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**MSI 2018 Strategic Planning Report**  
 5/5/2018

**Core Values:** Integrity, Sportsmanship, Excellence, Fun

**Vision:** To lead youth sports in participation, opportunity, performance, and service

**Mission:** To provide athletes and the swimming community meaningful experiences in and out of the water.

At the strategic planning meeting we discussed the necessity of these statements to be changed or altered. It was mentioned that the mission and vision statements were very similar, but ultimately it was decided that since these are both relatively new, that we as an LSC would stick with them and use it for the time being.

**Advancement of Competitive Excellence (CE):**

- To encourage CE we need to change the culture here in the LSC
  - This will take time and will need to be seen through to the end.
    - Took 8 years in Indiana

Opportunities	Barriers
Meets (SCY and LCM)	<ul style="list-style-type: none"> <li>- Expensive</li> <li>- Not enough pools               <ul style="list-style-type: none"> <li>- Especially LCM pools</li> </ul> </li> </ul>
Camps	<ul style="list-style-type: none"> <li>- Relyant on volunteer help</li> </ul>
Clinics	<ul style="list-style-type: none"> <li>- Relyant on volunteer help</li> </ul>
Recognition <ul style="list-style-type: none"> <li>- Athletes, Coaches, Members</li> </ul>	<ul style="list-style-type: none"> <li>- Generally pushed to the side</li> </ul>
Collaboration <ul style="list-style-type: none"> <li>- Between teams</li> <li>- Between other organizations</li> </ul>	<ul style="list-style-type: none"> <li>- MSHSL</li> <li>- Coaches and teams have not wanted to collaborate in the past</li> </ul>
Pools	<ul style="list-style-type: none"> <li>- Expenses</li> <li>- Is the LSC a pool building organization?</li> </ul>

## Top 4 CE Priorities for the Next 12-24 Months

1. Meets -- Schedule
2. Camps
3. Clinics
4. Recognition

### Breakout Sessions:

There were breakout sessions for all 4 of top priorities for CE. I participated in the recognition group as it pertains to current conversations the athlete committee has been having.

- Recognition:
  - Celebrate MN Olympians
  - Club recognition
    - USA Swimming has a program for club recognition in which club is submit documents regarding the club governance, leadership and athlete performance, and are ranked in levels, 1-4.
    - Our LSC offers a small cash incentive, but Indiana offers quit large sums of money
  - Member recognition
    - Hall of fame for athletes, coaches
    - Awards and general sanctioned meets
    - Annual awards
      - Have been neglected in the past years

During this conversation the discussion moved towards the wish by the Athlete committee to do some type of banquet for the athletes. We would recognize our states best athletes at this awards ceremony, and the athlete leadership would present those awards. One question that will need to be discussed is when and where this will take place. During the state meets, MSI is willing to rent out a party room at the the Beacon in the The Graduate Hotel across the street from the U of M Rec Center. The problem that was mentioned was that if it were to be in between sessions, the Age Group swimmers would not be able to attend, and the coaches of the Senior swimmers may not want them going to the awards ceremony due to their need for rest. From a CE point of view, getting the Age Group swimmers to come and participate and see the best swimmers of our state is very important for retention and inspiration of the next generation. If the Athlete Committee would like to agree to put on this award banquet, the program would be run solely by the athletes, and a concrete “realistic” plan will need to be ready in writing by the July meeting.