OHIO SWIMMING OUTREACH
A REFLECTIVE VIEW INTO KEY LESSONS LEARNED
MY PERSONAL JOURNEY & TIMELINE

- **2009**: Daughters joined the Mason Manta Rays
- **2010**: I became a USA Swimming Official. Attended OSI’s Fall HOD Meeting
- **2011**: OSI Outreach Coordinator
- **2013**: OSI Diversity & Outreach Coordinator. Joined OSI Board of Directors
- **2014**: OSI Diversity & Outreach Chair
- **2016**: OSI Diversity, Inclusion & Outreach Chair
- **2018**: CZ Diversity & Inclusion Coordinator
OSI OUTREACH KEY LESSONS LEARNED

- Do Your Homework (Search & Re-Apply)
- Build Support Base w/ Board
- Secure Budget Funding Annually
- Develop Strategic Plan & Programs
- Perform Routine Self Assessment
- Consider All Revenue Sources
Do your homework

Ask For Help!
Many people want to help others
Be genuine and very clear in your ask

Other LSC’s Are A Great Starting Point
See what they are providing – generate new ideas
Contact their outreach chair/coordinator & general chair
Get familiar with Federal, State & Local guidelines

Do Not Reinvent The Wheel
Identify the low hanging fruit as your first priorities

Develop An Outreach Committee
Include Athlete, Coach & Non-Athlete Reps
They will help drive and deliver programs
**BUILD SUPPORT BASE WITH BOARD**

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**You Will Need To Identify At Least 2 Supporters & Champions on the Board**

- Some May Not Share Your Same Passion For Helping Others
- Spend Time Building Relationships With Them, If You Don't Already Have IT
- Overall Goal – Raise Awareness and Support For Your Outreach Plan/Vision

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**Participate On All Board Calls/Meetings**

- It shows your gratefulness and thanks for the investment for Outreach Support.
- Consider it as incremental ROI (Return On Investments)

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**Generate & Issue Monthly & Quarterly Updates**

- Including Financial Updates (Budget vs Actuals)
- Use Bar Charts & Graphs….Remember, A Picture Is Worth A Thousand Words
**SECURE BUDGET FUNDING ANNUALLY**

- BUDGETING OCCURS ANNUALLY! USUALLY IN JULY-AUGUST, AHEAD OF THE START OF THE FISCAL YEAR IN SEPTEMBER
- GET YOUR BUDGET REQUESTS IN EARLY….REMEMBER “GOOD THINGS HAPPEN TO THOSE WHO WAIT, BUT NOT FOR THOSE WHO WAIT TOO LATE!”
- LEVERAGE YOUR BOARD CHAMPIONS TO ENSURE YOUR REQUESTS ARE CONSIDERED
- “YOU CAN’T ALWAYS GET WHAT YOU WANT”
- BUDGETING IS A MARATHON, NOT A SPRINT
- ADJUST YOUR PLANS AND PROGRAMS BASED ON YOUR RECEIVED BUDGET
DEVELOP STRATEGIC PLANS & PROGRAMS

Ensure
- Ensure Your Plans & Programs are Strategic with Clear Success Criteria
  - If it's unclear to you, multiply that by 500% for others

Identify
- Identify Critical Needs & Opportunity Areas To Address First
  - Plan must reflect your budget
  - Strategic Plan & Budget are interconnected
  - If your plan is solid, there is a good chance you will receive the funding to support it...if you've done your homework on aligning advocacy

Develop
- Develop Plans That Meet The Goal For 95% Of Your Intended Audience
  - For example, if you want to provide training equipment for outreach athletes, estimate your total cost per athlete ($100) and # of athletes (50). Budget $5,000 for that line item

Leverage
- Leverage Your Committee for Plans and Programs
  - Build Plans For Current & Future Years
  - You will be more successful with the assistance from others in the planning and execution phases
STRATEGIC PLANNING

WORDS OF WISDOM

Failing to plan is planning to fail.
SELF ASSESSMENTS

- Constantly identify what’s working and not working
- Don’t Be Afraid to Admit Failure or Mistakes
- If At First You Don’t Succeed, Try Again
- Be Honest & Humble in Your Assessments
- Perform The Evaluation Through The Lens Of Your Outreach Families
CONSIDER ALL REVENUE SOURCES

• INTERNAL
  • BUDGET ALLOCATED BY LSC BOD

• EXTERNAL
  • GRANTS, DONATIONS IN KIND, CORPORATE GIFTS,
    VENDOR NEGOTIATIONS, 503-C ORGANIZATIONS

• STRATEGICALLY ALIGN WITH COMPANIES AND
  VENDORS

• THE BEST WAY TO RECEIVE A BUDGET INCREASE
  NEXT YEAR….SMARTLY SPEND WHAT YOU RECEIVED
  THIS YEAR
LETS TAKE A LOOK BACK IN MY REAR VIEW MIRROR

< 2011
- Reduced registration ($5/athlete)
- Waive Meet Entry & Splash Fees
- Training Equipment Provided
  * Team Suit, Goggles, Cap

2012
- Training Equipment
  * Team Suit, Practice Suit, Goggles, Cap

2013
- Added Travel Reimbursement, up to $100/athlete for Swim Year
- Training Equipment
  * Team Suit, Practice Suit, Goggles, Long Fins, Snorkel & Cap
  * Expanded LTS Programs

2014
- Included SNAP Benefits as Acceptable
  - LTS Programs in 3 of 4 Commissions
  - Developed relationships with Sigma Gamma Rho locally, Swim 1922

2016
- Removed Free Lunch as Acceptance Criteria – Not Need Based in Some Districts
  - Included LTS Programs

2018
- Expanded Outreach opportunities via Camps Coordinator
  - Tiered Travel Reimbursement Program to include JO & Zone Meets
  - Flex Membership

2019
- Included budget for Non-Athletes as Outreach
  * Coaches, Officials
  * Expanded Relationships with Sigma Gamma Rho at LSC, Zone and National levels
OSI OUTREACH STATS

# of Outreach Athletes Per Year

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# of Teams

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OSI OUTREACH
REAL LIFE EXAMPLES

DOING MORE WITH LESS
RESEARCH & REAPPLY
Training & equipment needs were changing

Some teams now requiring snorkels, hand paddles & short fins

Most Outreach families couldn’t afford new equipment

Need to increase offerings without breaking the bank/budget!
HOW DO I BRIDGE THIS GAP?

Current Avg Equipment Spend Rate/Outreach Athlete = $92/athlete
New Budget For Outreach Gear = $100/athlete
New Estimated Cost for Gear = $125/athlete

• Currently Providing
  – Suit
  – Goggles
  – Cap
  – Long Fins

• Need to Provide
  – Suits (2) Training and Team
  – Goggles
  – Cap
  – Snorkel
  – Hand Paddles
  – Short & Long Fins
• WWYD: HOW WOULD YOU ADDRESS & RESOLVE THIS DILEMMA?
RESEARCH & REAPPLY

- OSI’S OUTREACH PROGRAM IS A NEED BASED PROGRAM
- FEDERAL GUIDELINES CHANGED
- SOME MUNICIPALITIES WERE PROVIDING DISTRICT WIDE FREE LUNCHES
- IN 2015, >90% OF ALL APPLICANTS SUBMITTED FREE LUNCH AS THEIR PROOF OF ELIGIBILITY
- BY 2016, NO ONE COULD CLAIM FREE LUNCH AS ELIGIBILITY PROOF
- OUTREACH QUALIFICATION CONSIDERATIONS:
  - SNAP RECIPIENT
  - WELFARE RECIPIENT
  - DISABILITY
  - YEARLY FAMILY INCOME
  - GOVERNMENT ASSISTED HEALTHCARE
  - SPECIAL CIRCUMSTANCES
NEXT AREAS OF EMPHASIS

1. CONTINUE TO BUILD BUDGET & PROGRAMS FOR FLEX MEMBERSHIP
   • EQUIPMENT
   • TRAVEL REIMBURSEMENT
2. CONTINUE TO BUILD/DEVELOP LTS
3. PARTNER WITH CAMPS COORDINATOR
   • TEAM OR COMMISSION BASED CAMPS
4. IDENTIFYING OUTREACH ATHLETES WHO QUALIFY FOR ZONE/SELECT CAMPS
QUESTIONS & OPEN DISCUSSIONS
THANKS FOR ATTENDING!

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