

Position, Skills, Diversity, Geographic, Gender,
Ethnicity, Personality, Club Size, Athlete Level,
Different Points of View, Socioeconomic



USA Swimming Best Practices

Governance Committee
Nominating Committee
Determine Needs
Position Descriptions

Document
Monthly Reports
Inclusive
Understand + Use Budget Funds

Evaluate once each season
Post on Website
Share with Members

SUCCESSION PLANNING

FINANCES

STRATEGIC PLAN



BOARD ORIENTATION

Returning + New
Assign Responsibilities
Include Athletes
LSC Athlete Rep Survival Guide
Connect to USAS, Zone, LSC
Mission, Vision, Values

COMMITTEES

Seek Interest
Engagement
Hold Meetings
Share Minutes/Notes

USA SWIMMING COMMUNICATIONS

- 5 Main Channels
- Active + Passive
- Voice/Tone (Language, Formality, Feel)
- Style Guide (Visual)
- Reflect Brand (Font, Colors, Logo)
- Quality Images
- Templates - Consistent, Speed, Ease, Familiar
- Tailor Message to Channel
- Archive Content
- Current & Consistent Information
- Content Calendar - Consistent Distribution, Avoid Clusters
- Analytics - Refine Content
- Security - SWIMS + Marketing Cloud
- MAAPP Compliant
- Social Media Post - Consistent, Engaging
- Social Media Content - Behind the Scenes, Athlete Takeover, Event Promotion + Follow-up, Testimonials, Accomplishments
- USAS Social Media Toolkit in development

EMAIL

Targeted, Directed Content
Accurate Emails (SWIMS)
Role Based (Athlete, Parent, Coach, etc.)
98% Delivery Rate, 50-70% Open Rate

WEBSITE

Current Information
Consistent Format
SWIMS Message Center
Archiving

WORD OF MOUTH

Workshops
Annual Business Meeting
LSC Leader Calls
National Committee Meetings

SOCIAL MEDIA

Instagram
FaceBook
X
You Tube

NEWSLETTERS

Coaching Connection
Officials
Safe Sport
Lane Lines

Maryland Swimming Areas of Success

Safe Sport

Education
Club Support
Training
Process Understanding
SSRP
Social Media
3.5

Officials Support

Education
Registration
Training
Travel
Recognition
4.5

Coach Support

Education
Registration
Training
Travel
Recognition
4.5

Committee Charges

Understand Purpose
Understand Tasks
Understand Resources
Consistency
Accountability
3.5

DEI

Inclusion
Representation
Outreach
Diversity Meet
Community Event Engagement
3.5

Athlete Support

Camps
Clinics
Outreach
Travel
Champion Voice
Service Project
4.5

Swim Meets

Consistency
LSC Meet Schedule
LSC Champs
Recons/ Times
Assistance
Certification
Education
4.0

Communication

Governance: Documents + Process
Transparency
Open Meetings
Website
National Info
Responsive Customer Service
Board Agenda - Standing Items
4.5