Goals 2015-16

1. Grow swimming to 4000 swimmer members
2. Get 4% more swimmers to national level
3. Move more swimmers up out from the B-BB levels to BB-A level
4. Get camps started for Catching Spirit
5. Create metrics for efficiency of camps
6. Get more of the 192 officials certified above level 1 to closer to 10 years ago with 40-50 instead of 25
7. Get more coaches involved in ASCA training 5%
8. Have an LSC Development committee working towards the goals
9. Increase marketing by 100%
10. Have our meets out on time

Goals 2017-2018

1. Grow swimming to 4500 swimmer members
2. Get 4% more swimmers to national level
3. Move more swimmers from BB-A from BB-A to A AA
4. Continue on with Catching spirit move away from Elite and Age Group Camps Utilize the metrics to ensure effective camps
5. Get 6% more coaches involved in ASCA training
6. Promote Make a Splash to develop new base of swimming
7. Have a Club Development committee working towards education for clubs and working to build better relationships with clubs and the lsc
8. Have a balanced number of officials sufficient to staff any meet we want to host
9. Create more clubs that are financially stable 10% by USA swimming standards
10. Increase marketing by 50%

Goals 2019-2020

1. Grow to 5000 swimmer members
2. Get 6% more swimmers to national level
3. Have a balanced pyramid that flows up to national level swimmers
4. Get 6% more coaches involved in ASCA training
5. Create more clubs that help to promote coaching as a life job and be financially stable by 10%
6. Have a successful marketing program