



## Strategic Priorities

### Club Development

Increase the range and quality of opportunities for adults to swim in well-structured and expertly coached group swim workouts by:

- Expanding workout opportunities at established clubs and programs
- Providing training and tools to assist USMS coaches in providing a high-quality daily training environment
- Recruiting, training, and placing quality coaches
- Supporting the start of new clubs and increasing the number of clubs performing at gold level
- Expanding the number of aquatic facilities offering USMS workouts and hosting USMS clubs

### Event Development

Provide increased opportunities for motivation, competition, and fun for USMS members in event participation by enhancing USMS events and expanding the number and variety of USMS pool, open water, and virtual events by:

- Supporting current and future meet directors and hosts (including coaches and clubs) with marketing, promotion, training, and club and swimmer incentives
- Fostering relationships between aquatic facilities and meet directors
- Encouraging volunteer participation in events through recognition, incentives, and social engagement.
- Providing focused financial support at the local level to support high potential new events
- Supporting and promoting the development of innovative event formats to bring greater variety, fun, challenges, and engagement for members

### Community Development

Foster and strengthen connections and affinity throughout the adult swimming community with:

- Social events and fun community initiatives
- Social media and other communication tools
- Mentoring and mutual support relationships and groups
- Support for ALTS programming
- Recognition programs for swimmers, coaches, clubs, event directors and officials, and volunteers

### Local Focus and Support



Develop closer partnerships, coordination, and communication between the National Office staff and LMSC leadership to align with local focus on initiatives enhancing membership opportunity, experience, and value through club, event, and the swimming community development.

- Leverage national capabilities combined with local resources to maximize benefits and value for USMS members.
- Create annual LMSC membership targets with an annual plan that incorporates support for club, event, and community development to achieve goals
- Recruit volunteers with a focus on each core area to support the annual local plan
- Coordinate local efforts with applicable national marketing and communication efforts to attract and retain swimmers and keep them engaged with the adult swimming community

### **Independent Swimmer Support**

Continue to provide services to support swimmers and small groups that may not have access to a USMS club, coach, or events.

- Leverage and package existing USMS capabilities and resources to enhance independent USMS members' daily training experience and affinity and connection with the wider USMS community.
- Encourage practices, open water group swims and social events for independent swimmers to create an affinity for USMS and potential bridge to club formation.
- Encourage and facilitate participation in USMS programs and events where possible.
- Consider future development of services specifically for independent swimmers as club, event, and community priorities above are accomplished.