

August 1, 2004

TO: US Synchronized Swimming Members  
FROM: Betty Hazle, President  
RE: Update - Long Range Plans & Priorities

In January 2001, the Board of Directors approved an overall organizational goal to “**Increase Participation**” within synchronized swimming. At that meeting, we established our quadrennium goals for 2001-2004 as follows:

**GOAL 1: Strive for Excellence in the National Team Program**  
**GOAL 2: Financial Diversification and Development**  
**GOAL 3: Develop and Implement Programs to Increase Participation and Quality Performance for Judges, Athletes & Coaches (JAC)**

Due to financial constraints this year, the Long Range Planning groups did not meet in person to discuss future plans. The Executive Committee has reviewed the priorities and established the top priorities for June 2004 – January 2005 as follows (listed by group):

- Goal 1
- \* Make National Team milestone for 2004 – medal at the Olympic Games
  - \* Implement National Skill Assessment Standards as initial step in Talent ID program
  - \* Continue incorporating Team 2 and Juniors into PET programs and get into information loop
  - \* Propose FINA Legislation
  - \* Submit nominees for FINA positions
- Goal 2
- \* Develop and implement a multifaceted plan to drive membership growth
    - This will need to focus on many levels-grassroots, clubs, and education programs and leveraging the Olympics.
  - \* Continue to focus on leveraging the Olympic exposure to drive more Sponsors.
  - \* Continue to focus on Life members - Hook them for life.
  - \* Continue work on the May 2005 event in Canada
- Goal 3J
- \* Complete work on Figure Video
  - \* Decide if a Routine video should be done after the Figure video
  - \* Finish updating the “How to Become a Judge” information on the website.
- Goal 3A
- \* New membership brochure
  - \* Training packets/FAQ’s for AI Group
  - \* “Ride the Wave” Olympic Membership Plan
  - \* Plan High School Clinic
  - \* Plan for at least 2 “Meets in the Middle”
  - \* Update entry forms for US Collegiates
- Goal 3C
- \* Plan and deliver the Coaches College – Dec. 3-5, 2004.
  - \* Complete the revisions of the Level 4 CCP course
  - \* Survey Get In Synch participants and complete any needed revisions to the program
  - \* Complete the Junior DVD project

These priorities will provide focus and direction for the national office staff and volunteers. If you have any questions or comments regarding our plans or priorities, please contact the group leaders, as we will not be able to discuss each and every plan at this convention. The group leaders are Laurette Longmire for Goal # 1, Karen Rosolowski for Goal # 2, Pam Edwards for Goal # 3-Judges, Carole Mitchell for Goal # 3-Athletes and Karen Paulk for Goal # 3-Coaches. Your input will provide further direction to the planning groups. As always, please remember that these plans are a “**WORK IN PROGRESS**”. So as we continue to move forward implementing them, adjustments will need to be made.

Your continued support and cooperation will help us accomplish our priorities and reach our goals.