



MINNESOTA SWIMMING

2015-2017 Strategic Plan Report Card

Minnesota Swimming 2018 Strategic Planning Session: Review of Existing Strategic Plan

At the May 5, 2018, strategic planning session of the Minnesota Swimming Board of Directors, the six (6) priorities of the existing LSC strategic plan were reviewed. Board members were asked to classify each current initiative using one of the following categories:

(1) Completed; (2) Carry over into the 2018 strategic plan; or (3) No longer considered a priority (sunset).

Below are conclusions of the board for all six (6) priority areas:

2013-2015 Strategic Priorities	STATUS
Cultural Identity of MNswim around core values	The Minnesota Swimming Board of Directors determined that all initiatives under this priority have been successfully completed and are now fully integrated in the day-to-day culture of the LSC.
<ul style="list-style-type: none"> • Re-examine mission and values so that MSI "cultural identity is reflected" 	Completed
<ul style="list-style-type: none"> • Create "messaging" about cultural identity 	Completed
<ul style="list-style-type: none"> • From within LSC enlist marketing specialists 	Completed
<ul style="list-style-type: none"> • Determine how messaging is sustained 	Completed
Club Development	The Minnesota Swimming Board of Directors determined that all initiatives under this priority should carry over into the 2018 Strategic Plan for Minnesota Swimming to be further developed.
<ul style="list-style-type: none"> • Seek club management methods/processes that are scalable and sustainable for club volunteers 	Carry over into 2018 Strategic Plan
<ul style="list-style-type: none"> • Leverage existing USA Swimming Club Recognition resources that offer clubs a working blueprint for developing strong, stable, financially sound and athletically productive organizations 	Carry over into 2018 Strategic Plan
<ul style="list-style-type: none"> • Explore incentives at MSI level 	Carry over into 2018 Strategic Plan

Business & Marketing Plan to Invest in the Sport	The Minnesota Swimming Board of Directors determined that all initiatives under this priority should be retired/sunsetted.
<ul style="list-style-type: none"> Analyze roles, accountabilities and resources; then identify gaps to support and direct efforts by staff and volunteers 	Sunset
<ul style="list-style-type: none"> Bring together marketing specialists from within the LSC to help develop a marketing plan 	Sunset
<ul style="list-style-type: none"> Link business and marketing plans to drive "sport investments" that financially support initiatives that are mission/vision focused 	Sunset
Organizational and Business Continuity	The Minnesota Swimming Board of Directors determined that two of the six initiatives under this priority should be carried over into the 2018 strategic plan. All others have been successfully completed.
<ul style="list-style-type: none"> Develop LSC Committee Structure (2015) 	Carry over into 2018 Strategic Plan
<ul style="list-style-type: none"> Governance Task Force & Committee (2015) 	Completed
<ul style="list-style-type: none"> Rules & Regulations Task Force (2015) 	Carry over into 2018 Strategic Plan
<ul style="list-style-type: none"> Volunteer job descriptions 	Completed
<ul style="list-style-type: none"> Staff FLSA classifications and updated job descriptions 	Completed
<ul style="list-style-type: none"> Achieve LEAP 2 and 3 (2015) 	Completed
Pool Facility Development	The Minnesota Swimming Board of Directors determined that the initiatives under this priority should be ongoing and fall under the jurisdiction of the Executive Director. The ED will report status and progress to the Board as well as seeking input as needed.
<ul style="list-style-type: none"> Continue MSI's standing as a leading point of contact for those interested in competitive pool development in the LSC territory 	Executive Director
<ul style="list-style-type: none"> Encourage better utilization of existing facilities with emphasis on 50-meter pools 	Executive Director
<ul style="list-style-type: none"> Sustain internal grant resources/program to support development of pool facilities 	Executive Director
<ul style="list-style-type: none"> Solicit & assemble expertise in grant writing to prepare publishable guidance for clubs seeking grant to build or renovate pools 	Executive Director

<p>Relationships with Complementary Organizations</p>	<p>The Minnesota Swimming Board of Directors determined that the initiatives under this priority should be ongoing and fall under the jurisdiction of the Executive Director. The ED will report status and progress to the Board as well as seeking input as needed.</p>
<ul style="list-style-type: none"> • Executive Director will initiate LSC-level connections and foster relationships with complementary competitive swimming organizations as appropriate 	<p>Executive Director</p>
<ul style="list-style-type: none"> • Encourage local clubs to reach out to complementary organizations in their local areas 	<p>Executive Director</p>