



***MINNESOTA  
SWIMMING***



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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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## 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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## 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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## 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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## 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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## 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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## 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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## 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

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## 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

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