

DRAFT

UNITED STATES MASTERS SWIMMING STRATEGIC PLAN 1999-2001

USMS Mission Statement (from USMS Rule Book)

To promote fitness and health in adults by offering and supporting Masters swimming programs.

Goals and Objectives (from USMS Rule Book)

- A. To encourage and promote improved physical fitness and health in adults.
- B. To offer adults the opportunity to participate in a lifelong fitness and/or competitive swimming program.
- C. To encourage organizations and communities to establish and sponsor Masters swimming programs.
- D. To enhance fellowship and camaraderie among Masters swimmers.
- E. To stimulate research in the sociology, psychology, and physiology of Masters swimming.

STATEMENT OF PURPOSE FOR THE USMS STRATEGIC PLAN

To increase the exposure of the USMS program and to improve the organizational infrastructure in preparation for increased membership.

GOALS OF THE PLAN

1. Increase our outreach to potential new members and increase retention of current membership
2. Implement adequate staffing, utilization of available facilities, and coaches training.
3. Increase exposure through the media, both print and electronic.
4. Stimulate giving to the USMS Endowment Fund to exceed \$100,000.00.

ACTION PLAN

(TO BE COMPLETED WITH INPUT FROM COMMITTEE CHAIRMEN, BOARD OF DIRECTORS, AND DELEGATES - POSSIBLE EXAMPLES FOLLOW)

<u>ACTION/STRATEGY</u>	<u>CONTRIBUTORS</u>	<u>ACCOUNTABILITY</u>
Define organizational needs and implement adequate staffing	Executive Committee, Finance all delegates	
In-house registration	Registration, Executive, Finance	
Feature stories in every major market	Marketing, Historian, On-line Coaches, Fitness, International	
Continue to deliver value to current membership	all Committees	

ACTION/STRATEGY**CONTRIBUTORS****ACCOUNTABILITY**

Conduct pilot project of 1-3 LMSCs as to availability of facilities and their utilization by Masters

Executive, Planning, Coaches

Coaches mentor/training programs

Coaches, Fitness

Increase outreach to potential members - YMCAs (and similar organizations) Park & Rec. facilities, retirement communities, health clubs.

Marketing, Coaches, Fitness, On-line, Championship, Long Distance, Registration

Aggressive giving plan to Endowment Fund.

Endowment Fund Committee, Marketing, Planning, Finance, Sports Medicine, Registration

TV infomercial

Marketing, Sports Medicine, Championship, Finance

Develop relationship with USA Swimming Officials for more trained officials.

Officials

Develop plan for increased participation of members in our program.

Fitness, Coaches, Marketing, Long Distance