

**West Virginia Swimming Board of Directors**

**2020– 2021 Strategic Framework**

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| **KEY AREA: Governance: (Leadership)** | | |  |  |  |
| **STRATEGIC GOAL** | **MEASURABLE OBJECTIVES** | **ACTION STEPS** | **TASK**  **What needs to be done?** | **WHO?**  **Responsible Party** | **WHEN? Deadlines/Milestones** |
| BOD UNDERSTANDING OF GOVERNANCE STRUCTURE AND ROLES | Read/Understand the Bylaws and ensure they are followed. | * Post updated bylaws to website and present changes to the BOD/HOD/membership as they occur at the local and national level. | * Oct. BOD meeting discussion/check for understanding of Bylaws, discuss any bylaw changes that have occurred due to NGB changes. | General Chair/Webmaster/  Governance Chair | Fall BOD meeting and whenever policies change at the national level. |
| BOD member understanding of their job/role on the BOD (all BOD positions). | * Job descriptions will be updated as needed in the bylaws and in the LSC Positions document. | * Send out sample job descriptions to the BOD as needed to clarify roles. * Posting descriptions on the website. | General Chair/Governance Chair/Webmaster | Spring BOD meeting or as transitions occur. |
| Participation as a BOD member | * Create a BOD responsibility checklist for expectation as a BOD member that is signed/acknowledged by each Bod member upon election along with a Conflict of Interest form | * Maintain a record of responsibilities of each BOD member and update as necessary | Governance Chair | Spring HOD/BOD meeting and as needed |
| Succession planning | * Each BOD member identifying their successor and providing BOD orientation info to candidate | * Posting job descriptions/BOD Orientation packet on Website | Each BOD member | 1 year prior to their term ending |

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| **KEY AREA: VOLUNTEERS: (Recruitment and Communication)** | | |  |  |  |
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| Get more volunteers involved at the LSC level | Officials | * Make officiating more attractive * Incentives * Training opportunities | * Advertise the position at meets, in meet packets, and on social media. * Plan trainings in multiple areas statewide | Official’s Chair | Recruit year round. Training opportunities in early fall and late spring. |
| Committee/task force members | * Activate standing committees already in place and recruit people to those committees. * Eliminate non-essential committees | Set a meeting date, publish an agenda, hold the meeting, and publish minutes to the General Chair.  BOD to review/eliminate committees that are non-functioning. | General Chair/ Governance Committee | Recruit as needed and elect new members in the spring when volunteers leave or terms end. |
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| Better attendance and participation at HOD meeting | Communicate that everyone is a member, welcome/invited at HOD. | * Blast e-mail communication through the website, Facebook page, twitter, advertise at state meets. | Distribute notifications of WV info. Via all communication methods. Frequently post updates on social media. | General Chair / Marketing/ Webmaster | Throughout the fall season |
| Encourage representation from all teams in the LSC in addition to the BOD representation | * Each team submit name of designated voting member(s) to HOD for spring meeting, especially athletes representatives. | BOD to determine (set policy) how many HOD club votes each team gets.  Determine satellite team status. | Team Reps/Coaches, General Chair, Marketing, Webmaster | Spring and Fall BOD/HOD meeting, and year round on information |

