



South Dakota Swimming Strategic Plan 2019

KEY AREA: Governance					
STRATEGIC GOAL	WHAT	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Recruitment 1	Have a Functional Governance/Nomination Committee	Develop Committee	1. Review By Laws 2. Recruit Volunteers 3. Define Expectations and Desired Outcomes 4. Conduct Meeting 5. Present Slate of Nominees	Joel and Martin	1. June 2019 2. August 2019 3. January 1, 2020 4. January 1, 2020 5. April 2020
	Outreach	1. Create promotional materials about LSC engagement 2. Development and engagement in committees 3. Increase visibility of existing board members	1. Develop SD Swimming 1 pager for meet programs 2. <ul style="list-style-type: none"> a. Review existing committees b. identify need for specific committees c. identify new members d. identify roles and authority 3. <ul style="list-style-type: none"> a. Promotional materials for LSC and Board Engagement b. Can we access email addresses for families 	1. Trish and Laura 2. <ul style="list-style-type: none"> a. Laura b. Martin c. Committee Chairs d. Committee Chairs 3.	1. September 1, 2019 2. <ul style="list-style-type: none"> a. June 1, 2019 b. July 1, 2019 c. October 1, 2019

	<p>Succession Planning</p>	<ol style="list-style-type: none"> 1. Have meaningful committees 2. Understand upcoming needs 3. Review club membership to identify potential board membership 	<ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> a. clear committee objectives and outcomes b. host meetings c. disseminate committee reports 2. <ol style="list-style-type: none"> a. Review current composition and map out term scenarios b. Annual assessment of current membership c. Identify membership needs (skills and demographics) d. Review eligibility criteria 3. <ol style="list-style-type: none"> a. Identify datasource for swimmer information (SWIMS?) b. Review state meet program for 10u swimmers c. Outreach through club contacts 	<ol style="list-style-type: none"> 1. Committee Chairs 2. Governance/Nominating Committee 3. Misty Trehella 	

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Effective Meetings	Productive Board Meetings Yes!!!!	<ol style="list-style-type: none"> 1. Written board reports 2. Identify purpose of meetings 	<ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> a. create board report template b. identify deadline dates 2. <ol style="list-style-type: none"> a. Create Board Calendar b. List Mission and Vision on Agenda and minutes c. Agenda and Timeline d. Allocate time on agenda for big picture items e. Engage all members in the discussion 		
	Productive House of Delegates Meetings	<ol style="list-style-type: none"> 1. Create culture/rules for protocol at the meeting 2. Establish proposal deadlines early enough for review by appropriate committees prior to HOD 	<ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> a. Review mission and vision at each meeting b. Education on Robert's Rules of Order c. Consistent Application of Robert's Rules d. Engage all members in the discussion 		
Create a culture where transitions are seamless and board strategy progresses					

KEY AREA: Athlete Performance/Retention					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
To increase athlete performance and retention of upper-level swimmers.	Increase in number of people qualifying for meets at a level outside of South Dakota, and above the State Qualifying Standards.	Get SD Swimming into the OTC for a camp	organize 1 year prior, get number estimates and set up requirements	coaches training them, BOD members raising excitement and awareness of these meets	2021
	Swimmers making an impact (placing) at those regional and national meets.				
	Increase in number of swimmers going on to swim in college or even expressing interest in collegiate swimming.	Instagram and awareness of other/older kids swimming Collegiate speaker at banquet?	-Google doc with swimmers and colleges that they commit to	-Coaches or swimmers -Athlete Reps in charge of instagram account	immediate
		Awareness of Athlete Tab on the website	Publish on website	Athlete Rep / Webmaster	immediate
Organize a Mighty 2500 Championship meet	Hosting this meet in SD	Start small - ND, SD, MT, WY (if it grew, send to other states) Create and send out the sanction to surrounding states	Figure out when in the year it would work best for SD and surrounding states create the qualifying times/ or restrictions of the meet.	Age group vice chair Senior vice chair Tech planning Athlete reps Collaboration of other states LSC	2022 - 2025

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
To increase 11 & Over athlete performance and retention of mid-level swimmers- those who qualified for State but did not make finals.	Increase 11 & over athlete attendance at state A (but may not actually make finals)	Athlete banquet/award recognition (away from state meet) *applies to all 11 and over swimmers	get it organized - place/rotation/what awards/\$\$	athlete committee senior vice chair and committee	April 2020
		Revamp state B to be an exciting meet for mid-level swimmers	Create standards for attending	Age group vice chair Tech planning	TBD
	get mid-level swimmers excited to be around swimming	create camp for these people that is equivalent to a select camp	-name it -get it going -create qualifying standards?? -time window, coach rec,	? interested parties	Fall 2020/in conjunction with select camp
	Exciting (quirky) meets for mid-level swimmers	Push out ideas to local swim clubs for more fun meets (duals,pentathlons, triangulars,relay meets)	Encouragement through LSC	LSC/HOD/Individual teams	ongoing
Continue Select Camp	Fill all slots offered for camp	on going	on going	Kyle Margheim	on going

KEY AREA: Education/Outreach

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Communicate from top to bottom and reverse	Education	FAQ in Meet Programs or as appendix on Invites	Create FAQ - Living Document	Chuck/Committee	April 13, 2019
	Minimum Communication Standards	minutes links, meet schedules, board/committee openings posted on website	Committee, Adopted HOD and Implemented at team level	HOD	April 2020
	Social Media as a promotion, education and recognition	LSC owned/maintained	Define and set rules and guidelines - ref. USA Swimming	Comm. Committee	April 2020

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Education: Athletes, Coaches, Parents, Officials, Clubs	Athlete Unity/Outreach	Athlete Club Exchange program, athletes would stay with host family/team for a week and practice/attend meet	Define guidelines, Hotel/B&B with Chaperone	Clubs/Coaches	TBD
		Team SD Meet out of state of athletes 15-19 that do not make Sectional cuts	Budget, Rules, Qualification Guidelines, Chaperones, Travel as a team		2023
		SD Athlete unity at out of state/regional/national meets	Team Meal at the meet SD communication of hotel arrangements for teams or seating at meets - need communication outlet		
		Recognition of athletes at all levels	Clubs could submit an athlete to be recognized by announcer at meets - Anyone		
	Parent Outreach	FAQ in Meet Programs or as appendix on Invites			
		Social Media Postings	Contact USA Swimming for guidelines	kraney@usaswimming.org Kara Raney	

	Wellness: SafeSport, Mental, Physical: Nutrition, rest/recovery				
	Opportunities: Clinics -	Website, email communications	Sharing the information consistently		

STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Have a Communication Committee	Laura said it was so it is				

KEY AREA: Utilization of LSC Resources					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Reallocate underutilized budgeted funds in order to put them to good use	Line by line review of the budget	Were previously allocated funds used?	Assess budget for unused funds	Budget committee	Fiscal Year end
	Line by line review of the budget	Create a budget application form for new budget items/ideas	Develop application communicate process to board, HOD-email Show benefit to LSC	Budget committee	Email application in July- collect in August
	Line by line review of the budget	Add athlete budget	Allocate \$ to budget	Athlete reps	2019/2020 Budget year
		Brand SD swimming-create a logo	Create a logo to use on promotional items to promote SD swimming		
	Line by line review of the budget	Assess the reserve	Establish how much \$ equates and adequate reserve and how we should deal with the excess	Budget Committee	Ongoing
		Help all clubs promote the sport of swimming	Hire a public relations person to help clubs grow and thrive	Board	Within 5 years
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Utilization of a variety of facilities for more than just swim meets	Offer more non-meet swim activities on both sides of the state	Find teams to host activities	pool activity money contact	contact	ongoing