



OSI BOARD OF DIRECTORS 2019–2023 STRATEGIC WORKSHEET: AUGUST

KEY AREA: Building the base					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/ Milestones
Performance	# of swimmers at JR Nats made cuts and attendance at the meet/% off cuts	USA Swimming data/dashboard	Ask USA Swimming for# of participants/pull report from dashboard	Senior Chair	
	# of next level meet cuts from LSC Championship meets	Report after championship meet	Pull meet file report	Age Group/Senior/Tech	
	How many athletes have attained maximum # of cuts for age group	OME Report	Pull meet file report	Age Group/Senior Task force	
	Time of year when cuts are made - are cuts attainable in season	Examine reports from seasonal meets	Combine data	Age Group/Senior Task force	
Developmental meets	Identify developmental meets in LSC and location	Identifying level of meet and placement in schedule	Review meet schedule	Tech Planning	
Recruiting/Growth	Keeping developmental kids through LC	Specific SCY/SCM during LC	Create meet event format/placement in season	Tech Planning	
	Tracking swimmers through levels and through seasons	Dashboard report	Pull reports	Age Group/Senior	
	Identify age for the developmental meets OSI	LSC surveyors	Combine data	Tech Planning	



OSI BOARD OF DIRECTORS 2019–2023 STRATEGIC WORKSHEET: AUGUST

KEY AREA: Governance					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/ Milestones
Athlete Participation	20% participation on comm/HOD./Task forces	Identify athletes	Staff Committees	Athletes Committee	
	Representation from each Commission	Athlete liaison	Educating new athletes & keeping them engaged	Governance Comm.	
Staffing Committees	Identify structure and composition of the membership	Establish required skill sets	Create Governance Committee to identify skills	BOD/Exec	
	Establish current Committee makeup	Each Committee reports	Every Committee Chair needs to report	Committee Chairs	
	Recruit desired membership	Communicate opportunities		General Chair/ Committee Chair	
	Required reporting by each committee.	Create a reporting template and reporting structure	Work with office to develop standardized template within current website	Governance and office	
	Encourage each team to supply names for future committee/board members	Creates list of future committee/board members based on individual talents and OSI needs	Sending notification to teams to provide names of individuals from their team to add to the list	Governance and office	
Fundraising	Identify ways to raise funds	Create an affinity card (Amazon Prime, Kroger, etc)	Identify target opportunities	Fundraising Task Force	
		Reach out to past OSI members	Create Alumni Group	Marketing	
		Coupon book/card	Explore companies	Fundraising Task force	
		Event sponsorship	Encumbered funds for specific purposes	Marketing/Fund Raising	



OSI BOARD OF DIRECTORS 2019–2023 STRATEGIC WORKSHEET: AUGUST

KEY AREA: Communication					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/ Milestones
Improve internal communication within Ohio Swimming	Reassess OSI efficiency and reach	Use GroupMe app Use one call (auditory & text) Create OSI Facebook group	Create task force	Athlete reps	Prior to SC season
	Attendance at events	Account for team representation at events (percentages)		Coaches/team reps	Prior to SC season
	Knowledge of OSI policies and procedures	Ensure that all board members receive a pdf copy of all bylaws and policies plus link to location on OSI website	Email to new or renewing BOD members	Governance committee	Immediately after HOD elections in the Fall and Spring
	BOD Communication - pre-BOD	Continue circulating reminder of upcoming BOD meetings, agenda items, and each committee forwarding pre-read materials to BOD.	Secretary to continue current practice of emailing and requesting then providing link to pre-meeting materials	Secretary	Immediately
	BOD Communication - post-BOD	Ensure BOD meeting notes are posted on the Governance section of OSI website after approval	Post approved notes on website on a timely basis	Secretary	Immediately
Improve external communication to Ohio Swimming members	Increase in participation/volunteerism	Provide OSI info on swim team websites and within swim team boards			
	More parent and swimmer knowledge of key OSI information	Develop a periodic newsletter to inform about important information/updates	Create periodic newsletters. Distribution redundancy is OK! Publish on 1) OSI Facebook; 2) Instagram (set up to simultaneously & automatically populate Facebook and Twitter); 3) Twitter; and 4) OSI Website news section.	Permanent office	When important information needs to be disseminated.
	More parent/guardian knowledge of OSI events	Identify and seek out strong volunteers			
	More swimmer knowledge of events	Provide OSI updates at all swim meets			



OSI BOARD OF DIRECTORS 2019–2023 STRATEGIC WORKSHEET: AUGUST

KEY AREA: Communication					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/ Milestones
	Improve OSI Website so that information is fresh and easily accessible on the web	Comprehensive refresh/update the OSI website	OSI Committee leads to review current information on OSI website, identify webpages that need updating, and request Erin to provide web access so the impacted web pages can be updated	OSI Committee leads to ask Erin for access to specific web pages on OSI website for updating (each individual web page requires authorization, not advisable to grant overall access to website to a big population, so do it on a web page basis)	Fall 2019 - before new website goes
Identify effective means of communication	Review the view list of Remind101	Create and monitor it			
	Benchmark the most effective forms of communication	Communicate with other LSCs Create a task force to identify what is most effective			
	Increase feedback from members at meetings	Surveys Raffles			
	Improve use of social media to better communicate externally (linkage between various social media platforms, #OhioSwimming, @OhioSwims, etc.)	Create a Social Media Communication Task Force - important to include multiple Athletes to ensure relevance to Athlete population			