DECEMBER 7, 2020

DIGITAL EVENT AGENDA + RESOURCES

AUTHENTIC ENGAGEMENT WITH THE BIPOC COMMUNITY AT THE YOUTH HOCKEY LEVEL

A Virtual Event
December 7, 4pm PT / 7pm ET
Moderated by Erica Ayala

DIGITAL EVENT PROGRAM SERIES PREPARED AND PRESENTED BY
BLACK GIRL HOCKEY CLUB 501C3
A NOTE FROM THE OTTERS:

"IN ERIE, WE STRIVE TO BE TRANSFORMATION LEADERS IN THE HOCKEY INDUSTRY.

In order to be an active part of the solution, it is important that we take time to recognize and acknowledge any conscious or unconscious biases that exist within hockey – and make any necessary shift from being “racist” or “non-racist” to “anti-racist”. Recognizing that hockey can be an insular culture that is based around conformity, our aim is to break down those walls, embrace reform, and engage in change. The Erie Otters’ goal is to foster an environment that embraces and celebrates differences and diversity within our organization and community – and for coaches, parents and athletes at all levels to do the same within their own organizations."
# Agenda

**Authentic Engagement with the BIPOC Community at the Youth Hockey Level**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Time (EST)</th>
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<tbody>
<tr>
<td><strong>Welcome</strong></td>
<td>Event purpose and speaker introductions</td>
<td>7 PM</td>
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<td></td>
<td>R. Renee Hess</td>
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<td></td>
<td>Founder, Black Girl Hockey Club</td>
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<tr>
<td><strong>Conversation Hour</strong></td>
<td>Topic specific conversations with featured speakers and addressing chat room questions</td>
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<tr>
<td>Youth hockey, providing guidance to parents, coaching, etc. for youth hockey programs</td>
<td>Mike Watson</td>
<td>7:30 PM</td>
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<td>Columbus Ice Hockey Club President</td>
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<tr>
<td>Experiences as a Black youth hockey player, mentorship programs for Black youth</td>
<td>Saroya Tinker</td>
<td>7:45 PM</td>
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<td>Professional Hockey Player</td>
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<tr>
<td>Change agency, fan experience, and media/marketing strategy for growth</td>
<td>Tunisha Singleton</td>
<td>8 PM</td>
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<td>Ph.D. Media Psychology, Community Engagement</td>
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<td><strong>Closing Remarks</strong></td>
<td>Final group discussion and resources</td>
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<td>R. Renee Hess</td>
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<td>Founder, Black Girl Hockey Club</td>
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NOTABLE INSIGHTS + TAKEAWAYS

YOUTH HOCKEY GUIDANCE FOR PARENTS, COACHES, & EXECUTIVES

- **Parents**: Success in hockey is not reliant on being an elite player. Immerse yourself in all aspects of the game.
- **Coaches**: Look for opportunities to create a pipeline of BIPOC coaching talent for the future.
- **Leaders**: Educate yourselves on the unique issues that BIPOC and accessible communities face feeling welcome and included as players and fans.

MENTORSHIP AND SUPPORT FOR BLACK WOMEN & BIPOC PLAYERS

- Support is just as important as representation.
- Create a support system of people that listen, recognize, & understand BIPOC culture.

SAVE THIS! (click me to visit the website!)

*Saroya Tinker’s Mentorship Program*

Personal development, growth, and mentoring with a focus on wellness, accountability, nutrition, and more.
Change Agency & Media/Marketing Strategies for Growth

- Actively develop skills + relationships + courage to make positive change
- People-changing technology
- Capturing a moment of culture and turn it into a way to engage with the community
- Brand psychology: multi-prong strategy to fulfill brand vision and alignment of values with action.

Watch List:
Social Justice in Women's Sports Series
Critical conversations about the role of women's hockey in the fight against systemic oppression.

Listen List:
Founding 4 Podcast
A Women's hockey podcast featuring players, coaches, media members, and fans from all NWHL teams
THOUGHT-LEADERS & PRESENTERS

MEET THE AWESOME PEOPLE BEHIND TODAY’S EVENT

RENEE HESS
FOUNDER, BLACK GIRL HOCKEY CLUB
@BLACKGIRLHOCKEY

ERICA AYALA
HOST, SPORTSWRITER
@ELINDSAY08

TUNISHA SINGLETON
PH.D.
MEDIA PSYCHOLOGIST | NEW MEDIA & INCLUSION ADVISOR
@TSINGLETONSAYS

SAROYA TINKER
PROFESSIONAL HOCKEY PLAYER, METROPOLITAN RIVETERS
@SAROYATINKER71

MIKE WATSON
COLUMBUS ICE HOCKEY CLUB PRESIDENT
@WATSON1906

LISA TRONCOSO
CYMASPACE, EVENTS ACCESSIBILITY
@CYMASPACE
CONNECT WITH US

DON'T KNOW WHERE TO START? THAT'S OK! THAT'S WHY WE'RE HERE.

Thank you for making anti-racism, inclusion, and equity in youth hockey a priority by joining Black Girl Hockey Club and the Erie Otters for tonight's discussion.

If you have questions for BGHC and/or are interested in having us host a digital event for your organization, let us know!

E-mail: blackgirlhockeyclub@gmail.com

If you have any questions or comments for the Erie Otters, contact their office directly at:

Erie Otters
PO Box 10093
Erie, PA 16514
Phone: (814) 455-7779
E-mail: puck@ottershockey.com

Thank you to CYMAPSACE for providing BGHC with accessibility support!
Find out more and contact CYMASPACE for your digital own event at:

www.cymaspace.org/
E-mail: info@cymaspace.org