



Strategic Plan Summary

September, 2011

I. Mission

To promote health, wellness, fitness and competition for adults through swimming

II. Vision Statement

USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible

III. Values

- We value HEALTH AND FITNESS, constantly challenging ourselves to achieve, in competition and in accomplishing our own goals.
- We value RESPECT for our teammates, competitors, coaches, employees, and volunteers.
- We value FUN, enjoying camaraderie with our fellow swimmers and embracing swimming as a joyful and satisfying avocation.
- We value LEARNING through coaching, programs, and communication.
- We value EXCELLENCE in safety, education, innovation, performance, leadership, and the provision of services and programs.

IV. Strategies

- Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment.
- Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure.
- Increase awareness of and strengthen the U.S. Masters Swimming brand and image in targeted markets.
- Engage and activate partnerships with organizations that align with the USMS mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, building USMS membership and improving access to swimming facilities.