

Iowa Swimming IASI

Swim Official Recruitment and Retention Action Plan

This strategy and accompanying action plan was created by a sub-group of officials including: Jen Flatte, Andrea Kelley, Amber Lankford, Amy Mundisev, Kristine Nelson and Kirstin Oppel

1. Set SMART Goals

S- Specific Goal: Increase Iowa Swim Official recruitment and retention by 20% for each position by 2025.

	ST	AO	CJ	SR	DR	AR	MR
Certified 1-12-24	122	34	29	56	32	27	22
20% goal by 2025	146	41	35	67	38	32	26
Certified	151	67	33	70	40	*	*

Note – Those not registered with USA Swimming but still hold LSC Certifications and those registered with USA Swimming, but with expired LSC Certifications were not counted. 5/1/25

M- Measurable: Report at each officials committee meeting

A- Achievable Efforts: The IASI multidisciplinary team will achieve efforts. This includes administration, leadership, coaches, officials, volunteers, parents/caregivers and athletes.

R- Relevant: The relevance of the efforts will tie in with the core values of IASI Swimming.

Mission: To cultivate growth for our community through competitive swimming excellence.

Vision: Striving for an exceptional swimming environment. Core Values: Excellence – Growth – Community – Integrity.

T- Time Based: Re-evaluate recruitment and retention efforts within 12 months of starting initiative.

2. Create A List of Actions for Implementation

2.1 Approach IASI board to reinstitute the check box when applying for a sanction that host club has secured enough officials to run the meet. – **Still Needed**

2.2 Recruit and train Junior officials (16 – 18 year old swimmers) when USA – S authorizes the practice – **Currently pursuing this effort.**

2.3 Encourage clubs to raise awareness about officials Ex: New parent meetings, beginning of season meetings, service expectation meetings/communications, direct recruitment by asking specific parents to help, posting a link to training page on team's web page. – **Team specific, status unknown.**

2.4 Assist clubs with incentive ideas to recruit officials. Ex: financial credit to account, pay for membership dues and background checks. – **Team specific, status unknown.**

2.5 Increased communication about training opportunities. Ex: emails, posting fliers with QR codes at home meets, using the score board to advertise, social media. – **Needs reassessment due to transition to online training.**

2.6 Find opportunities to thank current officials for their volunteer time. – **Receptions following State Meet Sessions. Other opportunities?**

2.7 Send an anonymous survey to all current officials to identify strengths, weaknesses, opportunities and strengths related to retention of officials. The goal of this survey is to investigate the current state of many officials that do not actively volunteer. – **Not done.**

2.8 Offer additional mentoring programs that go beyond initial training and certification. – **Suggestions?**

2.9 Offer in-person training opportunities, not just virtual. – **Suggestions?**

2.10 Develop a specific script to be read and announced a number of times at swim meets that promotes recruitment, retention and more information for volunteer officials. – **Status unknown.**

2.11 Encourage starters to include becoming an official when giving the timer briefing. – **Partial implementation.**

3. Set A Timeline

Timeline to be set after presentation to multidisciplinary IASI LSC team. Re-evaluate in 12 months.

4. Designate Resources from Action List

5. Monitor Progress

Quarterly