**Hawaiian Swimming LSC Strategic Communication Plan**

**Draft – May 3, 2022**

Communication is critical for achieving the mission and vision of Hawaiian Swimming. This plan is based on current practices and policies and will serve as a foundation for future strategic planning around the development and implementation of effective communications in the LSC.

**Primary Contact Person:**

The General Chair is primary contact person for swimming related questions and information, accompanied by the Administrative Vice-Chair and the two program related Vice Chairs for Age Group and Senior Swimming.

General Chair Jon Hayshida generalchair@hawaiianswimming.org

Administrative Vice Chair David Coleman adminvicechair@hawaiianswimming.org

Age Group Vice Chair Reid Yamamoto agegroupvicechair@hawaiianswimming.org

Senior Vice Chair Eric Nagoshi seniorvicechair@hawaiianswimming.org

The permanent contact for the LSC is Gwenn Tomiyoshi at jackel@hawaiiantel.net

*Hawaiian Swimming allows anyone to contact the LSC with inquiries, complaints, additional input, and feedback using the website link:* <https://www.teamunify.com/ContactMe.do?act=new&team=hslsc>

**Hawaiian Swimming Website:**

The LSC maintains the Hawaiian Swimming Website, which is the primary source for LSC communications. There is a webmaster (currently, Malcolm Cooper) and the General Chair and Administrative Vice Chair have “superuser” credentials that allow access to the entire site. Each of the Committee Chairs have user access to post information from their areas to the site. Athletes Representatives have access through their Committee Chairs.

The site is accessed at <https://www.teamunify.com/Home.jsp?_tabid_=0&team=hslsc>

1. Minutes: Minutes for the BOD and HOD shall be posted to the site. Committees reports are made to the Board and House of Delegates and included in full or summary form in the minutes for those entities.
2. House of Delegates, Board of Directors and Committee members shall be available on the site.
3. Events, both competitions and business meetings, will be posted to the site.
4. Financial plans, budgets, strategic planning documents and Board of Directors Manual shall be posted to the site.
5. Information supporting athletes, coaches, official, and volunteers will be posted to the site.
6. Administrative forms and meet sanction information will be posted to the site.
7. Records and standards will be posted to the site.

**Social Media**

Social media is a desired development, but one that currently is under construction, with the athletes leading the way.

**Use of Technology for Communication:**

Hawaiian Swimming uses the following technologies to maintain continuous communications for uninterrupted HISI business and operations.

1. **Video conference software for HOD, BOD, and Committee meetings**

HISI uses Zoom scheduled meetings to hold HOD, BOD, and Executive Committee meetings.  Zoom and other online meeting video conferencing applications are used for other committee meetings

**b. BOD management software**

HISI uses Quickbooks for financial organization and tracking.  QuickBooks reports are provided by the Treasurer to the BOD for financial reporting, budgeting, task project management, and business management of the LSC.

**c. Document sharing**

Google Documents – Google Workspace online is used for development and sharing of documents within the LSC.  Due to HISI’s unique island state this tool is essential to allow real-time updates and progression of critical LSC documents.

Microsoft Word shared docs for governance document updates (allows line numbering that is difficult in Google docs.)

We also share documents on Team Unify HISI site

**d. Electronic bookkeeping/banking**

HISI uses both regular and online banking with the institution used for the LSC’s banking requirements.  In addition, banking data is integrated into the LSC’s Quickbooks database.

**e. Electronic registration and meet management files**

HISI imports club registrations electronically from clubs using Team Unify and Hytek programs.  The same programs are used for submitting meet entries.  Hytek Meet Manager program is used for HISI meet management and applications. : meet results and TM results for everyone; MM Backups are available for members for developing future meet shells; Time Standards are also posted on HISI site.

**f. Blast email**

HISI accesses parent emails from SWIMS to send communication blasts as necessary.  This email blast was used during the pandemic to update our members of rule requirements and subsequent changes, updates of swim meet opportunities, and safety protocols.

**g. Aliased LSC emails (GeneralChair@LSCswim.org, etc.)**

All Board officers were assigned an alias HISI email for LSC business.

**h. Other**

HISI registration committee uses SWIMS RECON program to confirm eligibility for coaches, athletes, and officials for both insurance and Safe Sport requirements.  In addition, EXCEL worksheets are used to monitor coach certifications to assist in keeping all coaches’ certification current. We also use SWIMS Times Recon to verify entries for championship meets (Senior Champs uses SWIMS OME). With the new SWIMS3.0, it's possible many more meet could become OME.