

## **1. Developmental** (Matthew Grant, Technical Planning Comm)

Balancing developmental emphasis (learn-to-swim, competitive opportunities for slower kids) with elite emphasis (all-star towels, Golden peach Awards, Travel Fund)

We celebrate the fast kids and ignore the slower kids. Revamp divisionals, create a B-Championship

The slower, younger, newer kids seem to generate the revenue through membership, meet entries, etc, but they don't seem to receive much of the benefit.

"Competitive swimming for all" Need more opportunities for the slower, newer kids, need to look at goal of retention of new swimmers at least 2? Years.

Add a Developmental Programs Chair to GASI leadership team.

Example that High School has different cuts for County Champs vs. State Champs, and the County meet is one of the most popular. Leverage that thinking for opportunities for the slower kids.

Create a slower B Championship (qualifying time slower than...) to allow for award and recognition opportunities; should be before the faster LSC championship for those who might get a qualifier.

Developmental emphasis gap. Newer/slower are not seeing the rewards and will be lost to other sports. Recognize and retain.

Divisionals needs to be before LSC Championship.

Creating more meets that cater to the newer, slower athletes where they don't feel "run over" at the bi-weekly GA Tech meet in heat 1 of 15. Will help with retention while they are developing.

#1 Feedback from coaches in the past 2 years is developmental opportunities. Don't want to come to Atlanta unless they absolutely have to.

## **2. Geographic** (Beau Caldwell, Potter resource)

Better representing opportunity within the whole state and not just the northern suburbs of Atlanta

Big state with large geographic gaps, complicated by distance for a kid with only 1 state cut. Divisionals have devolved. Look at best practices in other LSCs (e.g. NC/SC Carolina Crown Championship) to create opportunities.

Creating a way to incentivize the creation of clubs in underserved regions of the state and to assist those that are underserved and perhaps struggling.

Meets in the geographically remote areas to address teams, parents, developmental kids that don't want to travel to Atlanta.

## **4. Recognition** (Michael O', Elizabeth)

GA swimming doesn't do enough to celebrate and promote our accomplishments. We don't see us promoted on SwimSwam, Swimming World, etc. Need to do a better job of marketing and self promotion

Social media, communications, creating awareness. Marketing the excellence in everything we do.

Consider adding a Publicity Coordinator or PR Chair to focus on marketing, social media. Publisher of all things good about GA Swimming.

### **3. Club Size** (Jenn Bowers, Coaches Comm)

Support slower, smaller clubs with different scoring and awards such as what we do in scoring our LSC championship or High School 1A-7A

Partnering smaller clubs with large, successful clubs in a mentoring type fashion. Share vast resources with clubs that don't have those resources. Reciprocal opportunity for elite path athletes.

Clubs that can't offer year-around swimming partnering with nearby clubs that can.

### **5. Finance** (DeCarlo, Finance Committee)

Fix process flows, streamline,

## **Quant**

Make numbers and data a bigger part of how we do business. Achievement, retention, etc. needs to be a bigger part of what we consider on the BoD

## **Athlete Participation**

More of our athletes interacting with the teams and coaches to better understand the needs of clubs and athletes.