



**North Texas Swimming
Strategic Plan
Derived from February 10, 2023 Board/Head Coaches Workshop**

Broadest End/Mission Statement:

***North Texas Swimming, Inc. exists for:
The Growth and Success of Swimming in North Texas
(with results optimizing use of available resources)***

Priority Results (Not reflecting any order of priority):

- 1. SUCCESSFUL MEETS: Swim meets are successfully organized and run.**
 - A. There are appropriate general standards and fees.
 - i. Meet standards are revised to be more swimmer friendly.
 - ii. There is restructuring of meet opportunities to retain B/C swimmers
 - iii. There is enforcement of standardized minimums.
 - B. There is collaboration among clubs to run meets.
 - C. There is increased access to competition water.
- 2. SAFETY: The safety of athletes, coaches and members is given highest priority in all NTSI activities.**
- 3. ATHLETE DEVELOPMENT: North Texas Swimmers have opportunities to progress and compete in the sport.**
 - A. Financial assistance is available to swimmers for national competitions.
- 4. EDUCATION/TRAINING: Educational programs and services elevate the swimming experience in North Texas.**
 - A. Clubs benefit from educational opportunities
 - i. How to run meets
 - ii. How to attract/retain members
 - a) Priority: Increasing the diversity of swimming participants in North Texas
 - (1) Financial support for Learn-to-Swim programs.
 - iii. Support for Parent/volunteer engagement
 - B. Professional development opportunities elevate coaches' understanding of best practices and club management skills.
 - C. Officials have training/education.
- 5. RECOGNITION OF EXCELLENCE: Coaches, clubs and athletes are recognized for excellent performance.**
 - A. Priority: There is recognition of North Texas swimmers' successes.
 - B. People recognize the value of USA Swimming and NTSI affiliation.