



Our Vision
<b>Leading Canadian Swimming</b>
Our Mission
<b>Developing a community of people through competitive swimming</b>
We are guided by our values:
<b>Integrity, Hard work, Excellence and Teamwork</b>



Our 2026 Strategic Directions are:		
#1. Providing training and competitive opportunities for all athletes from Development through to High- Performance Swimming	#2. Create a safe, caring and inclusive environment.	#3. Continue to build a strong and sustainable swim organization.
When we achieve these strategic directions, the following outcomes will be achieved:		
Athletes are empowered to reach their full potential.	Our people are valued and have a strong sense of belonging to the UCSC family.	Continued sustainable growth supports UCSC's capacity to fulfill its mission.
In order to achieve our strategic directions we will focus on the following priorities:		
1.1 Provide a sustainable development pathway for athletes.	2.1 Support athlete mental health and wellness.	3.1 Provide development opportunities strong officiating programs and supporting staff and board with ongoing education and professional development opportunities.
1.2 Identify facility access to support sustainable athlete pathways.	2.2 Develop and implement a member education program that creates a sense of connection within the organization.	3.2 Develop a human resource plan that is aligned with the strategic plan.
1.3 Provide services that support individual and group development according to age and stage of athletes.	2.3 Establish a membership satisfaction survey.	3.3 Maintain club financial sustainability through sound financial controls, fund development plan and aligning programming needs with fiscal responsibility.
1.4 Recruit and retain coaches through a comprehensive compensation and development program.	2.4 Continue to evolve and deliver a comprehensive safe sport program.	3.4 Create opportunities to explore increased and continual facility access with facility partners.
	2.5 Explore the establishment of an "angel fund" for members that require additional support.	3.5 Continue to build the partnership and relationship with the University of Calgary and explore new ways to partner that are mutually beneficial.
	2.6 Review and revise key club policies as they relate to a safe, caring and inclusive environment.	3.6 Explore the development of an alumni program.
	2.7 Establish and model good governance practices and policies.	3.7 Review and revise key club policies as they relate to organizational effectiveness