

Oregon Swimming LSC Strategic Communication Plan

Communication is critical for achieving the mission and vision of Oregon Swimming. This plan is based on current practices and policies and will serve as a foundation for future strategic planning around the development and implementation of effective communications in the LSC.

Primary Contact Person:

The Executive Director is primary contact person for swimming related questions and information, accompanied by the General Chair, Administrative Vice-Chair and the two program related Vice Chairs for Age Group and Senior Swimming.

The continuous and primary contact point is: office@oregonswimming.org

Oregon Swimming Website:

The LSC maintains the Oregon Swimming Website, which is the primary source for LSC communications. There is a webmaster and the Executive Director has credentials that allow access to the entire site.

The site is accessed at www.oregonswimming.org

- a. Minutes: Minutes for the BOD and HOD shall be posted to the site. Committees' reports are made to the Board and House of Delegates and included in full or summary form in the minutes for those entities.
- b. House of Delegates, Board of Directors and Committee members shall be available on the site.
- c. Events, both competitions and business meetings, will be posted to the site.
- d. Information supporting athletes, coaches, official, and volunteers will be posted to the site.
- e. Administrative forms and meet sanction information will be posted to the site.
- f. Records and standards will be posted to the site.

Social Media

Social media is primarily utilized by athletes, but is also used to communicate with the LSC in general.

Use of Technology for Communication:

Oregon Swimming uses the following technologies to maintain continuous communications for uninterrupted OSI business and operations.

a. Video conference software for HOD, BOD, and Committee meetings

OSI uses Zoom scheduled meetings to hold HOD, BOD, and Executive Committee meetings. Zoom and other online meeting video conferencing applications are used for other committee meetings

b. BOD management software

OSI uses Quickbooks for financial organization and tracking. QuickBooks reports are provided by the Treasurer to the BOD for financial reporting, budgeting, task project management, and business management of the LSC.

c. Document sharing

Google Documents – Google Workspace online is used for development and sharing of documents within the LSC.

Microsoft Word shared docs for governance document updates (allows line numbering that is difficult in Google docs.)

We also share documents on Team Unify OSI site

d. Electronic bookkeeping/banking

OSI uses both regular and online banking with the institution used for the LSC's banking requirements. In addition, banking data is integrated into the LSC's Quickbooks database.

e. Meet management files

Hytek Meet Manager program is used for OSI meet management and applications: meet results and TM results for everyone; MM Backups are available for members for developing future meet shells; Time Standards are also posted on OSI site.

f. Blast email

OSI communicates via emails and newsletters to its membership.

g. Aliased LSC emails (GeneralChair@LSCswim.org, etc.)

All Board officers were assigned an alias OSI email for LSC business.