



OKLAHOMA SWIMMING BOARD OF DIRECTORS

2018-2022 STRATEGIC WORKSHEET: March 2018

KEY AREA: Performance					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Improve LSC Athlete Performance	% of membership ages 9-14 with IMX scores ranking in the Nation's Top 10%, 20% and 30%		1) Get data 2) Compare our data to top performing LSC's	1) Chad Englehart 2) Committee	Evaluate, Communicate and reward Annually
	% of membership ages 9-16 that can achieve national motivational standards	A) Get Data B) Create Goals C) Measure results D) Communicate results E) Reward results F) Provide Education G) Re-evaluate Goals H) Get new Data Yearly and Repeat steps C-G	1) Get Data 2) Compare our Data to Top performing LSC's 3) Set LSC performance goals 4) Communicate goals to LSC at HOD and throughout the year 5) Communicate yearly results to LSC at HOD and throughout year 6) Reward top performing clubs at HOD 7) Present required "best practices" information from top performing clubs to help educate and motivate LSC	1) Chad Englehart 2) Performance Committee 3) Performance Committee 4) Performance and Communication committees and Board 5) Performance and communication committees and Board. 6) OKS Board 7) Top performing Club	Awards- Need a proposal to Budget committee- No budget for 2018, but can request a variance in order to do rewards at 2018 HOD
	% of membership able to achieve a minimum National "Futures" cut	A) Get Data B) Create Goals C) Measure results D) Communicate results E) Reward results F) Provide Education G) Re-evaluate Goals H) Get new Data Yearly and Repeat steps C-G	Get Data 8) Compare our Data to Top performing LSC's 9) Set LSC performance goals 10) Communicate goals to LSC at HOD and throughout the year 11) Communicate yearly results to LSC at HOD and throughout year	8) Chad Englehart 9) Performance Committee 10) Performance Committee 11) Performance and Communication committees and Board 12) Performance and communication	

		<p>I) promote Athlete and Coaching funding from LSC and Region-Under Step F</p> <p>J)</p>	<p>12) Reward top performing clubs at HOD</p> <p>13) Present required "best practices" information from top performing clubs to help educate and motivate LSC Get Data</p>	<p>committees and Board.</p> <p>13) OKS Board</p> <p>14) Top performing Club</p>	
	% of events at our State Championship that require at least an "A" cut to qualify.	<p>I) Get Data</p> <p>J) Create Goals</p> <p>K) Measure results</p> <p>L) Communicate results</p> <p>M) Reward results</p> <p>N) Provide Education</p> <p>O) Re-evaluate Goals</p> <p>P) Get new Data Yearly and Repeat steps C-G</p>	<p>14) Compare our Data to Top performing LSC's</p> <p>15) Set LSC performance goals</p> <p>16) Communicate goals to LSC at HOD and throughout the year</p> <p>17) Communicate yearly results to LSC at HOD and throughout year</p> <p>18) Reward top performing clubs at HOD</p> <p>19) Present required "best practices" information from top performing clubs to help educate and motivate LSC</p>	<p>15) Chad Englehart</p> <p>16) Performance Committee</p> <p>17) Performance Committee</p> <p>18) Performance and Communication committees and Board</p> <p>19) Performance and communication committees and Board.</p> <p>20) OKS Board</p> <p>21) Top performing Club</p>	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Improve LSC Club Performance	National VCC Standings- # of clubs in Top 100 # of clubs in Top 250 # of clubs in Top 500	<p>Q) Get Data</p> <p>R) Create Goals</p> <p>S) Measure results</p> <p>T) Communicate results</p> <p>U) Reward results</p> <p>V) Provide Education</p> <p>W) Re-evaluate Goals</p> <p>X) Get new Data Yearly and Repeat steps C-G</p>	<p>20) Compare our Data to Top performing LSC's</p> <p>21) Set LSC performance goals</p> <p>22) Communicate goals to LSC at HOD and throughout the year</p> <p>23) Communicate yearly results to LSC at HOD and throughout year</p> <p>24) Reward top performing clubs at HOD</p> <p>25) Present required "best practices"</p>	<p>22) Chad Englehart</p> <p>23) Performance Committee</p> <p>24) Performance Committee</p> <p>25) Performance and Communication committees and Board</p> <p>26) Performance and communication committees and Board.</p> <p>27) OKS Board</p> <p>28) Top performing Club</p>	

			<p>information from top performing clubs to help educate and motivate LSC</p> <p>Compare our Data to Top performing LSC's</p> <p>26) Set LSC performance goals</p> <p>27) Communicate goals to LSC at HOD and throughout the year</p> <p>28) Communicate yearly results to LSC at HOD and throughout year</p> <p>29) Reward top performing clubs at HOD</p> <p>30) Present required "best practices" information from top performing clubs to help educate and motivate LSC</p>		
	Retention rates- by LSC and by Club-	<p>Y) Get Data</p> <p>Z) Create Goals</p> <p>AA) Measure results</p> <p>BB) Communicate results</p> <p>CC) Reward results</p> <p>DD) Provide Education</p> <p>EE) Re-evaluate Goals</p> <p>FF) Get new Data Yearly and Repeat steps C-G</p>	<p>31) Compare our Data to Top performing LSC's</p> <p>32) Set LSC performance goals</p> <p>33) Communicate goals to LSC at HOD and throughout the year</p> <p>34) Communicate yearly results to LSC at HOD and throughout year</p> <p>35) Reward top performing clubs at HOD</p> <p>36) Present required "best practices" information from top performing clubs to help educate and motivate LSC</p>	<p>29) Chad Englehart</p> <p>30) Performance Committee</p> <p>31) Performance Committee</p> <p>32) Performance and Communication committees and Board</p> <p>33) Performance and communication committees and Board.</p> <p>34) OKS Board</p> <p>35) Top performing Club</p>	
	% of clubs and Overall # of Clubs achieving at least level 1/2/3/4 in Club Recognition program.	<p>GG) Get Data</p> <p>HH) Create Goals</p> <p>II) Measure results</p> <p>JJ) Communicate results</p>	<p>37) Compare our Data to Top performing LSC's</p> <p>38) Set LSC performance goals</p>	<p>36) Chad Englehart</p> <p>37) Performance Committee</p>	

		KK) Reward results LL) Provide Education MM) Re-evaluate Goals NN) Get new Data Yearly and Repeat steps C-G	39) Communicate goals to LSC at HOD and throughout the year 40) Communicate yearly results to LSC at HOD and throughout year 41) Reward top performing clubs at HOD 42) Present required "best practices" information from top performing clubs to help educate and motivate LSC	38) Performance Committee 39) Performance and Communication committees and Board 40) Performance and communication committees and Board. 41) OKS Board 42) Top performing Club	
	% of Athlete participation in competition	ditto	ditto	ditto	ditto
	# of clubs achieving Club Excellence awards	OO) Get Data PP) Create Goals QQ) Measure results RR) Communicate results SS) Reward results TT) Provide Education UU) Re-evaluate Goals VV) Get new Data Yearly and Repeat steps C-G	43) Compare our Data to Top performing LSC's 44) Set LSC performance goals 45) Communicate goals to LSC at HOD and throughout the year 46) Communicate yearly results to LSC at HOD and throughout year 47) Reward top performing clubs at HOD 48) Present required "best practices" information from top performing clubs to help educate and motivate LSC	43) Chad Englehart 44) Performance Committee 45) Performance Committee 46) Performance and Communication committees and Board 47) Performance and communication committees and Board. 48) OKS Board 49) Top performing Club	
	% of membership, ages 9-14, with a completed IMX score	WW) Get Data XX) Create Goals YY) Measure results ZZ) Communicate results AAA) Reward results BBB) Provide Education CCC) Re-evaluate Goals DDD) Get new Data Yearly and Repeat steps C-G	49) Compare our Data to Top performing LSC's 50) Set LSC performance goals 51) Communicate goals to LSC at HOD and throughout the year 52) Communicate yearly results to LSC at HOD and throughout year	50) Chad Englehart 51) Performance Committee 52) Performance Committee 53) Performance and Communication committees and Board	

			<p>53) Reward top performing clubs at HOD</p> <p>54) Present required "best practices" information from top performing clubs to help educate and motivate LSC</p>	<p>54) Performance and communication committees and Board.</p> <p>55) OKS Board</p> <p>56) Top performing Club</p>	
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KEY AREA: Clinic Education					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Clinics	Officials-Run a how to officiate clinic for 7 clubs annually.	<ol style="list-style-type: none"> 1) Identify main official for each club. 2) Train official "official" contact on powerpoint training. 3) Schedule date/time 4) Advertise training date/subject 	<p>Email to club contact</p> <p>Tailor powerpoint to clubs need</p> <p>Collaborate with teams</p> <p>Create template</p>	<p>Craig</p> <p>official contact</p> <p>Craig</p> <p>Craig to assign to officials committee</p>	<p>March 20 due date info back to Craig</p> <p>March 30</p> <p>March 30</p> <p>April 7</p>
	Coaches-Performance-getting outside OKS box, officials clinic, coaches training not available on line, ie CPR, basics - reading meet book, etc. Offer a minimum of one per year	1)Swimposium annually prior to HOD and annual OKS Awards Banquet	1. Contact USA Swimming, Cathy Durance, and pick date and location.	1. Kathy	1. March 15
	Athletes - Two workshops during 2018-2019, plus one statewide clinic to include safesport, performance, nutrition, college prep, governance, officiating clinic	1)Social media for athletes and email OKS Club Head Coach and Club contact in May for 2018-2019 and 30 days, 2 weeks, 1 week.	<ol style="list-style-type: none"> 1. Choose topics/one for Swimposium 2. Dates and location 3. Send out notification in May and 30 days, 2 weeks, 1 week prior 	<ol style="list-style-type: none"> 1. Athlete Committee 2. OKS Athlete Reps 3. Social Task Force - athletes/OKS Athlete Reps to clubs 	<ol style="list-style-type: none"> 1. April 15 2. May 1 3. May 15
		1)Monthly required meet book inserts. ie. January - Safe Sport February - 10 & under wonder	1. Schedule and contents	1. Brainstorm session with Ali, Kent, Tricia, Kathy, Josie, Craig	<ol style="list-style-type: none"> 1. March 30 2. March 15

	Parents - 25% family membership attendance with every club participation	2)Slide or video at all Jenks and MP meets - check with USA Swimming on resources. 3)Swimposium annually prior to HOD and annual OKS Awards Banquet	2. Contact USA Swimming, N. Timberlake. 3. Contact USA Swimming, Cathy Durance	2. Kathy	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
	Key Meet, ie meet director, meet operations, head timer, safety marshall, timing console-Run a how to "key meet position" for 7 clubs annually	1)Identify main official for each club. 2)Train official "official" contact on powerpoint training. 3)Schedule date/time 4)Advertise training date/subject	1. Email to club contact 2. Tailor powerpoint to clubs need 3. Collaborate with teams 4. Create template	1. Craig 2. official contact 3.Craig 4. Craig to assign to officials committee	1. March 20 due date info back to Craig 2. March 30 3. March 30 4. April 7

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KEY AREA: Governance/Communication					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Social Media-Twitter, Instagram, SnapChat.	Tracking on "likes"	Posting engaging items	Post consistently	Athlete Reps and Social Media Task Force	Weekly
Public Relations	Gaining followers	Athlete point of contact on each club.Have coaches/club president encourage athletes to "follow" on social media. Text athletes to encourage following on social media platform. Ask meet host to publish handles for accounts in meet book	Contact athletes, coaches, club presidents and meet directors	Athlete Reps and Social Media Task Force	ongoing
Website	Public Relations Person for Brand Development/Recognition	Go through Center for Nonprofits-Public Communication-Relations tract.	Identify person	Tracey	Today
	Website-News & Administrative function	Look at creating Facebook-OKS monitored for news items	Further discussion	Deanna	ongoing

	YMCA/High School Liason	Develop relationship and partnership with organization. Doesn't need to be same person. Must understand both USA Swimming and other organizations structure	Identify person	Ben Harlow	6-8 months, August 2018
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Become Strategic vs Managerial	Simplify and enhance the flexibility of the LSC on an administrative and governance level	spring BoD plan presented for transition from management to strategic BoD	bylaws of OKS, convention review bylaws, fall BoD final version of bylaws presented and voted at Fall HoD, consider paid staff in order to transition	Governance committee work with GC	FALL HoD
Unity of Mission/Vision					
Purpose of all parts of LSC-HS/Y/club/coach					

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KEY AREA: Community Education					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase media presence of Oklahoma Swimming	News coverage for Age Group meet both short and long course	Create form for coverage of swim event for publication news coverage.	Create Form Distribute to General Chair to put into meet information	Amanda/form Carole-distribute to GC	May, 2018 June, 2018
	Get policy set out in meet information to notify news media at completion of meet.	Meet host will provide results to news media and newspapers at completion of meet to The Oklahoman and Tulsa World, ABC, CBS, NBC and Fox and their affiliates as well a Cox Communication	Create news media contact list for newspapers, ABC, CBS, NBC, Fox and Cox Communication	Tyler/Carole East Amanda West	July, 2018

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Host Regional "Make A Splash" Clinic	When completion and attendance	Set dates and locations for clinic	Determine availability of pools at Bixby and KMSC for dates	Tyler with Bixby pool and Amanda with Kathy for Lighthouse pool	May, 2018
		Research how to conduct Make A Splash clinic	Contact USA Swimming to help set up clinics	Amanda	July, 2018
		How to market clinic with local clubs and USA Swimming/community	Contact all clubs about clinics, contact news media and newspapers about clinic.	Carole East Amanda West	Jan. 2019 West May 2019 East
		Hold Make A Splash Clinic	Info from USA Swimming	Tyler, Carole and Amanda	May, 2019 West Fall 2019 East

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