

# Minnesota Masters Swimming Goals – 2016

## *BOARD / BOARD SUPPORT COMMITTEES*

### Board of Directors / Governance

1. Maintain structure of BOD + Committees + Project Teams/Task Forces
2. Implement volunteer assignments & cross-training program for continuity and succession planning
3. Implement a Board of Directors Planning Calendar to track action items throughout the year
4. Implement a Conflict of Interest program to help ensure continued integrity of decision making

### Volunteers & Awards

5. Maintain participation on Board of Directors (at least 18 active board members)
6. Increase participation of non-board members on Committees (6 active committee members)
7. Increase number/variety of volunteers helping to run Events (ability to rotate job assignments)
8. Create more visibility for recognition of volunteer service (recognize volunteers more publicly)
9. Create “menu” of awards from various sources (eg “if you do x then you can get y”) as a reference

### Membership

10. Increase Total Number of Members from 1319 to 1350 (2 ½% growth) [& focus on triathletes and under-30]
11. **Continue to grow MN Masters Hall of Fame program with integrity & style and standardized policies & process**
12. Increase attendance at 5<sup>th</sup> annual Awards Dinner, by advertising earlier and inviting more award recipients & families

### Marketing & Communication

13. Print a Marketing postcard with listing of scheduled events and send to all members in January
14. Publish a Monthly “e-Newsletter”
15. Coordinate & Standardize communication across platforms (email blasts, website, social media)

### IT / Administration

16. Deploy collaboration tools
17. Implement Risk Management / Audit process. Perform software audit
18. Perform website refresh project

### National / USMS

19. Continue to actively participate in USMS National Committees & Webinars & Training & Conventions
20. Work to meet USMS “LMSC Required Standards” and “Suggested” Standards

## **MEMBER SERVICE COMMITTEES**

### Member Engagement Committee

21. Host 6 Social Events throughout the year
22. Host 3<sup>rd</sup> annual Habitat for Humanity build day
23. Host a free April Adult-Learn-To-Swim lesson event in 2016 in coordination with USMS national effort
24. Provide more opportunities to volunteer as support swimmers for triathlons
25. Host 4<sup>th</sup> annual Thanksgiving charity swim
26. Develop and host 24 hour or other swim charity event\_

### Coaches + Club & Workout Group Development Committee

27. **Improve Coach Communication (regularly publicize news and events to coaches, solicit input from coaches) via a monthly or every other month e-newsletter.**
28. **Use the Colorado Masters 101 as a basis for a "MN Masters 101" 1-page document to educate lap swimmers about how to participate in a masters workout**
29. **Develop a coach corner on the MN Masters website**
30. **Publish a one-time flyer about MN Masters for facilities to use as a resource.**
31. **Update Places to Swim on the USMS and MN Masters websites**
32. **Host Coach Development Workshop (most likely in October)**

### Fitness Events & Clinics Committee

33. **Host 8 "smaller" fitness events (group workouts and/or group postals and/or racing workouts)**
34. **Host 4 "larger" fitness events, i.e. clinics (eg. starts & turns, open water, stroke technique, etc)**
35. **Host at least one Triathlete-Specific Clinic**
36. **Create "Lap Swimmer Progression" program to help fitness swimmers set goals not related to racing**

### Open Water Competition and Open Water Clinics Committee

37. **Continue to support "Open Water Half Marathon" Series**
38. **Create "Marathon Swim" Resource**
39. **Create and support at least one new OW event**
40. **Create system and methodology for formal open water workouts**

### Pool Competition Committee

41. **Document processes and train multiple volunteers who are knowledgeable about each task and share task load across multiple volunteers.**
42. **Continue to host at least one meet of each course type: SCY, SCM, LCM, while identifying our limits & effectiveness (rather have fewer great events than many mediocre events)**
43. **Collect feedback from participants to determine where we are effective and where we have opportunities.**

### Results Reporting & Top Times Committee

44. **Fast reporting of results and record-setting times while maintaining the integrity of the Records**
45. **Continue "Record Breakers" Lists**
46. **Support uploading Records to Meet Manager prior to any upcoming event**
47. **Support annual submittals for Top Ten to USMS**