



USA



ARTISTIC
SWIMMING

**2024-2026
MEMBERSHIP STRATEGIC PLAN**

OVERVIEW

WE MOVE AS ONE

GOAL OF STRATEGIC PLAN

Over this past year, Membership gathered information from coaches, club directors, members, and parents to learn about common gaps within our sport. Through analysis and discussion, we've identified key areas to focus on over the next couple of years in hopes of improving our resources and expanding our Membership offerings. This document outlines each section with action items that will be implemented by different departments.

We hope this will continue to build our community within the sport, reignite our love and passion for supporting one another, and help to grow our numbers so that we can continue to strive to be the best.

ATHLETE
GROWTH &
RETENTION

EDUCATIONAL
RESOURCES

PARENT
RESOURCES

FUNDING

CLUB
SUPPORT

SOCIAL
MEDIA AND
COMMS.



Athletes make up the entirety of our sport. With the pandemic, clubs and the National Office are continuing to find ways to bounce back in numbers. For this section, the goal is to assist clubs by developing clubs plan and tailoring ideas that have been known to work in previous years



1. RECRUITMENT PLANS

Projected completion: Winter or the down seasons

Reasoning: Based on the survey, the large majority of recruits come from family or word of mouth (friend). We should capitalize on the connectedness of the sport to create general “plans.”

Plan: Coordinate Shari to gather options from what has been done in the past. From there, we will create PDF templates of different approaches to recruitment.

- “10 Recruitment Ideas” Resource
 - Girl scout event
 - Bring a friend to artistic swimming day.
 - “Refer a friend”
- Shari to host roundtable talks for newer clubs who have the challenge of athlete recruitment.

2. CLUB EXCELLENCE PROGRAM

Projected completion: After this year’s submission’s, continue to revise and develop program.

Reasoning: Since this program is fresh and in its first year of implementation, we want to make sure we are making the revisions and ensuring this program gets highlighted to the clubs.

Plan: After this application season, work to streamline the application process by creating a drop box specific for the applications. Lead by Membership Manager with guidance of Membership BOD

- Analyze each category of the levels and ensure we are making goals attainable for clubs.
- Use social and newsletters to push this program. Many clubs weren’t aware of this program, and we are missing an opportunity to make this an exciting helpful opportunity to clubs.
- Over time, the more we can award clubs for their achievements and excellence, they can showcase their efforts and continue to retain and grow their club size.

At Convention, Honor the awarded levels to designated clubs and highlight its importance to the attendees to showcase this exciting program.

3. NATIONAL TRY ARTISTIC SWIM DAY

Projected Implementation: 2024 Membership Season

Reasoning: While some clubs facilitate their own version of this, we can have a National Day where clubs across the country are hosting this Try Day around the same weekend. We can cover it on social and highlight this on a national scale to gain traction.

Plan:

- Make an announcement at Convention.
 - List Projected “Try Day” Weekend Dates
- Page located on website ready to go for clubs to submit their listings.
 - Have PDF and Materials for clubs to print off and use for the weekend
 - Trifold Brochure, Poster or Flyer



4. JUNIOR & SENIOR ATHLETE ENGAGEMENT

Projected completion: Over the next couple of years

Reasoning: We will highlight opportunities to stay involved in the sport through engagement and mentorship

Plan: Offer a “Mentorship program” for this age group

- Would include information about the paths post high school
- Can be a week or two weeklong virtual program in the summertime
 - Collegiate sessions
 - Judging sessions
 - Coaching sessions

1. ZONE CHAIR COACH & JUDGE RECOMMENDATIONS

Projected completion: Implement this upcoming season.

Reasoning: Zone chairs interact with judges and individuals on a regional local level and can point out who would make good addition to our National Judge Pool

Plan: Membership Manager and Education Director can coordinate a semiannual communication to email Zone Chairs and collect contact information

- Select 2 coaches in Zone to be “Mentor” contacts.
- Have form for Zone Chairs to input names of individuals who would make good National Judges based on their performance at regional or local level competitions.



2. EDUCATION NEWSLETTER RELAUNCH

Projected completion: End of 2023-2024 Season

Reasoning: Improve consistency and access to the education we offer

Plan: Shari will take lead; Alyssa will help to teach her how to use Canva

- January 2024 projected first return Newsletter.
- Highlight supplemental course offerings or topics based on the season.
 - Emotional Intelligence
 - .Mental Health First Aid Red Cross
 - DEI Training

3. SLOCOACH PLATFORM

Reasoning: Centrally located information makes it easy for members to find information. We can continue to push this platform as our primary location for all coaches, judges, and parents. This will reduce confusion and repetitive questions we receive throughout the season.

SHORT TERM

Project completion: End of 2023-2024 Season

Plan: Shari and Membership Manager will upload all current coach resources to the platform. This will include archived videos, newsletters, and any coach resources we already have.

LONG TERM

Projected completion: Everything housed in software by 2026.

Plan: ALL Coach, Judge, and Parent resources located in SloCoach are our primary source of information



WE MOVE AS ONE

CLUB SUPPORT

Clubs need to be heard and supported by the National Office as they navigate club operations. The goal for club support is centered around building community around our grassroots.

1. QUARTERLY WEBINARS

Projected completion: To be developed over the next three years.

Reasoning: It would be beneficial to offer a roundtable or office hours opportunity for clubs to connect across the country and connect on their strengths or areas they need support in. This could be a quarterly webinar where topics of interest will be discussed. A google form can be sent out highlighting what topics are offered and we can adapt based on the time of the year and what may be a prominent area. Examples would be:

- Fundraising
- Navigating compliance
- Local competitions
- Judging
- Recruitment

Plan: Along with the Membership Manager, we can invite a moderator or panelist who has expertise in the area to facilitate the conversation. We invite people of expertise to lead this discussion. Can be hosted by Membership Manager.

2. CIRCULATE EXISTING RESOURCES

Projected completion: Ongoing

Reasoning: Clubs and Members can have difficulty in locating current resources, webinars, newsletters that we have accrued over the years. The goal is to look at what we currently have and make sure those items are circulating throughout the season to ensure people can find what they need.

Plan: Throughout the season, Membership Manager and Education Director can create specific topic emails that highlight our existing resources to remind clubs what is available to them.

1. DEVELOP PARENT HUB ON WEBSITE

Project completion: Throughout 2023-2024 season, information will be compiled, and website page will be developed by 2025, have Parent Hub living on SloCoach website.

Reasoning: Provide support and guidance for parents who are new to the sport and want resources for navigating our website, managing Sports Engine, or how to support their athlete throughout their journey in the sport.

Plan: Information collected by Membership Manager (Kelly) guidance for designs by Communications Manager (Kennedy)

- Information for hub
 - Would have a clickable section on the website.
 - Resources provided.
 - Athlete wellbeing athlete wellbeing
 - Resources for navigating club directors and coaches
 - Want to learn the sport?
 - “How is the sport judged” Informational section.
 - Includes a breakdown of each of the panels, a video tutorial with explanations and handouts.

2. SUPPORT PARENTS IN NAVIGATING ANXIETY AND STRESS

Projected completion: Immediately

Reasoning: There is a need for stress management for both parents and supporting their athletes in the sport.

Plan: Post mental health resource on our website that parents can refer to when needing support
<https://truesport.org/join-us/truesport-talks-resources/>



3. WELCOME TO THE SPORT ORIENTATION

Projected implementation: January 2024 Start, quarterly webinars.

Reasoning: Specifically, for parents who are new to the sport and want a comprehensive overview of what to expect throughout the season. Topics will evolve over time but will primarily include an overview of the sport, the different levels offered, how to navigate Sport Engine, followed by a Q&A

Plan: Membership Manager will lead webinar.



Parents needs support within the sport. Our solution is to create accessible resources for parents to learn the sport, navigate Sports Engine, and how to support their child throughout their athletic journey

4. HOW TO SUPPORT YOUR CHILD

Projected completion: Project throughout 2023-2024 season, can be fully made available by 2025.

Reasoning: Mental Health and Stress Management is such an important topic. Compiling these resources and making them available to parents could be a great opportunity for anyone who is looking to be more equipped to handle panic or anxiety attacks, club conflict, or how to develop healthy coping mechanisms that can last a lifetime.

Plan: Connect with Board (Jocilyn), Education Director (Shari), and USOPC to utilize any available resources.

- Topics to be made available:
 - How to manage anxiety around competition
 - How to handle coach/club conflict
 - Ways parents can support their athletes throughout their athletic journey.
 - Signs and things to recognize when someone is in distress.

1. CONNECT CLUBS TO FOUNDATIONS FOR GRANTS AND FUNDING



Projected completion: Immediately

Reasoning: Ensure new clubs and clubs who struggle with funding know about this resource

Plan: At the beginning of the Membership Season, highlight this opportunity in our Club Membership receipt and welcome email to new clubs.

- AWD Funding
- USA Artistic Swimming Foundation and Challenged Athletes Foundation

Fundraising is one of the most important fundamentals to any non-profit. While funding is an issue across most sports in the Olympic Movement, we as a National Office, can offer guidance for options in helping clubs that are financially struggling

2. (POTENTIAL) CREATE AN OUTREACH MEMBERSHIP

Projected completion: TBD

Reasoning: This would help clubs who target low-income populations or communities to try the sport. This could be a way to increase access to our sport and offset some of the associated costs if clubs are unable to cover costs for the participants.

Plan: This is an ongoing concept, but we could start with creating a hidden outreach membership option on Sports Engine. We would post a section on the website and have individuals reach out for more information. From there, we can send them this unique link to register for discounted membership. Can be \$10-\$15 or a percentage off the cost.





SOCIAL MEDIA & COMMUNICATION

Grassroots are what drive the growth and efforts of our sport. We hope to incorporate more social features and efforts to build community. more social features and efforts to build community. We want to help empower them and showcase their efforts across the country

1. SMALL CLUB FEATURE ON SOCIAL

Projected completion: Post Olympics

Reasoning: Build community by sharing each other's advice and giving them a presence by our National Office. Give more of a social presence to grassroots and local organizations.

Plan: Monthly or bi-monthly, we highlight a small club that is doing small but mighty things in their communities. We send them a questionnaire to gather information, along with a club video or photo.

- What has worked well for your club?
- What advice do you have for other clubs navigating "x" challenge?
- Community involvement
- Cycle through regions throughout the year

2. SUGGESTION: MONTHLY THEMES

Projected implementation: 2024/2025

Reasoning: We can capitalize on highlighting our values and support by using our voice on social media

Plan: Communication/Social Manager. We can see how something like this performs.

- Ex: USA Lacrosse did a campaign on their social that involved people being able to write a post it/leave a post-it where it contained words of encouragement.

3. GENERAL TOPICS AND INTERNATIONALITY FOR COMMUNICATIONS

Projected completion: 2024 Season

Reasoning: Depending on what is listed in our reminders and announcements, some members may delete the email if they see if there is just one thing highlighted in the email title. This may lead them to look past webinar or registration information that is pertinent to coaches, judges, or athletes themselves.

- Ex: Title of our monthly reminders and announcements needs to encompass all items listed in email, not specific to just National Team. This will reduce the number of individuals that delete email or skip past it and potentially miss webinar or important membership information.

Plan: Communications/Social Manager. Developing different types of announcements and newsletters that people can subscribe to. Can be Education, National Team, Foundation, and Membership specific communications.