

# **LOUISIANA SWIMMING STRATEGIC PLAN 2021-2024**

**Mission: Provide opportunities for all members to achieve their potential through swimming.**

**Vision: Louisiana Swimming for life. Enjoy the experience!**

**Core Values: Leadership, Inclusive, Respect, Integrity, Camaraderie**

## Strategic Focus #1

Improve Athlete Performance and Engagement

Objectives:

1. Increase the number of swimmers achieving national meet standards.
2. Increase the number of clubs committing to VCC, IMX and Club Excellence programs.
3. Increase the number club member athlete representatives.

Actions:

1. Support athlete progression through programming, camps and travel.
2. Develop and implement a high performance plan.
3. Create and support the Louisiana Athlete Leadership Committee.

## Strategic Focus #2

Grow and Retain Membership

Objectives:

1. Increase total membership by 10% by Dec 2024.
2. Improve our LSC retention rate by 5% by Dec 2024.
3. Reach out to and engage with potential DEI membership.

Actions:

1. Create and implement a membership growth and retention plan.
2. Develop and execute regular social media campaigns.
3. Develop DEI goals for athlete and coach membership growth.

## Strategic Focus #3

Support Clubs and Facilities to Enhance our Member Experience

Objectives:

- All clubs are Safe Sport recognized.
- All clubs are Club Recognition Level 1 or above.
- Assist with facility improvements for locations that support the LSI Mission/Vision.

Actions:

- Evaluate challenges and opportunities for clubs, and provide appropriate assistance and resources.
- Implement a committee focused on connecting and enhancing club and member experience.
- Develop and activate a business plan to support necessary facilities.

## STRATEGIC PLAN IMPLEMENTATION TIMELINE

### Strategic Focus- Actions

### Responsible Party/Timeline

#### #1- Improve Athlete Performance and Engagement

- Support athlete progression through programming, camps & travel. (Board, Technical Planning/Fall 2022)
- Develop and implement a high performance plan. (Board, Technical Planning/Fall 2024)
- Create and support the Louisiana Athlete Leadership Committee. (Athlete Representatives/Summer 2022)

#### #2- Grow and Retain Membership

- Create and implement a membership growth and retention plan. (Board, Committee/Spring 2024)
- Develop and execute regular social media campaigns. (Board, Committee/Winter 2022)
- Develop DEI goals for athlete and coach membership growth. (Board, Committee/Fall 2023)

#### #3- Support Clubs and Facilities to Enhance our Member Experience

- Evaluate challenges and opportunities for clubs, and provide appropriate assistance and resources. (Board, Committee/Winter 2022)
- Implement a committee focused on connecting and enhancing club and member experience. (Board, Committee/ Spring 2024)
- Develop and activate a business plan to support necessary facilities. (Board/Fall 2024)