

COMMUNICATION TASKFORCE REPORT: DEC 2023 - JAN 2024

Communication Needs:

Communication Goal(s): Keep all IASI members better informed about current and future events in a reliable, comprehensive, continuous/consistent, and proactive manner, answer questions to lighten the load of the IASI office, direct questions to appropriate resources in the fastest possible time frame, and excite our community and other communities about what IASI is doing to help athletes.

- **IASI families**
 - Upcoming meet options
 - Meet information including but not limited to:
 - Meet Letters
 - Timelines
 - Psych Sheets
 - Warm Up Assignments
 - Photography links
 - Meet specific gear/stores
 - Hotel blocks
 - Livestream Info
 - Non-host volunteer needs
 - Board/Meeting Agendas
- **IASI Athletes & Coaches**
 - Appropriate SwimSwam/Swimming World articles and Interviews
 - Athlete Spotlights
 - College Commitments
 - Recruiting Info
 - Scholarship Award Winners
 - LSC Record Breaking Swims
 - Available athlete positions on Board Committees
 - Changes to Q times or meet structure
 - Team Iowa events (upcoming deadlines)
 - Team Iowa logistics (travel, apparel, cost, etc.)
 - Select Camps and non-routine events
 - Mental Health Resources
 - Landing page on the website
- **IASI non-athlete members (officials, volunteers, etc.)**
 - Upcoming officials Training Clinics
 - Officials Signups for meets
 - Recapping highlights from Zone and National level meets
 - Recognition for new certification levels
 - Posting available positions on Board Committees in specific areas of expertise
 - SafeSport info
- **Internal IASI Assistance**
 - Work in conjunction with IASI office to hold Committees accountable to deadlines, meetings, timelines, etc.

No *one* method will answer all of our members' questions, but a combination of a few methods should enhance what we currently offer.

Website Design and Upkeep:

1. Meets, info, and LSC Events on the schedule
 - timelines, heat sheets, pertinent info linked in event description and updated in real time on social media
 - Links to online apparel stores for Championship meets
2. Updated LSC records
 - Real time excel chart that doesn't require multiple copies
3. Updated Pictures, including a page with links to CPose Photography (including passwords)
4. Updated Team Iowa website
 - Including gear promotion, post meet financial wrap up with families
 - Work with the AGVC and Zone head coaches to coordinate messages to families either recruiting for Zone meets or recapping the events.
5. Better visibility for job postings
6. Committee Directory
 - List of each committee as currently functioning
 - List of emails, contact info
 - List of committee members, open positions, and term dates

Social Media - Should include a monthly plan for topics, types of posts (reels, carousels, linked stories, etc.)

1. Facebook page

- Active updates, including but not limited to:
 - a. Meet adjustments
 - b. Apparel options
 - c. Congratulations
 - d. Job postings for teams
 - e. Posting Championship Meet Invite availability
 - f. Posting updates to Q times for state and national level meets when changed/available

2. Instagram

- Reimagined brand kit including IASI colors, post templates, story fonts, etc.
- Athlete recognition & contributions (athlete takeovers at big meets)
- Official & Coach recognition
- Calls for action
- Post / comment engagement (daily)
- Links to meet info, team websites, etc.
- Connection, partnerships, and collaborations

- Job postings for teams
- Themed days? (Mental Health links in the stories on specific days?)

→ Minnesota, South Dakota, Illinois, and Ozark all have much more active social media than us.

Newsletters / E-Mail

Championship Wrap Up & Major IA meet wrap ups to SwimSwam & SwimmingWorld magazine (promote our LSC nationally and globally)

PROPOSED SOLUTION:

A paid position hired by IASI to begin ASAP; August 2024 at the latest.

Takeaways:

The communication needs are too convoluted, too swimming-specific, and too many, that a volunteer person or committee would be overwhelmed.

The position should work in conjunction with the IASI office (Safe Sport, Registration, and Operations Admin.), Admin. Vice Chair, and the General Chair to **keep the LSC's long term strategic plans in mind and at the forefront of plans, development, and implementation.**

If we have a person in charge of presenting the optics of our growth to our membership also involved in keeping the GC, AVC, Board, and IASI office working toward these goals, we will also have some historical continuity for future Board members.

1. Vision for long term strategic planning
2. Actively works with team leaders, the Board, and IASI office to accomplish our 2028, 2032 Strategic Goals.
3. Plan and organize Board orientations
4. Plan and organize Strategic Planning sessions
5. Attend IASI Select Camps, or plan to collect photos and stay engaged with the participants
6. Promote USA Swimming, Central Zone, and IASI clinics/events for athletes, coaches, officials, and non-athlete members
7. Potentially travels to visit in person with committee chairs to discuss development, aspects of development they'd like to share, and areas with which they need assistance.

Stretch Goal 1:

This person could connect the outside optics (graphics at champs meets, banners, social media posts) with salesmanship to meet with companies on behalf of IASI to act as sponsors and partners.

Having the IASI Champs meet be the “2025 IASI LCM Championships presented by Midwestern Energy/Iowa Pork Bureau,” could bring in additional revenue and enable us to make our championship meets more glamorous and special.

Marketing deals could be struck to promote companies (large and small) in our newsletters, social media, and on our website.

Stretch Goal 2:

This position could evolve into a General Manager/Executive Director position if clear objectives are met in the first year of this role. Examples of how other LSCs are utilizing a General Manager/Executive Director are listed below.

From Bob Staab in OK:

General Manager for OKS

“I talk/meet with the General Chair as needed but he relies on me to "run" the LSC and update him when something comes up.

Administrative:

- Website - Maintain the website, respond to team requests, maintain the LSC calendar and post LSC meets
- Communications / Social Media - Communicate with teams and maintain a presence with Facebook, Twitter, and other related social media.
- Admin support for LSC Zone and similar teams / initiatives
- Maintain LSC Records

Development:

- Camps and athlete development: Propose & plan in coordination with LSC Leadership, and execute camp and athlete development activities to promote and develop swimming in the LSC.
- Support LSC event logistics (e.g. championships, camps, practice days, swimposiums, LSC meetings)
- Plan and support LSC, Club, and Coach Development and Education in coordination with the LSC leadership
- Identify partners and resources (USA-S, Sponsors, non-profit support, technology, etc) to support LSC initiatives
- Build and maintain a relationship with OSSAA, High school programs, and other groups outside OKS.
- Support the BOD as directed

Compensation:

- Part time hourly position as an independent contractor
- Approved travel and technology expenses will be reimbursed
- This position may develop into full time and/or permanent employee status”

North Texas General Manager

POSTED TO SWIMSWAM ON 1/3/23

<https://swimswam.com/jobs/executive-director-2/>