

Swimming to First.....

Building the Future of the University of
Calgary Swim Club



INTRODUCTION

- **Why?**
 - **Establish a clear plan & direction.**
 - *“Failure to plan is planning to fail.”*
 - **Framework**
 - **Targets and benchmarks.**
 - **Accountability and evaluation.**



MISSION

- **SWIMMING TO FIRST: Achieving excellence at all levels.**
- **Focus attention upon:**
 - Developing/delivering programs.
 - Provide opportunity for all.
 - ‘World Class’ standards of programs.



VISION

UCSC is the benchmark for competitive swimming through the enthusiasm of our athletes, superior coaching and positive parental involvement, leading to winning performances in the pool and in life.



CORE VALUES

At UCSC we value:

- Integrity
- Hard work
- Excellence
- Teamwork



STRATEGIC PURSUITS

FOUR PURSUITS:

- HIGH PERFORMANCE STREAM (HPS)
- ATHLETE DEVELOPMENT
- FACILITIES
- GOVERNANCE

HIGH PERFORMANCE STREAM:

– Objectives aimed at ...

- PROGRAM CONTENT & DELIVERY.
- PERFORMANCE OUTCOMES.
- FUNDING.

ATHLETE DEVELOPMENT:

– Objectives aimed at ...

- PROGRAM CONTENT & DELIVERY.
- QUALITY COACHING AT ALL LEVELS.
- EVALUATION/MONITORING/TRACKING.
- TEAM BUILDING.

FACILITIES:

– Objectives aimed at ...

- UTILIZATION & PLANNING.
- FACILITY PLANNING.
- COMMUNICATION.
- HOSTING & COMPETITIONS

GOVERNANCE:

– Objectives aimed at ...

- CODE OF CONDUCT.
- STRUCTURE.
- FINANCE.
- INFLUENCE & COMMUNICATION.
- MONITORING & EVALUATION.

THE FUTURE

- **DIRECTION & SENSE OF PURPOSE**
- **EVERYONE INVOLVED WITH UCSC**
- **HIGHER LEVEL OF EXPECTATION**
- **KEY PERFORMANCE INDICATORS**
- **'GLOBAL' RISK MANAGEMENT**
- **EVOLVING**



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