

MISSION

- ▶ To grow, support, and elevate the sport of swimming by empowering athletes, coaches, clubs, and our broader community to achieve excellence at every level.



VISION

- ▶ An inspirational and innovative swimming community uniting grassroots and elite athletes under a recognized standard of excellence - where swimming is a universally accessible sport and the United States remains the global leader in performance and development.



COMMUNITY • EXCELLENCE • SAFETY • GROWTH • ACCOUNTABILITY



CORE VALUES

- ▶ **Community** - We embrace collaboration and inclusiveness, recognizing that our strength comes from a nationwide community working together to advance the sport.
- ▶ **Excellence** - We seek continuous improvement through new ideas, innovative technologies, and data-driven approaches and pursue excellence at every level through the highest standards in athletic performance, organizational operations, and service to our members.
- ▶ **Safety** - We prioritize physical, emotional, and mental well-being, ensuring all members train and compete in environments that reflect the commitment to athlete safety central to the Olympic Movement.
- ▶ **Growth** - We are committed to expanding access to the sport, reducing barriers to participation, and supporting lifelong development for athletes, coaches, officials, and clubs by celebrating the joy of swimming and a lifelong love of the water.
- ▶ **Accountability** - We act with honesty, transparency, and responsibility, with full accountability to our members and stakeholders.



STRATEGIC FRAMEWORK

