

Goals and Objectives for 2024-25 Season

Strategic Goals

Our long-term goal is to build a cohesive, financially sound and sustainable organization with highly desirable programs, promote the NJ Swim brand for our members:

1. Ensure organization is consistently operated from year-to-year for the benefit of our members and coaches.
2. Develop a management structure for teams where skills are valued, communication is open, assessments are fair, and concerns are immediately addressed in a timely fashion.
3. Foster a cohesive atmosphere and periodically monitor LSC and the board through surveys.
4. Grow LSC and program participation to take advantage of available resources.
5. Grow community connections using outreach opportunities, scholarships, etc.

Organizational and business objectives for the 2024-25 Season:

1. Foster and grow relationship with local facilities to ensure continued pool access.
2. Market and publicize the LSC throughout New Jersey to increase participation and make best use of all available resources.
3. Create multi-year budget for a longer view of the financial health of the organization.
4. Survey members every two years -- make the team survey a regular feature in June or July.
5. Maintain clear roles and responsibilities to foster an effective board.
6. Support the continued education of all Board Members and coaches in NJ.

Programming objectives for the 2024-25 Season:

1. Set annual objectives for committees, end of season assessments, and open communications.
2. Motivate and educate coaches to increase the number of swimmers reaching gold/Zones/Sectional/National time standards.
3. Motivate teams to improve attendance at BOD/Committee/Working Meetings.
4. Emphasize skill development with special clinics.
5. Plan and schedule LSC events that build organization culture and high morale.