



MINNESOTA  
SWIMMING

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April 26, 2014

To: Minnesota Swimming House of Delegates

From: Kris Rouleau, Administrative Vice Chair

Re: Administrative Vice Chair Report, House of Delegates 2014

MSI has experienced another successful year. As an LSC, we continue to grow: in 2014 our membership grew beyond 10,000, we hosted more swim meets with more splashes than ever before, and our athletes continue to break records at almost every turn. It is encouraging to see that the systems we have in place and those we revised during the course of the year have allowed us to manage the growth reasonably well; we will continue to explore innovative solutions to manage the growth even better as we provide the best possible opportunities for our athletes.

#### Highlights of 2013-14

- MSI's **strategic planning** team met in May 2013 to assess progress and set direction for the coming years. Intentionally incorporating the strategies into our ongoing work will continue to serve us well. As part of my preparation for strategic planning, I engaged in intensive research about other LSCs, with a specific focus on athlete performance, facilities, and competitive opportunities. In addition, through networking at the USA Swimming Annual Convention, I learned even more about how we can leverage successful practices used by other LSCs.
- I am excited about our **cultural identity** campaign, *We are MNSwim*. The campaign is a result of strategic planning and holds great promise as we move forward. How exciting to look up at our Championship Meets and see faces of our own athletes represented on banners! We have continued work to do - the campaign has just begun! - but we believe we have a good start.
- MSI also committed to expanded **club development** efforts, including implementation of our first *Go Team*, supporting Granite City Aquatics in successfully hosting their first meet this past October. The GCA coaching staff and parent volunteers brought incredible energy to the effort and are well positioned to host again.
- The Senior State Championships was an **LSC-hosted meet** in 2014. Working with volunteers from across the LSC was energizing evidence that together we do great things for our athletes! We are MNSwim!
- As a Board, we continued to revise **LSC policies and procedures** in order to streamline work and ready ourselves for continued growth.

Work in 2014-15

The significant work of the Administrative Vice Chair for the next year is the LEAP 2 (LSC Evaluation and Achievement Program) submission. This work will be coordinated with other members of the Board and the MSI Office Staff. We are required to submit evidence that we continue to meet or exceed the LEAP 1 criteria and new evidence that demonstrates MSI has met or exceeded the LEAP 2 requirements. MSI currently meets or exceeds all 56 required criteria for LEAP 1. LEAP 2 has many criteria designed to demonstrate innovative thinking and progress in the LSC. While many of the activities described in the criteria are already in place in MSI, LEAP 2 will propel us to initiate some new programming and practices that will benefit athletes and clubs across the LSC.

As I complete my first term as Administrative Vice Chair, I reflect on how much I have learned and how fortunate I have been to work with athlete and non-athlete members from across MSI these last two years. I am hopeful that I will have the opportunity to continue serving MSI in this role for a second term and work with the Board and staff to bring LEAP 2 to life for our LSC.

Respectfully submitted,

Kris Rouleau  
Administrative Vice Chair, Minnesota Swimming