

# MIDDLE ATLANTIC SWIMMING BOARD OF DIRECTORS 2014 – 2019 STRATEGIC FRAMEWORK



*Core Values: PERFORMANCE, INTEGRITY, INNOVATION, LEADERSHIP*

*Vision: STRONG LEADERS. INNOVATIVE COACHES. FASTER SWIMMING.*

*Mission: Middle Atlantic Swimming advocates the growth and development of a diverse swimming community through education, innovation and a commitment to excellence*

## **Focus Areas**

- ✓ **ENGAGEMENT**
- ✓ **COMMUNICATION/EDUCATION**
- ✓ **PERFORMANCE**
- ✓ **GOVERNANCE**

**Summary:** The Board of Directors and select other LSC members of Middle Atlantic Swimming met on Friday and Saturday October 3-4, 2014, at the Philadelphia downtown Marriott in Philadelphia, PA to construct a strategic plan that will act as a guide for the future of Middle Atlantic Swimming for the next two-five years. The entire Board of Directors of Middle Atlantic Swimming was invited to participate, along with several other members that serve the LSC on committees and other members targeted for inclusion in the leadership structure. 55 people were initially invited, 21 participated. The program presented by the LSC Governance consultant (Jane Grosser) included a Friday evening Governance session followed by an all day Saturday Strategic Planning Session.

Within the framework of the governance session, and along with the above identified focus areas, the BOD developed specific goals in each of the areas along with timelines for completion and point people for each goal. The document created was designed to be a working document to be reviewed by the rest of the leadership team and the membership as a whole over the next few months, to gain ownership and buy in from the entire Middle Atlantic membership. This document will require review and evaluation in some aspect at each meeting of the Middle Atlantic Swimming Board of Directors.

Participants in attendance at the planning session include: Jamie Platt (General Chair), George Breen (Admin. Vice Chair), Tom Malecki (Treasurer), Kate Scheuer (Age Group Chair), Stephanie Rozick (Technical Planning Chair), Bob Stockett (Safety Chair), Matt Sprang (Operations Vice Chair), John Carroll (At-Large Board member), Greg Fastrich (General Member), Jeff Sumner (General Member), Roberta Lichter (General Member), Jeff Thompson (General Member), Tim Murphy (General Member), Justine Gibble (General Member), Dirk Parker (General Member), Brian Gunn (General Member), Patti Coates (General Member), Elly Lawlor (General Member), Cherita Gentilucci (Staff), Deb McCarthy (Staff), Mike Seip (Staff).

Attached are the specific goals, objectives, and action steps related to each focus area of the 2014-2019 priorities: Engagement, Communication/Education, Governance, and Performance. Each goal was presented and affirmed by the whole group at the conclusion of the session.



## Key Area: Engagement

KEY AREA: engagement					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Identification of who should be engaging with the LSC	Coach involvement	Create a committee who can communicate with administrators of teams to engage coaches	More representation at meetings	Committee from LSC governing board	6 months
	Club Involvement	Meetings for club administrators	LSC governing board	WI BOD Club Development Chair	12 months to implement Coincide with registration times
	Volunteer building	Creating incentives	Identify, educate, support...possibly connect to club recognition program	Clubs with aid from governing board	12 months
	Swimmer education and performance	Create camps and “other” meet opportunities	More opportunities to train and compete	Committee from LSC governing board	3,6,9,12 months...continually revisit and modify
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Marketing ourselves	Website	Relationship between club and LSC sites	Drive people to the site	Committee	
	Email	Better communication, maybe every Wednesday blast of updates and going-ons within the LSC, description of a rule each week, etc. educate.	Identify what is important to put out there to the teams.	office with volunteer help	
	One on one meetings/visits	Identify leadership that can mentor other teams in various areas	Find those willing to go out and mentor.	Committee	
	Representatives at meets as advertisers	Have an area at meets in which someone is promoting education within the LSC... Ask e questions? Type of are. Signage: What is Zones, Etc....	Find those who can educate parents and swimmers.	Committee	



**Middle Atlantic SWIMMING BOARD OF DIRECTORS  
2014 – 2015 STRATEGIC WORKSHEET: October 2014**

**2010 – 2015 STRATEGIC WORKSHEET: September 2010**

KEY AREA: Education/Communication				
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party
*Education through Communication	Inform coaches regarding opportunities available through the national organization and LSC	Email social media twitter facebook workshops/websites/webinars	Newsletters Link on website for facebook Calendars for upcoming events Dropdown lists/website	Senior coach rep committee and webmaster
	Inform swimmers/parents regarding opportunities available through national organization and LSC	Same as above	Same as above	Senior/age group chairs respectively
	Inform public regarding opportunities available through national organization and LSC	Same as above	Same as above	Club development
	*All of the above: have a communication/education task force...			
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party



Key Area: Governance

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KEY AREA: Governance						
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones	
Strategically govern the LSC	Accomplish the LSC mission	Evaluate the board roles and responsibilities	Define board roles and responsibilities.	Executive Committee	3 months	
		Evaluate the effectiveness of standing committees (those in our bylaws)	Define the roles and responsibilities of each committee & the chair thereof	Vice Chairs	4 months	
		Identify unmet needs (resulting from restricting of BOD or Committees)	Create task forces to address unmet needs	Executive Committee	1 month	
		Develop a strategic quad plan	Gathering (similar to today) to address the 3-4 areas that will be encompassed by strategic plan	Organized by Board /Staff and membership	2016 HOD	
			Communicate the plan	Presentation of the plan	General Chair	2016 HOD
			Educate the Board and membership for buy-in for the plan	Plan the educational process	Staff	May-June 2016
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones	
Focus on Management	Committee chairs accomplish the goals in the strategic plan	Committees define plan for carrying out strategic plan objectives	Quad and annual calendar, meeting schedule, resources needed	Committee chair	June 1 calendar and schedule; December budget requests; other resources as needed	
		Education of committee chairs	Seminar on effective committee organization and management	Administrative Vice-Chair & staff	Mid-June	



## Key Area: Performance

KEY AREA:					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Performance Committee	Camps (Age group and Senior)	Put Committee Together	Recruit committee members	Seip	Committee together by March 1, 2016; approved at April 2016 BOD meeting and April HOD meeting
	Develop rewards system for individual and club performance	Change Policy Manual/By Laws to reflect permanent committee to reflect oversight of camps, recognition and funding	Develop written committee objectives	AG Chair & SR Chair	First camps by 2016
	LSC All Star Program			Coaches Reps	All Star meet in Spring 2016
				Athlete Reps	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Virtual IMX LSC Challenge	Promote IMX Program/Events	Utilize website to post scores	Collection of data	Need to find a point person	Regular leaderboard updates beginning Nov 1
	Increase athlete participation And LSC participation vs National Averages	Reward/recognition for top # of scorers (individual and club)	IMX leaderboard on website	Webmaster	End of season awards (short course and long course) starting this sc season
		Single event IMX awards (like Ironman/Iron Woman @ Sr Champs)	Award system/presentation	Persons with access to SWIMS	
			Budget for awards (variance for this fy)		