

PVS Communication Plan

Short-term

- ✓ Placing the Vision Statement on the PVS Website
- Article for the Officials Newsletter
- Included in the meet program (See attachment)
 - Short Course PVS Senior Championship
 - Short Course PVS Junior Championship
 - Short Course PVS 14 & Under Junior Olympic Championships
 - Long Course PVS Senior Championship
 - Long Course PVS Junior Championship
 - Long Course PVS Age Group Championship
- HOD Summary (See attachment)
 - Requires help from other BOD members

On-going

- Included in the meet program
 - PVS October Open
 - Short Course PVS Senior Championship
 - Short Course PVS Junior Championship
 - Short Course PVS 14 & Under Junior Olympic Championships
 - Long Course PVS Senior Championship
 - Long Course PVS Junior Championship
 - Long Course PVS Age Group Championship

Our Mission

Potomac Valley Swimming (PVS) shall promote swimming and foster equal access for competitive opportunities for the benefit of swimmers of all ages and abilities, in accordance with the standards, rules, regulations, policies and procedures of the Federation Internationale de Natation (FINA), USA Swimming (USA-S) and PVS and its Articles of Incorporation. The objectives and primary purpose of PVS shall be the education and assurance of instruction and training of individuals to develop and improve their capabilities in the sport of swimming.



Our Vision

Potomac Valley Swimming (PVS), striving to become the preeminent LSC in the country, actively promotes competitive swimming in the National Capital Area. We enable member clubs to offer high-quality programs to a diverse group of athletes with a wide range of ability levels. We involve parent volunteers in all aspects of PVS operations and provide the support necessary to assure the proper conduct of a variety of competitions.

Vision Statement

Potomac Valley Swimming (PVS), striving to become the preeminent LSC in the country, actively promotes competitive swimming in the National Capital Area. We enable member clubs to offer high-quality programs to a diverse group of athletes with a wide range of ability levels. We involve parent volunteers in all aspects of PVS operations and provide the support necessary to assure the proper conduct of a variety of competitions.

Focus Area	Accomplishments
preeminent LSC in the country	<ul style="list-style-type: none"> • Completed LEAP
actively promotes competitive swimming	<ul style="list-style-type: none"> •
enable member clubs to offer high-quality programs	<ul style="list-style-type: none"> • Maintained 100% compliance with all coach certifications
diverse group of athletes	<ul style="list-style-type: none"> • Sent three representatives to USA Swimming's diversity workshop • Spent \$XXX on diversity related activities, a YY% increase from the previous year
wide range of ability levels	<ul style="list-style-type: none"> •
involve parent volunteers in all aspects of PVS operations	<ul style="list-style-type: none"> •
provide the support necessary to assure the proper conduct	<ul style="list-style-type: none"> • Held XX Officials Clinics that represented over YY officials • YY officials were first time officials • ZZ officials advanced to Referee
variety of competitions	<ul style="list-style-type: none"> • XX Mini-Meets • YY Age Group Meets • ...