



Maine Swimming Strategic Plan 2019

KEY AREA: Membership					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Approved Meet For HS Swimmers Over Christmas Break Beginning 2021	Secure a meet location			Betsy Perron	Approved by April 2020 to put on calendar
	USAS Approval	Meet packet and meet file		Mary Ellen Tynan	September 2020
	Meet Participation	Marketing to teams, MPA	<ul style="list-style-type: none"> •get approval from MPA (can we get times to count for states - added bonus) •Advertise at 2020 Fall MPA coach meeting 	Betsy Perron	October 2020
	USA Swimming Approval Staff (Officials, Meet Director, timing, etc)	Identify Meet director and form meet committee	Get people to commit to working the meet	BOD, Betsy Perron	April 2020
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Create Regional Conferences	Get teams to agree to participate & create groupings	examine location and make up of teams in the area; create proposal for coaches	present proposal to coaches, establish conferences	coach rep	
	12& U short dual/tri meets (family friendly, local)	conference coaches work together to plan a few meets	get meet sanctioned, gather volunteers	coaches	

	12&Over shared training and team travel opportunities (cost effective and development opportunity)	conference coaches work together to plan a few training days or coordinate meets where they could travel together/share costs	ID location and logistics, secure transportation and lodging for meet, line up/certify chaperones	coaches	
	Volunteer training, development and cooperation in concentrated geographical areas	teams teach new parents at dual meets how to run a meet; local officials workshops coordinated with officials chair	advertise to parents, plan ahead (assign mentors etc); work with officials chair to schedule officials' training	coaches, officials chair	



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KEY AREA: Technical Planning					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase the Coach Education of members of Maine Swimming	Adapt the Coach mentoring program	The TP committee to amend the mentoring program to Maine needs	Reviewing and amend to meet current needs	TP Chair	
	Reinvent the reimbursements for ASCA attendance & ASCA achievement	Look at new reimbursements of ASCA attendance and ways to reward other attendees	Create a new policy on reimbursements	Finance/TP/Coach Chairs	
	Continue to pursue In-State education training	Task the TP committee to organize a in-state coach training every year	Organize volunteers to create a program to benefit coaches in Maine	TP Chair	
	In-state development of new and aware coaches	All new coaches must complete a simple learning test on p&p and bylaws	To make a simple test for those to complete on MESI and a reward if completed	Coaches Rep	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Quad Plan for schedule for 2020-2024	Continue to work to take advantage of Colby	More followup meeting w/HC & AD	set meeting and provide info to TP	General Chair	

	Set schedule for upcoming years	Make sure the schedule allows for swimmers to go to upper level champ meets	complete meet schedule for 2020-2022 w/recommendations for future	TP Chair	
	Meet schedule set up to benefit all swimmers	Set up both Senior level meets and novice levels	Find weekends that are best suited for Sr/Younger swimmers to get together	TP Chair/Coach rep	
	Set up practice & training for Sr/elite athletes	Develop an action plan to develop some type of training and camps	Find weekends, facilities, training & create criteria	Sr Chair	



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KEY AREA: Marketing					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase new swimmers to sport.	Social media exposure, MESI website visits	Ads on facebook Ads on instagram Establish Twitter	Two ads: 1. Swimming you can make friends, fun, stay in shape = aimed at kids. 2. Become comfortable around water, stay active, year round involvement = aimed at parents.		By beginning of next swim season, September 2020
	Schools, other non-aquatic organizations	Host "Floating free MESI clinics" -Clinic appears monthly/bi-monthly in different regions of Maine, open to anyone to see what the team and swimming is all about.	Quarterly regional clinics		May 2020
	Other aquatics programs (Commercial/Recreation)	Partner with community (Community pools) to host/sponsor meets for the community			May 2020
	Swim Lesson Outreach	-Educate coaches on how to tap swim lesson programs. -Letters of recommendations to swim lesson parents -Recruit swimmers to teach lessons	Have your exit skill be a tryout for the swim team.	Coaches	Ongoing, asap
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones

Refreshing MESI image	website redesign	swimmer			Asap
	MESI logo redesign	HOD vote, make it modern, 2020!!	Get a graphic design artist to draft several alternatives		May 2020
	Merchandising	pop sockets, bumper stickers, stickers, fake tattoos, pens, hats, better t-shirts at champ meets, more universal/cool design for MESI			
	MESI banners for every team	Each team gets a MESI banner to hang on their pool deck (required), if the team needs a new banner they could have it ordered at the start of the season.	get a banner company		

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Fundraising	Annual Appeal	electronic and paper mailings			
	Sponsorships	Large corporations (gatorade/speedo?) Local businesses			
	Grants	Find potential grant opportunities and submit them.			
	Non-member statewide fun swim meet/splashtown!!!	College to host and potentially donate space (Colby??)			

KEY AREA GOVERNANCE					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASKS	RESPONSIBLE PARTIES	DEADLINES
Implement meaningful Board of Directors Toolkit	Update Board Manual and Job Descriptions	create committee guidelines match Job Descriptions to Bylaws and Policies & Procedures		Each chair for respective position Governance Committee will compile and review	September 8, 2019 (next board meeting date)
	Create process documents for each position and committee	full description of each job and duty Checklists with dates for recurring events and jobs (finance dates for taxes and internal reviews, meet information publishing, etc.)		Each chair for respective position	December 1, 2019 (to start new member recruitment at Bowdoin Open)
	Finalize and update Board Calendar	Get feedback from all board members on big dates and deadlines for their divisions/committees		Governance Chair (Taylor)	September 8, 2019 (next board meeting date)

Create and implement continuous evaluation tools to ensure we are always coming back to our mission, vision, core values, and strategic plan	Create Committee & Chair self evaluation form, including board evaluation	create GoogleForm set timeline (annual/quarterly?) set accountability guidelines and expectations		Governance Committee	create by September 30, 2019 review at October 2019 meeting distribute in November 2019
	Create LSC evaluation survey (distribute to all members)	create GoogleForm send out via email and on all social media platforms set dates		Governance Committee	create by November 2019 meeting review at December 2019 meeting distribute March 1st, 2019 to evaluate at 2019 Annual Meeting
	Implement staff and contractor evaluations, including meet operators	create forms - self evaluation, coach evaluation, board evaluation, meet volunteer evaluation establish key evaluation objectives		Governance Committee & Mary Ellen	create by November 2019 meeting review at December 2019 meeting distribute after meet for operators and after Winter Champs to review at 2019 Annual Meeting
	Create exit interview for outgoing board members, including switching positions	create GoogleForm include direction you were working towards and goals you were working towards		Governance Committee	create by September 30, 2019 review at October 2019 meeting distribute to members who just rotated out as soon as ready
BOARD STRUCTURE, NEW MEMBER RECRUITMENT, AND SUCCESSION PLANNING	Evaluate current diversity and inclusion on board of directors and all committees; identify policy need to ensure greater diversity and inclusion; ensure current committees are diverse and inclusive, especially if they do not have assigned committee members in Bylaws or Policies & Procedures	LOCATION: north (CCSC-MDI), central (MMD-LRSC), south (BBYD-NYCY) AFFILIATION: USA Swimming, YMCA, team GENDER: male, female, non-binary TENURE: Maine Swimming, Board of Directors INVOLVEMENT: coach, athlete, official, parent, staff POSITION: head coach, assistant coach, volunteer	Conduct analysis of current board and committee members - COMPLETED 2/5/2020	Governance Committee - distribute information to all committee chairs and board members; consider policy to ensure greater diversity and inclusion	review by Governance Committee - 2/2020 report to Board of Directors - 3/2/2020
	Establish meaningful recruitment mechanism for new members	establish term limits for both individual positions and total duration on board (must rotate off for x amount of years) decide on positions to exclude from limits (ie. finance, safe sport) promote board positions to coaches and key team members (team board members, athletes, fundraisers, new alums, etc) as valuable and important way to get involved		Governance Committee reporting to BoD	end of quad (August 2020)
	Implement succession planning for all positions	evaluate needs and areas for growth based on strategic plan reach out to current board members and coaches to get suggestions about who could be next in line		Governance Committee	December 1, 2019 (to start new member recruitment at Bowdoin Open)



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Partner with Community Centers/YMCA's to help kids overcome obstacles to participation	examine financial options for making team participation affordable	explore fundraising, sponsorships, grants, etc	raise necessary funds, create scholarship programs	coaches and team boards	
	provide transportation to pool if needed	identify need	coordinate with school busses, use community center/ymca van	coaches and community center/y	
	work with LTS programs to identify and recruit potential swimmers	coaches work with LTS/aquatic director;	swim team members mentor at lessons; hold info sessions; personally invite kids to participate on your team	coaches and aquatics directors	
	Identify obstacles/ challenges that might prevent a child from participating	coaches meet with administrators at their pool site	Together, create programming that will make it feasible for more under-represented children to participate	coaches and administrators	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Offer 1 week tryout for participants honored by all LSC clubs following HS season (advertise at meet) <i>•could also try this following middle school season</i>	Get kids to show up!	Market w/in HS teams	Create, distribute an LSC Flier,	SOMEONE WITH GRAPHIC ABILITY!	Flier ready for 12/21 Meet
	Get all LSC Teams on board	Announce at Spring 2020 HOD (or earlier if we think we can run trial promotion in spring 2020)	Contact MPA Coaches	Betsy	Beginning October 2020
			Make sure all LSC teams are ready to participate in the trial promotion	BOD/Coach rep	Could start Spring 2020 if all teams on board