
Date: May 15, 2017
To: Minnesota Swimming Board of Directors
From: Sandra Hibbard
RE: Communications and Marketing Coordinator's Report

While my time devoted to Minnesota Swimming is less right now, I'm still pleased to continue to support the LSC's initiatives. In the past six – ten weeks, this has included:

1. **Competitive Excellence.** I've both reviewed the promotional proposal and have connected with two colleagues who are well versed in promotional sponsorships; still awaiting their input but they should be providing their input within the next week.
2. **HOD and Meet Bids.** During March, I helped set up the bidding and supported bids until the new webmaster took over. Attended the HOD (although was unable to attend the Swimposium).
3. **Communications.** Welcome to Michael Duncan as the new webmaster! He has already had some great contributions to communications and storytelling for the LSC.
4. **Strategic planning.** I appreciated the opportunity to attend the strategic planning session and be able to provide some input on the direction the LSC is taking. This is the second session I have attended; it was gratifying to see the real progress that has been made since the first, and the increased focus, purpose and direction being taken.

There was good work and discussion. As someone who's "day job" deals in rhetoric, one of the most interesting to me was the proposed consideration to change Minnesota Swimming's vision to focus not just on athletes and the swimming community, but to specify that "children" are 99% of the recipients of services. This was tabled for further discussion; I hope that it is given serious consideration as there is great merit—in this time in the LSC and the lessons that I hope we are learning based about the vulnerability of athletes—in being specific that our conversations and actions affect real children and not just "generically" athletes or swimmers.

Also, as part of that meeting, the need for a more specific communications strategy (including classifications of information being distributed as well as a more deliberate platform of communications) was raised to be actioned. I look forward to working with Bob and Michael to develop this strategy.