



NORTH CAROLINA SWIMMING BOARD OF DIRECTORS 2014 – 2019 STRATEGIC FRAMEWORK

Core Values: *Fair, excellence, vision, open, supportive*

Vision: *Leading the Nation in Achievement, Development, Diversity, and Citizenship.”*

Mission: *“Promoting Excellence by Providing Resources to Support and Empower the North Carolina Swimming*

Focus Areas

- ✓ **COMMUNICATION/EDUCATION**
- ✓ **ATHLETE RETENTION (12&U)**
- ✓ **PARTICIPATION IN GOVERNANCE**
- ✓ **VOLUNTEERS**

Summary: The Board of Directors of North Carolina Swimming met on Saturday and Sunday January 3-4, 2015 at the Home 2 Suites, Greensboro, NC to construct a strategic plan that will act as a guide for the future of North Carolina Swimming for the next two-five years. The entire Board of Directors of North Carolina Swimming was invited to participate, 21 members were invited to attend, and 18 participated. The program presented by the LSC Governance consultant (Jane Grosser) included a Saturday Governance and Strategic Planning session followed by a Sunday morning Strategic Planning Session.

Within the framework of the governance session, and along with the above identified focus areas, the BOD developed specific goals in each of the areas along with timelines for completion and point people for each goal. The document created was designed to be a working document to be reviewed by the rest of the leadership team and the membership as a whole over the next few months, to gain ownership and buy in from the entire North Carolina Swimming membership. This document will require review and evaluation in some aspect at each meeting of the North Carolina Swimming Board of Directors.

Participants in attendance at the planning session include: Dave Olack (General Chair), Trish Martin (Admin. Vice Chair), Jay Dodson (Senior Chair), Kathy McKee (Age Group chair), Carl Labonge (Finance Chair), Lisa Olack (Secretary), Jon Fox (Treasurer), Joel Black (Legislative Chair), Jon Jolley (Senior Coach Chair), Sarah Holman (Junior Coach representative), JP Merchant (Safety Coordinator), Kevin Thorton (Technical Planning Chair), Suzanne Heath (Membership/Registration Coordinator), Chris Kitchens (Officials Chair), Rodney Sellars (Diversity Chair), John Roy (Immediate Past Chair), Ronnie Roach (Communications Chair), Tom Donahue (LSC Member), Wayne Shulby (LSC Member) and Thornton Burnette (LSC Member).

Attached are the specific goals, objectives, and action steps related to each focus area of the 2014-2019 priorities: Communication/Education, Participation in Governance, Athlete Retention (12 & U), and Volunteers. Each goal was presented and affirmed by the whole group at the conclusion of the session.

**NORTH CAROLINA SWIMMING BOARD OF DIRECTORS
2014 – 2019 STRATEGIC WORKSHEET: JANUARY 2015**

KEY AREA: COMMUNICATION/EDUCATION					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Improve communication between governance levels and membership	Improving website	1) Auto link to social media 2) Mobile friendly website (mobile responsive) 3) Meet page	Approval from BOD	Ronnie Roach	1) February 15 2) April 30 3) August 30
	Outreach	1) Investigate shared services w/SC (Kile Zeller)	1) Discussion w/SC; BOD approval to pursue; long term NCS having the ability to provide that service 2) TBD	1) Dave Olack	1) January 31
		2) Evaluate a breakdown of LSC into zones 3) Based on above: investigate hiring a club development consultant.	3) TBD	2) Jay Dodson 3) TBD	2) TBD 3) TBD
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Membership education	Provide education to coaches	Breakout sessions at HOD w/defined agenda	1) Create survey for interest topics to be presented 2) Schedule and promote	Sr./AG Vice Chair & Sr./Jr. Coach Rep	Fall HOD
	Provide education to officials	Breakout sessions at HOD w/defined agenda	1) Create survey for interest topics to be presented 2) Schedule and promote	Official Chair	Fall HOD
	Provide education to parents	1) Newsletter (one page) in champ programs (offer to clubs) outlining what is happening in LSC	1) Develop template; if new MM has ability, load for NCS meets	Meet Management Committee	TBD

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KEY AREA: Athlete Retention (12&U)					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Fun	Education of Parents On the development nature of sport		Provide information to clubs for parent education	Parent Task Force (BOD contact needed)	March 1
	Increased use of "DeckPass" - swimmers / parents / coaches	Coach / Club education	Regional "AG" coaches / parents meeting	Coaching Task Force [AG] Parent Task Force	March 1
	Smaller / Faster Meets	Meet Creativity	- Single Gender Meet / Sessions - Smaller Age Group	Technical planning (Ed./ Comm. Group)- coaching task force.	
		Talk with AG programs with high retention rates	Chose programs to contact	Technical planning (Ed./ Comm. Group)- coaching task force.	
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
2017 - 12 & Under Champs : more "fun" [SCY]	Increased # of Teams	Step wise Championship progression	update meet calendar	Technical Planning / AGC / SC	Fall 2015 & Spring 2016
	Increased participation w/o drastic changes to time standards	Increase in number of relays [a – b – c – d]	Meet templates for championship progression	AGC / SC / TPC	Fall 2015 [Draft] Fall 2016 [Final]

**NORTH CAROLINA SWIMMING BOARD OF DIRECTORS
2014 – 2019 STRATEGIC WORKSHEET: JANUARY 2015**

KEY AREA: Participation in Governance					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase Participation at HOD.	At least 60% team participation	Financial Incentives Educational opportunities Organized Social Activity Rotating location	Propose policy for next Board Speakers for HOD Saturday Night Social Policy Change	Carl Coach Rep/Officials Chair BOD	This afternoon. On or Before March 1 Prior to April HOD if agreed.
	Minimum of 50 athletes at HOD	Function athlete committee meeting/luncheon. Raffle tickets. Athlete Clinic/Speaker	Oversight coordination of athlete meeting Search for raffle items. Find speaker	Senior Chair/Erika Braun Administrator Junior Coaches Rep.	All items on or before March 1.
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Overhaul Committees to have more production and participation	Active committees provide report at each BOD meeting	Committee reports at all BOD meetings even if it is no action. Ensure that all committee chairs are on BOD distribution list	Ask for reports from all committee chairs in conjunction with agenda item request.	Secretary Committee Chairs	Ongoing beginning after April HOD
	Inactive committees are eliminated or reactivated	Based on committee reports committee activity can be evaluated. No report means inactive.	Evaluate need for inactive committees and either eliminate or activate	General Chair/Legislative	Ongoing beginning after April HOD
	Establish Committee Goals	Establish Committee Goals	Same	Committee Chairs	April HOD
	Provide Committee Description	Same	Same	Committee Chairs	April HOD.

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KEY AREA: Volunteers					
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase number of Parent volunteers	10% volunteers working a meet per number of swimmers entered	Secure Board Approval & Funding Set up committee/task force to develop the cards, awards, and promotion of program	Print cards Design and produce awards Publicize program Educate teams Coordinate tracking system	Committee/task force to develop Secure sponsoring club to run program each year	Begin program Sept 2015
STRATEGIC GOAL	MEASURABLE OBJECTIVES	ACTION STEPS	TASK What needs to be done?	WHO? Responsible Party	WHEN? Deadlines/Milestones
Increase number of officials to 6% per team to number of swimmers	OTS Reports	Status reports for clubs Zone Reps communicate with clubs/coaches to determine a officials' contact for each club who will educate and promote within the club	Off Com. to come up with incentive awards for sessions worked (100 sessions, 50 sessions, 30 sessions) and for clubs meeting goals TBD Hold raffle at end of year at Fall HOD for \$500 award (1 ticket per 10 sessions)	Zone Reps and Officials Committee	Have program in place Sept 2015