



LSC Board Strategy

2024

Effort ♦ Attitude ♦ Teamwork ♦ Professionalism



As we evolve, it is imperative we declare a clear focus and vision going forward:

Our Vision:

Nationally recognized for **swimming excellence** and **strong community**.

Our Mission:

To foster swimming excellence through a commitment to community and professionalism.

Our Values:

Effort: We commit to giving our best effort to achieve our goals.

Attitude: We strive to maintain a positive attitude and growth mindset.

Teamwork: We help and support each other, especially through adversity.

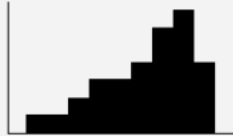
Professionalism: We consistently act with integrity and accountability.



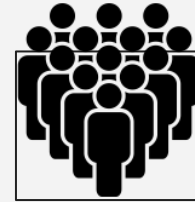
LSC strives to grow and build a sustainable, high-performance culture and community.

Our capacity for growth is dependent upon the following factors:

Age distribution of swimmers



Facility space and quality



Investment in coach training and education

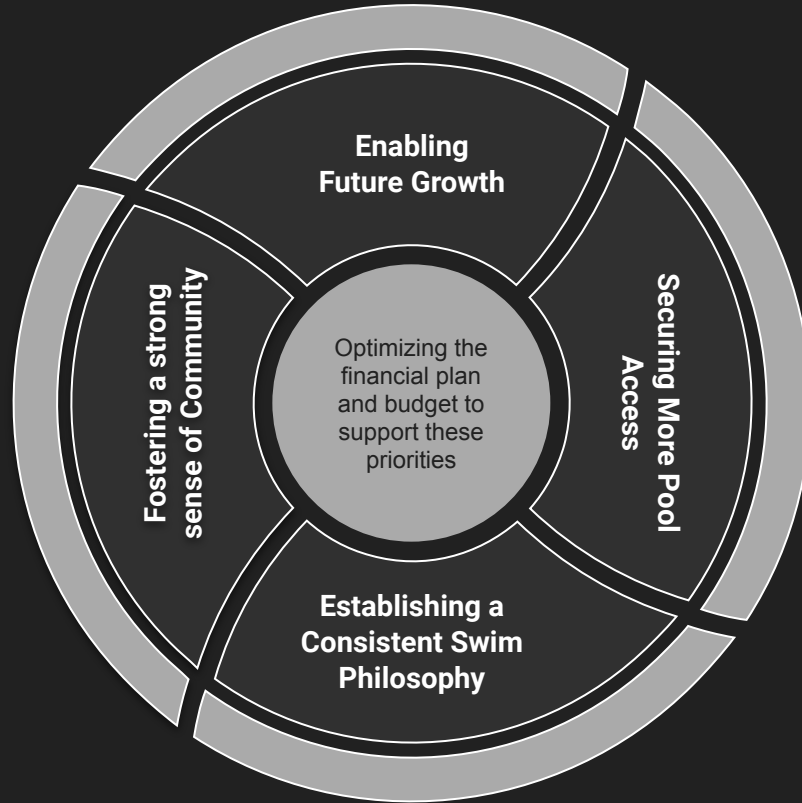


Number of senior officials, impacting our hosted meet revenue





To achieve our vision, our multi-year strategy will focus on four key priorities:





Priority #1: Enabling Future Growth

01	Develop a multi-year view of required group structures, coaching needs, and facilities to support club growth	<ul style="list-style-type: none">• Forecast growth of competitive and pre-competitive programs• Assess coaching capacity and pipeline• Assess needs of each program level to identify any gaps; create plan to resolve
02	Proactively support parents moving up the officials training curve to unlock additional competition hosting opportunities	<ul style="list-style-type: none">• Assess current officials landscape & pace of movement• Listen to feedback and engage members in actions to improve the club• Develop action plan to upskill parents
03	Invest in education and training experiences for the coaching staff	<ul style="list-style-type: none">• Explore options for level coaching courses, benefits, and travel reimbursement• Identify opportunities for job shadowing• Develop succession plans



Priority #2: Securing More Pool Access

01	Proactively acquire additional and better pool time to support swimmers in their training	<ul style="list-style-type: none">• Champion improvements to Gus Ryder• Explore short-term options for additional permits at alternate pools
02	Develop a long-term strategy to address growing facility needs, aligned with growth trajectory of the club	<ul style="list-style-type: none">• Identify medium and long-term facility constraints based on projections of swimmer volumes• Create 5-year plan to address pool capacity constraints
03	Create a strong advocacy presence within the community as new pools are developed, and secure additional 'home' pool space that could support competitions	<ul style="list-style-type: none">• Create a task force to influence the development of a competition level pool at Kipling/Bloor, planned for 2027• Identify key decision makers for the project; develop plan to advocate for LSC as home pool



Priority #3: Establishing a Consistent Swim Philosophy across the club that instills commitment, teamwork, and the pursuit of excellence for all swimmers to achieve their best.

01	Support the connection and development of our coaching team to enable a consistent swim philosophy across the competitive and pre-competitive programs	<ul style="list-style-type: none">• Maintain training schedules that allow for coach interaction and collaboration• Continue to cover costs of professional development including courses & conferences• Maintain staffing structure of three full-time coaches, to improve oversight of competitive and pre-competitive programs
02	Create swimming opportunities that will allow for growth of athletes to achieve their full potential	<ul style="list-style-type: none">• Create a meet schedule that provides appropriate competitive opportunities for athletes at all levels• Maintain high performance incentive program, and support athletes attending higher levels of competition and/or training camps• Plan for events that encourage swimmer interaction across groups• Proper allocation of resources to ensure proper training at each level
03	Develop a new parent orientation package for each level to share information, set expectations, and ensure ongoing commitment	<ul style="list-style-type: none">• Create standardized letters for new families to competitive program, and for move ups within competitive (including: introduction, links to apparel, equipment, schedule, FAQ, etc.)• Create roadmap for parents to pace their officiating journey to complement their swimmer's journey• Develop schedule for in-person orientation sessions for new parents, or new group meetings• Assemble digital repository for members



Priority #4: Foster a strong sense of community within the club among swimmers and families, in and out of the water.

01	Create opportunities for connections between swimmers at all levels of the club for mentorship, skill development, and support.	<ul style="list-style-type: none">• Continue to prioritize cross-level events such as: Little/Big Fish, 10 & Under Day, etc.
02	Plan for team events that continually build the connections between swimmers and families.	<ul style="list-style-type: none">• Encourage swimmer and family participation in team travel, Annual Gala, and Holiday party, etc.
03	Pursue team events that create connections with the local community.	<ul style="list-style-type: none">• Encourage swimmer and family participation in local events such as: Etobicoke Santa Claus Parade, Truth & Reconciliation walk, etc.
04	Explore opportunities to increase access to swimming for marginalized communities that may face barriers.	<ul style="list-style-type: none">• Research opportunities and current best practices, such as government programs/grants, other regional programs, etc.