

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	50% of assistant coaches to participate in a coach education course	Offer educational piece with one-on-one sessions	Work with learning provider, schedule course sessions, host opening event	Coach representative, KYLSC office	2023-2024

DRAFT 9/15/2023

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	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	12/2023
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	1/2024
	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	9/2024
ATHLETES	Host one clinic/camp 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	9/2024

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	Develop athlete committees	Form mentor program to assist the athlete representatives with goal setting, activities and communication Create an athlete communication group Host clinic to develop leadership skills	Create an athlete representative handbook	Senior and Age Group Chair Parent Volunteer Safe Sport	9/2024
	Increase the number of para swimmers who compete at the KYLSC state championship meet by 20%	DEI Chair to provide letter of introduction to every club informing clubs of the Para Swimming Time Standards and SWAD accommodations Educate coaches	Provide resources to coaches Create relationships with Special Olympics and other organizations	DE&I Athlete Reps Senior & Age Group Chairs	8/2024
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	Completed
	BOD Retreat with 75% of members attending	Get to know each other on a more personal level, work on strategic planning,	Plan event, form committee, create agenda, schedule event, find venue	Admin Vice-Chair, KYLSC Office, Program Development	9/2025

GOVERNANCE					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Governance Committee	Develop a functioning Governance Committee	Develop Handbook	Form a committee to review USAS descriptions for a governance committee, research what other LSCs are doing, develop mission statement and handbook	Rules Chair, Admin Vice Chair, KYLSC Office	8/2024

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STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Communication	100% clubs have at least one athlete representative acting as a liaison between the KYLSC BOD and their club athlete members.	Recruit representatives	Work with clubs and use social media to recruit club representatives, setup reminders of important dates to help them communicate events to their clubs	Athlete Engagement Committee, Senior Athlete Representatives	8/2024

PERFORMANCE					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Membership	Increase athlete membership by 10%	Reach out to local swim programs, YMCAs and summer swim leagues	Form a committee, develop a universal mission statement, define benefits of KYLSC membership, gather contact information for each group of swim organizations, and reach out	KYLSC office General Chair Program Development Age Group & Senior Chairs	9/2024

VOLUNTEERS					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK	WHO?	WHEN?
Acknowledge Volunteers	Schedule an annual thank you event for member volunteers where 75% attend	Form a committee and develop mission	Plan event	Planning Committee	10/2025