

## **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

