

OBJECTIVE	SPECIFIC GOAL	TIME LINE	RESPONSIBILITY	ACHIEVED STATED GOAL DID NOT ACHIEVE GOAL
Swim Clinics, Objective #1 Top-Level Objectives Strategic Plan	Establish an annual swim clinic calendar for board approval	October 7, 2008	1. Technical Director with input and consultation with the technical committee	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve
Provincial Swim Camp, Objective # 1 Top-Level Objectives Strategic Plan	1. Set provincial swim camp date 2. Develop swim camp programming 3. Develop swim camp marketing material 4. Communicate swim camp programming to membership	1. September 30, 2008 2. March 30, 2009 3. April 30, 2009 4. May 30, 2009	1. Technical Director 2. Technical committee 3. Executive Director/Technical Director 4. Executive Director and Club executives	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve
Development of Calendar of Events, Objective #2 Top-Level Objectives Strategic Plan	1. Set annual provincial calendar of events for swim meets, officials training, coaches training, clinics and provincial camps. 2. Communicate calendar of events to clubs	1. September 30, 2008 2. September 15, 2008	1. Technical Director consulting with technical committee, ED and board. 2. Executive Director	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve
Recruit More Athletes, Objective #3 Top-Level Objectives Strategic Plan	1. Set annual registration numbers per club for following year, 2. Establish provincial recruitment committee 3. Establish athlete recruitment strategy to achieve above stated goals 4. Implement athlete recruitment strategy	1. April 30, 2009 2. May 30, 2009 3. June 30, 2009 4. July - August, 2009	1. Club boards communicated to Swim PEI board 2. Swim PEI board & club executive members with direction provided by SNC. 3. Swim PEI board & club executive members with direction provided by SNC. 4. TD & ED with committee support	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve
Define Technical Director Responsibilities and Job Description, Objective #4 Top-Level Objectives Strategic Plan	1. Develop Job Description 2. Communicate Job Description to membership	1. September 30, 2008 2. October 8, 2008	1. Swim PEI president 2. Executive Director	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve
Identify funding models that can be modified to adopt a Swim PEI model, Objective # 5 Top-Level Objectives Strategic Plan	1. Establish a Swim PEI finance committee 2. Establish a Swim PEI Fundraising committee 3. Finance committee communicate financial needs to fundraising committee on required financial needs to deliver 2009-2010 programming 4. Fundraising committee develops annual 2009 - 2010 fundraising activities & communicates to the board & club	1. January 30, 2009 2. January 30, 2009 3. April 15, 2009 4. June 30, 2009	1. Swim PEI Treasurer 2. Swim PEI Executive 3. Finance committee with direct consultation with TD, ED, & club boards 4. Fundraising committee and Executive Director	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve
Engaging & Retaining Swimmers, Objective #1 - sustain annual increases in swimmer registrations at all levels Strategic Plan	1. Develop a stepping stone of achievements 2. Qualify 15 - 20 swimmers at the eastern/western and age-group levels by 2010 3. Qualify 4 - 8 swimmers at the senior national level by 2012	1. April 30, 2009 2. February 2010 3. August 2012	1. Technical Director with input from the technical committee 2. Club coaches with assistance from the TD 3. Club coaches with assistance from the TD	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve

Engaging & Retaining Swimmers, Objective #2 - Maximize swimmer retention Strategic Plan.	1. Introduce different recognition programs appropriate to the different stages of development.	1. May, 2009	1. Technical committee with consultation with the club boards.	1. Achieved 1. Did not achieve
Engaging & Retaining Swimmers, Objective #3 - Development of a Swim PEI Team Program Strategic Plan	1. Development of a comprehensive technical plan and curriculum for swimmers that is province wide.	1. September 30, 2008	1. Technical Director with input from the technical committee & club boards. .	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve
Engaging & Retaining Swimmers, Objective #4 - Create a recreational/competitive stream Strategic Plan	1. Development of a 10 and under program ensuring it is meaningful, challenging and fun swim program. 2. Development of a 11 and up recreational/pre-competitive program. 3. Creation of a strategy to reach out to rural areas.	1. April 30, 2009 2. April 30, 2009 3. June 30, 2009	1. Technical committee with input from the Swim PEI TD and club boards/ 2. Technical committee with input from the Swim PEI TD & club boards 3. Swim PEI Board with consultation & direction from club boards.	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve
Recruiting, Supporting & Retaining Coaches - Development of coaching resources and coaching development programs, Objective #5 Strategic Plan	1. Provide online coaching resources 2. Provide coaching mentorship opportunities 3. Make Swim PEI coaches the most qualified coach leaders in Canada by having at least three Island coaches named to a national team coaching staff. 4. Develop an annual coaching certification plan 5. Development of a coach's compensation program for all member clubs.	1. May 30, 2009 2. May 30, 2009 3. August 2012 4. March, 2009 5. June 2009	1. Swim PEI ED with consultation and direction from the TD and tech committee. 2. Swim PEI TD with input from SNC initiatives 3. Athlete results and Swim PEI in consultation with SNC. 4. Swim PEI TD in consultation with SNC and Swim PEI technical committee. 5. Swim PEI member clubs.	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve <input type="checkbox"/> 5. Achieved <input type="checkbox"/> 5. Did not achieve
Recruiting, Supporting and Retaining Volunteers - Develop volunteer recognition programs, Objective #1, Strategic Plan	1. Develop a volunteer Swim PEI sub-committee that will assist clubs in developing strategies to increase and implement volunteerism. 2. Develop an updated Officials recruitment and retention program 3. Establish an annual Official's clinic schedule. 4. Develop a recognition program specific to officials.	1. March 2009 2. November 2009 3. October 2008 4. December 2009.	1. Swim PEI board and Club boards led by the Chair of Island officials 2. Swim PEI ED with consultation from the Chair of Island officials, and Swim PEI TD. 3. Swim PEI TD in consultation with the Chair of Island officials and the technical committee. 4. Swim PEI board.	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve
Organizational Development - Communication, Objective #6, Strategic Plan	1. Develop a continual process that aligns Swim PEI with Swim Canada initiatives and the ongoing activities of each organization 2. Communicate SNC program development to Swim PEI board and member clubs 3. Develop an annual marketing/public relations campaign with established goals and identified target audiences to support all Swim PEI programming ensuring adoption/alignment with all SNC program brands. 4. Report annual bi-lateral program successes to Sport P.E.I. and Community and Cultural Affairs, Sport and Recreation Division. 5. Conduct semi-annual and annual staff reviews 6. List all Swim PEI approved documents on the Swim PEI website and request member clubs to also list on their club sites. .	1. January 2009 2. February 2009 3. May, 2009 4. March, 2009 5. November and May of each year. 6. Ongoing as approved	1. Swim PEI president in consultation with SNC board and staff. 2. Swim PEI president. 3. Swim PEI ED in consultation with SNC staff. 4. Swim PEI ED consulting with Swim PEI TD and Swim PEI president. 5. Swim PEI president and executive. 6. Swim PEI ED.	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve <input type="checkbox"/> 5. Achieved <input type="checkbox"/> 5. Did not achieve <input type="checkbox"/> 6. Achieved <input type="checkbox"/> 6. Did not achieve
Organization Development - Recognition Program, Objective #5 Strategic Plan	1. Development of a province-wide officials, swimmers, coaches and volunteer recognition program by the provincial awards committee.	1. March 2009	1. Swim PEI Awards committee	<input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve

<p>Fiscal Responsibility - Develop a strategy for annual increases in Swim PEI revenues, Objective #1 Strategic Plan</p>	<p>1. Communicate financial requirements to the TD, ED, fundraising committee & Swim PEI Board necessary to deliver programs. 2. Finance committee research & communicate other best practices sport funding practices, both public and private sector, to the Swim PEI board. 3. Propose and commit to one major provincial fundraising initiative per year. 4. Oversees all Swim PEI revenues and expenditures on a per project basis. 5. Develop a provincial corporate prospect list with all contact information.</p>	<p>1. March 2009 2. April 2009 3. May 2009 4. Monthly 5. May 2009</p>	<p>1. Finance committee in consultation with ED, TD and fundraising committee. 2. Finance committee 3. Finance committee in consultation with ED, TD and fundraising committee. 4. Swim PEI Treasurer 5. Swim PEI ED</p>	<p><input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve <input type="checkbox"/> 5. Achieved <input type="checkbox"/> 5. Did not achieve</p>
<p>Fiscal Responsibility - Improve business policy and procedures, Objective #2 Strategic Plan</p>	<p>1. Development of a funding model for athletes/coaches/officials 2. Identify funding models in each specific area and modify and adapt to provide Swim PEI with sound policy around funding. 3. Increase communication strategies around funding and fiscal responsibility. 4. Development of a Swim PEI Resource binder for all new and existing board members. 5. Develop a funding model to secure a full time Executive Director</p>	<p>1. May 2009 for adoption in the subsequent year. 2. May 2009 as above 3. September 2009 4. September 1, 2009 5. March 1, 2009</p>	<p>1. Finance committee 2. Finance committee 3. Swim PEI with direction from Finance committee 4. Swim PEI ED with support from Swim PEI TD. 5. Swim PEI Executive Committee</p>	<p><input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve <input type="checkbox"/> 2. Achieved <input type="checkbox"/> 2. Did not achieve <input type="checkbox"/> 3. Achieved <input type="checkbox"/> 3. Did not achieve <input type="checkbox"/> 4. Achieved <input type="checkbox"/> 4. Did not achieve <input type="checkbox"/> 5. Achieved <input type="checkbox"/> 5. Did not achieve</p>
<p>Fiscal Responsibility - Increase relationship with government agencies, Objective #3 Strategic Plan</p>	<p>1. Research and develop local, provincial and national relationship strategies and programs that could provide funding opportunities for athletes, coaches, officials, clubs and provincial section.</p>	<p>1. June 2009</p>	<p>1. Swim PEI finance committee in consultation with Swim PEI president.</p>	<p><input type="checkbox"/> 1. Achieved <input type="checkbox"/> 1. Did not achieve</p>