



## USMS Strategic Plan

### Mission

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

### 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.

### 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.

### Strategies

- **Membership Value:** Enhance and customize value and deliver it to consumer segments based on needs and interests.
- **Brand Clarity:** Simplify USMS branding and marketing to clearly communicate the essence of the USMS brand and to build affinity.
- **Innovation:** Transform USMS offerings to align with the changing environment.
- **Partnerships:**
  - External:** Engage and activate partnerships with organizations that align with USMS's mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, and improving access to swimming facilities.
  - Internal:** Enhance the partnership between volunteers, coaches, and the National Office with the shared focus on providing the best membership experience possible.