



**#TIL2020**

***QUAD PLAN***  
***2016-2020***

# Illinois Swimming

**VISION:** To inspire excellence through innovation and leadership.

**MISSION:** To offer our members programs which promote swimming and achieve excellence through education, innovation and committed leadership.

# Illinois Swimming

## VALUES

- \* **FUN** – process, journey, life-time friends
- \* **FIT** – work hard, it takes more than talent
- \* **FOR LIFE** – never stop dreaming, it's not just about swimming, life skills for all parts of life

# Illinois Swimming

**DREAMS**  
**MOTIVATION**  
**SUCCESS**  
**TEAM**  
**PROCESS**  
**JOURNEY**  
**FOCUSED**  
**FRIENDS**  
**LIFE LONG**



# BHAG

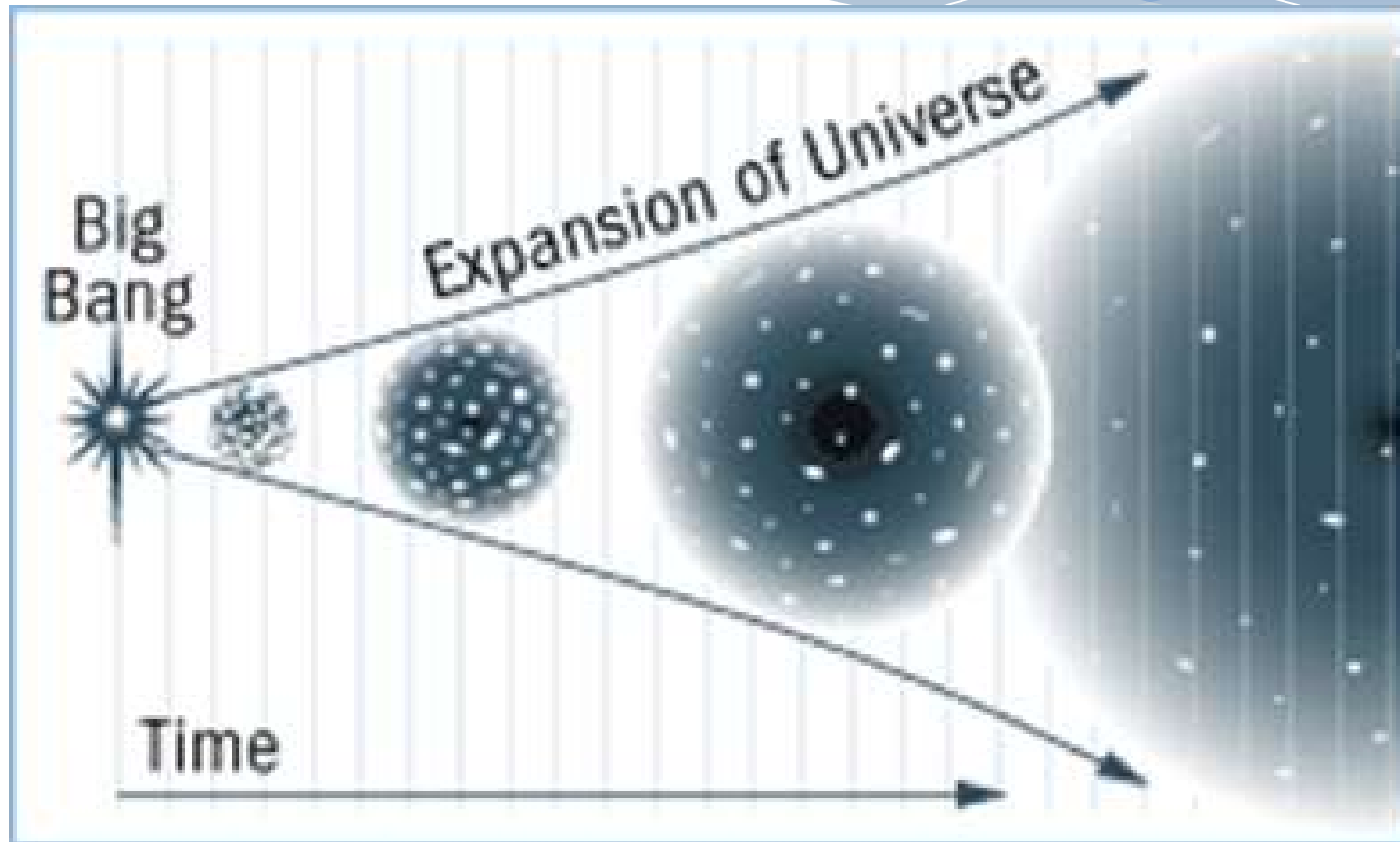
## ***EXPAND THE POSSIBILITIES***

- \* Lead the country in 18&U Qualifiers, Semi-Finalists and Finalists at the 2020 Olympic Trials
- \* Lead the country in the solidarity/pride of Team Illinois

**Dream the Impossible ...**

**If you can't dream it, you can't do it**

#TIL2020



**INNOVATION**

**Bold**  
**Creative**  
**Change**  
**Future**  
**New**

**Excellence**

**BHAG**

**Big**  
**Stretch**  
**Inspirational**  
**Visualize**  
**Energy**

# #TIL2020

*Realizing Dreams for Team Illinois ... 2020 and Beyond  
Working Together to be the Best LSC in the Country  
Expanding the Opportunities*

2020

2017

- Tackle Low-Effort/High-Value
- Expand Best-on-Best Competitions
- Chart the Metrics

2018

- Showcase Illinois Facilities
- Recognize Illinois Swim Legacy
- Increase the LCM Opportunities
- Targeted Elite Development
- Building the Base with Programming for Level I & II

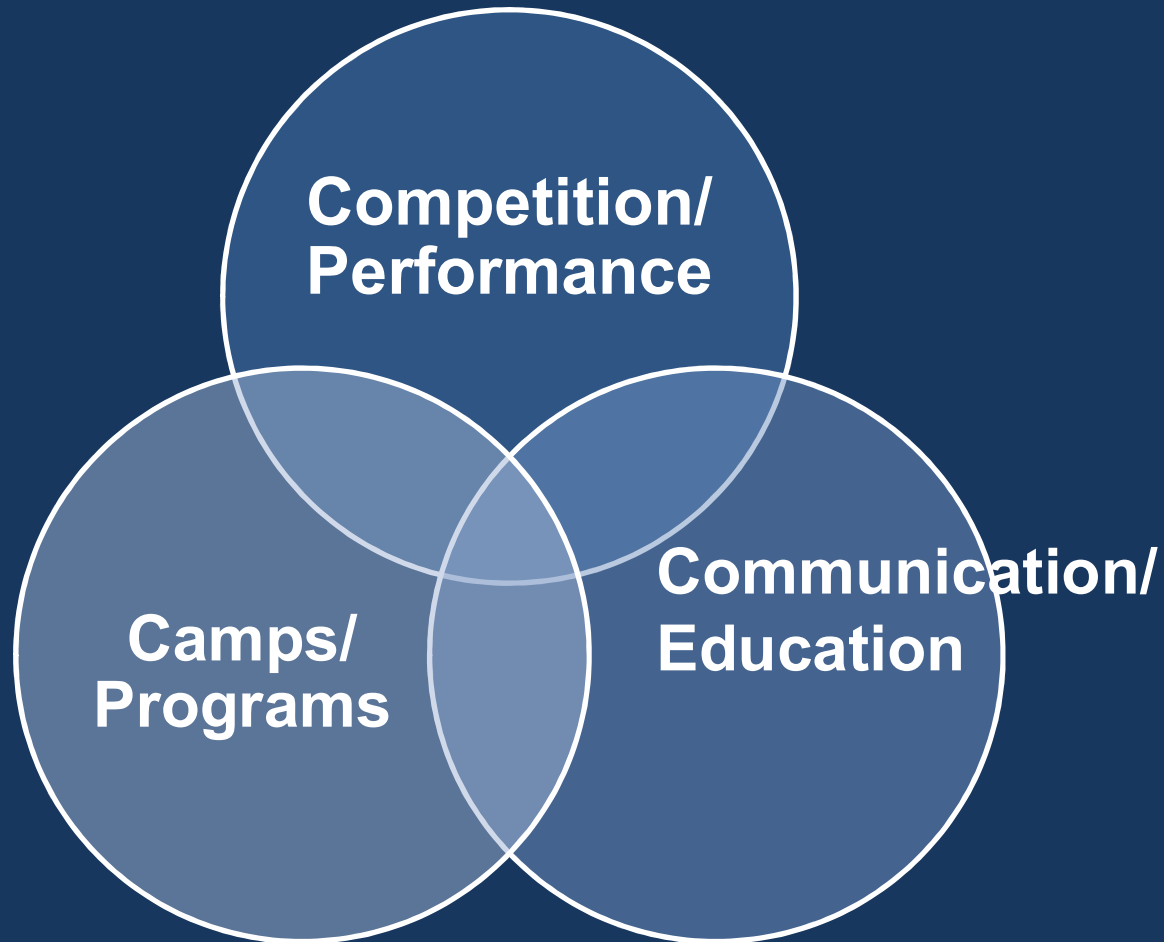
- Increase LCM Participation in Elite Team Events
- Create Olympic Excitement/Buzz
- Host Big, Never Been Done Before Events
- Expand the challenge via higher level meet participation and camps
- Consistent message of Excellence & Team Illinois

- Capture Olympic Excitement
- Hold Olympic Trial Camp(s)
- Support LSC Spectator Participation at Trials
- Be recognized for leaders in innovation in coach, club & athlete Development
- Maximize IL Olympic Post Meet Effect / Bump
- Quad Plan 2024



# Focused Development

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# Culture ... **#TIL2020**

- **It defines who we are ...**
  - Age Group and Senior Athletes, coaches, clubs and families
  - Everyone coming together to create and represent Team Illinois
  - And at the very core, Friends
- **It defines what we want ...**
  - Olympic-sized Dreams
  - Pride and Recognition for what we do and accomplish
  - Learning from Many Voices
  - Opportunities to Grow and Develop
- **It defines our commitment when representing Team Illinois ...**
  - Commitment to sharing, supporting, training and working together
  - Commitment to the Journey and to Each Other

***Realizing a Culture Requires Intentional Connections***

# QUAD PLAN GOALS

YEAR	COMPETITION	CAMPS	COMMUNICATION	CULTURE
2017	<ul style="list-style-type: none"> <li>• Introduce senior circuit meets</li> <li>• Add meet records</li> <li>• Championship announcer</li> <li>• Improve Championship webcast</li> <li>• Support athlete participation at highest level meet qualified</li> </ul>	<ul style="list-style-type: none"> <li>• Plan and market expanded camps program for broader participation</li> <li>• World Trials spectator/ "behind-the-scenes" event</li> <li>• ISI Nat Team Athlete Participation at Camps</li> </ul>	<ul style="list-style-type: none"> <li>• Increased coach communication &amp; involvement</li> <li>• Introduce parent education at camps</li> <li>• ISI Director club visits</li> <li>• Leverage social media</li> <li>• Increased Club Development Programs</li> <li>• LSC Highlight Videos</li> </ul>	<ul style="list-style-type: none"> <li>• Create top 100 list and recognize achievement</li> <li>• Expand coach and athlete awards and recognition</li> <li>• Athlete to Athlete/ Coach to Coach mentoring</li> </ul>
2018	<ul style="list-style-type: none"> <li>• Increase participation at higher level meets by all levels</li> <li>• Host Championship meets at New IL Facilities</li> <li>• Improved meet formats</li> </ul>	<ul style="list-style-type: none"> <li>• Simplified selection process</li> <li>• Further marketing of expanded camps/ learning programs</li> <li>• Open Water and Distance/IM Camp</li> </ul>	<ul style="list-style-type: none"> <li>• Increased coach educational opportunities by design</li> <li>• Athlete leadership educational development</li> <li>• Camps/Events go Live</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce ISI Hall of Fame beginning with Olympians</li> <li>• Develop program that identifies innovation to influence Team Illinois culture</li> </ul>
2019	<ul style="list-style-type: none"> <li>• Create a "Dual in the Pool" meet or participate in NACC</li> <li>• Increase LCM competitive opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Shared recourse camp with other LSCs</li> <li>• See athlete leader development at camps</li> </ul>	<ul style="list-style-type: none"> <li>• Market/recognize the ISI Legacy. Athlete, Coach, Contributors by design.</li> <li>• Branding becomes identifiable</li> <li>• Coach Dev in levels 4&amp;5</li> </ul>	<ul style="list-style-type: none"> <li>• Identify criteria for HOF induction</li> <li>• Introduce ISI Branding in 2018-19</li> <li>• ISI athlete philanthropic event</li> </ul>
2020	<ul style="list-style-type: none"> <li>• Create AG mid-season sectional LCM meet</li> </ul>	<ul style="list-style-type: none"> <li>• Olympic Trials Camp/Event</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage &amp; support large spectator participation at Trials</li> </ul>	<ul style="list-style-type: none"> <li>• Be recognized at top LSC in the country</li> </ul>

# Pyramid of Excellence

**Top .5% in the US**

*4<sup>th</sup> Become an Olympian*

*3<sup>rd</sup> Be on USA National Junior Team*

*2<sup>nd</sup> Participate in USA Olympic Trials*

*1<sup>st</sup> Participate in the USA Swimming 18-Under Nationals*

**Level 5**

**Level 4**

**Top 5% in the US**

*3<sup>rd</sup> National 'AAAA' Cut*

*2<sup>nd</sup> Participate in a National Grand Prix Meet*

*1<sup>st</sup> Participate in a Speedo Championship Meet*

**Level 3**

**Top 14% in the US**

*3<sup>rd</sup> Achieve National 'AAA' cut and participate in Central Zones*

*2<sup>nd</sup> Participate in Senior State Championships*

*1<sup>st</sup> Achieve first "AA" cut*

**Level 2**

**Top 40% in the US**

*4<sup>th</sup> Achieve your first National "A" cut*

*3<sup>rd</sup> Achieve first National "BB" cut*

*2<sup>nd</sup> Qualify for Illinois Swimming Regional championships*

*1<sup>st</sup> Achieve first National "B" cut*

**Level 1**

**Entry to the Sport**

*4<sup>th</sup> Complete National IMX event scoring*

*3<sup>rd</sup> Start attending meets and learning how to compete*

*2<sup>nd</sup> Make friends and learn about competitive swimming*

*1<sup>st</sup> Join a swim team*

# QUAD METRICS

*Keep it simple and identifiable for people to understand,  
so they can participate in their own tracking*

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
Membership retention	MX development CTS Camps	Participation in next level camp program	Participation in advanced LSC camp programs	Elite camp programs
Participation in introductory parent education	Increased education through CTS camps program hosted in LSC	Participation in Team Illinois competitions	Participation in next level USA Swimming and Team Illinois competitions	Participation in highest level competition qualified for
AG coach development and certification	Increase Coach/Parent education	Head Coach mentoring at Team Illinois competitions	Participation in USA Swimming Zone and National Camps	Qualifiers for USA Swimming National Select Camps and National Teams
Metrics	Track LSC data at BB to A level in comparison to national average	Track LSC data at the AA to AAA level in comparison to national average	Track Club Support meet #s & Performances LSC Top 100 and AG AAAA Performances	Track FINA, USA Swimming & LSC Top 100 Performances. NJT Top 100

# Sport Director Goals

***Develop and deliver comprehensive programs that deliver value to the membership and create a Team Illinois culture***

- \* Lead the country with the solidarity of Team Illinois
- \* Deliver strong programs to develop strong athletes, with supportive coaches, parents, clubs, facility and meet development
- \* Implement programs that not only influence AG to Elite development, but engage teams to host programs in their delivery
- \* IL LSC recognized as the best at underwater racing in the country
- \* Evaluate and improve programming on a consistent basis