



Missouri Valley Swimming Strategic Plan 2019

KEY AREA: Membership Development-Marjorie, Mike, Katie, Curt					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Athlete Performance	10 swimmers (high school aged and younger) competing at 2024 US Olympic Trials	Create awareness and “buy-in”	Develop tools for education		
	30 athletes at Futures, Jrs., Srs in 2024	Create camps for various levels of development for athletes: local, regional, national groups			
Athlete Governance	100 athletes at Zones in 2024				
	MVS team winning Sectionals annually by 2021				
	USA “A” standards for LSC Champs all events in 2021				
	USA “BB” standards for Districts in 2021				
	Every year around club has a Jr and Sr athlete rep actively involved on MVS committees or task forces	Create awareness and “buy-in”	Develop tools for education		

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Coaches Education	All year around coaches be ASCA Level I and II certified.	Create awareness and “buy-in”	Develop tools for education		
	MVS sponsored annual Coaches Convention/Clinic				
	Institute a Coaches collaboration partner program				



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KEY AREA: Resource Utilization- Scott, Shawn, Steve, Bob					
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Market Swimming to the Community	Increasing entry level memberships and related swim school enrollments by 10% by 2024.	Sponsor five free learn to swim clinics annually, geographically dispersed	Find willing clubs to partner with Work with school and community groups to promote events	Coaches, D&I Chair	Clinics planned by September 30, held by November 15 Clinics planned by April 1, held by May 15
	Educate community development and tourism organizations on the financial impact of swimming on a community				

	Bring USA Swimming to three new markets within our geographic boundaries by 2021	Identify available facilities and provide support to organizations wishing to provide competitive swimming within their community	Reach out to facilities. Identify organizations that are a natural fit (YMCA / HS coaches, park and rec dept. non-USA Swimming summer leagues	Scott potentially BOD members with connections to the community	primary push during the summer January 1, 2021
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Program Growth	Increased retention rate of 12 & Under athletes to 60% by 2024 (50% today)	Promote and encourage shorter meets at the development level MVS survey athletes who do not renew membership for reasons/attitudes			January 1, 2025



KEY AREA: Culture- Jae, Judith, Brian, Mark					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
For every MVS club serve our mission statement, “Opportunities to dream and succeed.”	Every Missouri Valley Swimming club a Safe Sport recognized club.	Identify club-level Safe Sport Chairs .	By April 10: Jae will email all clubs (through Scott) with the MVS 100% Safe Sport Club Recognition Goal request that	Jae, coaches, and BODs.	

			that <i>clubs identify a club-level Safe Sport Chair at this time</i>		
		MoVal Safe Sport Chair Education	<i>Jae attends Zone Workshop in Denver</i>	Jae	May 9-11
		Educate coaches and Safe Sport chairs on how to become a Safe Sport Club.	Email club coaches and/or club-level safe sport chairs specific instructions on becoming safe-sport recognized.	Jae, head coaches, club Safe Sport chairs.	May 15-June 1
		Coach and assist individual clubs in how to tailor Safe Sport to best serve their club and needs.	Jae, club's Safe Sport Chair	Jae, Safe Sport Chairs	June 15-July 1
		Incentivize reluctant clubs to get on the Safe Sport train.	Recognize MoVal Club who have achieved Safe Sport at this time.	Jae, MoVal BOD, Coaches, Clubs	September 1
		ALL Missouri Valley Swimming clubs should be Safe Sport clubs.	<i>See above goals</i>	Everyone in MVS	January 1, 2020
	Every club sharing/promoting information about Missouri Valley activities and events.	Welcome packet that goes to each new registrant from MoVal to new registrants that share mission, values, and vision.	Scott designs packet to disseminate. May utilize a committee for this or involve athlete reps.	Scott, BOD, and possibly graphic designer	September 1, 2019
		Have the BOD educate and encourage coaches and club leadership to share information.	Communicate at BOD and HOD meetings and coach's meetings about the importance of club-level sharing of LSC information.	General Chair and other BOD members, particularly coach BOD members.	Ongoing
		MoVal emails disseminate information and reach members whose coaches fail to pass on MoVal communications/events/directives	Scott. :)	Scott	Already happening

	50% of Clubs participating in dual or tri meets annually.	Sharing information about clubs already doing duals/tris. Make clubs aware of MoVal blanket sanctions membership opportunities. Self-reporting that they've had a meet.	Those already hosting duals/tris sharing what they are doing on social media and in coach's meetings. List existing blanket sanctions and which teams are members of each Setup the meet ahead of time in OTS, and then populate OTS after the meet is over and add results to SWIMS if meet met sanction with officials.	Hosting teams/coaches Scott or Richard Meet Ref and/or head coach	
	85% coach participation at the spring and fall coaches meetings.	Come up with desired educational and social opportunities. Design and schedule an agenda.	Incentivize travel: Offer in-water CPR/First Aid Coaches training/education. Social? Added hotel and/or travel? Geographical or team size separation for part of the meeting? This is to ensure the differing needs of teams don't get swallowed up by the most vocal, or largest team. Coaches clinic?	Coach's Committee, Age Group Chair, Senior Chair Coach's Committee, Age Group Chair, Senior Chair	Fall 2019 or Spring 2020 meeting Fall 2019 or Spring 2020 meeting
	Each MoVal Club shares the MoVal mission statement on their club website and other materials.	Communicate this directive through email and coach's meetings.	?	BOD and Coaches	January 2020
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Officials Certifications	MVS funds a portion of official's cost of attending/officiating at Regional and National meets.				
Enlarge officials pool	MVS has 6 officials annually working National meets.				
	MVS sponsors an annual Conference/Clinic for training and development. (Concurrent with Coaches annual C/C)				
	Each team has an Officials Coordinator by 2020				
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Parents Education	LSC parent handbook covering topics ranging from various level meet expectations, Code of Conduct. All year round teams will become Safe Sport certified				



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