



BLACK CANADIAN COACHES ASSOCIATION

Case Study/Problem:

Black Canadians have long and in present times contribute to a thriving Canadian sport identity and sport sector, both nationally and internationally. Yet countless systemic and institutional issues exist for Black Canadians who participate in the sports industry. Specifically, there are challenges for Black, Indigenous, and Persons of Colour (BIPOC) student-athletes, coaches and executives within our post-secondary athletics institutions, including but not limited to:

1. Sport governing institutions USports and Canadian Collegiate Athletic Association (CCAA) do not specify or execute practices and policies to address anti-Blackness or systemic oppression within the intersections of sport, race and our educational institutions.
2. There are no mandated cultural competency trainings or cultural pedagogy to ensure inclusiveness as it relates to eradicating racial inequities within these institutions.
3. There is little existence of race-based data for Canadian collegiate levels, there-by making it nearly impossible to understand and address the needs of BIPOC stakeholders within our Canadian collegiate institutions.

VALUE PROPOSITION/ SOLUTION

1. In an unprecedented manner, during unprecedented times, let us use sport to Lead. Our sport governing institutions can work together towards a better tomorrow, with the creation of The Canadian Racial Equity Charter for Postsecondary Athletics. Amended to adapt to the differences in USports and the CCAA, this 4-6 month study will require both quantitative and qualitative surveys to be administered to current and former BIPOC student-athletes, coaches, and executives. As there is little precedent of a nation-wide race-based collection, the objective will be to collect as much data as possible. Please read our *tentative outline* below:

HEADLINE:

“The Canadian Taskforce for the Advancement of BIPOC Postsecondary Athletics spearheads and convenes the Charter for Racial Equity in Postsecondary Athletics.”

VISION:

Create a postsecondary athletic system where Black, Indigenous and people of colour can thrive and reach their full potential.

PROJECT STAKEHOLDERS (BIPOC):

1. Postsecondary coaching staff (current and former)
2. High-profile former student athletes, now public figures (celebrities, prominent community figures, current pro athletes, etc.)
3. Student athletes (current and former)
4. Allied individuals and organizations

OBJECTIVE:

Listen to and learn from the lived experiences of the project stakeholders in order to better understand the nature of the challenges they face(d) in the context of postsecondary athletics that prevent(ed) them from thriving and reaching their full potential.

AREAS OF INQUIRY:

1. Postgraduate athletics ecosystem, including:
 - a. Recruitment criteria
 - b. Culture (ie. racism, sexism, etc.)
 - c. Inequities
2. Economics:
 - a. Scholarship criteria
 - b. Financial challenges
 - c. Tuition
 - d. Pay inequities
3. Academics:
 - a. Academic (lack of) supports
 - b. Scholarship criteria
 - c. Culture (i.e. racism, sexism, etc.)
 - d. Inequities

PROJECT DESCRIPTION:

1. INITIATIVE SOCIAL-MEDIA CAMPAIGN KICK-OFF FOR AWARENESS
 - a. Connect with stakeholder groups 1 & 2 to pitch vision
 - i. Gauge support
 - ii. Enlist “sponsors” - create tiers of sponsorship that align with marketing opportunities

- b. Gather stories of lived experience (to follow a consistent format and captured in text/video?) to be released and spread and promoted by all stakeholders and sponsors to gather momentum, engagement and awareness
- c. Release, spread and promote insights questionnaire to all stakeholders.
- d. Close questionnaire, analyze results and create strategic-design session based on findings.
- e. Host strategic-design session (digitally) that engages all interested stakeholders in the co-design of a vision for the future of impact as well as the tenets that will make up the Charter for Racial Equity in Postsecondary Athletics.
- f. Transform the results of the strategic-design session into the Charter for Racial Equity in Postsecondary Athletics.
- g. Together with all stakeholders, release, spread and promote the Charter and invite institutions from across the nation to demonstrate their commitment to equity and anti-black racism by signing to the Charter and beginning the work itemized therein.

HYPOTHETICAL POTENTIAL TENETS:

- Form a BIPOC student athlete committee to review existing scholarship programmes and identify problematic policies/requirements.
- Convene a committee of BIPOC student athletes, coaching staff and professionals in diversity and equity to create a sport based “Anti-Racism Curriculum” composed of select resources (film, text, experiences, etc.) that postsecondary staff and faculty can access and learn from. This can also be implemented into high performance streams like Provincial and National Sport organizations.
- Establish a Charter for Racial Equity in Postsecondary Athletics scholarship, the design of which will be co-created with the BIPOC student athlete committee and the institution’s fund development office.
- Create a “Racial Equity Officer” to support the institution’s Equity, Inclusion and Human Rights Office and to be a point of contact for BIPOC students and student athletes.
- Conduct a pay audit of all athletic staff, to be made public, to identify and rectify pay inequities.

What We Need From You – 3 Step Process.

www.thebccca.com

Friday July 10th, Social Media Campaign Kickoff to raise awareness – share social media post

1. Share our social media posts and tag one of our collegiate athletic institutions
#LetsChatandAct “The Racial Equity Project - Are you in?” @ (your local collegiate athletics institution)

2. Donate towards **The Racial Equity Project**: Go Fund Me [gf.me/u/yckg5w](https://www.gofundme.com/u/yckg5w)

3. Sign the Change Petition Online <http://chnge.it/wxwXywxYSz>

We are asking every member institution of USports and CCAA to donate \$1000.00 towards this project. We are asking for literal and figurative “buy in” that signifies that systemic racism is not only oppressive, but it is a public health issue and needs to be eradicated. Donations over \$100.00 will be provided a charitable tax receipt. (See email attachment for details).