

KENTUCKY SWIMMING STRATEGIC PLAN

Who are we?

Affirm the LSC vision and mission.

PURPOSE - MISSION

The objectives and primary purpose of Kentucky Swimming shall be the education, instruction, and training of individuals to develop and improve their capabilities in the sport of swimming.

VISION

To provide a safe and healthy environment, encompassing all backgrounds and abilities that create a tradition of excellence in the sport of swimming.

USA Swimming American Development Model

GOALS OF ADM

1. Give athletes, coaches, and parents a positive experience in the sport of swimming.
2. Keep athletes, coaches, and parents engaged in the sport longer.
3. Help increase the “pool” that our National Team athletes come from.
4. Teach athletes life skills that will help them be successful in life.

ATHLETE: Keep the athlete at the center. Are they having fun?

EXCELLENCE: Educate coaches, parents, and athletes to see the big picture. Excellence takes time.

LIFE SKILLS: There is more to coaching than just reading a time or giving a set. Teaching them life skills that they will take into their everyday lives.

"SPORT SAMPLING": Encourage them to participate in other sports and become well-rounded athletes. Kids are less active now with schools taking away PE class and recess.

QUALITY COACHING/TRAINED COACHES: Educating coaches on age and developmentally appropriate skills. Help promote great technique and prevent injuries. Being engaged in the workout and learning new/ different ways to communicate to athletes and parents.

Kentucky Swimming Strategic Plan Example

EDUCATION					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
COACHES	80% attendance at HOD for club head coaches	Host clinic at the LSC's HOD	Designate someone to organize	HOD Planning Committee	2022

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	50% attendance at HOD for one additional club assistant coach				
	Coaches Committee that meets consistently (every 8 weeks)	Create a separate communication network exclusively for coaches recruit coaches that are committed	Research and find a communication service to use Invite all coaches to join	LSC Coaches Representative	Annually
CLUBS	Encourage clubs to participate in LSC recognition	Email reminders Post on the website Incentive programs	Add budget item for clubs who achieve club recognition	Program Development Committee KYLSC Office	Annually
	Encourage clubs to participate in Safe Sport Recognition	Email reminders Post on the website Incentive programs	Add budget item for clubs who achieve club recognition	Safe Sport KYLSC Office	Annually
ATHLETES	Host two clinics/camps a year Clinic for 12&U's will include a parent education component Clinic for 13&O's will include Leadership and/or DEI component	Plan and market clinics	Organize planning committee Add budget item for clinics Submit grant applications if available Secure dates, venues, presenters	Senior and Age Group Chair Senior and Junior Athlete Rep DEI Chair	Annually

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	Develop athlete committees	Enlist a parent volunteer to mentor the club athlete representatives Create an athlete communication group Host clinic to develop leadership skills	Create a handbook for parent volunteer to use Create a handbook for athlete representatives to use	Senior and Age Group Chair Parent Volunteer Safe Sport	Annually
	Increase the number of USAS para swimmers in the LSC	Educate coaches Recruit members	Provide resources to coaches Create relationships with Special Olympics and other organizations	DE&I Athlete Reps Senior & Age Group Chairs	Ongoing
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
BOD	Clear job description and expectations	Make handbook accessible to members	Review and edit BOD Handbook Post on website	LSC Office Governance Committee	Fall 2021
	BOD Retreat	Share experiences, tips and bond together Work on strategic planning	Plan event	Planning committee	2022
GOVERNANCE					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Anti-discrimination Policy	Public Policy	Create Policy Present at HOD	Add to the LSC P&P Handbook	Rules & Reg Chair Governance Chair	Fall 2021

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				KYLSC Office	
Governance Committee	Develop a functioning Governance Committee	Develop Handbook	Governance Committee Orientation	?	Fall 2021
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Communication	Mass communication service	Research and acquire mailing service	Purchase email service	KYLSC office	IMMEDIATELY

PERFORMANCE					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Membership	Recruitment of Athletes	Develop marketing plan	Network with other organizations Network with Swim to Learn	KYLSC office General Chair Program Development Age Group & Senior Chairs	Spring 2022
	Retention of Athletes	Club and Coach Education	Financially support education	BOD	Fall 2022
	Increase qualifiers of Futures, Jr nationals, Nationals	Coach Education	Financially support education	BOD	Fall 2022

VOLUNTEERS					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Volunteers- to increase the	LSC level – Board and Committee participation	Improve Board Orientation	Create handbooks for each position	BOD	Every year

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<p>number and participation of all levels of volunteers</p>	<p>LSC level participation</p>	<p>Enlist more volunteers Publish positions with descriptions Offer training for each position</p>	<p>Ask volunteers from outer regions of LSC instead of staying within a central region Enlist more members for committee positions outside the BOD</p>	<p>LSC Development</p>	<p>Every year</p>
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