



***OKLAHOMA
SWIMMING***

Vision and Mission Statement

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Mission and Vision

Every LSC should have a vision of the future and a mission statement that outlines its purpose and reason for being. A mission statement is a formal written statement. A vision can be a bit less defined, but is equally important for long term development of the LSC.



Mission Statement

Your organization's mission statement should answer three key questions:

1. What are the opportunities or needs that we exist to address? (the purpose of the organization)
2. What are we doing to address these needs? (the business of the organization)
3. What principles or beliefs guide our work? (the values of the organization)



Mission Statement

Express your organization's purpose in a way that inspires support and ongoing commitment.

- Motivate those who are connected to the organization.
- Be articulated in a way that is convincing and easy to grasp.
- Use proactive verbs to describe what you do.
- Be free of jargon.
- Be short enough so that anyone connected to the organization can readily repeat it.

Mission Statement

Current

To develop excellence, character, and growth in swimming for all.

Work in progress

To develop excellence, ~~character~~, integrity, and growth in swimming in a safe environment for all.

What is a mission statement?

Every organization has a mission, a purpose, a reason for being. As such, every swim club needs to define its fundamental purpose, philosophy, and values. The mission statement clarifies the essence of club existence. It describes the needs the club was created to fill, explains why the organization exists, and what it hopes to achieve in the future. It articulates the organization's essential nature, its values, and its work.

Vision Statement

Current

To advance our core values of selflessness, excellence, leadership, integrity, inclusion, and development by increasing competitive swimming opportunities and developing relationships that promote excellence and growth.

Work in progress

~~To advance our core values of selflessness, excellence, leadership, integrity, inclusion, and development by increasing~~ **Develop inclusive** competitive swimming opportunities and ~~developing~~ relationships that promote **leadership**, excellence, and growth.