



Community Leadership

Presenters

Ian King, Doug Garcia, Ann Marshfield

Agenda

- Introductions
- Mission, vision, strategic goals (Ian)
- Servant Leadership (Doug)
- Getting volunteers (Ann)
- Meetings and agendas (Doug)
- Annual meeting (Ann)
- Succession planning (Ian)
- Questions and Answers



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Presenter



Ian King

- Walnut Creek Masters member
- Chair, Pacific LMSC (9,135)
- LMSC Development Committee
- Chair, Compensation and Benefits Committee
- 13 years USMS member



Presenter



Ann Marshfield

- O*H*I*O Masters Swim Club member
- Lake Erie LMSC (468)
- Chair, Lake Erie LMSC
- LMSC Development Committee
- 16 years USMS Member



Presenter



Doug Garcia

- Head Coach, Loveland Masters, Loveland Colorado
- Colorado LMSC (1,277)
- Chair, Colorado LMSC
- LMSC Development Committee
- USMS Level 3 and ALTS Coach
- 30+ years member of USMS, many levels of involvement



Mission statements (Ian)



Mission Statement typically defined as:

An action-based statement that declares the purpose of an organization and how they serve their customers/members.

Provides clarity for:

- The “what” of the organization: what it provides
- The “who” of the organization: who benefits
- The “why” of the organization: why it does what it does



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Mission statements



Examples:

- Starbucks:
To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.
- Tesla:
Tesla’s mission is to accelerate the world’s transition to renewable energy.
- Pacific LMSC:
PM envisions a diverse swimming community embracing inclusivity and an environment in which individuals of all backgrounds feel welcome and safe in U.S. Masters Swimming activities.



Mission statements

Noodling:

- Does your LMSC have an adequate (if at all) mission statement?
- Would someone that knew nothing about USMS be able to read your mission statement and “get” what your LMSC does?
- Can the LMSC connect actions, attitudes and activities to the mission statement?



What's this vision stuff?

Vision (statement) is typically defined as:

What the world will look like when your organization's mission is achieved.

Vision is a bigger picture and future oriented. It can provide clarity around:

- What are the organization's hopes and dreams?
- What problem is the organization trying to solve?
- Who and What is the organization trying to change?



What's this vision stuff?

Vision can define the end game, and the mission is the road map to get there.

- Disney: “To make people happy”
- Google: “To provide access to the world’s information in one click”

Noodling:

- Does your LMSC have a vision statement?
- Does it speak to the future of the LMSC and is it supported by your mission statement?



Strategic goals

Strategic goals broadly defined as:

Broad, primary outcomes or objectives that an organization aims to achieve as they pursue mission and vision.

Distinguishable characteristics:

- Align with the organization's mission and vision
- Focus on overall organizational direction
- More apt to be long-term focused
- Wide scope



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Strategic goals

Use the S.M.A.R.T. formula:

Specific, **M**easurable, **A**ttainable, **R**ealistic, **T**imebound

Examples:

- Increase member attendance at LMSC meetings by 10% over the next calendar year
- Establish 2 new meets/OW events in the next 8 months
- Develop a communication plan to reach a broader member audience by November 1



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Breakout session



New Club: Tropic Masters of Anchorage Alaska

- Small Groups of 2-4 people each
- Introduce yourselves (name, club, location), your LMSC, volunteer role, why are you attending this session
- Create a mission and vision for this new club
- Based in Anchorage, Alaska
- Member age range 18-65
- Beginner to experienced retired college swimmers

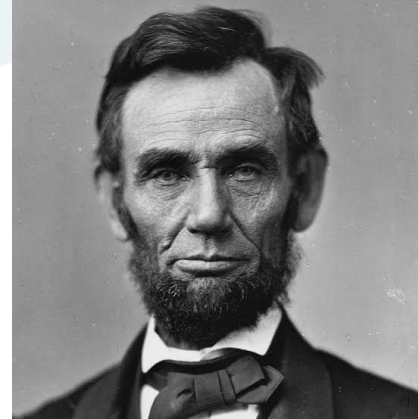


Servant leadership (Doug)

- Identify and clarify the will of the group
- Involves others in decision making
- Inspires greatness:

Great leaders are almost always great simplifiers, who can cut through arguments, debate, and doubt, to offer a solution

– Colin Powell



Servant leadership (Doug)

Qualities of a servant leader

- Empathetic and compassionate
- Listens/strong communicator
- Committed to the personal growth of others
- Has integrity and is authentic
- Puts the needs of others before their needs
- Helps the team grow
- Asks for feedback



Getting volunteers (Ann)

- Engage in conversation
- Look to those with needed skill sets
- Who's showing up
- Recognition



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Meetings and agendas (Doug)

- Meetings can be useful or waste of time
- Don't meet just to meet
- Agendas serve as a map for keeping on task
 - Secretary, treasurer, committee/coordinator reports
 - Old business and new business
 - Send the agenda in advance
- Bogged down in details?
- Map out a time allotment for each report/subject
- Well run meetings encourage participation
- Roberts Rules



Annual meetings (Ann)

- Be bold
- Make it fun
- Spend money \$\$\$
- Make the meeting time convenient



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Succession planning – who's next? (Ian)

- Loosely defined as the process of identifying critical positions within your organization and developing an action plan(s) for individuals to assume those positions
- Imperative that this process is done early and often, as needed
- Be vigilant: Who would be good in this role?




Succession planning – who's next?

Steps for a successful succession plan:

1. Identify the critical and potentially vulnerable positions
2. Encourage other leaders to seek their successor
3. Establish criteria and position descriptions for the role(s)*
4. Pinpoint potential “talent”
5. Create an action plan for training and development
6. Evaluate results

* Template volunteer role descriptions are posted on the USMS website





Questions & Answers

Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)