



**MINNESOTA
SWIMMING**

Welcome!

WiFi CYS421

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Board of Directors Orientation

May 2018

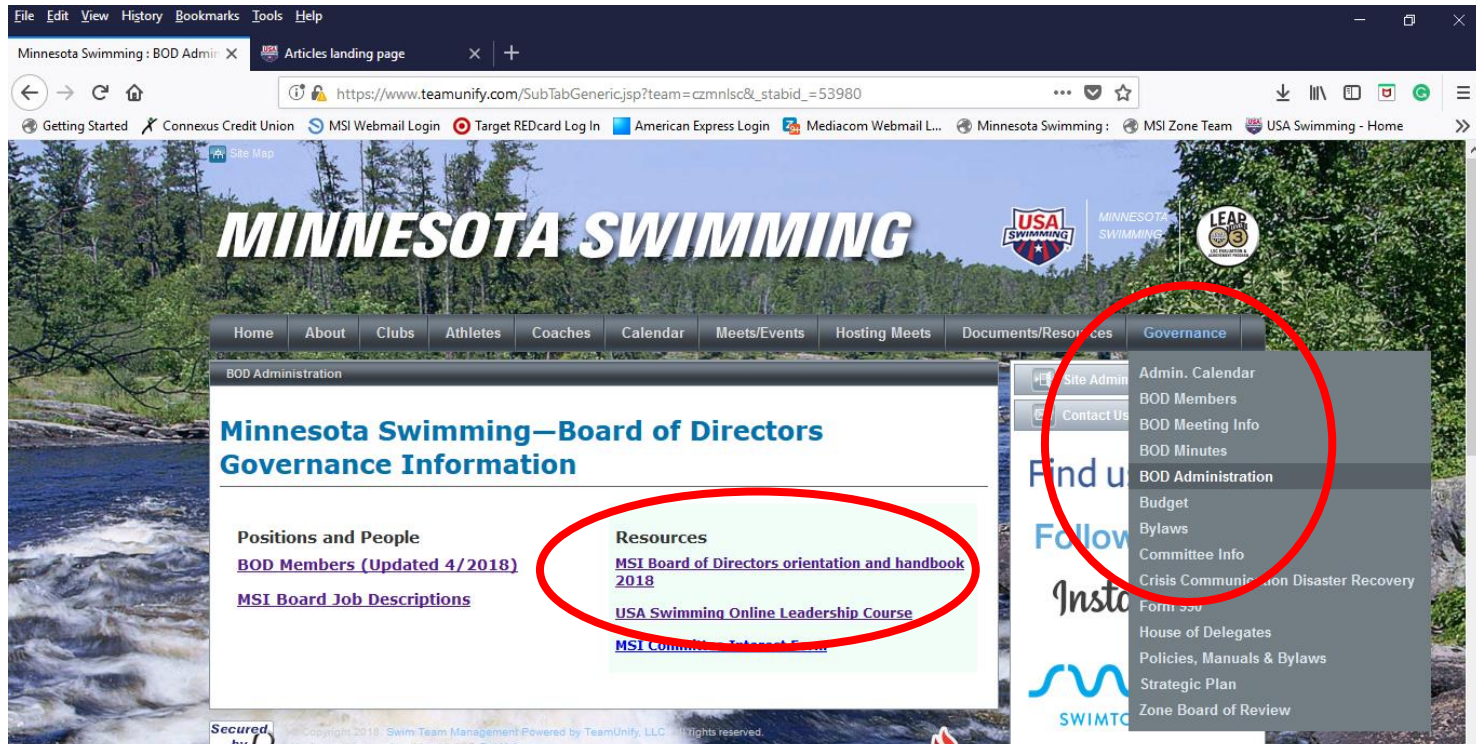
Presented by Bob Crunstedt

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Orientation Online



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Orientation Table of Contents

- Legal organization
- Mission & Vision
- Strategic Priorities
- USA Swimming Mission, Vision and Core objectives
- Central Zone
- LSC Governance
- LSC Organizational Chart
- Board fiduciary duties: Duty of care, loyalty, obedience and transparency
- Wearing the “Board Hat”
- Board FYI
- Insurance
- Whistleblower Policy
- Conflict of Interest Policy and Annual Disclosure
- Committee Handbook (pp. 21-33)

Appendix and Links

- Bylaws
- Past Board meeting agenda, reports and minutes
- LSC Policy & Procedure Manual and Rules and Regulations Manual
- LSC Strategic Plan
- LSC Board legislative proposal form
- Pool Facility Development Grant program
- Board Contacts
- Committee Organizer Template
- Athlete Committee Handbook and Bylaws
- Budget
- Form 990
- Board Job Descriptions

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Legal Organization

- Local Swimming Committee of USA-S
- Group tax-exemption under IRC Sec. 501(c)(3)
- State of Minnesota Nonprofit Corporation

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Mission of Minnesota Swimming Inc.

To serve athletes and the swimming community by providing great experiences in and out of the water.

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Vision of Minnesota Swimming Inc.

To lead youth sports in participation,
opportunity, performance, and service.

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LSC Key Strategic Plan Priorities

Cultural identity of MNswim around our core values

- Re-examine mission and values so that MSI “cultural identity” is reflected
- Create “messaging” about cultural identity
- From within LSC enlist marketing specialists
- Determine how messaging is sustained

Club development

- Seek club management methods/processes that are scalable and sustainable for club volunteers.
- Leverage existing USA Swimming Club Recognition resources that offer clubs a working blueprint for developing strong, stable, financially sound and athletically productive organizations.
- Explore incentives at MSI level

Business and marketing plan to invest in the sport

- Analyze roles, accountabilities and resources, then identify gaps to support and directing efforts by staff and volunteers.
- Bring together marketing specialists from within the LSC to help develop a marketing plan
- Link business and marketing plans to drive “sport investment” that financially support initiatives that are mission/vision focused

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LSC Key Strategic Plan Priorities

Organizational and business continuity

- Develop LSC committee structure ('15)
- Governance Task Force ('15)
- Rules & Regulations TF ('15)
- Volunteer job descriptions
- Staff FLSA classifications and updated job descriptions
- ACH implementation
- Achieve LEAP 2 and 3 ('15)

Pool facility development

- Continue MSI's standing as a leading point of contact for those interested in competitive pool development in our LSC territory.
- Encourage better utilization of existing facilities, with emphasis on 50-meter pools
- Sustain internal grant resources/program to support development of pool facilities
- Solicit and assemble expertise in grant writing to prepare publishable guidance for clubs seeking grants to build or renovate pools.

Relationships with complementary organizations

- Executive Director will initiate LSC-level connections and foster relationships with complementary competitive swimming organizations as appropriate.
- Encourage local clubs to reach out to complementary organizations in their local area

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USA Swimming Mission Statement

USA Swimming is the National Governing Body for the sport of swimming. We administer competitive swimming in accordance with the Olympic & Amateur Sports Act. We provide programs and services for our members, supporters, affiliates, and the interested public. We value these members of the swimming community, and the staff and volunteers who serve them. We are committed to excellence and the improvement of our sport. We are committed to providing a safe and positive environment for all members.

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USA Swimming Vision Statement

To inspire and enable our members to
achieve excellence in the sport of
swimming and in life

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USA Swimming Core Objectives

- Build the Base
- Promote the Sport
- Achieve Competitive Success

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Central Zone

- USA Swimming – 4 zones, Eastern, Southern, Central, and Western
- 15 LSCs in Central Zone
- House of Delegates
- Central Zone Representatives
- Zone programming
 - 14& U Championship
 - Open Water Championship
 - Multi-Cultural Meet
 - Select Camps
 - Workshops
- Zone Board of Review
- Zone Sanction Appeal Panel



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MSI Governance

- House of Delegates
- Board of Directors
- Executive Committee

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Minnesota Swimming Organizational Chart --- Divisions

House of Delegates

General Chair

Meet Sanctions
 Officials
 Reportable Times
 Safety
 Secretary
 Technical Planning
 Open Water

Executive Director & staff

Administrative
 Division Vice Chair

Bylaws/Legislation/Rules
 Computer
 Equipment
 Insurance
 Legal/Legislative
 Membership
 Registration
 Personnel
 Public Relations
 Publications
 Newsletter
 Policies & Procedures
 manual
 Special Events
 Safe Sport

Senior Division
 Vice Chair

Awards (Senior)
 Camps/Clinics
 Liaison Athlete Comm.
 Meet Evaluation
 Meet Management
 Senior Swimming
 Athlete Reps liaison

Age Group Division
 Vice Chair

Adaptive Swimming
 Age Group Swimming
 Awards (Age Group)
 Camps/Clinics
 Meet Schedule
 Program Development
 Records Top 20
 Time Standards
 Zone Team

Finance Division
 Vice Chair

Audit
 Budget
 Finance
 Marketing/Sponsorship
 Paid Staff
 Tax

Coach Division
 Senior Coach
 Representative

Coach Representatives

Athlete Division
 Senior Athlete Rep

Athlete Representatives
 Athlete Committee

Denotes
 Executive Board

Junior Athlete Rep

Minnesota Swimming Organizational Chart

ELECTED COMMITTEE CHAIRS/COORDINATORS (voting)

- Athlete Committee Vice Chair
- Junior Coach Rep
- Officials Committee Chair
- Safety Coordinator
- Secretary
- Technical Planning Chair
- Safe Sport Chair

APPOINTED COMMITTEE CHAIRS/COORDINATORS (non-voting)

- Camps Coordinator
- Disability Swimming Chair
- Diversity Swimming Chair
- Equipment Coordinator
- Legislative Coordinator
- Nominating Committee Chair
- Reportable Times Coordinator
- State Records Coordinator

ELECTED COMMITTEES

NOMINATING COMMITTEE
 The committee is comprised of the Immediate Past General and not fewer than four (4) individual members. The Chair shall be elected annually by the majority members present at a meeting called promptly after the members are elected or appointed.

EX-OFFICIO (non-voting)

- Immediate Past General Chair
- USA Swimming Board of Director Members
- USA Swimming Committee Chairs

STANDING COMMITTEES

ATHLETES COMMITTEE
 The Senior Athlete Representative shall chair this committee consisting of at least three (3) other Athlete or Seasonal Athlete members.

FINANCE COMMITTEE
 The Finance Vice Chair shall chair this committee consisting of the General Chair, Admin. Vice Chair and an athlete.

OFFICIALS COMMITTEE
 The Official's Committee Chair shall chair this committee consisting of at least two other members who are certified officials of MSI, and an athlete.

PERSONNEL COMMITTEE
 The General Chair shall chair this committee consisting of the Administrative Vice Chair, the Finance Vice Chair and the Senior Athlete Rep.

TECHNICAL PLANNING COMM.
 The Technical Planning Committee Chair shall chair this committee comprised of an Athlete Member and at least four (4) additional members of whom at least fifty percent (50%) shall be Coach Members.

SAFE SPORT COMMITTEE
 Members are the Safe Sport Committee Chair, who shall serve as chair, and at least four additional members; at least one shall be a Coach Member, at least two shall be at-large non-athlete members, and at least one shall be an athlete member.



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Board of Directors Fiduciary Duties

Duty of Care

Use your best judgment and exercise reasonable caution in making decisions.

Duty of Loyalty

Put your personal and professional interests aside for the good of the organization.

Duty of Obedience

Be true to the mission and vision and follow all the laws and regulations that may apply to non-profits.

Duty of Transparency

Establish a system of operation that allows outsiders to see how the organization operates, makes decisions, and uses resources; an important aspect to ensure the public trust in an organization.

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Wearing Your “Board Hat”

3 Hats a board member wears:

1. **Volunteer:** like every other member
2. **Policy-maker:** during meetings of the board
3. **Implementer:** no power except at direction of the board/policy



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Board of Directors Meetings

- Third Tuesday of the month except March, April, August and December
- All Board members (voting and non-voting) are expected to attend the meetings.
- Notify the General Chair if you unable to attend
- Written reports submitted
- Agenda published
- Consent agenda, Robert's Rule of Order
- Finance report
- Advice and consent to Appointments
- New business
 - New or amended policies or new resolutions 1 week in advance
- Unfinished (old) business

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Board FYI

- MSI Administrative Calendar
- MSI web site, social media sites (LSC & athlete Facebook, Twitter, Instagram)
- MSI blast email
- LSC Excellence and Achievement Program (LEAP)
- Audit/financial review and management letter
- Form 990
- Tax-exempt organization governance policies (conflict of interest, whistleblower, and document retention)
- Self-evaluation of the board's performance
- Board member responsibilities (refer to separate documents)
- Athlete representation on all committees

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Director & Officer Liability Insurance

- Provided through USA Swimming
- Coverage for defense costs and liabilities incurred by insured directors and officers arising out of claims alleging that an insured has committed “wrongful acts,” which means any error, misstatement, misleading statement, act, or omission, neglect or breach of duty by policy definition.
- This coverage excludes bodily injury or property damage claims which would likely be covered by the general liability policy.
- Limit of Liability: \$1,000,000, \$1,000 organization deductible

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Whistleblower Policy

Directors, officers, committee members, volunteers, and employees are to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. No director, officer, committee member, volunteer, or employee who in good faith reports a violation or suspected violation of standards or ethics shall suffer harassment, retaliation or adverse employment consequence.

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Conflict of Interest Policy and Disclosure Statement

Completed on an annual basis by each employee, board member, and anyone otherwise designated by the board

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LSC Online Leadership Course

The screenshot shows a web browser window displaying the USA Swimming website. The page features a navigation bar with the USA Swimming logo and menu items: FOR YOU, NEWS, TIMES, EVENTS, RESOURCES, MEET THE TEAM, and ABOUT. Below the navigation bar are two promotional banners: "THE CASE FOR SWIMMERS" and "DIVERSITY & INCLUSION #SWIMCLUSION". The main content area is titled "LSC ONLINE LEADERSHIP COURSE" and includes a registration call to action: "REGISTER FOR THIS FREE COURSE TODAY!". Below this, a paragraph explains that the course provides an introduction to Local Swim Committees for LSC leaders and volunteers. A bulleted list outlines the course topics:

- learn about the governance structure of USA Swimming and where your LSC fits in
- the basic principles of nonprofit governance
- how those principles apply to real-life situations in the LSC, and
- how to plan for the future of your LSC

 A prominent button at the bottom of the text area reads "CLICK HERE TO TAKE THE FREE ONLINE COURSE". To the right of the text is a "RELATED" section with two items: "LEAP PORTAL" (with a social media icon column) and "LEAP BYLAWS" (with a USA Swimming logo and swimmer image).

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Minnesota Swimming Committee Handbook

STANDING COMMITTEES

NOMINATING COMMITTEE

The committee is comprised of the Immediate Past General and not fewer than four (4) individual members. The Chair shall be elected annually by the majority members present at a meeting called promptly after the members are elected or appointed.

ATHLETES COMMITTEE

The Senior Athlete Representative shall chair this committee consisting of at least three (3) other Athlete or Seasonal Athlete members.

FINANCE COMMITTEE

The Finance Vice Chair shall chair this committee consisting of the General Chair, Admin.Vice Chair and an athlete.

OFFICIALS COMMITTEE

The Official's Committee Chair shall chair this committee consisting of at least two other members who are certified officials of MSI, and an athlete.

PERSONNEL COMMITTEE

The General Chair shall chair this committee consisting of the Administrative Vice Chair, the Finance Vice Chair and the Senior Athlete Rep.

TECHNICAL PLANNING COMM.

The Technical Planning Committee Chair shall chair this committee comprised of an Athlete Member and at least four (4) additional members of whom at least fifty percent (50%) shall be Coach Members.

SAFE SPORT COMMITTEE

Members are the Safe Sport Committee Chair, who shall serve as chair, and at least four additional members; at least one shall be a Coach Member, at least two shall be at-large non-athlete members, and at least one shall be an athlete member.

OTHER COMMITTEES

AGE GROUP SWIMMING COMMITTEE

The Age Group Swimming Vice Chair chairs this committee

SENIOR SWIMMING COMMITTEE

The Senior Swimming Vice Chair chairs this committee.

DIVERSITY SWIMMING COMMITTEE

The Diversity Swimming Chair chairs this committee

DISABILITY SWIMMING COMMITTEE

The Disability Swimming Chair chairs this committee

POOL FACILITY DEVELOPMENT GRANT COMMITTEE

Shall be composed of five members: the Finance Vice Chair, an Athlete Representative with voting rights on the MSI board of directors, and three (3) persons selected by the General Chair

TASK FORCES and AD HOC COMMITTEES USED in the PAST

OPEN WATER TASK FORCE

MEET SCHEDULING COMMITTEE

STRATEGIC PLANNING COMMITTEE

GOVERNANCE COMMITTEE TASK FORCE

RULES & REGULATIONS COMMITTEE TASK FORCE

MEET FEES TASK FORCE



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Why Committees?

1. Bylaws compliance
2. Goals set and work delegated
3. Equal opportunity to participate; contributions from all member groups (coaches, athletes, officials, volunteers)
4. Wider coverage for questions with input from members
5. Details and unintended consequences addressed
6. Transparency - meetings are open and minutes are recorded and posted

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Why Committees?

7. New people mentored up, future leaders identified
8. Provides back up for division head or committee chair
9. Utilize technology – conference calls, web conferencing, cloud based collaboration
10. Model used at other LSC's - tools & information
11. Support – staff to assist with logistics, remote connection to meetings or actual meeting rooms, data, history, meeting agenda and minutes posted, recommend committee members

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Typical Committee Functions

1. Provide transparency of process and recommendations.
2. Study and evaluate existing programs of the LSC.
3. Create and develop new programs for the LSC or for recommendation to another committee, to the division head, Board of Directors.
4. Advise the Board of Directors through the division head to whom the committee is directly responsible.
5. Present resolutions for action items that should be referred to the division head for consideration by the Board of Directors.
6. Consider items which have been referred to the committee from the membership, the LSC officers, from another committee or from the Board of Directors.
7. Implement the policies of the Board of Directors and the LSC.
8. Help prepare a budget for the projects and the administration of the committee in the next fiscal year.
9. Conduct the activities of the committee within the approved budget for the current fiscal year.



Recommended Committee Chair Responsibilities

1. Schedule meetings of the committee.
2. Propose an agenda for all committee meetings and make sure information is submitted to the office for posting.
3. Preside at all meetings of the committee and guiding the business of the committee.
4. Keep committee members informed of the activities of the committee or of the LSC since the last committee meeting.
5. Introduce guests and presenters to the committee.
6. Serve as the spokesperson for the committee.
7. Appoint a secretary to take minutes of all meetings.
8. Review the draft of the minutes and making corrections as necessary so that they may be submitted to the members of the committee, the division head, and website.
9. Oversee the programs and activities of the committee within the approved budget.
10. Assume responsibility for the committee's compliance with the policies of the LSC.
11. Direct the committee's activities towards the completion of its goals.
12. Maintain regular contact with the division head.



Committees – Bylaws Article 607

- MEETINGS OPEN; EXECUTIVE (CLOSED) SESSIONS - Meetings of divisions, committees and subcommittees other than the Personnel Committee shall be open to all members of MSI and USA Swimming.
- INDIVIDUAL MEMBERS - Individual Members who are not members of the division, committee or subcommittee may attend open meetings of the division, committee or sub-committee and be heard in the discretion of the presiding officer. Unless entitled to vote under another provision of these Bylaws, Individual Members shall have no vote in those meetings.
- NOTICES:
 - TIME: Except as otherwise provided in these Bylaws or the resolution or other action establishing a committee or sub-committee, not less than forty-eight (48) hours' notice in the case of notice given by telephone, and six (6) days' notice in all other cases, shall be given for any meeting of a division, committee or sub-committee of MSI.
 - INFORMATION - The notice of a meeting shall contain the time, date and site.



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Committee Resources

- Committee organizer template: membership, purpose, champions, oversight, dates
- Sample agenda and minutes from other LSCs
- Staff liaison
- Calendar of activities, tasks, and decisions
- Committee page on website for committee members, announcements, agenda, minutes
- Teleconference or web conference services or,
- Room reservations at Eisenhower Community Center
- Budget as approved by the House of Delegates

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Minnesota Swimming Committees

STANDING COMMITTEES

NOMINATING COMMITTEE

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ATHLETES COMMITTEE

The Senior Athlete Representative shall chair this committee consisting of at least three (3) other Athlete or Seasonal Athlete members.

Board liaison: Senior Chair
Staff liaison: Cassy Shapley

FINANCE COMMITTEE

The Finance Vice Chair shall chair this committee consisting of the General Chair, Admin.Vice Chair and Athlete Comm VC
Staff liaison: Bob Crunstedt

OFFICIALS COMMITTEE

The Official's Committee Chair shall chair this committee consisting of at least two other members who are certified officials of MSI, and an athlete
Staff liaison: Tracy Meece.

PERSONNEL COMMITTEE

The General Chair shall chair this committee consisting of the Administrative Vice Chair, the Finance Vice Chair and the Senior Athlete Rep.

TECHNICAL PLANNING COMM.

The Technical Planning Committee Chair shall chair this committee comprised of an Athlete Member and at least four (4) additional members of whom at least fifty percent (50%) shall be Coach Members.
Staff liaisons: Bob Crunstedt

SAFE SPORT COMMITTEE

Members are the Safe Sport Committee Chair, who shall serve as chair, and at least four additional members; at least one shall be a Coach Member, at least two shall be at-large non-athlete members, and at least one shall be an athlete member.

Staff liaison: Cassy Shapley

OTHER COMMITTEES

AGE GROUP SWIMMING COMMITTEE

The Age Group Swimming Vice Chair chairs this committee

Staff liaison: Sheryl McGuire, Tracy Meece

SENIOR SWIMMING COMMITTEE

The Senior Swimming Vice Chair chairs this committee.

Staff liaison: Cassy Shapley

DIVERSITY SWIMMING COMMITTEE

The Diversity Swimming Chair chairs this committee

Staff liaison: Bob Crunstedt

DISABILITY SWIMMING COMMITTEE

The Disability Swimming Chair chairs this committee

Staff liaison: Cassy Shapley

POOL FACILITY DEVELOPMENT GRANT COMMITTEE

Shall be composed of five members: the Finance Vice Chair, an Athlete Representative with voting rights on the MSI board of directors, and three (3) persons selected by the General Chair

Staff liaison: Bob Crunstedt

OPEN WATER COMMITTEE

Consists of at least two coaches, two officials, and two athletes. Open Water Committee shall elect a committee chair. Staff liaison: Sheryl McGuire

TASK FORCES and AD HOC COMMITTEES USED in the PAST

MEET SCHEDULING COMMITTEE

STRATEGIC PLANNING COMMITTEE

GOVERNANCE COMMITTEE TASK FORCE

RULES & REGULATIONS COMMITTEE TASK FORCE

MEET FEES TASK FORCE



Appendix

Bylaws (.pdf)	Click here
Past Board meeting agenda, reports & minutes	Click here
LSC Policies and Rules & Regulations Manuals	Click here
LSC Strategic Plan	Click here
LSC Legislative Proposal form	Click here
Pool Facility Development Grant program	Click here
Administrative Calendar (.pdf)	Click here
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Competitive Excellence

Why?

No LSC plan to develop and advance swimmers across all levels (from Pre-C to Olympic). A series of proposals to improve the Competitive Excellence of our members for each Olympic Quad was adopted in February 2017.

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Competitive Excellence

Definition

So that the description is consistent among members of MSI adopt the following definition for Competitive Excellence was adopted:

“Together laying a foundation and implementing a process for all members to reach their highest level in the sport of swimming.”

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Competitive Excellence

Structure

Bylaws have separate lists of duties for committees, however, additional specifics about committee mission, responsibility and accountability were adopted as a basis for Competitive Excellence planning and delegation and describe how the committees will work together.

Technical Planning

Age Group

Senior

Athletes

Open Water

Officials

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Competitive Excellence

Technical Planning Committee – Committee Description

Mission: Provide long-range planning regarding the swimming programs conducted by MSI, the continuing review and development of the MSI competitive excellence philosophy and goals, advise other committees and divisions regarding the implementation of that philosophy in the context of MSI's swimming programs, and allocate funding resources from the multi-year designated fund for competitive excellence programming.

1. Monitor data in the areas of athlete performance, athlete participation, club performance, club participation, coach participation, coach education, volunteer participation, parent education, club education, and athlete education, and identify areas where improvement is needed, set goals, and set up timetable for achieving goals for the quad.
2. Formulate program outcomes that will aid in reaching the quad competitive excellence goals.
3. Work with various divisions to implement competitive excellence programs.
4. Provide advice regarding the technical aspects of those programs and evaluate their impact.
5. Develop and implement a process to allocate funds from the multi-year designated fund authorized by the MSI Board of Directors to support competitive excellence programming.

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Competitive Excellence

Age Group Committee – Committee Description

Mission: Provide planning and advice regarding programs which aid in the development of competitive excellence of Age Group swimmers.

Responsibilities:

1. Awards/Recognition
2. Age Group time standards
3. Age Group competitions and state championships
4. Camps/Clinics (Age Group)
5. Disability
6. Diversity and Inclusion
7. Records/Top 16
8. Zone Team (Team Minnesota)

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Senior Committee – Committee Description

Mission: To provide planning and advice regarding the programs which aid in the development of competitive excellence of Senior swimmers.

Responsibilities:

1. Senior time standards – Set senior time standards to achieve CE objectives.
2. Senior competitions and state championships – Work on promoting, planning and implementing the Senior State meet. The goal is to create the most competitive environment for our senior swimmers.
3. National travel – Set budget yearly and specify exact meets that get reimbursement. May change depending on National competition schedules.
4. Awards (Senior) – Recognition awards for special achievements.
5. Camps/Clinics (Senior) – Work with Camps coordinator to set Senior level camps.
6. Meet Evaluation – Evaluate meets for their quality and competition. Evaluate meet schedule.
7. Meet Management – Work with Tech Planning to assure best practices for senior state meets.
8. Develop a budget for Senior swimming programs.

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Competitive Excellence

Athlete Committee – Committee Description

Mission: To provide planning and advice regarding the programs which aid in the development of competitive excellence of MSI athletes.

Responsibilities:

1. Assist in publicizing competitive excellence initiatives.
2. Assist with camps and clinics
3. Assist with planning of the state meets
4. Assist with the planning awards and recognition
5. Assist by providing assessment of the competitive experience
6. Recruiting athlete liaisons

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Competitive Excellence

Open Water Committee – Committee Description

1. Schedule competitive open water opportunities for athletes of all ability levels, from grassroots swimmers to Olympic Trials qualifiers.
2. Sanction and plan an LSC Open Water Championship at the conclusion of the summer season or at another point deemed appropriate by the committee.
3. Promote LSC, Zone, and National level open water opportunities through word of mouth, social media, open water clinics, or any other methods deemed effective by the committee.
4. Ensure the long term sustainability of age group open water swimming competitions within MSI.

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Competitive Excellence

Funding

Specific programs, their duration, and the funding needed will be developed as a quad progresses. While the specifics are unknown, the Board of Directors has a mechanism to dedicate funds, now, from the organization's reserves that can be allocated on a multi-year basis to Competitive Excellence programming and underscore its importance to the membership.

Designate \$50,000 from the MSI reserve to support Competitive Excellence initiatives not allocated in the operating budget. This fund is available over multiple years until paid-out, replenished, or repealed by the Board of Directors.

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Competitive Excellence

Goals, Programming, Tactics

- Performance: Olympic Trial 18&u
2020: M-8 , F-8= T-16
2024: M-12, F-12= T-24
- Training opportunities: Statewide LCM, once a quarter or 6 times a year at Rochester, U of M
- Camps & clinics: Catch the Spirit MAC Clinic, MRC Level Up Clinic, Fitter & Faster Tour Clinic
- Competitions – *Senior circuit, top Senior teams meet, schedule that takes into account USA Swimming national series meets*
- Recognition – CH, A , B certificates available for all meets, podiums, swag
- Club development – all clubs engaged in the USA Swimming Club Recognition Program by the end of the quad
- Marketing - Build the base, elevate the sport of swimming, swimmers are athletes, tagline, sponsor

We Are MNswim
Integrity Sportsmanship Excellence Fun
We're in. Are You?





***MINNESOTA
SWIMMING***



MINNESOTA
SWIMMING

LSCs CAN INFLUENCE PERFORMANCE!

It's story
TIME

We Are MNswim
Integrity Sportsmanship Excellence Fun
We're in. Are You?



MINNESOTA
SWIMMING

LSCs CAN INFLUENCE PERFORMANCE!

THE “STORIES” OF 3 LSCs

A Mighty 2500 – A Mighty Mid – A Mighty Mega





**MINNESOTA
SWIMMING**

**LSCs CAN INFLUENCE PERFORMANCE!
STRONGER CLUBS**

MAINE SWIMMING



Vision: Maine Swimming: You CAN get there from here!

Mission: Maine Swimming promotes excellence by providing competition and resources to support, educate, and empower its members.

Core Values: Leadership, Commitment, Respect, Integrity



**MINNESOTA
SWIMMING**

LSCs CAN INFLUENCE PERFORMANCE! **STRONGER CLUBS**



Reward policy for clubs that complete the next level in the USA Swimming Club Recognition Program (CRP)

Host a club education and planning/work session at HOD to mentor clubs in CRP and best practices

Integrate programming with New England Swimming to provide more opportunities for athletes



**MINNESOTA
SWIMMING**

**LSCs CAN INFLUENCE PERFORMANCE!
IMPROVED PERFORMANCE**

SOUTH CAROLINA SWIMMING



Vision: To lead the nation in opportunity and performance.

Mission: South Carolina Swimming empowers clubs and coaches to inspire athletes and build champions in life through competitive swimming.

Core Values: Stewardship, Collaboration, Service



**MINNESOTA
SWIMMING**

LSCs CAN INFLUENCE PERFORMANCE! **IMPROVE PERFORMANCE**



- **Hired a Sports Performance Director in 2012**
- **Expanded Educational Programming to Coaches, Athletes, Parents, and Club Leaders**
- **Improved the efficiency and functionality of the LSC Board of Directors**
- **Increased participation by clubs in HOD by providing financial incentives**



MINNESOTA
SWIMMING

LSCs CAN INFLUENCE PERFORMANCE!
ATHLETE PERFORMANCE

INDIANA SWIMMING



#ALLIN

Vision: Growing Champions. Inspiring Dreams.
Mission: Indiana Swimming inspires excellence through progressive, innovative programs and partnerships.

In the beginning...

2001 BOD Retreat

The incubator for the future...building the team



2002 BOD Retreat

Goal: Hire an LSC Club Development Coordinator by 2003



December 2003

Hired a full-time Sport Development Director to specifically work with clubs in governance and education

Reality Check #1...

2005 BOD Retreat

The unveiling of LSC Metrics



USA Swimming in early stages of developing performance trends for clubs & LSCs.

Board learns that Indiana is underperforming with respect to its National & Junior National qualifiers.

*Indiana had 16 girls qualify for Junior Nationals; there should have been 49.
Indiana had 25 boys qualify for Junior Nationals; there should have been 41.6.
We had NO 2004 18 & Under Olympic Trials qualifiers in Long Beach.*

Taking action...

September 2006

2006 BOD Retreat

Revisiting Goals: Club & Coach Development

- *Progress has been slow in this area; accomplishments include race analysis at state meets, sponsoring of IMX meets; combined camp with Illinois, and webcast of state meets.
- *Some camps have not been as successful as we hoped.

Observations & Next Steps:

- Need to find a way to get buy-in from coaches at all levels in our programs
- Need increased engagement & expanded role for coach committee
- Use national events to reach clubs; dreams are born watching them

Involving the clubs...
September 2006

HEAD COACH &
CLUB PRESIDENT SUMMIT

Kick-Off:

Indiana Swimming 2007:

The Year of the Club

The 2nd reality check...

September 2010:

ACSA World Clinic in Indy



Indiana Coaches Town Hall Meeting
Coaches are shocked to learn that Indiana athlete performance is below the national average in every single category; in fact, they weren't even close to the averages.

October 2010: *The Birth of the Performance Task Force*

October 2013: *Became a Standing Committee*

- *The **Performance Task Force**, comprised of the Senior Chair, Age Group Chair, Coaches Rep, Interested Coaches and Sport Development Director, is charged with defining performance within the Indiana LSC and to set goals and a path to achieve them.
- ***Indiana Swimming Performance Goal (BHAG)**: *‘Have more high school age qualifiers, semi-finalists and finalists at the 2012, 2016 & 2020 Olympic Trials than any other LSC’*
- * **The Performance Challenge: What is excellence?**
 - *Increase the number of ISI athletes at every level of swimming*
 - *Every club producing more swimmers at every level of swimming*
 - *Striving to reach the highest level of the sport*

What does it Mean?



- It is inclusive of Age Group and Senior Athletes, coaches, clubs and families
- Everybody can expect opportunities to grow and develop
- Everyone comes together to create and represent Team Indiana
- Know and respect the tradition; Leave a legacy
- Signifies the level of commitment that is expected when representing Team Indiana



Purpose of a BHAG

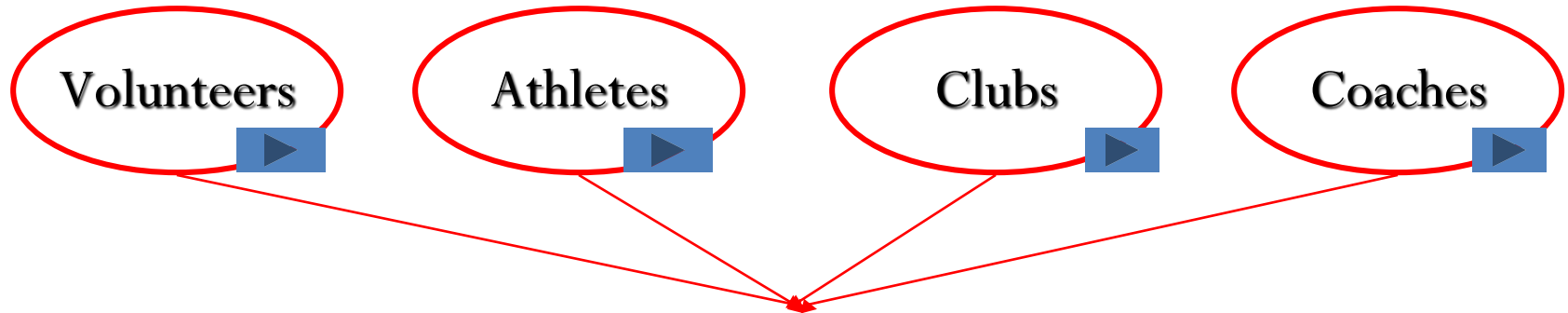
- To visualize what could be possible
 - To stretch beyond norm
- To inspire a group of people to act in concert/together

**To realize or even come close to the BHAG,
need many ideas and then a plan**

**We have many years worth of ideas...now we
need a few years worth of a plan**



Bridges and Plans for Future

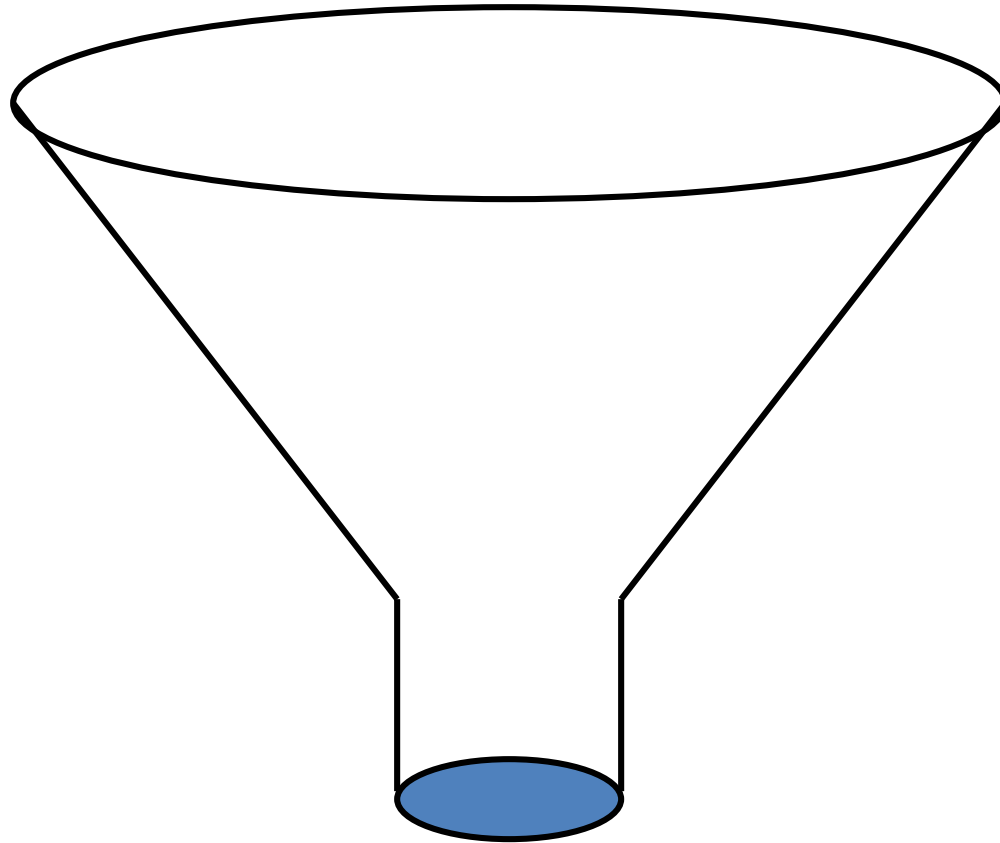


“Have more high school age qualifiers, semi-finalists and finalists at the 2016 Olympic Trials than any other LSC in the country”

**On-Going &
Existing
Programming**

**New
Opportunities
& Projects**

Bridges and Plans for Future



Putting Ideas into Action

2009-2012 Indiana Swimming Camps

2009	2010	2011	2012
Age Group 14 & U (State Level & Up)			
Age Group Memorial Day Training Camp (2 Days)	Age Group All-Star Camp (1 ½ days – travel/competition combined with other LSC (s) by invitation- JUNE OR OCTOBER)	Age Group Memorial Day Training Camp (2 Days)	Age Group All-Star Camp (1 ½ days – travel/competition combined with other LSC (s) by invitation- JUNE OR OCTOBER)
Age Group 14 & U (Developmental to State level)			
2-USA Swimming Catch the Spirit Camp Level I, II, III or IV (1 Day)	3-USA Swimming Catch the Spirit Camp Level I, II, III or IV (1 Day)	4-USA Swimming Catch the Spirit Camp Level I, II, III or IV (1 Day)	4-USA Swimming Catch the Spirit Camp Level I, II, III or IV (1 Day)
Senior/Elite Travel			
LSC Altitude Training Camp (7 Days-qualifying standards)	14-16 Age Elite Training and Competition Camp (7 Days-by invitation)	LSC Altitude Training Camp (7 Days-qualifying standards)	14-16 Age Elite Training and Competition Camp (7 Days by invitation)
Senior Regional			
2-Regional Camps for 13 & Over athletes (1 day training camp in April, May or June - rotating regions possibly LC and conducted by college coaches)	3-Regional Camps for 13 & Over athletes (1 day training camp in April, May or June - rotating regions possibly LC and conducted by college coaches)	4-Regional Camps for 13 & Over athletes (1 day training camp in April, May or June - rotating regions possibly LC and conducted by college coaches)	4-Regional Camps for 13 & Over athletes (1 day training camp in April, May or June - rotating regions possibly LC and conducted by college coaches)
Open Water			
Open Water Camp (1 Day Camp with next day competition held in June)	Open Water Camp (1 Day Camp with next day competition held in June)	Open Water Camp (1 Day Camp with next day competition held in June)	Open Water Camp (1 Day Camp with next day competition held in June)
OW/Distance			
400 IM/500 Free/Distance Training Camp held in October (1 Day Camp possibly LC by invitation)	Combined Open Water/Distance Camp in September/October (2 Days w/ travel by invitation)	400 IM/500 Free/ Distance Training Camp held in October (1 Day Camp possibly LC by invitation)	Indiana Swimming Open Water National Team (Attend OW Nationals)

Performance Planning in Review



Indiana Swimming Performance Goal

“Have more high school age qualifiers, semi-finalists, finalists at the 2012, 2016, 2020 Olympic Trials than any other LSC”



2004: 0 HS Athletes with OT cuts

2008: 11 HS Athletes with OT cuts

2012: 27 HS Athletes with OT cuts

2016: 47 HS Athletes with OT cuts



REMEMBER TO CELEBRATE!

**Use the House of
Delegates and every
opportunity available
to celebrate your
story!**

Everyone is on Team MN!

2016 Olympic Trials Qualifiers

Claire Adams-CSC

Bowen Anderson-STARS

Thomas Anderson-IA

Colin Babcock-UND

Delaney Barnard-IU

Amy Bilquist-CSC

Chandler Bray-ACST

Michael Brinegar-UNAT

Samantha Burchill-CSC

Veronica Burchill-CSC

Alex Cleveland-ZSC

Danny Conway-BA

Ethan Curl-IUST

Gia Dalesandro-IU

Alexa Davis-BA

Kyle Decoursey-ZSC

Shelly Drozda-IUST

Lauren Edelman-FAST

Ian Finnerty-IUST

Austin Flager-BA

Emily Fogle-BA

Bob Glover-IU

Anyamarie Goeders-MAKO

Ryan Gordon-IU

Rachel Hayden-CSC

Hunter Hoffman-IU

Ryan Huizing-NACS

Mike Hurley-IU

Max Irwin-IU

Adam Johnston-BA

Daniel Kanorr-IIUST

Lilly King-NSC

Vanessa Krause-DUNE

Hannah Kukurugya-CPSC

Tanner Kurz-IU

Spencer Lehman-NASA

Haley Lips-IU

Samantha Lisy-IU

Sam Lorentz-IUST

Stephanie Marchuk-IU

Danielle Margheret-IA

Rachel Matsumura-IU

Carly Mercer-BA

Natalie Mudd-SSC

Catherine Mulquin-IA

Emma Nordin-CSC

Lauryn Parrish-FAST

Blake Pieroni-DUNE/IU

Justin Plaschka-IA

Bailey Pressey-IU

Stephen Schmuhl-IU

Nicole Smith-MSC

Zach Stephens-UND

Cody Taylor-DON/IU

Alyssa Tetzloff-CPSC

Alex Toetz-BA

Daniel Tucker-BA

Kyle Vogel-BA

Emily Weiss-CARD

Rob Whitacre-IA

Joseph Young-SSC

NATIONAL TEAM MEMBERS

2017-18 NATIONAL TEAM

Michael Brinegar	1500 Free
Ian Finnerty	100 Breast
Bethany Galat	100 Breast / 200 Breast / 200 IM
Zane Grothe	200 Free / 400 Free / 800 Free
Lilly King	100 Breast / 200 Breast
Vanessa Krause	200 Fly
Kaersten Meitz	400 Free
Cody Miller	100 Breast
Blake Pieroni	200 Free

NATIONAL TEAM MEMBERS

2017-18 NATIONAL JUNIOR TEAM

Chandler Bray	200 Breast
Jack Franzman	50 Free
Anya Goeders	50 Free
Drew Kibler	100 Free / 100 Back / 200 Back
Emily Weiss	100 Breast

SCHOLASTIC ALL-AMERICANS

Luke	Barrett	Unattached	3
Kendall	Hermann	Unattached	3
Megan	Johnson	SWAC Swim Team	3
Caroline	Schultz	Carmel Swim Club	3
Charles	Vaughan	Carmel Swim Club	3
Zachary	Cook	Southeastern Swim Club	2
Andrew	Couchon	Carmel Swim Club	2
Grace	Estabrook	Carmel Swim Club	2
Parker	Hershberger	Washington Township Swim Club	2
Gary	Kostbade	Duneland Swim Club	2
Natalie	Myers	Avon Community Swim Team	2
Gertrude	Rothrock	Carmel Swim Club	2
Andrew	Schuler	Zionsville Swim Club	2
Brett	Sherman	Carmel Swim Club	2
Amy	Socha	Duneland Swim Club	2
Whitney	Brown	Newburgh Sea Creatures	1
Kathleen	Dougherty	Carmel Swim Club	1
Kallaghan	Findley	Concord Swim Club	1
Ryan	Hrosik	Mako Swim Team	1
Jaclyn	Klimczak	Duneland Swim Club	1
Grace	Pangburn	Carmel Swim Club	1
Andrew	Rafalko	Carmel Swim Club	1
Aislinn	Walsh	Irish Aquatics	1
Bryce	Warner	SWAC Swim Team	1
Rachel	Young	Carmel Swim Club	1

**** Perfect score – National Champion and 4.0 grade point average**

Empower Minnesota Swimming

#WhyNotUS



**MINNESOTA
SWIMMING**



***MINNESOTA
SWIMMING***



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STARTING ON THE CE JOURNEY: POWER BI *John Bradley*



**MINNESOTA
SWIMMING**

Power BI Links

[Athlete Registration](#)

[IMX Athlete Counts](#)

[LSC Club Analysis](#)

[Membership](#)

[Swimmer Counts For Season](#)

[VCC Rankings By LSC](#)



***MINNESOTA
SWIMMING***



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CONTINUING ON THE CE JOURNEY: LSC PORTAL

[https://www.usaswimming.org/utility/landing-
pages/governance-lsc/lsc-portal](https://www.usaswimming.org/utility/landing-pages/governance-lsc/lsc-portal)



**MINNESOTA
SWIMMING**

LSC PORTAL OBSERVATIONS

- **MINNESOTA SWIMMING MEMBERSHIP**
 - **Growth & Retention:**
 - Athletes, Coaches, Officials**
- **MINNESOTA SWIMMING PERFORMANCE**
 - By Age, Gender, and Course**

Empower Minnesota Swimming

Let's go!



**MINNESOTA
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**MINNESOTA
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STRATEGY CAFÉ CE Programming Opportunities





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STRATEGY CAFÉ

**Barriers to CE
Programming
Opportunities**





**MINNESOTA
SWIMMING**

What are your top five CE PRIORITIES for the next 12-24 months?

- 1. Meets - Schedule**
- 2. Camps**
- 3. Recognition**
- 4. Clinics**

Include opportunities for partnerships and use of data.



**MINNESOTA
SWIMMING**

FOCUS GROUPS

You have 45 minutes to develop goals, objectives, and action steps for your chosen priority.

- **You will need a recorder & spokesperson**
- **Guidelines for small group effectiveness**



MINNESOTA
SWIMMING

FOCUS GROUPS

SHARING



YOU ARE EMPOWERED!

#WhyNotUS

MN SWIMMING

IT'S OUR TIME





MINNESOTA
SWIMMING

CE CLOSING COMMENTS

& AFTERNOON

PLANNING

General Chair

Luke Day



***MINNESOTA
SWIMMING***



***MINNESOTA
SWIMMING***



Competitive Excellence

Marketing & Tagline to Technical Planning → Creative Graphics

- **Create an over-arching theme / slogan**, promote it aggressively, get buy-in and involvement at all levels
- **Use both “push” and “pull” marketing** in an orchestrated effort:
 - push from clubs (free events, themed SWAG, open houses, etc.),
 - pull from an aggressive public outreach including social media, p.r., etc., geared toward parents of kids who do not yet swim, as well as parents of club-member kids
- **Data from the USA Swimming research and State of Play 2017** will help in targeting and messaging
- **Recommended slogan / tagline: It’s About Time**
 - It’s about time for ... (fill in the blanks) It’s time for ... (fill in the blanks)
 - For clubs, one “spin” can be “It’s About Time ... for Competitive Excellence”.
 - “It’s About Time that swimmers are seen as athletes”.
 - Taking it to the public: “Swimmers Are Athletes”. “Swimming Is Cool.” Swimming helps performance in multiple sports, Swimming is fun. It fosters independence, discipline and friendship.
 - Versatile, intrinsic meaning, somewhat limited to just performance in the pool – “time”
 - **Athletes preferred – It’s Our Time**
- Secure a long-term sponsor or sponsors to help defray costs and ensure sustainability

We Are MNswim

Integrity Sportsmanship Excellence Fun

We’re in. Are You?



MINNESOTA
SWIMMING

Competitive Excellence

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IT'S OUR TIME



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