

KEY AREA: COMMUNICATION					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones`

Educate the New England Community (families) on LSC practices, policies and updates	More people engaging in volunteering for committees and officiating	Host all NES Town Hall 2x per year on zoom	Organize the Town Hall format and power point. Invite guests from NE LSC and USA Swimming	Registrar Office staff	Two times a year, one before SCY and one before LCM season
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Increase communication to all levels of NES membership	Set up Family Newsletter Schedule	Create a survey to find out what information families want to receive from us. Set up template for uniform marketing and language each time	Keep Constant Contact email groups up to date	Registrar NE Office	Bi monthly Newsletters
	Collaborate with the Officials Committee to create user-friendly materials for all of our Officials in regards to registrations and their	Meet with the Officials Chair before each season to review the documents to be posted.		Registrar NE Office	Two times a year before seasons

	requirements and expectations. Streamlined communication				
	Create a coach newsletter with up to date information from USA Swimming and the NE Swimming office.		Keep Constant Contact email groups up to date. Collaborate with the Coaches Committee to ensure communication is hitting the targets and is relevant to what the coaches want/ need		Twice a year
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Increase effectiveness of communication to all LSC members	Less people will unsubscribe from the LSC communication blasts	Create a survey that asks members about their opinions about our current LSC communication.	Use the results of the survey to put contacts in their respective email groups Update Constant Contact email groups to reflect the results of the survey Reach out to all members that responded they were interested	Registrar and Office Staff Current Board Members and volunteers should reach out to perspective volunteers.	March 2021- Dec 2021

			in volunteer opportunities		
	Communication and Newsletters will be planned and streamlined to ensure that the communication from the office is consistent and effective	<p>Create a communication calendar that includes newsletters and email blasts.</p> <p>Make members aware of the schedule so that items can be saved and added to newsletters when relevant</p>	<p>Work with the committee chairs to create the schedule and to solicit information for the newsletters</p> <p>Confirm with and remind committee chairs and office staff of the communication calendar to ensure all information is included.</p>	<p>Registrar and Office Staff</p> <p>Registrar and Office Staff</p>	March 2021- Dec 2021
	Public statements regarding current events that are violent or target unique populations	Name one person to draft a template or statement to send to the board to review	post in a timely manner	Communications Person, BOD	When necessary