

Central California Swimming Strategic Plan 2023- 2026



Area of Focus	Strategic Goal	Measurable Objective	Action Items	Task	Personnel	Timeline
Membership	Increase the number of officials at every level (S/T, Starter, AO, DR,AR, MR)	By the OQM in February, have at least 5 officials in the LSC who are prepared to advance	Recruitment plan	Official committee- invite coaches to the conversation, team parents	Taylor Kahn, Doug Dingledein, and Officials Committee	Feb 2024
Financial Plan	Reallocate funds in budget so we do not overspend in some areas and never spend in others	By end of swim season 2024, have budget balanced without having overspent from any one fund	Analyze current fund allocation	Reallocate funds from accounts receivable so that any one fund does not over spend	Finance Committee	Accurate Budget- August 2023 Balanced Budget August 2024

Fundraising	Partner with local businesses to sponsor or support the LSC	By each championship meet, have at least _ amount of sponsors for our championship meets (B/C Champs, AG Champs, RJP Classic)	Form a task force to identify potential sponsors or venue based fundraising opportunities (golf tournament)	-Develop sponsorship program/ tiers -Reach out to identified businesses for sponsorship	*New Fundraising Task Force*	Championship Season (Feb/March and July) annually
LSC Development	Host a Swimposium	LSC sponsored day of clinics for (AG Athletes, SR Athletes, Coaches, and Officials)	Plan Member Type specific clinics to coincide with Annual HOD meeting in August	Develop Clinic structure and flow of the day	Committee Chairs	Annually starting in 2024
LSC Development	Safe Sport Recognized Clubs	100% of the LSC clubs will be SSRP	Increase educational opportunities at the LSC level for the membership	Develop educational opportunities bimonthly	Safe Sport Committee	Annually
LSC Development	BOD Compliance	All BOD members will receive satisfactory or higher performance reviews annually	Committee will develop performance reviews for all BOD positions and paid coordinators	Compose performance reviews for all BOD positions.	Governance Committee	Prepared by January 2024 Deliver in July annually

Technical Planning	Include at least one LSC sponsored swim meet in the Bakersfield region	Support the Bakersfield area teams in their efforts to a meet	Bakersfield area teams will host an ABC meet in the short course season	Support the teams in Bakersfield/ Reach out to team services if necessary	Technical Planning Committee/ Executive Committee	August 2025
Communications	Website and Social Media Communication	Open the website for more opportunities for feedback and member communication	Create feedback form on our website.	Start to utilize the Google Drive for centralcalswim.org as a main hub for our feedback and improvements based on membership requests	Webmaster/ Governance Committee	August 2023
Outreach	Increase number of outreach members by 5% in LSC membership representation	Host education event for coaches and parents at annual swimposium	Educate parents and members on outreach criteria and processes from membership perspective	Develop an info packet or infographic for how to qualify and reach out to athlete members who are outreach.	Membership Coordinator and Coach Rep	Annually
DDEI	Host LSC DEI clinic	Plan DEI clinic for athlete and coach development	Develop process for clinic	Develop structure for clinics from athlete and coach perspectives	DEI Committee	Fall 2024

DDEI	DEI representation	Send at least one athlete to the DEI Zone Clinic	Connect with Zone DEI chair to confirm eligibility requirements and qualifiers	Expand advertisements for eligibility requirements and qualifiers	DEI Committee	Annually
DEI/ Technical Planning	DEI Meet	Plan Cesar Chavez Diversity Meet	May Cesar Chavez meet on LSC meet schedule	Plan, coordinate, and execute meet criteria, length, and course	DEI Committee and Technical Planning Committee	Prior to Technical Planning Committee Meeting in 2024