

LSC Evaluation and Achievement Program (LEAP)

January 2021- [LSC Submission Schedule](#)

3 categories, 45 points, renewal every 2 years.

Categories: LSC Governance, LSC Programming, LSC Communications

Each category: 10 required items, 5 of 10 additional items, 45 total points to pass.

Each category concludes with a narrative to identify LSC strengths/challenges, innovative ideas, and areas where USA Swimming can help.

Governance: Structure and direction of the LSC

Required: Complete each item

1. [Mission/Vision](#)
2. [Strategic Plan](#)
3. [Governing Documents](#)
4. [LSC Representation](#)
5. [Financial Oversight](#)
6. [Governance Committee](#)
7. [DEI](#)
8. [Board Orientation](#)
9. [Membership Input/Feedback](#)
10. [Evaluation](#)

Additional items: Complete any 5 items

1. [HOD Representation](#)
2. [Other BOD policies](#)
3. [Job Descriptions](#)
4. [Analytics](#)
5. [Meetings](#)
6. [BOD Development/Retreat](#)
7. [LSC Technology/Efficiency](#)
8. [LSC Committee/Taskforce Work](#)
9. [Staff Performance Review](#)
10. [LSC and Team Services Consultation](#)

[Governance Narrative](#)

Programming: Services provided for members

Required: (Complete each item below)

1. [LSC Representation at Events](#)
2. [Athlete Protection](#)
3. [DEI Programming](#)
4. [Athlete Development](#)
5. [Coach Professional Development](#)
6. [Team Business Development \(CLBMS\)](#)
7. [Volunteer Development](#)
8. [Open Water Programming](#)
9. [Financial Support for Members](#)
10. [Member Recognition](#)

Additional items: Complete any 5 items

1. [Safe Sport Recognition Program](#)
2. [Club Recognition Program Incentive](#)
3. [Learn to Swim Support/Partnership](#)
4. [Outreach Programming Support](#)
5. [USA Swimming Programming Support](#)
6. [LSC Investment Policy](#)
7. [National Officials Training Standards](#)
8. [Sponsorships/Fundraising](#)
9. [Alternative Meet Formats](#)
10. [Parent Education](#)

[Programming Narrative](#)

Communications: Systems to communicate with members

Required: (Complete each item)

1. [LSC Communication Plan](#)
2. [General LSC Information](#)
3. [LSC Governance Documents](#)
4. [Athlete Protection](#)
5. [LSC Programming](#)
6. [USA Swimming Programming Support](#)
7. [Member Resources](#)
8. [Member Recognition](#)
9. [Learn to Swim \(LTS\) programs](#)
10. [LSC/Team Portal](#)

Additional items: Complete any 5 items

1. [Athlete Communication](#)
2. [Digital Functionality](#)
3. [LSC BOD/Committee Contacts](#)
4. [LSC records/All Time Top Times](#)
5. [National Meet Viewing Opportunities](#)
6. [LSC Town Hall Parent Meetings](#)
7. [USA Swimming Certified Pools Link](#)
8. [LSC Survey](#)
9. [Links to Other Related Organizations](#)
10. [News Feed of Member Accomplishments](#)

[Communication Narrative](#)

LSC Governance- as determined by the BOD and membership

Required items- complete each item

- 1. Mission/Vision:** The BOD should have a clear understanding of the LSC purpose. The mission and vision statement define this purpose. The LSC mission and vision should be posted prominently on the LSC website homepage and referenced in all decision making. USA Swimming strongly encourages LSC's to incorporate DEI in their mission statement or create a separate DEI mission statement to show they recognize, accept, support, and encourage membership from diverse backgrounds.

Enter the link from the LSC website homepage where the Mission and Vision of your LSC can be found. When was the last review of the LSC Mission/Vision?
- 2. Strategic Plan:** Long-range strategic planning is required for the BOD to lead the LSC. It should be a living document monitored by the BOD, updated based on member feedback, and should include a section specific to DEI. The goals and objectives of the plan should be communicated to the members of the LSC.

Enter the link from the LSC website to the LSC strategic plan: how else is the strategic plan communicated to LSC members? When was the last review of the LSC strategic plan?
- 3. Governing Documents:** Bylaws, rules, and a financial plan define the operations of the LSC and designates how resources are allocated. These documents need to be current and accurate, reviewed on a regular basis, and contain inclusive language. Members of the LSC should have access to these documents through the LSC website. Article 602 of the USA Swimming rulebook states: "LSCs are required to update their bylaws and send a copy to bylaws@usaswimming.org within sixty (60) days of the effective changes to the Required LSC Bylaws adopted by the USA Swimming House of Delegates or the LSC House of Delegates." A USA Swimming approved copy of the LSC bylaws should be on file with USA Swimming by the end of each calendar year (submit to: bylaws@usaswimming.org).

Enter the link from the LSC website where the LSC governing documents such as bylaws, rules, and annual/quad financial plan are published.
- 4. LSC Representation:** The LSC BOD should reflect the diversity of the members and teams of the LSC. Athletes are the focus of our sport. Coaches are the professionals of our sport. Together they possess the technical knowledge and expertise needed to steer the allocation of the LSCs resources for optimal use. Athletes and coaches representative of all teams should be invited to participate in LSC leadership.

**List the athlete members of the LSC BOD: What percentage of the BOD does this represent?
List coach members of the BOD: What percentage of the BOD does this represent? List additional athlete and coach members on the LSC Committees.**
- 5. Financial Oversight:** The allocation of LSC finances reflects the priorities of the LSC and should be planned on a multi-year basis. The LSC has access to collective resources greater than those of most individual teams within the LSC. Resources should be allocated to support the success of athletes, coaches, and teams of the LSC and include a specific allocation to include DEI and Outreach participation in all LSC programming.

Enter the link to the LSC financial plan on your website. Other than travel support, what percentage of the LSC budget is dedicated to supporting members in other ways?
- 6. Governance Committee:** The Governance Committee supports the BOD in three areas: Board Recruitment, Board Development, and BOD Documents. The Governance Committee does not

make BOD decisions. The Governance Committee should reflect the diversity of the members and teams of the LSC.

Describe how the LSC Governance Committee is fulfilling its responsibility in each of the following areas: board recruitment, board development, board documents

- 7. Diversity, Equity, Inclusion (DEI):** USA Swimming encourages LSC's to embed DEI into the fabric of the LSC. The DEI Chair should work with the BOD and each committee to assure that DEI is integrated, as appropriate, in all areas.

Describe how the BOD assures that DEI is embedded into every aspect of the LSC

- 8. Board Orientation** Board Orientation is an essential tool for onboarding new BOD members. It provides an opportunity for new and current members to review procedures, schedules, expectations of individual participation, discuss BOD commitment to Diversity, and review the business of the BOD. A well-organized electronic BOD manual provides items for a successful orientation and should include information such as financial plan/P&L, meeting/LSC event schedules, past minutes of meetings, the LSC strategic plan, R&R/P&P. A BOD orientation can be run at the beginning of an official BOD meeting and ideally allows time for Q&A, social interaction, and review of the LSC Strategic Plan.

Enter the link from the LSC website to the LSC BOD manual and list the date of the last BOD orientation session

- 9. Membership Input/Feedback:** A critical part of the strategic planning process includes considering feedback from members. This is one way in which the BOD evaluates the successful allocation of LSC resources and tracks the progress of the strategic plan. The DEI Committee should seek and evaluate DEI specific feedback.

Describe how the LSC BOD seeks feedback from its members. Enter the link from the LSC website where members can provide feedback to the BOD.

- 10. Evaluation:** Regular Program evaluation and BOD self-assessment are tools that help monitor the progress of the strategic plan.

Describe how the LSC utilizes evaluation tools to guide the planning by the BOD. Cite examples of how adjustments have been made by the BOD based on evaluations.

Governance Additional items: Complete any 5 of the 10 items

- 1. House of Delegates (HOD) Representation:** The BOD should maintain a policy that encourages members of the LSC to attend the HOD meeting(s). A policy to encourage athlete participation from each team in the HOD meeting should also be maintained.

Enter the direct link to the LSC P&P where the policy regarding HOD participation can be found.

- 2. Other BOD policies:** The BOD must maintain policies beyond bylaws, rules, and a financial plan such as; crisis management, COPPA, whistleblower, document retention, conflict of interest, clearly stated anti-discrimination policies, procedures for reporting DEI related cases, transgender athlete policies, risk management, etc. These policies should be maintained in the LSC P&P. As required by the LSC affiliation agreement, in lieu of specific LSC policies, USA Swimming model policies for the above policies will be in effect.

Enter the link to the LSC P&P where policies are maintained. When was the last review of the policy manual by the BOD?

3. **Job descriptions:** Job descriptions for board members, committee chairs, staff etc. are essential for individuals to understand and accomplish the specific tasks, goals, and objectives of their positions. Job descriptions should be detailed and updated in the P&P and board manual on a regular basis (except staff job descriptions).

Enter the direct link to the LSC P&P where BOD/Committee job descriptions are maintained. When were they last reviewed/updated?

4. **Analytics:** Membership, retention, and performance data is maintained in the LSC portal. The data contained in the LSC Portal is a valuable tool for the LSC BOD to consider when allocating resources, developing programming, and measuring the achievement of the goals and objectives outlined in the LSC Strategic Plan. **Describe how the LSC BOD uses data from the LSC portal to guide decision making (designed a program, service, or opportunity for LSC athletes or coaches based on analytics). List retention rates for the previous year, how do they compare to the national retention numbers?**

5. **Meetings:** The LSC must meet on a regular basis to accomplish LSC business and monitor progress on the goals and objectives contained in the LSC Strategic Plan. All meetings must be scheduled according to the LSC bylaws and open for all LSC members to attend. A consent agenda should be utilized to approve reports and allow time for strategic discussions at each meeting. Minutes of meetings should be posted following each meeting and listed as draft copies until approved.

How many BOD meetings are held in the LSC each year either virtual or face-to-face? Enter the link from the LSC website where the meeting schedule and minutes for all Committee, BOD, and HOD meetings can be found.

6. **BOD Development/Retreat:** Providing time for BOD/staff members to interact outside of structured meetings builds camaraderie and trust among the BOD and Staff.

List the date(s) of retreat/development opportunities (outside of regular meetings) that have been scheduled for the BOD in the past two years.

7. **LSC Technology/Efficiency:** The LSC should utilize technology and other tools to improve the productivity of the BOD and accomplish the business of the LSC.

Check the tools currently being utilized by the LSC below:

- a. **Video conference software for HOD, BOD, and Committee meetings**
 - b. **BOD management software**
 - c. **Document sharing**
 - d. **Electronic bookkeeping/banking**
 - e. **Electronic registration and meet management files**
 - f. **Blast email**
 - g. **Aliased LSC emails (GeneralChair@LSCswim.org, etc.)**
 - h. **Other**
8. **Committee/Task Force Work:** When the BOD allows/expects committees and task forces to carry out the strategic plans of the BOD, it allows time for the BOD to focus on strategic discussions during BOD meetings. When delegating work, the BOD should assure the outcomes will be consistent with the goals and objectives of the strategic plan.
- Describe the initiatives/projects from the LSC Strategic Plan committees are working to achieve.**

- 9. Staff Performance Review:** LSCs who employ staff (part-time or full-time) have a responsibility to develop, review, and update job descriptions, as well as to conduct performance reviews on a regular basis (at least annually). This can be accomplished by a personnel committee within the BOD structure or the BOD itself, according to the LSC bylaws. Regular communication between the BOD and staff also assures that staff understands the scope of work to be done as well as protects staff from being asked to complete work designated for other volunteers in the LSC.

Who is responsible for staff oversight in the LSC? How often does the LSC provide communication, guidance, and performance reviews for LSC employees? What is the date of the most recent staff performance review(s)?

- 10. USA Swimming LSC, DEI and Team Services consultation:** USA Swimming staff is available to consult with LSCs and teams virtually, and in-person to assist with Governance, DEI, Business, and Performance services at no cost to the LSC.

List the LSC Services sessions held with the LSC Leaders during the past 4 years. List the Team Services sessions offered to teams by the LSC during the past 4 years

Governance Narrative Section:

When thinking about Governance in the LSC:

- 1. List 1-2 of the most successful governance items in the LSC from above- why?**
- 2. List 1-2 of the most challenging governance items in the LSC from above-why?**
- 3. Are there any other governance items being successfully utilized in the LSC which are not included above?**
- 4. List 1-2 ways USA Swimming can assist the LSC in the area of governance to help the LSC better serve its members.**

LSC Programming

Required items- complete each item

- 1. LSC Representation at events:** LSC Leaders make decisions on behalf of the LSC. It is important for LSC leaders to attend events such as Zoom Calls, Convention, Zone Workshop, Mighty Workshops, and other specific educational/training opportunities offered throughout the year. **List the names and positions of LSC Leaders who attended USA Swimming events in the past two years. Describe how your LSC disseminates the information presented at USA Swimming meetings to other members of the LSC**
- 2. Athlete Protection:** To maintain a healthy environment for athlete participation, LSCs should provide training opportunities (virtual or in-person), recognition/incentives for teams, coaches, and parents to complete Athlete Protection Training (Safe Sport /APT/MAAPP/SSRP). **Describe how the LSC is proactive in promoting Athlete Protection programming in the LSC.**
- 3. DEI Programming:** All members of the LSC should work together to assure Diversity, Equity and Inclusion is embedded into all programming of the LSC. **Include links on the website for:** Diversity Style Guide, Disability Language Style Guide Associated Press Stylebook
Describe how the LSC assures DEI is embedded in all LSC Programming. Cite specific examples of how this is being accomplished.
- 4. Athlete Development:** The LSC should invest resources into athlete development programming such as virtual or in-person camps, clinics, DEI events, leadership training, learn to swim programs, etc. In addition, the LSC should support athlete attendance (virtual or in-person) at USA Swimming offered opportunities such as Swimposiums, Leadership events, National meetings, etc.
List the Athlete Development programming offered/supported by the LSC in the past two years
- 5. Coach Professional Development:** Successful LSC's support and/or provide opportunities for the professional development of their coaches to attend (virtual or in-person) clinics, workshops, DEI Focused training, women's leadership opportunities, LSC run mentorship program, ADM, Coach Developer promotion, etc. These opportunities can be hosted by the LSC or available from outside sources.
Enter the link from the LSC website where professional development opportunities available to coaches in your LSC can be found.
- 6. Team Business Development:** Providing business-related resources and training for teams helps assure teams are sustainable businesses. Business development opportunities can include hosting a virtual or in-person CLBMS, DEI focused training, strategic planning or financial planning session for teams, Swimposium, clinic, SwimBiz, mentoring opportunity, access to USA Swimming's webinar archive, etc.
Describe the programming offered by the LSC during the past two years which supports business development, including any recognition/incentives offered by the LSC for completing training.
- 7. Volunteer Development:** LSCs are corporations to whom USA Swimming has designated governing and supervisory responsibilities. LSCs depend on volunteers to carry out these responsibilities. Both virtual and in-person training should be provided by the LSC to assist volunteers in carrying out their duties including; BOD Orientation, Bod manual training, competition related training in operations, and officiating.

Describe how training is accomplished for new volunteers. Provide the link from the LSC website where meet related training is posted and how training is accomplished for teams and officials.

8. **Open Water Programming:** Open Water Swimming is an important part of the USA Swimming competitive structure, it is also an Olympic Event. Each LSC should promote a strong open water program by publicizing, supporting, and hosting events within the LSC and/or surrounding areas. **Provide the link from the LSC website where open water information can be found, including safety guidelines for hosting an open water event. List open water events that were publicized, supported, and/or hosted by the LSC or surrounding areas in the past two years. What percentage of LSC athlete membership participated in one or more open water events during the past two years?**

9. **Financial Support to Members:** The LSC should provide financial support for members to participate in local, regional, and national programming. Financial support creates opportunities for members and bridges a gap that can be difficult for some individuals and teams to provide. **How is financial support for members communicated to members of the LSC? What is the LSC policy for unused funding?**

10. **Member Recognition-** LSCs should recognize athletes, coaches, teams and volunteers for their accomplishments and service.
Describe how the LSC recognizes each of the following members?
 - a. **Athletes:** (Sr/Age Group swimmer of the year, Breakout swimmer of the year, Olympic Trials/National Qualifiers, College swimmers from LSC, LSC Academic honor roll/Scholastic All American, Banquets, Top 5, etc.)
 - b. **Coaches:** (Sr/Age group coach of the year, Developmental coach of the year, Coach tenure in profession/LSC, Coaching honors from other organizations, etc.)
 - c. **Teams:** (Olympic Trials/National qualifiers, IMX/IMR, VCC, CRP, Club excellence, etc.)
 - d. **Volunteers:** (Phillips 66 outstanding service award, LSC determined honors, etc.)
 - e. **Diversity Representation:** *% of swimmers from "under-represented" out of total # of swimmers? Encourages Diversity and Acceptance, Growth and tracking of #'s*

Programming Additional items: Complete any 5 items

- 1. Safe Sport Recognition Program:** A worthy goal for every LSC should be 100% of their teams to complete the Safe Sport Recognition Program (SSRP). LSCs can encourage teams to complete training by providing virtual access, issuing challenges and incentives to teams to complete the SSRP program.

Describe how the LSC encourages teams of the LSC to complete/maintain SSRP. What percentage of teams in the LSC have completed SSRP training?
- 2. Club Recognition Program:** The LSC can encourage good business practices among coaches and teams by encouraging and /or incentivizing completion of each level of the CRP

Describe how the LSC encourages and/or incentivizes teams of the LSC to complete CRP levels.
- 3. Learn to Swim Support/Partnership with LSC-** Providing local Learn to Swim programs with information about established USA Swimming teams in the surrounding area can help graduates of swim lessons transition into USA Swimming teams.

Describe how the LSC identifies/partners with local Learn to Swim providers and teams to facilitate the pathway for participants to join a USA Swimming team.
- 4. Outreach & Disability Program Support:** LSCs can remove barriers for members to fully participate in LSC membership, competition, and other events without financial/participation burden. For Example, LSC meet fees can be reduced or eliminated for outreach members, or LSC Para-motivational time standards for swimmers with disabilities can be utilized for meet qualification purposes.

Describe how the LSC removes barriers for participation of outreach members in LSC sponsored meets/events beyond the required outreach membership benefit required by USA Swimming. Provide the link from the LSC website where the LSC para-motivational time standards can be found.
- 5. USA Swimming Programming Support:** The LSC should encourage and support participation in USA Swimming sponsored events, clinics, and programming either virtual or in-person. This assures the LSC has up to date information and training to share for the benefit of the members.

Describe how the LSC encourages and supports participation in USA Swimming either virtual or in-person events, clinics, and programming, at the Regional, Zone, and National level (RCC, Convention, USA Swimming committee participation, LSC Coach Mentorship Grant Program, She/We Lead, Etc.)? What is the expectation to share information learned at these events with the rest of the LSC?
- 6. LSC Investment Policy-** A plan for the use of LSC financial reserves to benefit the LSC athletes, coaches and teams should be in place in the LSC. The policy should be available to members and include who is managing the funds, as well as how funds are invested and spent.

Provide the link from the LSC website where the LSC investment policy can be found. Describe how these funds are being utilized to benefit athletes, coaches, and teams of the LSC
- 7. National Officials Standards:** National officiating standards even the playing field for officials and athletes that compete across the country. The LSC should adopt and support the standardized officials training program (effective January 2021).

Enter the date the LSC adopted the National Officiating Standards program in the LSC.
- 8. Sponsorships/Fundraising-** The LSC can partner with businesses and individuals to secure funding, equipment, or services which benefit the athletes, coaches, and teams of the LSC.

Describe the efforts of the LSC BOD/Staff to secure funding for LSC programming outside of membership and meet fees

9. **Alternative Competition Formats:** The LSC should encourage and facilitate alternative competition formats (virtual, dual, inter-squad, etc.) as well as hosting sanctioned meets which reduce the financial and time commitment of families and the need to travel to competitions. **Describe how the LSC promotes, facilitates, partners with teams, and/or removes barriers for alternative competition formats in the LSC.**

10. **Parent Education:** It can be beneficial for the LSC to sponsor/support parent education programming. Efforts can include DEI awareness training, LSC information, town hall meetings, etc.,. This can be offered at a Swimposium or clinic, at meets, or virtually. **Describe the Parent Education programming supported/offered by the LSC**

Programming Narrative Section:

When thinking about programming in the LSC

1. List 1-2 of the most successful programming items in the LSC from above- why?
2. List 1-2 of the most challenging programming items in the LSC from above-why?
3. Is there any other programming being successfully utilized in the LSC which is not included above?
4. List 1-2 ways USA Swimming can assist the LSC in the area of programming to help the LSC better serve its members.

LSC Communications

Required items- complete each item

- 1. LSC Communication Plan:** A cornerstone of each LSC should be customer service to the athletes, parents, coaches, teams, and other members of the LSC. This is accomplished through a Strategic Communication Plan which includes a central contact person for swimming-related questions, inclusive images and language, a schedule for hosting town hall meetings to answer member questions, disseminate information from USA Swimming, as well as information and programming opportunities within the LSC to name a few.

Describe how the LSC communicates with the members of the LSC. Enter the link from the LSC website where the LSC communication plan specifics can be found.
- 2. General LSC Information:** The LSC is the local arm of USA Swimming. Each LSC should provide information to its members about USA Swimming, LSC boundaries, Zone affiliation, governance structure, membership information, and articles of incorporation prominently on the LSC website.

Provide the link where this information is communicated on your website
- 3. LSC Governance Documents:** The LSC is responsible for posting the current documents that determine the function, operation, and procedures of the LSC. The BOD should be familiar with these documents and they must be easily accessible to LSC members.

Enter the link from the LSC website where Governing documents including Bylaws/R&R/P&P, LSC Strategic Plan, LSC Financial plan (budget), Committee documents/minutes, USA Swimming rule book link, etc. can be found by LSC members:
- 4. Athlete Protection:** To maintain a healthy environment for athlete participation, awareness of and access to information about Athlete Protection (Safe Sport/APT/MAAPP/SSRC) is critical. The LSC should assure all members of the LSC are kept up to date with the requirements and programming related to Athlete Protection communicated by USA Swimming and the Center for Safe Sport. The LSC website should feature the USA Swimming Safe Sport Logo, and a link to the USA Swimming Safe Sport page prominently on the LSC homepage.

Enter the link from the LSC website where Athlete Protection information (Safe Sport /APT/ MAAPP/ SSRC) is available to athletes, coaches, parents, and teams.
- 5. LSC Programming:** The LSC Board (BOD) and House of Delegates (HOD) determine the programming offered to LSC members. Information should be easily accessible on the LSC website, so members are aware of opportunities available for athletes, coaches, teams, and volunteers in the LSC.

Enter the links from the LSC website where the following LSC programming can be found: LSC competition related items (meet schedules/ results, top times, records, etc.), Governance related items (Meeting schedules/minutes, etc.), LSC Programming related items (camps, clinics, training, banquets etc.).
- 6. USA Swimming Programming:** USA Swimming provides programming for athletes, coaches, teams, and volunteers. It is important that members are aware of the opportunities that exist and that the LSC encourages participation in these events.

Enter the links from the LSC website where virtual or in-person programming opportunities at the Local, Regional, Zone, or National level can be found for: meets/events (Sectional, Regional, Zone, National), Camps/Clinics (Zone Diversity, Select Camps, Women's Leadership, She/We Leads, etc.), Programming (Team Services visits, coach mentorship, Regional Coaching Clinics, etc), Regional, National Recognition (Scholastic All American, IMX/IMR, CRP, Club Excellence, VCC).
- 7. Member Resources:** LSCs provide information to members to assist them in their role as athlete, coach, team, and volunteer.

Enter the links from the LSC website where resources are found for Athletes, Coaches, Teams, Volunteers.

- 8. Member Recognition:** Communicating member recognition is an important way to build on and perpetuate success in an LSC. Recognition can take many forms from simple postings on the LSC website to formal programs or awards that provide incentives and reward performance objectives. **Enter the links from the LSC website where resources can be found for the following members: Athletes, Coaches, Teams, Volunteers.**
- 9. USA Swimming Learn to Swim (LTS) programs:** USA Swimming provides standards for LTS programs in safety, instructor ratio, and athlete protection. LTS providers can partner with USA Swimming through an existing team or elsewhere. This connection provides a pathway for potential new members to teams within the LSC. LSC websites should maintain a link to the USA Swimming "find a team link" (<https://www.usaswimming.org/Home/join>) on the USA Swimming website to help current and potential new members connect with a qualified lesson program in the USA Swimming LTS network. **Enter the link from the LSC website to the USA Swimming "find a team" section of the USA Swimming website. Describe how the LSC facilitates, identifies, promotes, and/or connects LTS programs with the established USA Swimming teams in the LSC.**
- 10. LSC/Team Portal:** USA Swimming maintains LSC and Club portals for use by members. The portals contain information, statistics, and tracking tools for membership, performance, and other programs. Information from the portal helps teams and LSCs gain insight into their performance and programming efforts as well as address areas of concern/need. **Enter the link from the LSC website that directs teams how to access the LSC and Club portal.**

Communication Additional items: Complete any 5 items

- 1. Athlete Communication:** Athlete communication in the digital age requires a safe environment for sharing information.
How does the LSC assure that athletes have the means to communicate with each other in a safe environment?
- 2. Digital Functionality:** 21st Century communication relies on digital technologies. Digital technologies can include websites, social media platforms and communication technologies.
How does the LSC use digital technologies (websites, social media platforms, email, etc.) to communicate with LSC members?
- 3. LSC BOD/Committee Contacts:** LSC membership should have access to LSC leaders for questions, feedback, and comments.
Enter the link from the LSC website where LSC membership can find contact information for LSC leaders.
- 4. LSC Records/All-time Top times** - LSCs promote athlete recognition by posting athlete performance data both for the current and recent past seasons as well as long term top times in the LSC.
Enter the link from the LSC website where records and all-time top times are posted.
- 5. USA Swimming Meet Viewing Opportunities-** USA Swimming publicizes opportunities to view regional, National, and International competitions. LSCs should publicize these as well and can host viewing parties for teams/athletes especially when swimmers from the LSC are participating.
Enter the link from the LSC website where viewing opportunities are publicized and encouraged for the LSC members.
- 6. LSC Town Hall Parent Meetings:** The LSC can provide information and education to parents through a town hall format scheduled on a regular basis. Events can be virtual or in-person. For additional resources, USA Swimming also maintains a parent education page on their website- <https://www.usaswimming.org/swimmers-parents>
How does the LSC provide parent communication/education in the LSC? Enter the link from the LSC website to the USA Swimming Parent education resource page.
- 7. USA Swimming Certified Pools Link.** USA Swimming maintains a list of certified pools across the country. Pools must be measured and certified for records and times to be officially recognized to qualify for certain level meets.
Enter the link from the LSC website where the USA Swimming certified pools list can be found.
- 8. LSC Survey:** The BOD makes decisions on behalf of its members. These decisions should be based on feedback received from the members. A survey should be made available to members from time to time to solicit ideas and feedback from members of the LSC.
Describe how the LSC conducts LSC surveys. When was the last survey published?
- 9. Links to Other Related Organizations:** It is helpful for LSC members to easily connect with other swimming related organizations directly from the LSC website such as; USA Swimming, NCAA, ASCA, Zone, and other LSC websites.
Enter the link from the LSC website where links to other swimming-related organizations can be found.

10. News Feed of Member Accomplishments: Recognition of member accomplishments both large and small in the LSC website newsfeed can encourage best practices at all levels of the LSC. **Describe how the accomplishments of athletes, coaches, and clubs in the LSC are shared with the membership.**

Communication Narrative Section:

When thinking about Communication in the LSC:

- 1. List 1-2 of the most successful communication items in the LSC from above- why?**
- 2. List 1-2 of the most challenging communication items in the LSC from above-why?**
- 3. Are there any other communication initiatives being successfully utilized in the LSC which are not included above?**
- 4. List 1-2 ways USA Swimming can assist the LSC in the area of communication to help the LSC better serve its members**