“Praise Be to Trail Angels”

Adaptive Sports Partners’ DEI Journey: From Education to Evolution
Kelly Starr, Executive Director

I am

- Certified Therapeutic Recreational Specialist, PSIA Level 1 Adaptive, CARSS Level 1, ACA Stand-Up Paddle Board Level 1, ACA Adaptive Paddling Instructor
- Experienced with over 10 years in adaptive sports
- Mom of a child with a disability, endurance athlete, tree skiing enthusiast

I am NOT

- A Diversity Equity and Inclusion (DEI) Expert
Today

- Learn about Adaptive Sports Partners’ DEI Journey

1. Our Fire
2. Education
3. Baby Steps
4. Communicate Evolution
5. Organizational Culture

- Discover tangible action steps to bring back to your programs and organizations
What are some of your big DEI dreams within your organization, program, event, etc.?
1. Our Fire, The Why

2020 Move United Education Conference

Recognition that we have a responsibility as adaptive sports providers to support our athletes, educate our communities, and be leaders

A feeling of “ICK” with some of our publicly facing language use, photos, policies
2. Education

- Hired a consultant (Patty Cisneros Prevo) and committed to educating our staff
- We did not need to be the experts, but we needed to be knowledgeable
  - Met many times with Patty to share our concerns and get support on how and what needed to be evolved.
- DEI professional development opportunities were everywhere (virtual and in-person)
Old Logo
New Logo
Language Changes - “Inspiration”

- “Whatever your involvement, you are sure to be inspired!”
- “A Breathtaking Adaptive Team Journey...and Uplifting Fundraiser”

Evolved to:

- An Adaptive Team Journey... and Empowering Fundraiser!
Language Changes - Terminology

“Mules” - Crew

“Trail Angels” - Gone
Photos and Bios - Athlete’s Choice
Where would you start?

Is there an event, program, language that you would like to revamp through the DEI lens?
4. Communicate “Evolution”

- Launch evolution at All Volunteer Gathering
- Bring in the expert at our all volunteer gathering
Challenges

- The evolution was viewed as offensive to founders
- DEI is a “political” movement, not a space for Adaptive Sports Partners
- DEI advocacy and education does not fall under the mission
What challenges do you anticipate for your DEI journey?
5. Organizational Culture

Making evolution and growth a part of the culture

- Updated mission and vision statement
- “Evolved” winter fundraiser
- DEI commitment in strategic plan
- Continued DEI training for staff and volunteers
- Athlete photo usage policy in marketing
- Updated marketing, website, public relations
What will be your next steps? What can you bring back to your organization?
What's next for DEI within Adaptive Sports Partners?

- Board education
- Board recruitment
- DEI staff professional development plans
- DEI volunteer resources
- Disability first language vs. person first language
Success Story

Jerry!
Questions