



Marcy Lanoue

University of San Diego

Senior Associate AD, Chief Development Officer/SWA

Incorporating DEI in Fundraising Initiatives

Over the last two years, we as athletics administrators were reminded of the off the playing field experiences of our scholar-athletes through navigating a world-wide pandemic and more importantly the ignition of a nation-wide racial injustice movement after George Floyd's death.

The University of San Diego (USD) is not unique in that we are a historically predominately white institution, and the reality is, our scholar-athletes of color have had difficult encounters from not only their time here in college, but perhaps in many cases their entire lifetime due to systemic behaviors and failures.

During the month of June 2020 our administrative leadership team and coaches, quickly listened, learned and identified ways we

could support our scholar-athletes through education, programming and to effect positive change in our community.

"We are called at USD to be the change-makers who confront humanity's urgent challenges and that's what we will do," said Director of Athletics Bill McGillis.

That's when the idea of establishing a fundraising initiative to solicit investments towards our growing list of diversity and inclusion ideas was born.

We created the Bernie Bickerstaff Diversity and Inclusion Fund, which honors the extraordinary legacy of one of the greatest Toreros of all-time, a former men's basketball player and team captain, the first Black head coach at the University of San Diego, a USD and West Coast Conference Hall of Famer, and a man whose journey as an NBA head coach and executive is now in his 45th year. Bernie has made a lasting impact at USD and in every community he has served.

We truly believe this fund will change lives and contribute to the eradication of racism and reinforce one of our core values of "Championing a Culture of Diversity and Inclusion."

To date we have raised over \$100,000 in private dollars. All of which are earmarked for supporting advocacy work and an educational series that we will host within our department, including RISE which helped us assess the racial climate at USD and then equipping our coaches, staff and scholar-athletes with the tools to cultivate and foster a more inclusive environment.

While there is more work to be done, we are committed to doing our part through igniting our alumni and USD community to invest in the change we look to facilitate. And most importantly, enhance our scholar-athlete experience for all colors, genders and identities.



Hailee Codiga

Air Force Academy

General Manager - Ticket Sales

The past six months, a group of representatives from NACDA's Affiliate Associations have been lucky enough to be the first cohort of colleagues to utilize Return on Inclusion (ROI), a sport-specific diversity and inclusion education platform dedicated to developing inclusive leaders and fostering a culture of belonging.

I went into ROI expecting to learn and receive a certificate at the end. Once I reached the end, the certificate became irrelevant because of the true impact that ROI and its founder, Nevin Caple, had on me. As we met after the final module, some words that came out were educated, confident, and included. This program has given me a lot of insight and has provided tools so that I can really become the inclusive leader I want to become and assist in developing the leaders I want to create within my team.

Know that intent and impact are different

What you say, how you act, and more have an impact on others.

Know that your intent does have impact. Simply learn to apologize when your impact is negative. We are all on this inclusive leadership journey together and it is okay to make a mistake. Give yourself and others grace, apologize, learn from it, and move forward. Be aware of yourself and know that your words and actions have an impact on others.

Take into account The Iceberg

Our lives are like an iceberg; a large portion of ourselves, including our values, life experiences, thoughts, and perspectives, are held below the water line. Above the water is what others see of us; our style, race, behaviors, age, etc. Everyone sets their water line differently. Know that what you see in a person is not everything that they are.

Look inward at yourself. What do you show above the water and what stays below the water line of the iceberg of your life? What are your values and what do you believe? When have you

felt a sense of belonging in your own life? Taking an inventory of your life is hard work, but it opens you up and prepares you for this journey.

This work is a journey, not a destination

Keeping ourselves educated and continually stepping up to make a difference is the best we can do; we must continue this work. The work of inclusion does not stop after one course, one event attended, or one conversation with a friend, it goes with us through our lives. Have a plan for yourself and your department to continually move forward on this journey.

This journey is more than receiving a certificate here and there; it's about making real impact across the lives of our colleagues, student-athletes, and friends. Please know that you can make a difference. Start by learning more and find resources. We can all be inclusive leaders in our teams, our departments, and in our personal lives.