



Wisconsin Swimming Governance Committee Minutes
September 10, 2023

- I. Call to order at 6:30 PM.
- II. Present: Ryan Geier, Rick Potter, Kim Stoll, Kim O'Shea, Angela Monty, George Geanon.
Excused: Hugo Arteaga, Mackenzie Thomas.
- III. Consent agenda approval of 7/5/2023 committee meeting minutes.
- IV. Old Business
 - A. Governance Committee: 9/1/2023-9/1/2024
 - i. Voting Members
 - a. BOD Athlete members: Hugo Arteaga (PX3), Mackenzie Thomas (SEA).
 - b. Non-athlete members: George Geanon, Ryan Geier, Rick Potter, Kim Stoll.
 - ii. Non-voting members: Angela Monty (WIS Managing Director, staff liaison), Kim O'Shea (LSC Governance Consultant).
 - iii. Committee Chair: Voting members elected George Geanon.
 - B. Governance Committee Task Force for Nominations: 9/1/2023-9/1/2024
 - i. Task Force members:
 - a. Two Governance Committee Members: Kim Stoll, George Geanon
 - b. Two BOD Coach Reps: Corey Mukai (SR Rep, YCV), Dave Dorak (JR Rep, RA).
 - c. Athlete Member: to alternate between Hugo Arteaga and Mackenzie Thomas (depending on high school swimming season).
 - ii. Positions up for Election/Appointment
 - a. Admin Vice-Chair: Dave Westfahl, completing second term and is not eligible for re-election.
 - b. Senior Vice-Chair: Christopher Pfaffenroth resigned/relocated. Melissa Springer (WYNS) appointed 8/2023, first term.
 - c. Tech Planning Chair: Brian Temke, completing first term and eligible for second term.
 - d. DEI Chair: Katie Humitz, completing appointed term and eligible for first elected term.
 - e. Athlete Reps (2): elected by Athletes.
 - f. Coach Rep: elected by coaches.

- iii. Post positions/job descriptions for 2024 elections and list of candidates seeking re-election in September or October.
- iv. Questions/comments on the Job Description Manual (attachment A link): <https://www.teamunify.com/czwilsc/UserFiles/File/Governance/Wisconsin%20Swimming%20LSC%20Elected%20and%20Appointed%20Position%20Descriptions%207-20-2023.pdf>.

C. Status of LEAP 2023

- i. Completed/submitted on 7/28/2023.
- ii. Outcome: Notice of successful certification on 8/22/2023.
- iii. Wisconsin Swimming LEAP certification is June 31, 2025.
- iv. LEAP 2025 Preparation (see attachment A)

D. WISI Policy and Procedure Manual updates for 2023-2025

- i. Current manual has 35 policies, 26 of which have not been reviewed for relevancy/updates in 3 or more years.
- ii. See attached policy list with dates of last reviews.
- iii. Goal: to complete review of these 26 policies by the time of the next LEAP submission deadline of 6/30/2025.

V. New Business

A. WISI Strategic Plan

- i. Review of May 5, 2021, strategic plan, over the next 2-3 months, to identify progress.
- ii. Next strategic planning effort in fall of 2024.
- iii. Previous plan created over about 10, one-hour weekly sessions.
- iv. Proceed with similar format, but with fewer sessions and pre-planning for each session.

B. Next steps from BoardSource BOD Self-Assessment results.

- i. Review progress with action improvement items identified in 9/2022.
- ii. Review remainder of results to identify additional areas for improvement.
- iii. Incorporate identified areas of improvement into strategic planning discussion in fall 2024.

VI. Next Meetings: October 1, November 5: cancelled, December 3.

VII. Adjournment: 7:15 PM.

Respectfully submitted,
George Geanon
9/26/2023

Attachment A

LEAP 2025 Preparation September 6, 2023

Wisconsin Swimming successfully completed the 2023 LEAP program July 28, 2023, and is LEAP certified until June 30, 2025.

Since its inception, the LEAP criteria and the program format have periodically changed in between the two-year LEAP cycles. Therefore, it is impossible to predict if the LEAP criteria or program format will change significantly by June 30, 2025, the next LEAP deadline date. However, the LEAP criteria have remained largely consistent over the last two LEAP cycles.

The Wisconsin Swimming submissions from the past two cycles have been reviewed. The LEAP criteria listed below, if they remain for 2025, are areas that will need updating and/or further development outside of the change of names, dates, or supporting links.

The USA Swimming Annual Business Meeting will be held later this month. Following this meeting, changes in the LSC Bylaws template, Rules and Regulations, and significant program changes will be published. After the relevant changes have been made at the LSC level, the LEAP Criteria below will be reviewed by Governance and recommendations proposed to the BOD for an action plan. In addition, this effort will be relevant to the next Strategic Planning session, tentatively planned for the fall of 2024.

I. Governance

a. Strategic Plan (Item #2)

- i. Enter the link from the LSC website to the LSC strategic plan: how else is the strategic plan communicated to LSC members? When was the last review of the LSC strategic plan?*
- ii. Long-range strategic planning is required for the BOD to lead the LSC. It should be a living document monitored by the BOD, updated based on member feedback, and should include a*

section specific to DEI. The goals and objectives of the plan should be communicated to the members of the LSC.

b. Financial Oversight (Item #5)

- i. Enter the link to the LSC financial plan on your website. Other than travel support, what percentage of the LSC budget is dedicated to supporting members in other ways?*
- ii. The allocation of LSC finances reflects the priorities of the LSC and should be planned on a multi-year basis. The LSC has access to collective resources greater than those of most individual teams. Resources should be allocated to support the success of all athletes, coaches, and teams. Lastly, allocation of LSC Finances must include DEI and Outreach programming.*

c. Other BOD Policies (Additional items section, #2)

- i. Enter the link to the LSC P&P where policies are maintained. When was the last review of the policy manual by the BOD?*
- ii. The BOD must maintain policies beyond bylaws, rules, and a financial plan such as crisis management, COPPA, whistleblower, document retention, conflict of interest, clearly stated anti-discrimination policies, procedures for reporting DEI related cases, transgender athlete policies, risk management, etc. These policies should be maintained in the LSC P&P. As required by the LSC affiliation agreement, in lieu of specific LSC policies, USA Swimming model policies for the above policies will be in effect.*

d. Board Development/Retreat (Additional items section, #6)

- i. List the date(s) of retreat/development opportunities (outside of regular meetings) that have been scheduled for the BOD in the past two years.*
- ii. Providing time for BOD/staff members to interact outside of structured meetings builds camaraderie and trust among the BOD and Staff.*

- e. USA Swimming LSC, DEI, and Team Services Consultation (Additional Items Section, #10)
 - i. *List the LSC opportunities held with your LSC Leaders during the past 4 years. List additional Team Services opportunities offered to your clubs by the LSC during the past 4 years.*
 - ii. *USA Swimming staff are available to consult with LSCs and teams virtually, and in-person to assist with Governance, DEI, Business, and Performance services at no cost to the LSC.*

II. Programming

- a. Athlete Development (Item #2)
 - i. *List the Athlete Development programming offered/supported by the LSC in the past two years.*
 - ii. *The LSC should invest resources into athlete development programming such as virtual or in-person camps, clinics, DEI events, leadership training, learn to swim programs, etc. In addition, the LSC should support athlete attendance (virtual or in-person) at USA Swimming offered opportunities such as Swimposiums, Leadership events, National meetings, etc.*

- b. Coach Professional Development (Item #3)
 - i. *Enter the link from the LSC website where professional development opportunities available to coaches in your LSC can be found.*
 - ii. *Successful LSC's support and/or provide opportunities for the professional development of their coaches to attend (virtual or in-person) clinics, workshops, DEI training, leadership opportunities, LSC run mentorship programs, ADM, Character Lab, etc. These opportunities can be hosted by the LSC or available from outside sources.*

- c. Team Business Development (CLBMS) (Item #6)

- f. Safe Sport Recognition Program (Additional item section, #1)
 - i. *Insert the % of teams that have completed SSRP training in your LSC. Describe how the LSC encourages teams to complete and maintain SSRP.*
 - ii. *A worthy goal for every LSC should be 100% of their teams completing the Safe Sport Recognition Program (SSRP). LSCs can encourage teams to complete training by providing virtual access, issuing challenges and incentives to teams to complete the SSRP program.*

- g. LSC Investment Policy (Additional Items Section, #6)
 - i. *Provide the link from the LSC website where the LSC investment policy can be found. Describe how these funds are being utilized to benefit athletes, coaches, and teams of the LSC.*
 - ii. *A plan for the use of LSC financial reserves to benefit the LSC athletes, coaches, and teams should be in place in the LSC. The policy should be available to members and include who is managing the funds, as well as how funds are invested and spent.*

- h. Sponsorship/Fundraising (Additional Items Section, #8)
 - i. *Describe the efforts of the LSC BOD/Staff to secure funding for LSC programming outside of membership and meet fees. Describe the efforts of the LSC BOD/Staff to secure funding for LSC programming outside of membership and meet fees.*
 - ii. *The LSC can partner with businesses and individuals to secure funding, equipment, or services which benefit the athletes, coaches, and teams of the LSC.*

- i. Alternative Competition Formats (Additional Items Section, #9)
 - i. *Describe how the LSC promotes, facilitates, partners with teams, and/or removes barriers for alternative competition formats in the LSC.*

- ii. *The LSC should encourage and facilitate alternative competition formats (virtual, dual, inter-squad, etc.) as well as hosting sanctioned meets which reduce the financial and time commitment of families and the need to travel to competitions.*

III. Communication

a. LSC Communication Plan (Item #1)

- i. *Describe how the LSC communicates with the members of the LSC. Enter the link from the LSC website where the LSC communication plan specifics can be found.*
- ii. *A cornerstone of each LSC should be customer service to the athletes, parents, coaches, teams, and other members of the LSC. This is accomplished through a Strategic Communication Plan which includes a central contact person for swimming-related questions, inclusive images and language, a schedule for hosting town hall meetings to answer member questions, disseminate information from USA Swimming, as well as information and programming opportunities within the LSC to name a few.*
- iii. ***Need to remove Knight Public Affairs from the Crisis Management Plan and Communication Plan (consider a communication plan policy).***

b. LSC Member Surveys (Additional Items section, #8)

- i. *Describe how the LSC conducts LSC surveys. When was the last survey published?*
- ii. *The BOD makes decisions on behalf of its members. These decisions should be based on feedback received from the members. A survey should be made available to members from time to time to solicit ideas and feedback from members of the LSC.*

Attachment B

WISI Policy/Procedure Manual Table of Contents Date of Last Policy Reviews

Highlighted policies were last reviewed 3 or more years ago.

Goal: Review/update highlighted policies prior to the next LEAP review deadline 6/30/2025.

| | |
|---|---|
| Policy 1: Meet Sanctions/Approvals/Observed Swims/Meets | 10/2022 |
| Policy 2: Meet Entry Procedures | 10/2022 |
| Policy 3: Determining Age Groups, Events, and Meet Length | 4/2020 |
| Policy 4: Meet Conduct | 4/2020 |
| Policy 5: Awards | 10/2017 |
| Policy 6: Classified Swimming | 1997 |
| Policy 7: Wisconsin Swimming Records | 6/2015 |
| Policy 8: LSC Championship Competition | 6/2015 |
| Policy 9: LSC Facility Fund Grants | 4/2023 |
| Policy 10: Wisconsin Swimming- USA Swimming Registration | 10/2022 |
| Policy 11: Fines | 10/2020 |
| Policy 12: Travel Fund Policy | (Rescinded: For historical reference only) |
| Policy 13: Athlete Representatives and the Athlete Liaison | 2/2014 |
| Policy 14: Team Travel | 9/2011 |
| Policy 15: Board of Review | 5/2015 |
| Policy 16: Website Guidelines | 4/2020 |
| Policy 17: Whistleblower Policy | 6/2010 |
| Policy 18: Rules Committee Mission Statement and Procedures | 4/2014 |
| Policy 19: Meet Marshals | 1/2014 |
| Policy 20: Bylaws, Policies and Procedures Approval Process | 4/2014 |
| Policy 21: Nominated and Appointed LSC Positions/Term Limits | 4/2014 |
| Policy 22: Spectators with Disabilities Viewing Guidelines | 4/2014 |
| Policy 23: Wisconsin Swimming Delegates to the USA Swimming House of Delegates and Aquatic Sports Convention and Other USA Swimming-Sponsored Events | 9/2014 |
| Policy 24: Annual/Regular Wisconsin Swimming HOD Meetings | 4/2023 |
| Policy 25: WIS LSC Zone Championship Competitions | 6/2015 |
| Policy 26: LSC Recognition | 3/2023 |
| Policy 27: LSC Photography Policy | 4/2015 |
| Policy 28: Swimmers with a Disability | 4/2017 |
| Policy 29: Document Retention and Destruction | 4/2017 |
| Policy 30: Crisis Management Plan | 4/2014 |
| Policy 31: Policy/Statement of Principles on Ethical Behavior/COI | 1/2023 |
| Policy 32: Children's Online Privacy Protection Act (COPPA) | 10/2017 |
| Policy 33: Wisconsin Swimming Scholarship | 1/2019 |
| Policy 34: Electronic Communications and Social Media | 3/2023 |
| Policy 35: LSC Board Member Expectations and Responsibilities | 1/2023 |

Attachment C

Wisconsin Swimming Strategic Plan

May 5, 2021

- Vision: To provide pathways for our members to achieve excellence in the sport of swimming and in life.
- Mission: To champion an inclusive and collaborative swim community supporting members and families by providing opportunities for education, fun, leadership, personal growth and competition.
- Values: Fun, Achievement, Safe/Inclusive, Teamwork (FAST)
- **Goals** :
 - Tier 1: Increasing Age Group membership
 - Who: Age Group Chair & Athletes
 - What/How:
 - Athlete engagement for 12 & Under (more fun, camps, promotions)
 - Olympic watch parties
 - Team training partnerships
 - Partnering with feeder systems (lesson programs, summer league, Winter rec leagues)
 - Engaging parents to help with ideas & word-of-mouth promotion of the sport
 - ATH: Buddy camps.... pairing younger athletes with older athletes. Big Fish/Little Fish
 - Sponsors/Athlete appearances
 - Using Flex memberships?
 - Recruiting efforts = marketing via social media
 - Recruiting efforts = yard signs
 - Board/Committees will forward suggestions to clubs for the clubs to implement locally.
 - When:
 - Pre-Trials efforts by end of May
 - Summer efforts by end of June/before Olympics
 - Age Group Coaches meeting in late May
 - Athletes Meeting in late May
 - Tier 1: Rejuvenating the LSC after the pandemic
 - Who: Tech Planning, meet hosts/facilities, Officials, Athletes, Sanctions
 - What/How:
 - Promoting the revised Vision, Mission, Values will help.

- Defining the WI Swimming “product”: meets/champs + duals, to create a consistent message/program.
 - ATH: More opportunities to engage athletes outside of meets.
 - ATH: Shorter meets have been good, more fun, but they do miss being able to be with their whole team in a session. Would want to prioritize that for a champ meet.
 - Tech Planning/AG/Senior/Coaches/Athletes/Officials/Times: plan meetings to discuss long-range plan for what the champ meets should look like
 - Helping more teams host meets
 - Officials clinics online to help get new folks trained
 - How do we find clubs that need help/are struggling?
 - When:
 - Officials Meeting May 20th.
 - Tech Planning should ensure plans match up with Policy manual/procedures.
- Tier 1: Engaged Board members and Committee members
 - Who: Governance Committee, All Board members supporting one another and Committees
 - What/How:
 - Buy-in on the Vision, Mission, Values---Board should have a rally flag for the Vision.
 - Better communication with committees on what is needed/details and what is feasible. Define needs/job descriptions.
 - Find ways to involve/engage others.
 - When: Ongoing
- Tier 2: Budgetary Goals
 - Who: Treasurer/Finance Chair
 - What/How:
 - Define WI Swimming Reserve Policy/what is the Operating Reserve minimum? 6 mos.? 9 mos.? 12 mos.?
 - This will drive how we budget and spend.
 - Cleaning up reporting and forecasting is improving.
 - Getting line items clarified is helping improve transparency.
 - When:
 - Early Fall 2021: Discuss reassignment of remaining travel funds after Para/Olympic Trials funding is complete.
 - Next 6 months: Philosophical discussion on reserves and/or

- investment
 - February-April 2022 for 2023 budget
- Tier 2: Excitement of meets/performance (ties in with Rejuvenating LSC)
 - Who: Athletes, Social Media
 - What/How:
 - ATH: Post pics on Zone page/post state meet pics
 - Communicate via LSC newsletter: the Social Media policy and process for submitting photos.
 - Need consistency and manpower.
 - Celebrate each other.
 - Social Media can help show the fun and promote WI Swimming
 - ATH: hold more zoom meetings with Club Reps
 - When: Meeting in late May
- **OVERARCHING FOCUS: Inclusion/sense of community for all team**
- Long Term Goals (1-2 years out)
 - Retention beyond the Olympic bump
 - Keep social media recognition and promotions active/current.
 - Address positive sport/meet experience at all levels.
 - Budget—long term
 - Ongoing process for philosophy for reserves
 - Establish a line of credit as needed for cash flow/operating budget?
 - Performance
 - Address: 12 & Under State is a good meet, but we need to build and retain our age group members
 - Recruiting of 10 & Under into meets with easier entry standards.
 - Look at a progressive % of swimmers at various levels of meets.
 - Look at Regional meets.
 - Re-vamp Chevron awards for time standard achievements
 - Consider Best Improvement/Time Dropper awards.
 - LSC and Club Portals can support performance data.
 - Officials
 - Utilize feedback gathered by Officials Committee in early 2020 (see attached reports)
 - Create a plan for ratio of club swimmers to the # of officials on team?
 - Demonstrate expectations for needed parent involvement through communication and education.
 - Recognize and appreciate the volunteers.
 - Club best practices offer to pay for officials' registration & background check fees, training expenses, perhaps team fees and/or meet fees are reduced.

Approved by the Board of Directors, Wisconsin Swimming, Inc., October 26, 2021