



DIVERSITY & INCLUSION

THE CHANGING FACE

OF THE OUTDOORS

# DIVERSITY DEFINED

The concept of diversity encompasses acceptance and respect... These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies

(<https://gladstone.uoregon.edu/~asuomca/diversityinit/definition.html>)

# DIVERSITY & INCLUSION WORKGROUP BACKGROUND

- ★ Organic organizational evolution from “managing” to “leveraging” diversity.
- ★ Mission: To create effective strategies and programs to recruit a more diverse membership profile in TU; encourage diversity within leadership at the chapter, state and national levels; and to ensure every chapter creates a welcoming environment for TU members of different genders, ethnicities, ages, and cultures to achieve the TU conservation mission.

# WHY DIVERSITY & INCLUSION?

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- ★ Relevance of TU in the face of changing demographics
- ★ Relevance of River Conservation
- ★ Relevance of TU in the fly angling community/market
- ★ Aging membership – dwindling volunteer leadership, stagnant, evaporating donor base
- ★ “Shrink and pink” for women, “hoods to the woods”
- ★ It’s the right thing to do (Social Equity) (Managing Diversity)
- ★ TU’s mission will be best served by TU holding the greatest variety of different thinkers and ideas (Organization Health and Strength) (Leveraging Diversity)

# GENERAL OBSERVATIONS ON OUTDOOR SPORTS

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- ★ Typically male dominated, with a smattering of others that made strides in changing the face and image of outdoor sports.
- ★ Today's changing faces have not so much to do with the outdoor sports industry, but because people are sharing their interest in all aspects of outdoor sports that is the catalyst for change.
- ★ Social Media is utilized as a platform to showcase underrepresented groups.
- ★ Conservation is the paradigm shift- doing good makes a difference.

# TU TRENDS

*TU Historically*

*Diversity & Inclusion*

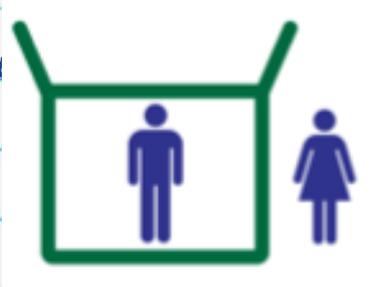
*male members*



*using the u*

*Women's Initiative*

*thinking outside the box*



## TU DI LEADERS

The idea to become more inviting to all peoples- shift focus from gender to a more inclusive and broad spectrum of membership

Leaders have the ability to maintain WI or DI status

Current WI/DI leaders combined is 121

-35 States

-13 Councils

-73 Chapters

## DI: WORK IN PROGRESS

- ★ Support of all parties on council/chapter/membership level
  - Not all states have DI roles
  - Confusion of WI/DI
  - Reflective attitudes not shared within the membership
  
- ★ Membership chairs to help drive the momentum
- ★ Communication lines and information
- ★ Willingness to step outside of comfort zone

## CALL TO ACTION #1

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In your chapter/council, has anyone had a conversation with their board members or general membership about diversity in terms of the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies?

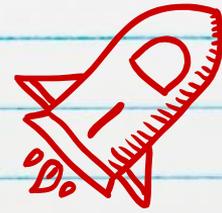
How did it go? Let's talk...

# BIG CONCEPT

★ When you see people that look like you, it's human nature to want to join in too.



★ As much as we are individuals, we enjoy collective communities.



★ Sharing our stories is key.

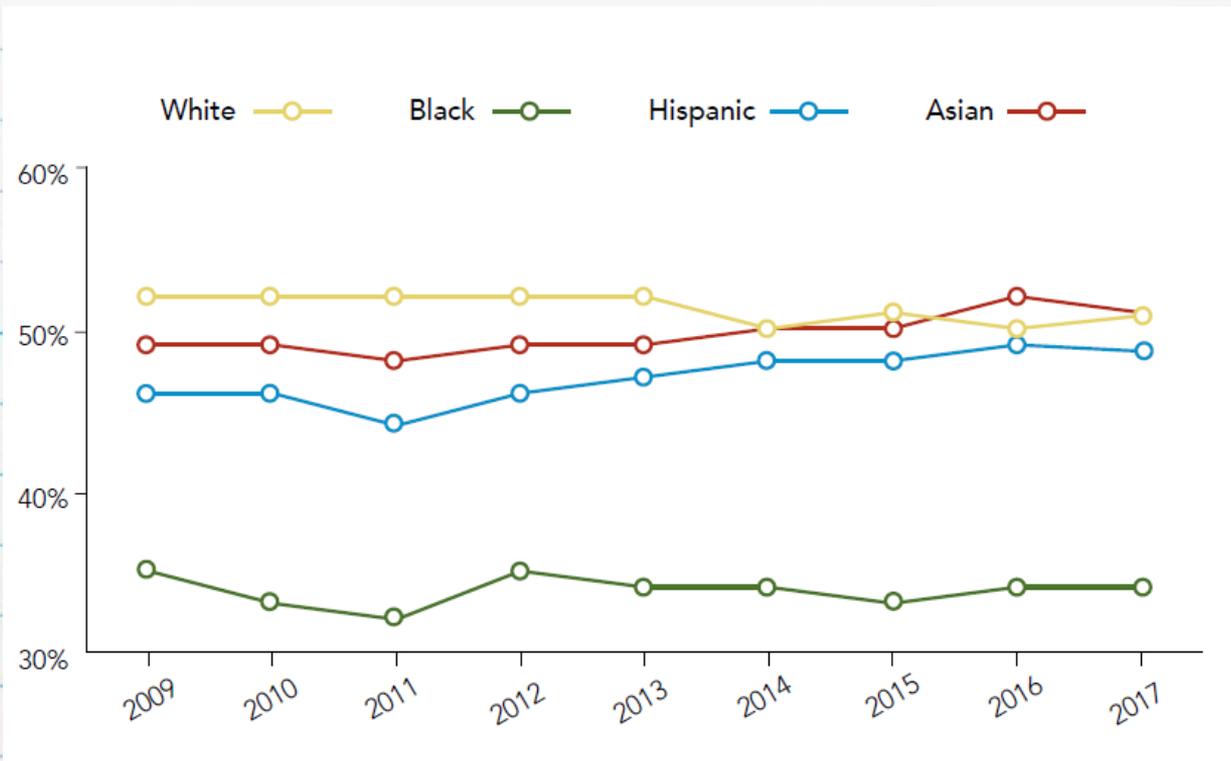
★ Outdoors is in! Conservation stewardship is a level playing ground for all.



# OUTDOOR ACTIVITY STATS

- ★ 146.1 million Americans ages 6+ participated in an outdoor activity
  - That's 49% of current population!
- ★ 1% increase from 2017
- ★ Motivated for exercise, recreation and to be outside
- ★ Top activities include
  - 19% Running, Trail Running, Jogging (55.9M)
  - 17% Freshwater, Saltwater, Fly Fishing (49.1M)
  - 16% Road Biking, Mountain Biking, BMX (47.5M)
  - 15% Hiking (4.9M)
  - 14% Camping and Backpacking (41.8M)

# DIVERSITY IN OUTDOOR ACTIVITIES



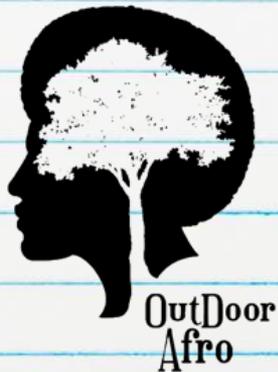
“Organizations like Outdoor Afro, Latino Outdoors, and Out There Adventures have begun stripping away the presumption of a white, male, heterosexual experience. Even more importantly, by unapologetically presenting their unique points of view, they've shined a light on a rich heritage of adventure and environmental stewardship that has been there for generations.”

- James Edwards Mills

<https://www.outsideonline.com/2295991/what-adventure-looks>



#FORCEOFNATURE



OUTTHERE  
ADVENTURES

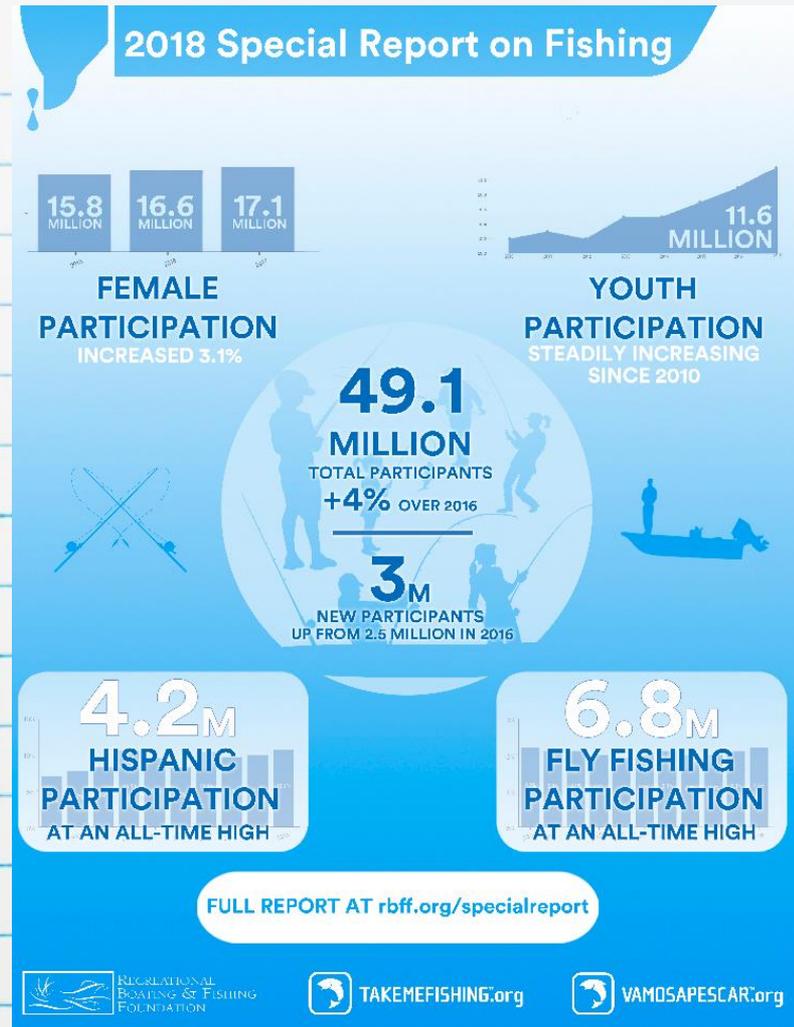
# 6.8 MILLION FLY ANGLERS

*Whoa! That's a big number... It's exciting!*

# FISHING MATTERS

- ★ Recreation, Boating & Fishing Foundation (RBFF) is one of the largest organizations dedicated to engaging all people in boating and fishing pursuits.
- ★ Each year they survey anglers and create a special report that details their findings.
- ★ This report is available to the public and provides insight into several keys areas.

<https://www.takemefishing.org/specialreport/>



## FLY FISHING STATS

- Fly fishing participation continues to grow
  - ◆ 2017 record 6.8 million fly anglers
  - ◆ Up from 6.5 million in 2016
- Anglers average about 11 days a year on the water
- 31% identify female
- 69% identify male
  - ◆ Less 1% of gender neutral populations
- 39% are age 45 and up
- 35% are ages 25-44
  - ◆ The gap in fly fishing is closing due to attitudes and perceptions of the sport changing.

# FLY FISHING FACES

## ★ Ethnicity

- 72.7% Caucasian
- 11.1% Hispanic
- 9.2 % Black
- 4.5% Asian
- 2.5% Other

★ Targeted efforts that are inclusive are key to shifting these percentages.

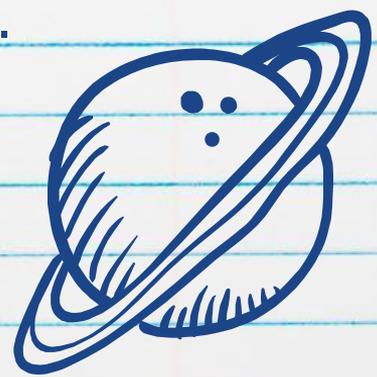
★ Industry companies are starting to look beyond the larger demographic and engage new faces in fly fishing.

★ Communities are forming to bring individuals together and finding a common pursuit of the angling sport.

# BIG CONCEPT



- ★ Underrepresented groups are gaining ground and sharing their love of the angling pursuits.
- ★ People look to be involved in outings and sharing their passion with others.
- ★ Conservation is a top interest for many.
- ★ Women represent the largest growing demographic in fly fishing.
- ★ Networks expand and evolve to change the face.



# AN IDEA

## Focus areas of attention to this IDEA

Inclusion- all people- age, gender, socio-economic, ability

Diversity- be aware- show and tell with images, events, stories

Equity - we all enjoy fishing so promote and share

Access- no obstacles/barriers to stop someone from joining in

**Fly Fishing is part of the Outdoor Industry**

**One Community**

**Leverage Diversity**

**Call to Action**

# LEVERAGING DIVERSITY

- ★ The Threshold for Engagement is lower than we think... every day underserved communities find their own way to nature and the outdoors.
- ★ Use Diversity you have... to explore ways to connect to the Diversity you don't have.
- ★ Document your efforts (think like an angler – you are fishing for greater connection) Log your activity: Who, What, When, Where, How?
- ★ Photos & Video (post the most recent first – get the fresh fish to market) (get permission to use)
- ★ Create Diversity Database: Partner Organizations; Contacts; Participants

# SUPPORT TOOLS: PARTNERSHIPS

- ★ Partnerships are a bridge to enhance and strengthen our council/chapter work.
- ★ Partner organizations can assist in supporting our mission and providing outreach
- ★ Partner organizations can go under the radar and they are out there!
- ★ The back to nature movement is trendy. People want to be involved and have a chance to get outside and be active... finding an outlet can be inclusive and not exclusive!

# SUPPORT TOOLS: PARTNERSHIPS

- State Environmental Education Association.
- Local Land Trusts (State & Regional Land Trust Networks) and nationally, the Land Trust Alliance (LTA).
- Public and Private water companies
- Outdoor Afro
- Latino Outdoors
- Local watershed organizations...Friends of...
- Local American Rivers affiliates
- Local Paddling/Rafting outfitters
- Boys and Girls Clubs
- Scouts
- Leave No Trace
- Municipal Recreation Departments
- College and University Outdoor clubs
- Public and Private schools
- Libraries and Community centers
- Church Youth Groups
- United Way
- YMCA/YWCA

# IN OUR HANDS

- ★ Share knowledge... it's good to see the sport grow
- ★ This is your, mine, our opportunity to go beyond sustaining the grassroots corp and lead in bolstering TU's future.
- ★ This is our opportunity to include and activate more stewards across the broadest range of people possible who can help us preserve the coldwater fisheries we all cherish.
- ★ This is our time!
- ★ Be a part of it... Sign up for our mailing list and make a difference!

## CALL TO ACTION #2

### IT'S ON US

How can you or another volunteer leader implement one idea from what we discussed today?

What can you do to help strengthen inclusion in your chapter/council?

Let's talk...

## DI RESOURCES

- ★ DI Resources
- ★ Strategies for Creating Diversity
- ★ Workgroup Roles/Contacts
- ★ *On The Rise* newsletter
- ★ *TROUT* magazine articles
- ★ Membership recruitment events/ideas/worksheets

## RESOURCES

★ Diversity Initiative Annual Presentation

- [www.tu.org/diversity](http://www.tu.org/diversity)

★ What Adventure Looks Like

- <https://www.outsideonline.com/2295991/what-adventure-looks>

★ 2018 Special Fishing Report

- <https://www.takemefishing.org/specialreport/>

★ 2018 Outdoor Recreation Report

- <https://outdoorindustry.org/resource/2018-outdoor-participation-report/>



*Any questions?*

Kelly E. Buchta, DI Chair | [buchtake@gmail.com](mailto:buchtake@gmail.com) | 201-669-2369

Bill Thorne, DI Co-Chair | [thornewillie@yahoo.com](mailto:thornewillie@yahoo.com)

Jackie Kutzer, DI Vice Chair | [kutzerj@orvis.com](mailto:kutzerj@orvis.com)

Stefan Jackson, DI Consultant | [sjackson@tu.org](mailto:sjackson@tu.org)