



MIDWESTERN SWIMMING BOARD OF DIRECTORS
2022-2024 STRATEGIC FRAMEWORK



The Vision and Mission of Midwestern Swimming

Vision: Midwestern Swimming...inspired by passion to achieve excellence.

Mission: Midwestern Swimming strives to maximize opportunities for growth and success of all current and future swimmers through competitive swimming.

Core Values

- ✓ Integrity
- ✓ Leadership
- ✓ Excellence
- ✓ Passion

Focus Areas

- ✓ Member Recruitment, Marketing & Engagement
- ✓ Partnerships
- ✓ Performance
- ✓ Volunteerism
- ✓ Education

Summary:

This plan was created based on what has been heard around the LSC; things that have been discussed by board members, coaches, officials, parents and athletes.

We are only including 2022-2024 so that leading up to 2024 MW can do another group strategic planning session and refine goals and objectives.

With dedicated leadership Midwestern can truly accomplish these goals.



**MIDWESTERN SWIMMING BOARD OF DIRECTORS
2022-2024 STRATEGIC WORKSHEET**



FOCUS AREA: MEMBER RECRUITMENT, MARKETING & ENGAGEMENT					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase MWS athlete membership by 15%	Create recruitment & outreach efforts throughout entire LSC	Conduct research on best ways to promote the sport/LSC, and look at comparable organization tactics/efforts.	Form recruitment & outreach sub-committee	General Chair, Admin Vice Chair, Age Group chair, DEI Chair, Safe Sport Chair, Registration Chair, Office	Increased by 15% by the beginning of short course 2023-2024 season
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done	WHO? Responsible Party	WHEN? Deadlines/Milestones
Improve digital presence, PR & resources within the LSC	Continue improving MWS social media & web platforms to further reach all stakeholders by increasing followers and engagement by 50% on all platforms	<ul style="list-style-type: none"> • Involve athlete committee; increase normal season, championship and LSC meet content • Promote officials' positions & volunteerism 	Continue creating original content based around teams, athletes and volunteers for social media / website usage	Safe Sport, Office, General Chair, Zone / All Star / Open Water coaches/ managers, athlete committee	August 2023
	Continue sending monthly or bi-monthly LSC newsletter to all MW stakeholders, while finding ways to further engage viewers	Research other LSC newsletter to see what content and information they include	Continue sending email blast updates with information that parents/ swimmers/ officials may not normally see from their coaches	Office	TBD



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FOCUS AREA: PARTNERSHIPS

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Improve partnerships with communities in our LSC	Create partnerships with learn-to-swim schools, swim lesson providers, etc in MW region to promote club swimming after program	<ul style="list-style-type: none"> Identify learn-to-swim and swim lesson providers in MW region Connect with managers/ owners to establish a mutually agreed upon partnership to promote MWS and its teams 	<ul style="list-style-type: none"> Create framework and goals of partnership 	Office, General Chair, Admin Vice Chair, Registration Chair	TBD
	Work with local, state and regional business sponsors to create additional revenue streams for athlete opportunities while expanding brand awareness	Conduct research on other LSC and comparable sport league organizations sponsorship programs; identify what MWS can offer to these companies	<ul style="list-style-type: none"> Create proposals explaining the need for sponsors and how both brands can benefit from each other Identify corporate sponsors; locally, across the state and region 	Finance Committee	End of 2024 Long Course Season



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FOCUS AREA: MEMBER RECRUITMENT, MARKETING & ENGAGEMENT					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Create MWS Senior Athlete Scholarship Fund	Review available and future funds that can be allocated to providing scholarships for senior swimmers who are swimming in college	<ul style="list-style-type: none"> Review financials and determine viability Create criteria (times, served as MW athlete rep, etc) Develop application process (essay, etc) 	Form athlete scholarship task force	General Chair, Office, Finance Committee, Coach Rep, Senior Vice Chair, Age Group Vice Chair	TBD
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done	WHO? Responsible Party	WHEN? Deadlines/Milestones
Create training opportunities for athletes to train and learn outside of their normal team practice	Create LSC-wide practices and social events	<ul style="list-style-type: none"> Find teams / pools willing to host Develop schedule Appoint/find coaching staff 	<ul style="list-style-type: none"> Create athlete committee Review how other LSCs run LSC-wide practices 	Athlete committee, athlete planning committee, non-athlete planning committee	After formation of athlete committee
	Host engaging & competitive skills clinics for athletes on all levels (beginner to Trials)	<ul style="list-style-type: none"> Find teams / pools willing to host Identify swim camps/ training groups that can host multi-day, multi-skill level clinics 	<ul style="list-style-type: none"> Create athlete committee Determine the desire for these camps 	Athlete committee, Office, General Chair, Coach Rep, Senior Vice Chair, Age Group Vice Chair, Admin Vice Chair	After formation of athlete committee
	Create LSC training trips	Determine interest in taking athletes from across the LSC on training trips to colleges, Olympic Training Center, etc	Form sub-committee with coaches	General Chair, Age Group and Senior Vice Chairs	TBD



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FOCUS AREA: VOLUNTEERISM					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Recruit Officials	Increase LSC officials by 25 officials	Educate the swimming community on roles, expectations, and certification process	<ul style="list-style-type: none"> • Work with club official reps to schedule meeting with their team to promote officials • Create posters, graphics, and video marketing content for LSC and team distribution/ heat sheet ads • Find feasible promotions (i.e. gift cards, splash fees waived, etc) to entice new officials to become involved 	Officials Committee	End of long course 2023
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done	WHO? Responsible Party	WHEN? Deadlines/Milestones
Create an LSC Athlete Committee	<ul style="list-style-type: none"> • Form an athlete committee with representation of at least two athletes from each of the following areas, Omaha Lincoln, Sioux City, Kearney/Grand Island areas. • Committee will be led by elected Senior, Junior, At-Large Athlete Reps 	Form an athlete committee planning task force of non-athlete members to recruit members and begin framework	<ul style="list-style-type: none"> • Identify sub-committee of non-athlete members • Establish committee purpose, direction and what the committee can do to impact the LSC & other athletes 	General Chair, Senior Chair, Age Group Chair, Coach Representative, Safe Sport, DEI, Coach, & Athlete Reps	Beginning of short course 2022-2023



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FOCUS AREA: EDUCATION					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
75% of all teams Safe Sport Recognized	Have at least 75% of MW teams complete and be approved for Safe Sport Recognition Program, demonstrating both the team and LSC commitment to Safe Sport	<ul style="list-style-type: none"> • Schedule in-person or Zoom meetings with each team’s safe sport club coordinator, head coach, and a board member to inform them of SSRP • Creation of another LSC SSRP campaign, including additional incentives • Review feasibility of requiring meet hosts to be SSRP teams, prior to meet application 	<ul style="list-style-type: none"> • Re-form Safe Sport Committee with priority focused on SSRP efforts • Host events & meet tabling to connect and engage with parents, swimmers, coaches, & team leaders on Safe Sport and SSRP efforts 	Safe Sport Coordinator, Safe Sport Committee	Start of long course 2024
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done	WHO? Responsible Party	WHEN? Deadlines/Milestones
Athlete Education Programming	Create athlete track at Swimposium including in-water technique instruction; college recruiting 101; leadership; athletes in the digital age (social media), nutrition, etc	Review other LSC Swimposiums and athlete leadership events to form foundation of MW athlete track	Determine presenters, speakers, guests, and desired content for athletes	Athlete committee, sub-committee, non-athlete members, athlete reps	Swimposium 2023



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FOCUS AREA: EDUCATION-CONTINUED					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Parent Education Programming	Create parent track at Swimposium. Possible courses-roles of parents in sport, how to help your swimmer without overstepping coaches, college recruiting 101 etc	Review other LSC Swimposiums and form foundation of MW parent track	Determine presenters, speakers, guests, desired content for athletes	Coach Rep, Parents/ former parent BOD members	Swimposium 2023
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done	WHO? Responsible Party	WHEN? Deadlines/Milestones
Board & Team Leader Education Programming	<ul style="list-style-type: none"> Education on board leadership Education on MWS/USAS policies and procedures 	<ul style="list-style-type: none"> Form BOD & LSD education task force Board best practices, leadership & structure workshop-similar to 'BoardSource' 	Identify what areas in which MW team leaders & BOD need more guidance	Education Task Force	TBD
	Social Media & Marketing Workshops, presentations with team leaders, coaches & athlete reps	Schedule and plan social media & marketing workshop at 2023 Swimposium	Research, identify, and create tools, resources, tips that teams can use to expand their own marketing & PR	Safe Sport, Coach Rep	2023 Swimposium
	Encourage participation in Club Recognition Program through 25% of all teams recognized	<ul style="list-style-type: none"> Promote Club Recognition Program, creation of website page (links, FAQs, etc), email distribution Mentor clubs to achieve Level I by pairing non-recognized clubs with recognized clubs or MW BOD Members 	Gather and compile necessary information	General Chair, Admin Vice Chair, Governance Chair	TBD