

	<b>POLICY &amp; PROCEDURE</b>	<b>POLICY NUMBER:</b> <p style="text-align: center;">1</p>
	<b>Subject:</b> <b>Mission &amp; Vision Statement</b>	<b>EFFECTIVE DATE:</b> <b>12/01/04</b>  Approved: 11/17/04

**I. Arizona Swimming Mission & Vision Statement:**

Mission Statement:

Arizona Swimming, Inc. will provide an educational, structured, fair, fun rewarding, and competitive program of swimming for Arizonans of all ages and diverse backgrounds. We will operate under the auspices of United States Swimming, Inc to serve our athletes, non-athletes, coaches, clubs and affiliated organizational members.

Vision Statement:

We will continually strive to excel in providing our member with the opportunity to reach their full potential, whether it be in the pool, on the deck, or in the rest of their lives.

**II. USA Swimming, Inc. Mission Statement ©**

USA Swimming is the National Governing Body for the sport of swimming. We administer competitive swimming in accordance with the Amateur Sports Act. We provide programs and services for our members, supporters, affiliates and the interested public. We value these members of the swimming community, and the staff and volunteers who serve them. We are committed to excellence and the improvement of our sport.

**VISION STATEMENT**

To inspire and enable our members to achieve excellence in the sport of swimming and in life.

**CORE OBJECTIVES**

USA Swimming has adopted three core objectives. These core objectives establish the foundation of the strategic business plan for our sport. USA Swimming encourages all members to participate in the local, regional and national efforts to ensure that these objectives are accomplished.

## **BUILD THE BASE**

We seek to expand our membership in order to share our sport with as many other people as possible. We are especially committed to sharing the values of our sport with young people who may discover that swimming is an activity they can enjoy for their entire life.

## **PROMOTE THE SPORT**

We want swimming to receive as much publicity as possible because we believe that the more people learn about our sport the more inclined they will be to join the ranks of our membership. We are proud of our sport and we seek to celebrate it whenever possible.

## **ACHIEVE COMPETITIVE SUCCESS**

USA Swimming has been ranked as the number one swimming nation in the world for more than 40 years. We seek to continue this tradition of competitive excellence. When our elite athletes are successful in fulfilling their Olympic dreams our society benefits from the inspiration these athletes give us.

## **WEBSITE**

The mission of this website is to communicate with the membership of USA Swimming (swimmers, parents, coaches, volunteers, clubs and local swimming committees) and with members of the media, prospective members, marketing partners, and the general public; to entertain and educate viewers on USA Swimming and swimming; and to promote the programs, people, events and services of USA Swimming.

