



NORTH TEXAS SWIMMING Inc. 2021 STRATEGIC FRAMEWORK

Mission: Strive to be leaders within USA Swimming by inspiring excellence in swimming and in life.

Vision: To develop athletes, coaches and officials who exemplify the highest levels of competency, sportsmanship, honesty and dedication in the pursuit of excellence by adhering in all we do to the following core principles:

- Outreach
- Competitive Success
- Volunteerism and Service
- Continuous Learning

Immediate Needs: LSC Governance Committee must review documents –policies & procedures, bylaws etc. prior to the fall House of Delegates meeting.

Summary: LSC leaders of North Texas Swimming should consider a strategic planning retreat to review and revise the current plan including : (1) assessing the current LSC environment, its governance structure, programming, membership, and performance, and (2) construct a new two-five year strategic plan to help guide the actions and initiatives of the organization. The plan should be reviewed annually with continual updates to create a nimble, vital document to guide current and future leaders.



KEY AREA: O U T R E A C H		
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS
Outreach	Increase Membership 1% per year	Educate families and athletes about swimming and North Texas Swimming Encourage multi-sport participation for young athletes through newsletters, social media, and education Provide education opportunities for swimmers with relevant topics. i.e. Time Management
	Increase number of 12 & Under Swimmers by 3% by 2023	Tasks teams with hosting 12 & Under Dual and Intra-Squad Meets Introduce a 10 & Under Championship Meet
	Increase the diversity of the LSC swimmers by 3% overall by 2023	Develop a DEI spotlight on social media Introduce DEI topics in newsletters, social media, and education Develop a DEI Camp
Expand our membership in order to share our sport with as many other people as possible. We are especially committed to sharing the values of our sport with young people who may discover that swimming is an activity they can enjoy for their entire life.		

KEY AREA: COMPETITIVE SUCCESS		
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS
Competitive Success	Increase the number of athletes participating at National Level Meets	Reimburse coaches travel associated with National Level Meets



	Increase participation at Zones Meets	Promote Zones to all teams, change qualification format to selection based on North Texas Age Group Championship Meet
	Review and Revise Calendar Process	Appoint a task force to review dates, types, and number of meets
North Texas swimmers are highly competitive at the state, regional and national level. We seek to continue this tradition of competitive excellence. When our athletes are successful in fulfilling their full potential, it validates the hard work and effort for all of us.	Increase number of teams qualifying for USA Swimming team recognition program	Host at least one LSC wide annual meeting to increase awareness of recognition program and requirements Ask each team to set a recognition goal Develop handout for distribution to all teams detailing recognition program requirements Utilize LSC Meet Calendar to ensure competition opportunities for all level of athletes

KEY AREA: Volunteerism and Service

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS
Volunteerism and Service	Increase the number of Officials by 1% per year	Host on demand Officials Training Host Officials Training on an online platform Revise website to clearly show path to becoming an Official
	Provide Meet Director Training	Provide at least one Meet Director Training each year
	Provide Computer Operations Training	Provide at least one Computer Operators Training per year
Volunteers are the backbone of the North Texas Swimming organization. North Texas Swimming encourages and		



recognizes the value of all volunteers and seeks to provide opportunities to serve our athletes and member teams.		

