

Aloha Aquatics Association



Strategic Plan 2017-2027

Adopted: 07 February 2017

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PRELIMINARIES

Aloha Aquatics has been Mililani's swim team since 1971

It is a 501c3 non-profit organization under USA Swimming

The official name of the club per IRS is: Aloha Aquatics – Mililani

This Strategic Plan was created by the Board of Directors and swim coaches in January 2017.
This includes the following:

Roger Babcock – President

Trisa Aki – 1st Vice-President

Jill Kyhos – 2nd Vice-President

Raymond Scott – Treasurer

Heather Duchemin – Secretary

Jocelyn Tanaka – Member At Large

Lisa Yamada – Member At Large

Hannah Nakamura – Member At Large

Ken Fukada – Head Coach

Travis Suemori – Coach

Sean Yamada - Coach

During the strategic planning session on 22 January 2017, the following Mission Statement was created.

MISSION STATEMENT

To develop competitive swimmers by instilling self-confidence, discipline and life skills through positive coaching, mentorship and establishment of a fun, caring, and challenging environment.

CLUB OBJECTIVES

As stated in the club's Constitution & Bylaws:

The objectives of the club shall be to provide:

- A. Wholesome and worthwhile physical and recreational outlet
- B. Opportunity to learn sportsmanship and make swimmers aware of team cooperation
- C. Opportunities for social and emotional development
- D. Educational travel opportunities
- E. Opportunities to learn good health habits
- F. Training and competition to all swimmers who desire it
- G. Increase skills and knowledge for high school, college and senior USA Swimming level of swimming.

SWOT Analysis



During the strategic planning session on 22 January 2017, a SWOT analysis was conducted and the results are stated below.

Strengths

1. Experienced and skilled coaches
2. Stable staff
3. Coaches able/willing to coach all levels
4. Long history
5. Very good pool facility at VMAC
6. Finances good now
7. Volunteer fee program
8. Low delinquency rate

Weaknesses

1. Low participation in events
2. Low comradery
3. Cheer not used
4. Lack of support in different group levels
5. Only one pool
6. Low pool space
7. Insufficient officials and other volunteers
8. High fees/dues?
9. Lack of awareness of volunteer opportunities
10. No reserve funds
11. A welcome packet (lacking)
12. Try to keep high school swimmers
13. No coach photos/team photos on website
14. No ability to do autopay
15. Weak website/need to update history

Opportunities

1. More volunteer opportunities (a detailed list in welcome packet)
2. Add MTA pool
3. Coach (and recruit from) MTA Jr Masters
4. MTA advertising
5. Other new programs
6. Facebook advertising/communication (Hannah in charge)
7. To create an exit survey why swimmers are leaving
8. Volunteer for membership dues reduction incentive
9. Mandatory parent meetings 2 x year
10. More communication between board-families/coaches-families
11. Auto fill forms
12. Liaison for coaches
13. Communicate swimmer successes

Threats

1. A coach could leave
2. Finances – membership losses, costs increase
3. Losing older kids to larger teams
4. Not enough officials
5. Other teams taking swimmers or coaches
6. LSC fines for not enough officials
7. CORP pool closure/lack of space

STRATEGIC INITIATIVES

During the strategic planning session on 22 January 2017, the SWOT analysis was considered and fourteen (14) strategic initiatives were identified as follows:

1. Upgrade the Welcome Packet

- Welcome Letter which includes contacts
- Mission/vision/history
- Annual Calendar
- How to sign up for swim meets/events (coaches can choose events)
- Coach photos/bios
- Volunteer Fee program
- Equipment list and info
- Checklist of forms for renewal
- Explanation of time standards and where to find them
- Group ability checklist

2. Communication and Publicity

- Upgrade the Web Page
 - Add photos/Have annual team photo – formal in bleachers (Team photos to purchase)
 - Team records by age group
 - Update history
 - Roger contact Team Unify
- Hanna willing to head Facebook
- Ads in MTA Newsletter
- Banners

3. Increasing Participation/comradery in Events

- One cap color – Green
- Comradery/Events Committee – parents and swimmers involved
- Mandatory team meetings 2 x year
- Swim buddy
- Sign-ups for events in Google Docs
- Team Cheer

4. Financial Stability Reform Initiative

- Create a separate checking account for travel fund/other expenses
 - Put money in 1 x year
- Add Auto pay/Sure pay option

5. Increasing Volunteers and Officials

Volunteer Job Description

Create a Volunteer Committee

Swim Meet Hosting/Timers at regular meets

Timing – coaches should never have to time
- shorter shifts

Coaches involved in requesting timers/volunteers

Texting communication

Certain jobs, like deck marshal for both our hosted meets, would satisfy volunteer dues for 6 months or the year.

Deck officials would get membership dues reduction

Volunteer Recognition Plan – recognize volunteers

Recruit deck officials

6. Increase/Stabilize Pool Space

MTA is letting us use Rec 6. Their offer is T & Th 5-7pm and M, W, F 6-8 pm. We need to help coach from 5:30 – 6 on M, W, F and then we can use the pool for free. We can have free ad space in the MTA newsletter. They want MTA and Aloha Aquatics not to lose any money.

7. Upgrade Forms

Need ability to auto-fill forms

8. Staffing Succession Plan

Prepare a plan for succession of coaches

9. Policy Manual

Code of Conduct

Procedures

Safety Guidelines

10. Team gear/apparel

Get more Team Swag items such as stickers, polo shirts, caps, water bottles, towels , parkas, duffle bags

11. Fundraising

Create a Fundraising Committee

Swimathon or something smaller

12. Anniversary Celebration

Anniversary celebration committee (2016 is 45th and 2021 is 50th) – t-shirts, news articles, swag

13. Swimmer development and retention

Meetings with coaches/swimmers/parents

Post information on current times, and differentials to A, AA, AAA times, etc

Coaches handout ribbons at Monday practice after meets

Comradery initiative items

Exit survey

IMPLEMENTATION PLAN

The schedule for accomplishing the Strategic Initiatives was developed as follows:

| # | Initiative | Start | Completion | Lead |
|----|---|---------|------------|----------------------------------|
| 1 | Upgrade welcome packet | 3/2017 | TBD | T Aki & R Babcock |
| 2 | Publicity and Communication | 2/2017 | TBD | H Nakamura & R Scott |
| 3 | Increase Participation & Comradery | 3/2017 | TBD | J Tanaka & C Ohashi |
| 4 | Financial stability reform | 4/2017 | 8/2017 | R Scott & R Babcock |
| 5 | Increase volunteers and officials | 3/2017 | 3/2018 | R Babcock & B Swann & H Nakamura |
| 6 | Increase/Stabilize Pool space | 2/2017 | 3/2017 | R Babcock |
| 7 | Upgrade Forms | 4/2017 | 8/2017 | L Yamada & C Ohashi |
| 8 | Staffing succession plan | 8/2017 | TBD | K Fukada & R Babcock |
| 9 | Policy manual | 4/2017 | 10/2017 | C Ohashi |
| 10 | Team Gear/Apparel | 6/2017 | TBD | J Kyhos & J Tanaka |
| 11 | Fundraising | 6/2017 | 6/2018 | T Aki & H Duchemin |
| 12 | 50 TH Anniversary Celebration 2021 | 10/2017 | 12/2020 | J Tanaka & L Yamada |
| 13 | Swimmer Development and Retention | 8/2017 | 8/2019 | K Fukada & R Babcock |