

## 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 20<sup>th</sup>.
  - 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.