

## Minnesota Masters Swimming – 2014 Planning

### GOALS

#### Board of Directors / Governance

1. Create backup / cross-training program for continuity and succession planning
2. Document policies & procedures to support bylaws
3. Continue to meet all USMS “LMSC Required Standards” and meet more “Suggested” Standards
4. Remain active in USMS National Committees & Convention

#### Volunteers

5. Increase number of active board members from 12 to 14
6. Create annual volunteer award program

#### Membership

7. Increase Registration from 999 to 1100
  - a. Increase proportion of triathlete members
  - b. Increase proportion of younger than 30-years-old members
8. Increase attendance at 3<sup>rd</sup> annual Awards Banquet
9. Develop MN Masters Hall of Fame

#### Fitness, Training & Skills

10. Host 6 successful fitness events (group workouts and/or postal swim workouts)
11. Host 3 successful clinics (starts & turns, open water, stroke technique)
12. Promote Fitness Log Mileage (track total mileage of all MN swimmers to compare year over year)

#### Pool Competition

13. Host 9 successful meets during the year (expand from 7 to 9)
14. Host at least one meet of each course type: SCY, SCM, LCM (add a SCM meet)
15. Host at least one outdoor meet
16. Improve timeliness of reporting of record-setting times (report prior to next meet)
17. Increase MN Masters attendance at “away” meets – Nationals, Worlds, Senior Games, etc.

#### Open Water Competition

18. Continue “Open Water Half Marathon” Series
19. Host 5 successful open water events (increase from 4 to 5)
20. Create “Marathon Swim / Channel Swim” resource

#### Coaches

21. Create Distribution List for Coach Communication
22. Increase involvement of Coaches in board meetings & event planning

#### Affiliated Organization Outreach

23. Promote MN masters with marketing materials and/or swim clinics at 3 triathlons
24. Provide more opportunities to volunteer as ‘angel swimmers’ for triathlons

#### Community

25. Host 2<sup>nd</sup> annual Thanksgiving charity swim
26. Host 2<sup>nd</sup> annual Habitat for Humanity build day
27. Host 24 hour swim charity event
28. Host a free swim lesson event