

SOUTH CAROLINA SWIMMING STRATEGIC PLAN 2020-2024

Mission: To empower clubs and coaches to inspire athletes and build champions in life through competitive swimming.

Vision: To lead the nation in opportunity and performance.

Goals: Stewardship
Collaboration
Services



KEY AREA: MEMBERSHIP GROWTH AND RETENTION

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	COMPLETED
Growth	2020-2022: Increase membership by 10% each year from 2019 numbers.	Hire Director of Sport Development position	Oct. 2020
	Target marketing to potential swimmers/communities within SC.	Hire Marketing Firm to formalize branding and messaging of SC Swimming.	Aug. 2021
	Identify potential prospects: summer leagues, high school, learn to swim programs	Create list of key contacts; meet with contacts to provide information and resources about SC Swimming; explore sponsorship opportunities with summer leagues	7/2021 - ongoing
Retention	Offering at least one camp and/or clinic every quarter	Work with committees to schedule camps/clinics	Ongoing
	COVID Club Assistance Program - Relief Grant	Provide clubs with grant relief to subsidize club operations that were greatly affected due to Covid 19.	2020
	Upgrading awards to properly recognize swimmers	New medals and awards for State Meets; age appropriate gifts for graduating seniors	
	Monthly Social Media contests to keep members informed and engaged with SCS	Create social media marketing calendar	Ongoing
Outreach	Raise awareness of outreach program	Increase communication and qualifications of outreach program with clubs, coaches, and families	Ongoing
		Target family participation through social media; create digital marketing brochure to educate members on the program	

KEY AREA: GOVERNANCE			
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	COMPLETED
Streamline Policies	Collect all LSC policies to a central location on the website	Governance committee working with LSC committee chairs	March 2022
LSC Survey	Increase feedback from membership	Create survey to solicit feedback from members on key issues and initiatives	Biannually
	BOD Retreat to focus on Strategic Plan	Schedule around fall HOD	
Communication Committee	Establish committee to oversee and systematize all LSC communication to the membership	Update website	Summer 2020
		Have a robust social media presence	Summer 2021
DEI	Pass legislation to have the DEI position as an elected position with voice and vote	Write legislation for vote at HOD	June 2021
	Swim Lesson and Safety Day in partnership with Sigma Gamma Rho		Yearly
	Educate coaches and clubs to include emails and ethnicity portion of registration form for tracking purposes		Ongoing
	Have an athlete from every club represented on the DEI committee		Ongoing
Disability Committee	Establish committee to empower athletes of all abilities to compete and excel in the sport of swimming, promote access and inclusion in activities at all levels.	Appoint chair and committee members	May 2020
	Increase the number of SC disability swimmers at SC State meets and Southern Zones	Work with Age-Group Committee to develop time standards for State meets and Zone team.	

KEY AREA: COMPETITIVE SUCCESS			
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	COMPLETED
State Championships	Increase engagement of clubs participating in State Championships	Season-long marketing hype	
		Traveling Trophy Tour	
Zone Participation	Take a full complement of swimmers (including disability swimmers) each year to the Age-Group Zone meet	Increase awareness with coaches and clubs	
		Keep costs down for swimmers by allocating LSC funds in the yearly LSC budget	Ongoing



KEY AREA: COMPETITIVE SUCCESS (Continued)

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	COMPLETED
National Meets	Increase the number of swimmers participating in National Meets (Futures and above) by 2% year over year	Continue to partially reimburse athlete expenses to National meets	Ongoing
Officials	Goal of 200 certified officials each year	Offer on-line clinics for ease and efficiency	Fall 2019
	Goal of 50% of certified officials to have at least one national level certification	State Championships OQM sanctioned	Ongoing

