

## **LSC Core Values/Brand**

### **ACCESSIBILITY**

Metro prides itself on ACCESSIBILITY in all areas of the LSC. Metro worked to increase the inclusion of out-reach and under-represented athletes in the sport through various reimbursement and entry fee waivers to provide athletes accessibility to more competitions throughout the season. Making championship meets or new swim venues accessible to under-represented athletes in a diverse LSC is a priority value for Metropolitan Swimming.

### **COMPETITION**

Metro has a rich history of Olympic participants, Olympic Trial qualifiers, and participation in international level competition. Not losing sight on the roots of LSC, Metro works to provide competition opportunities for all level of athlete, from novice/developmental swimmers, to our Nationally ranked age-group athletes. We provide three levels of championship competition for age group athletes as well as our Senior level LSC Championship.

Metro's process for applying and running LSC Sanctioned swim meets is streamlined and easy, providing many teams and athletes opportunities to run and compete, demonstrating our value placed on competition.

### **PERFORMANCE**

Metro has produced Olympic level athletes, Olympic Trial qualifiers, and international athletes. The LSC has produced members of the USA National Team as well as the National Junior Team. Support, recognition, and engagement with our high performing athletes is an important value in Metropolitan Swimming. The LSC works to provide environments for performance at all levels while also working to develop consistent high level athletes.

### **VISION – FORWARD**

Metro has taken steps to be a true visionary and leader in development on the dry side and wet side of USA Swimming. Administratively, the LSC has brainstormed and implemented many changes to bring Metro to the forefront of LSC leadership. Competitively, Metro committees have developed new and unique event formats, scheduling, and implementation to continue to be on the forefront of what the sport of competitive swimming will continue to become.