SPMA Goals and Strategies for 2004

**Service**

**Improve communications**
* Update and maintain web site
* Maintain members, coaches, officials, clubs representative e-mail list
* Electronic newsletters
* Composite calendar

**Evaluate and implement official’s certification procedures**
* Organize SPMA sponsored clinics
* Advertise dates for SPMA sponsored clinics

**Promote and build a competitive calendar and quality of meets**
* Re-establish North vs. South Championship Meet
* Revise meet procedures, timing requirements, guideline for pool measurement, official’s rosters, and meet result web posting deadlines
* Evaluate guidelines for the Open Water year-end scoring and awards.

**Provide a Balance Budget**
* Establish guidelines to balance the budget

**Promote and encourage USMS fitness events to members and community(awareness)**
* Newsletter articles, press releases, and communications to members, community groups and local businesses

**Educate**

**Promote education for swimmers, coaches, and officials**
* Articles on rules and stroke
* Articles on fitness topics
* Develop and implement swim clinics
* Fund attendance at ASCA clinics and examine attendance at ASCA conventions

**Promote safety education**
* Information for clubs, local groups
* Promotion of "safety week" to include goals and events for safety education
* Attend local community events

**Build**

**Promote Masters swimming in the Southern California areas.**
* Outreach to USA-Swimming clubs to promote masters swimmers
* Use of USMS brochures and planning committee materials.
* Outreach to local Triathlon clubs
* Promote fitness events
* Maintain up to date list of pools and pool managers
* Promote masters swimming and assist club development in under-represented areas