



# Sawtooth Masters Association

**Strategic Plan  
July 2018**

## **VISION**

*Promoting the joy of swimming*

## **MISSION**

*To connect adult swimmers of all abilities through social events, coaching, education and competition*

## **SAWS Shared Values**

Social Connection

Camaraderie

Beyond the Pool

Competition Events

Quality Coaching

Community Collaboration

Education

## **FOCUS AREAS AND GOALS**

### **FOCUS AREA: COLLABORATION**

#### **GOAL #1:**

Develop opportunities to use facilities throughout the Treasure Valley.

#### **GOAL #2:**

Serve as a communication conduit for events and information that has visibility beyond SAWS.

### **FOCUS AREA: COACHING**

#### **GOAL #3:**

Facilitate best-in-class on-deck and virtual coaching.

### **FOCUS AREA: EVENTS**

#### **GOAL #4:**

Provide opportunities for events that engage all clubs within the Snake River Local Masters Swimming Committee (LMSC) together.

### **FOCUS AREA: SOCIAL CONNECTION**

#### **GOAL #5:**

Facilitate a social connection among members to promote health, training, camaraderie and communication.

### **FOCUS AREA: FACILITIES**

#### **GOAL #6:**

Expand pool facilities in the Treasure Valley.

## **FOCUS AREAS, GOALS, AND STRATEGIES**

### **FOCUS AREA: COLLABORATION**

#### **GOAL #1:**

**Develop opportunities to use facilities throughout the Treasure Valley.**

#### **Strategies:**

- 1.** Reach out to the Cities of Boise, Meridian, Caldwell and Nampa Park & Recreation Directors to understand pool/lane availability. **[Year 1]**

#### Draft Actions:

- a. Compile an inventory of indoor and outdoor swimming pools managed by municipalities in the Treasure Valley that are open to the public. Include lead contact person and contact information, size of pool, number of lanes, hours of operation, whether or not the pool is built to hold swim meets (dive blocks, marked swim lanes, end of lane markings and lane dividers).
- b. Determine availability and cost of pools that meet minimum criteria that may be available for SAWS practice or events; complete park use permit form, if appropriate, meet with appropriate City personnel.
- c. Educate pool management of SAWS/USMS activities. Determine how SAWS could provide USMS information to lap swimmers 18 years of age and over at the various pool facilities. (Assign a SAWS member to each pool to swim during open lap time.)
  - i. Investigate and create leads and/or leave behind materials.
  - ii. Equip all members with an “elevator speech” and material to provide SAWS-USMS.

**2.** Outreach to private/public health clubs to understand facilities. **[Year 1]**

Draft Actions:

- a. Compile an inventory of indoor and outdoor swimming pools managed by privately owned health clubs. Include lead contact person and contact information, size of pool, number of lanes, hours of operation, whether or not the pool is built to hold swim meets (dive blocks, marked swim lanes, end of lane markings and lane dividers).
- b. Determine availability and cost of pools that meet minimum criteria that may be available for SAWS practice or events.
- c. Educate pool management of SAWS/USMS activities. Determine how SAWS could provide USMS information to lap swimmers 18+ years of age at the various pool facilities.

**3.** Outreach to university campuses such as Boise State, College of Idaho, etc. to understand facility size and availability. **[Year 1]**

Draft Actions:

- a. Compile an inventory of indoor and outdoor swimming pools managed by universities. Include lead contact person and contact information, size of pool, number of lanes, hours of operation, whether or not the pool is built to hold swim meets (dive blocks, marked swim lanes, end of lane markings and lane dividers).
- b. Determine availability and cost of pools that meet minimum criteria that may be available for SAWS practice or events.
- c. Educate pool management of SAWS/USMS activities. Determine how SAWS could provide USMS information to lap swimmers 18+ years of age at the various pool facilities.

## **FOCUS AREA: COLLABORATION** (continued)

### **GOAL #2:**

**Serve as a communication conduit for events and information that has visibility beyond SAWS.**

### **Strategies:**

- 1.** Reach out to unattached USMS swimmers in the Snake River LMSC; promote SAWS membership irrespective of where they swim. **[Year 1 - ongoing]**

#### Draft Actions:

- a. Invite SR LMSC members to SAWS events.
- b. SAWS members attend events sponsored by other Snake River LMSC Clubs.
- c. Coordinate an activity with out of town USMS members that compete in a Boise Y Team dual-sanctioned swim meet.

- 2.** Send SAWS Newsletters to managers of pool facilities.

#### Draft Actions:

- a. Develop connections with pool managers across LMSC.
- b. Update SAWS distribution to include pool managers across the state.

- 3.** Promote the value of USMS membership to facility coaches, management and triathletes.

#### Draft Actions:

- a. Hold an annual membership drive in January.
- b. Develop targeted information and marketing materials.

- 4.** Clarify and define the relationship between the YMCA and SAWS. **[Year 1]**

#### Draft Actions:

- a. Provide clear, understandable information on the SAWS website and for others to distribute.

## **FOCUS AREA: COACHING**

### **GOAL #3:**

**Facilitate best-in-class on-deck and virtual coaching.**

#### **Strategies:**

- 1.** Maintain a positive working relationship with the "Sawtooth Masters at the Y Coach"  
Draft Actions:
  - a. Maintain the link to Sawtooth Masters at the Y on the SAWS website.
  - b. Coordinate swim events and clinics with Sawtooth Masters at the Y coach.
  
- 2.** Provide workouts and coaching tailored to swimmer goals **[Year 1]**  
Draft Actions:
  - a. Provide online virtual coaching through the SAWS website.
  - b. Provide a link on the SAWS website to the USMS website of workouts.
  - c. Refer prospective SAWS swimmers to coaches (virtual coaching) for swimming assessments.

## **FOCUS AREA: EVENTS**

### **GOAL #4:**

**Provide opportunities for events that engage all clubs within the Snake River Local Masters Swimming Committee (LMSC) together.**

#### **Strategies:**

- 1.** Hold sanctioned and unsanctioned open water and pool competitive events.  
Draft Actions:
  - a. Notify swimmers of dual-sanctioned meets, hold Fun Meets and a SAWS USMS Sanctioned swim meet.

- 2.** Promote and coordinate participation in swim events hosted by other municipalities or organizations e.g. Mile High Swim in McCall, Great Moose Migration  
Draft Actions:  
a. Create an annual events calendar  
b. Enlist SAWS volunteer to coordinate participation and marketing  
c. Envision new/unique events to attract participants  
    i. First international “Water Spartan”; “Ultimate Aqua Challenge”
- 3.** Create open water events that help our triathlete swimmers prepare for an event.  
Draft Actions: None identified.
- 4.** Invite Snake River LMSC members throughout the State to join in SAWS quarterly meetings via video relay, teleconferencing (identify technology that meets the need).  
Draft Actions: None identified
- 5.** Have a direct connection to SAWS on the USMS website.  
Draft Actions:  
a. Communicate directly with USMS for a solution  
b. Be the Snake River LMSC website on the USMS website
- 6.** Create feedback channels for club activities **[Year 1]**  
Draft Actions:  
a. Text polling on day of events  
b. Annual survey  
c. Through website



## **FOCUS AREA: SOCIAL CONNECTION**

### **GOAL #5:**

**Facilitate a social connection among members to promote health, training, camaraderie and communication.**

### **Strategies:**

- 1.** Schedule a routine activity for members to share goals, coordinate travel to out of town events, learn and socialize.

#### Draft Actions:

- a. Hold quarterly SAWS Club meetings on a routine basis at the same location e.g. 3rd Thursday of the 3rd week of January, April, July, and October. **[Year 1- 2<sup>nd</sup> half ]**
  - i. Schedule educational speakers to give presentations at the quarterly meeting.
  - ii. Briefly review upcoming USMS sanctioned events.
  - iii. Leave enough time for members to socialize.
  - iv. Invite Triathletes that are not SAWS members

- 2.** Use technology to create meetup groups for open water swims. (facebook, instagram)

#### Draft Actions: None identified

- 3.** Support participation in USMS activities such as epostals, ½ hour Winter Fitness Challenge and 2K swim.

#### Draft Actions:

- a. Work with USMS coaches and facilities to designate time and pool space.
- b. Create unusual methods to achieve the goal e.g. wear all of the equipment you want, swim 50's of anything and do 10 in pool pull ups after each 50.

**4.** Connect West Y and Downtown Y swimmers

Draft Actions:

- a. Combined Christmas Party **[Year 1]**
- c. The lead person at the quarterly meeting rotates between a SAWS member from the Downtown and West Y

**FOCUS AREA: FACILITIES**

**GOAL #6:**

**Expand pool facilities in the Treasure Valley.**

**Strategies:**

- 1.** Coordinate with YMCA and local municipalities to better understand swim needs and possibilities for siting new facilities **[Year 1]**

Draft Actions:

- a. Engage with community Parks and Recreation departments to achieve our facility (pools) and other goals.
- b. Request a meeting with CCDC to expand on past efforts and build support to fund a new natatorium based on economic benefits to Boise e.g. Greensboro, SC.