

SPMS ad hoc Planning Committee – Chair’s Report

The Committee has had 3 conference calls to date, with the Chair appointed after the first call. The second call covered discussions on the approach to take to the task, the need for a framework for the process, and the need to develop a business plan. During that March 22 meeting, a request was made by the Chair for each committee member to review the USMS Strategic Plan, USMS Mission Statement, and the earlier USMS “VVMOST” (values, vision, mission, objectives, strategies and tactics) to get an idea of how those documents might apply to SPMS and where they may not be applicable. It was also determined that going through this process is necessary prior to the development of SPMS’ strategic plan and a formal business plan.

In the April 5 call, the committee discussed Values, Vision and Mission, and started on a dialogue about the Objectives.

The committee was comfortable with the **VALUES** outlined originally by the USMS Subcommittee on Structure and Governance several years ago, with a couple of additions: The Values list we agreed upon is:

1. Healthy Lifestyle

- Fitness
- Longevity
- Wellness

2. Competitive Opportunities

3. Camaraderie

- Respect
- Fun
- Friendships
- Social Activities

4. Coaching and Training

- Learning

5. Educational Resources

- Information
- Communication
- Safety

6. Self-government

- Uniqueness of the athletes governing the organization
- Heritage
- Volunteerism
- Quality Leadership

7. Continued Growth

Two items we discussed need further attention: Vision and Objectives.

VISION:

The committee members will rank the following three statements in order of preference.

- 1) SPMS is an affiliation of individuals seeking to enhance life through swimming, stewarded by dedicated volunteer member/athletes who facilitate the programs that provide numerous and significant member benefits, or
- 2) SPMS will be the premier resource for adult aquatic fitness within the SPMS boundaries as defined in the USMS Rules and Regulations, or
- 3) To provide education, instruction, and support to local organizations and communities; to establish and sponsor Masters Swimming programs, and promote improved physical fitness and health in adults.

The rankings will be assigned 1 point for 1st choice, 2 points for 2nd choice and 3 points for 3rd choice. The statement with the FEWEST points will be selected as the SPMS Vision statement.

MISSION:

The committee believes that the Mission statement as written in the USMS Strategic Plan dated September, 2011 is applicable also to SPMS:

“To promote health, wellness, fitness and competition for adults through swimming.”

OBJECTIVES:

After a brief discussion, the committee members were tasked with reviewing the following list of Objectives, the first 5 from the USMS VVMOST list and the last 6 from the SPMS Bylaws with the intent of determining which ones to keep, which ones to reject, and/or if others should be added. The lists will be discussed during our next call.

(From USMS VVMOST document)

SPMS will promote a healthy lifestyle and swimming for life by

1. Providing training and fitness opportunities
2. sponsoring swimming activities and events
3. educating the membership
4. promoting the benefits of swimming and USMS programs
5. providing the infrastructure to accomplish the above

(From SPMS Bylaws)

6. To offer adults the opportunity to participate in a lifelong fitness program
7. To plan, organize, and coordinate sanctioned competitions and events for Masters Swimming.
8. To stimulate research in the sociology, psychology, and physiology of Masters Swimming.
9. To enhance fellowship and camaraderie among Masters Swimmers.
10. To maintain active liaison and cooperation with local, regional, and national organizations and individuals concerned with Masters Swimming.
11. To encourage and support the sponsorship of events by qualified clubs, groups, and organizations.

Our next call will be on May 3. We hope to complete the Vision and Objectives, and move on to Strategies, which will be built from the Objectives. At that point we should have the framework upon which to build the SPMS strategic plan and the business plan. Once those are on place, we will work on the development of specific tactics.

Respectfully submitted,

Lucy Johnson