



MINNESOTA SWIMMING



MN Swimming Strategic Planning Survey April 2018 - SUMMARY

All =127	
IMPORTANCE	
TOP 3	
1 Sanctioning LSC meets	5.62
2 Organizing a LSC championship schedule	5.62
3 Establishing LSC time standards	5.48
LAST 3	
20 Publishing LSC records and top times	4.80
21 Responding to those in the LSC interested in pool facility development	4.75
22 Providing a LSC level facility development grant program	4.74

Coaches = 28	
IMPORTANCE	
TOP 3	
1 Maintaining a LSC website	5.71
2 Sanctioning LSC meets	5.61
3 Reviewing that swimmers who enter sanctioned meets are registered with USA Swimming	5.54
3 Organizing a LSC championship schedule	5.54
LAST 3	
20 Responding to those in the LSC interested in pool facility development	4.68
21 Supporting officials interested in working at regional, national and international levels	4.57
22 Providing a LSC level facility development grant program	4.57

Q: Minnesota Swimming Inc. ("LSC") provides a variety of services and programs to over 10,000 members in Minnesota and western Wisconsin. In your opinion, rank the IMPORTANCE of each of the following items :

WEIGHTING
 Very important = 6
 Important = 5
 Somewhat important = 4
 Somewhat unimportant = 3
 Unimportant = 2
 Very unimportant =1

All =127	
SATISFACTION	
TOP 3	
1 Reviewing that swimmers who enter sanctioned meets are registered with USA Swimming	5.15
2 Establishing LSC mission, vision, and core values	4.75
3 Publishing LSC records and top times	4.75
LAST 3	
20 Organizing a regular season LSC meet schedule	4.18
21 Building relationships with local government units and institutions considering pool facility projects	3.99
22 Organizing a LSC championship schedule	3.72

Coaches = 28	
SATISFACTION	
TOP 3	
1 Reviewing that swimmers who enter sanctioned meets are registered with USA Swimming	5.14
2 Promoting awareness and training opportunities for Safe Sport at the LSC level	4.61
3 Supporting athletes who compete at regional, national and international levels	4.57
LAST 3	
20 Organizing a regular season LSC meet schedule	3.50
21 Building relationships with local government units and institutions considering pool facility projects	3.50
22 Organizing a LSC championship schedule	2.82

Q: The list is the same from the previous question, but this time rate your level of SATISFACTION with each of the following items:

WEIGHTING
 Very satisfied = 6
 Satisfied = 5
 Somewhat satisfied = 4
 Somewhat unsatisfied = 3
 Unsatisfied = 2
 Very unsatisfied =1



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REFLECTIONS

- Minimal differentiation in IMPORTANCE of services and programs (less than .9 points overall and 1.2 for coaches)
- Greater differentiation in SATISFACTION, especially among coaches (2.3 points)
- Minor difference in top 3 SATISFACTION items between all respondents compared to coaches
- NO difference in the last 3 items of SATISFACTION between coaches and overall survey respondents
- The championship schedule and regular season schedule were the most unsatisfying
- What is the charge [parameters] from the Board of Directors to address the competition schedule? Identify the keys, the barriers, the ideas and solutions, the timeframe and deadlines.
- What is the expectation and potential strategy change on building relationships with local government units - state-level entities?



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GAP IMPORTANCE AND SATISFACTION		All = 127
TOP 3		Weighting
1	Organizing a LSC championship schedule	1.90
2	Organizing a regular season LSC meet schedule	1.44
3	Building relationships with local government units and institutions considering pool facility projects	1.14

GAP IMPORTANCE AND SATISFACTION		Coaches = 28
TOP 3		Weighting
1	Organizing a LSC championship schedule	2.72
2	Sanctioning LSC meets	1.79
3	Maintaining a LSC website	1.67

REFLECTIONS

- Themes are recurring when looking at the gaps between importance and satisfaction
- Gap between importance and satisfaction of meet sanctioning needs deeper dive. Designing competitions, leading LSC practice, education and information for clubs, be as prepared as possible for turnover of authors. Parameters/goals set.
- Website refresh is on 2018 staff goals



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NEW AND IMPROVED		All = 127
		Weighting
TOP 3		
1	Greater assistance for athletes, coaches, and officials to regional, national, international meets, clinics, and conventions	5.02
2	Performance training and motivational opportunities (e.g. LSC select camp, all star camp, state, MRC or MAC camps)	5.00
3	Greater promotion of swimming for positive public relations	4.94

NEW AND IMPROVED		Coaches = 28
		Weighting
TOP 3		
1	Coach clinic/training opportunities	5.36
2	Greater promotion of swimming for positive public relations	5.29
3	Partnership with complementary swim organizations (high school, college, Masters, YMCA, YWCA)	5.11

Q: A number of NEW or IMPROVED programs and services are under consideration at the LSC level. In no priority from this listing, please express your level of interest in the following:

Very interested = 6
 Interested = 5
 Somewhat interested = 4
 Somewhat uninterested = 3
 Uninterested = 2
 Very uninterested = 1



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STRENGTHS		All = 127
		Weighting
TOP 3		
1	Financial condition of the LSC	3.91
2	Swimming knowledge within the LSC	3.70
3	Variety of club models within LSC, from newer smaller clubs to larger established ones with successful track-records	3.54

STRENGTHS		Coaches = 28
		Weighting
TOP 3		
1	Financial condition of the LSC	4.11
2	Data management for SWIMS, time standards, records, top 20	3.46
3	Swimming knowledge within the LSC	3.36

Q: Strengths and weaknesses are elements internal to the organization. In your opinion rate the level of strength or weakness within MN Swimming.

WEAKNESSES		All = 127
		Weighting
BOTTOM 3		
1	Clubs sharing best practice with one another	2.42
2	Cost to enter LSC swim meets	2.43
3	Communication and engagement of members in Greater Minnesota	2.46

WEAKNESSES		Coaches = 28
		Weighting
BOTTOM 3		
1	Communication and engagement of members in Greater Minnesota	2.11
2	Cost to enter LSC swim meets	2.11
3	Clubs sharing best practice with one another	2.19

Big strength = 5
 Strength = 4
 Neither a strength or weakness = 3
 Weakness = 2
 Big weakness = 1

REFLECTIONS

- Looking at the list there are some big think weaknesses - shifting culture and trust, examining costs as it pertains to both the LSC and meet hosts, engagement outside the Metro, building capacity with leading small club practices. Parameters/goals needs to be set.
- How can our strengths be leveraged?



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OPPORTUNITIES		All = 127
		Weighting
TOP 3		
1	Health consciousness of region	4.25
2	Olympians from MN engaged with LSC members	4.20
3	College programs in the region	4.15

OPPORTUNITIES		Coaches = 28
		Weighting
TOP 3		
1	College programs in the region	4.11
2	Health consciousness of region	3.46
3	Interest in swimming among youth with disabilities	3.36

Q: Opportunities and threats are elements external to the organization. In your opinion please indicate if you feel the following are an opportunity or threat for MN Swimming.

THREATS		All = 127
		Weighting
BOTTOM 3		
1	# of meter pools in the region	2.31
2	Control of pool facilities affecting costs and availability	2.39
3	Cost to train and compete in swimming (i.e. dues, entry fees, travel)	2.40

THREATS		Coaches = 28
		Weighting
BOTTOM 3		
1	# of meter pools in the region	1.79
2	Control of pool facilities affecting costs and availability	2.07
3	Cost to train and compete in swimming (i.e. dues, entry fees, travel)	2.18

Big opportunity = 5
 Opportunity = 4
 Neither an opportunity or threat = 3
 Threat = 2
 Big threat = 1

REFLECTIONS

- Even "bigger think" challenges in the threats category
- Review strategy on pools - "all in" on meter projects with statewide relevance; what is the all in statewide criteria; grow reserve and invest for facilities; how can we band swim clubs together like other sports
- Need a deeper dive on expectations about anything the LSC can do to mitigate (uncontrollable?) costs in the sport
- How can the opportunities be leveraged
- How can the board be more focused on strategic matters and delegate [entrust?] committees and staff? Set the parameters, goals, the delegate to the team. Meet less frequently so volunteers can engage in committee work.