



PACIFIC SWIMMING COMMITTEE REPORT

To be submitted to Marie Lin (secretary@pacswim.org) the Sunday prior to the next BOD meeting

To: Board of Directors

From: David Benjamin, General Chair

Date: July 14, 2018

Re: Report for July 2018 Board of Directors Meeting

Strategic planning session with USA Swimming Consultant Arlene McDonald

We had our first session with Arlene on June 16. I thought the session was terrific, and I hope the 23 Board members who attended feel the same way. It was productive and provocative, too. I've attached Arlene's PowerPoint deck to this report so you can get a feel for the session; it includes her notes from our discussions.

There are a few things about the session that I want to specifically call out for your attention.

We discussed Pacific's core values, its mission, and its vision, and we discussed how to express them.

We expressed our core values as Inclusion, Diversity, Integrity, Athlete Centered, Performance Driven.

We discussed Pacific's Mission Statement and thought it should be revised to read as follows: Pacific Swimming: Inspiring a passion for swimming and making a difference in the lives of our members.

And we discussed our "Vision Statement," which often appears as part of Pacific's logo, and thought it should be shortened to "Pacific Swimming – Pool of Possibilities."

I am hoping that these expressions of Pacific's values, mission and vision are acceptable to the Board.

We recognized that we need to develop an on-boarding manual for new Board members, and that we will soon be called upon by USA Swimming to review our bylaws. I want to thank our Board members for writing descriptions of their job duties and sending them to me. That's the first step toward developing an on-boarding manual, and also for insuring that our bylaws reflect the structure we want.

Finally, we need to set a second session with Arlene to build on our discussion and address particular strategic issues facing Pacific. Arlene, who is based in Indiana, wanted to come out in the fall, but it's really hard to find open dates before December. Scheduling has suggested January 5 and February 2 as possibilities. I would like to discuss dates with you at our July meeting.