAL Principles Pledge and complete an interview process
- **SDLT (Sports Diversity Leader-Travel) Designation** is a specialized SDL Designation with a focus on the Travel & Tourism industry. The Designee must show additional work experience or education in the Travel & Tourism industry.
- **The Certification(s) and Designation(s) require a fee to apply.** Please contact us for more information.

### **Committees**

The CSDC is led by its members. There are many committee opportunities available to members who wish to help in specific areas. There are a number of permanent committees and task and/or event-specific committees. Task and/or event-specific committees require a shorter time commitment.

Please contact us if you are interested in participating on a committee.

### **Current Permanent Committees (as of 5/15/2019)**

- **Education Committee:** oversees the SDL Designation, CSDC Certification and training across all platforms (online courses, webinars, teleconferences, in-person training)
- **Media Committee:** provides assistance with website reviews, press releases, media and marketing referrals, media training, social media and collateral review
- **Leadership Committee:** guides the course of the CSDC
- **Membership Committee:** serves our membership by developing new benefits and promoting new CSDC memberships
- **Partnership Committee:** develops sponsorship opportunities between our members and corporate partners
- **Resource Committee:** makes referrals and assists members with special requests
- **Sin City Classic Committee:** develops our strategy for CSDC Sin City Classic participation

### **Task and/or Event-Specific Committees (as of 3/15/2019)**

- **Conference Committee:** recommends Conference location(s), agenda, etc.
- **Recognition and Awards Committee:** assists in selecting award winners
- **Survey Committee:** assists in developing, distributing and tabulating important survey questions and the answers
- **Website Upgrade Committee:** develops and designs our member website

### **Directory**

Our members receive a complimentary listing in the CSDC's **Sports Diversity Playbook**. The Playbook connects our members to each other and to corporate partners.

### **Hashtag(s)**

CSDC pioneered the #sportsdiversity on Instagram and it now leads Instagram in usage of this hashtag. We are currently building our social media plan to launch in the third quarter of 2019.

### **Logos and Seal**

We ask that you place our seal on your website, marketing pieces and RFPs when possible to show the strength and The Power of Sports Community.™



### **NGLCC**

Compete Sports Diversity is a proud certified LGBT Business Enterprise by the National Gay and Lesbian Chamber of Commerce that advocates for the expansion of economic opportunities for LGBTQ+ businesses.

### **Philanthropy**

Since 2006 Compete Sports Diversity has supported the LGBTQ+ community through sponsorships and in-kind donations now totaling more than \$1 million, a number that includes over \$200,000 in 2018.

### **Social Media**

We are currently developing our social media plan to launch in the third quarter of 2019.

### **Website**

You can find the CSDC online at [sportsdiversitycouncil.com](http://sportsdiversitycouncil.com).