



🏠 **Location:** [MS TEAMS](#)
 📅 **Date:** October 12, 2022
 🕒 **Time:** 6:00-7:30 pm

AQUATICS ADVISORY GROUP MEETING AGENDA & MINUTES

- I. Call to order at 6:05 pm
- II. Welcome and Introductions
- III. AAG Framework – Review -Presented by Helena
 - a) Refer to Meeting Slide Deck
 - b) . Framework may also be seen on the [AAG Webpage](#)
- IV. Nomination of Chair and Co-Chair (Changed to electronic process)
 - a) [Follow up with short survey for nominations and selection to be conducted electronically](#)
- V. APS Aquatics Management Organizational Structure (Refer to Presentation slides)
 - a) Core Services & Key Work Processes
- VI. Aquatics Management Annual Plan Draft (Refer to Presentation slides)
 - a) Members invited to add or comment on the documents listed below.
 - b) Google group to be set up.
 - i) *Post meeting update – Google Group set up is delayed. Sharing via group email*
 - (1) SWOT Analysis
 - (2) Staff Developed Priorities
 - (3) SMART Goals 2022-2023

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Effective budget management • High level of customer satisfaction • Qualified and certified staff • Increased control of operations and revenue as sole program providers • Revenue generating opportunities through expanded community-based programs • Pay plan aligned with Metro area 	<ul style="list-style-type: none"> • Workforce shortages • Outreach to future customers • Customer awareness of new Swim Instruction curriculum (SAI) • Recruitment for early morning and weekend operations • Training of new staff (time challenges for instructors who are also managing/lifeguarding) • Development/recruitment of instructors
OPPORTUNITIES	THREATS






🏠 **Location:** [MS TEAMS](#)
 📅 **Date:** October 12, 2022
 🕒 **Time:** 6:00-7:30 pm

<ul style="list-style-type: none"> • APS Aquatics School and revenue potential. • Develop new child/adult instructional client base • Revenue opportunities for Water Exercise program for senior and adults • Revenue opportunities from Aquatics School 	<ul style="list-style-type: none"> • Competition for Lifeguard and Instructional staff recruitment from other agencies and industries • Limited Workforce capacity restricting program growth/revenue generation • Continued attrition from LB for memberships and drop in swim • Fatigued staff • DPR/AAC continued use of APS Pools
---	--

PRIORITY	Operationalized by...
Operate all three facilities safely as it pertains to water safety, class safety and COVID mitigation procedures	<ul style="list-style-type: none"> • Train new and existing staff to be focused on preventive lifeguarding but remain rescue ready • Schedule staff to deliver the level of surveillance required to provide a safe environment
Recruit and train qualified staff to provide excellent service and a high level of instruction to students and the community	<ul style="list-style-type: none"> • Actively work to recruit high school and older candidates • Offer entry level and professional training opportunities to new and current staff. • Apply intentional and focused approach to recruitment to support the hiring of a work force that reflects the community
Deploy APS PE/water Safety and Lifetime Fitness curriculum to ES and HS	<ul style="list-style-type: none"> • Work with PE Staff to review and update curriculum to reflect new VA-SOLs, and SAI curriculum standards
Fully deploy the APS Aquatics School program including Swim and Fitness Schools and specialized programs	<ul style="list-style-type: none"> • Expand program offers based on feedback received as staff resources permit • Recruit new and promote internal staff to teach aquatic school programs
Leverage pools space to provide equitable and inclusive access to pools and programs for all citizens	<ul style="list-style-type: none"> • Evaluate pool space and program regularly to determine current program expansion and new program opportunities • Actively work to obtain training for Adaptive program to launch instructional and recreational opportunities for children and adults with disabilities • Identify grants and other financial support to facilitate programs to income challenged families and individuals • Promote the Fee Reduction program and work to remove barriers to access



 **Location:** [MS TEAMS](#)
 **Date:** October 12, 2022
 **Time:** 6:00-7:30 pm

<p>Consistently provide excellent customer service to all pool users</p>	<ul style="list-style-type: none"> • Provide ongoing training and feedback to staff on communication, addressing difficult patrons and excellent service delivery standards • Monitor customer satisfaction via email monitoring, verbal feedback, and participants/patron surveys
<p>Manage resources and assets efficiently, cost effectively and equitably</p>	<ul style="list-style-type: none"> • Explore and deploy cost avoidance methods including staff training on material usage, selecting high quality, durable equipment • Review and/or establish a more inclusive program of preventive maintenance for pool, deck and building equipment

- | |
|---|
| <p>1. Continue to deploy the APS Aquatics School program and offer the number of classes corresponding to a minimum of 85% of the program capacity by June 30, 2022</p> |
| <p>2. Manage budgeted resources to achieve a saving of 10% on overtime and part-time staffing budget by Jun 30, 2023</p> |
| <p>3. Manage operations and program to generate revenue to allow 65% or more recovery of community swim costs, and no less than 45% overall recovery (excluding county transfer) for Fiscal 2023</p> |
| <p>4. Achieve an overall customer satisfaction score of 90% or greater as measured by the annual survey conducted March 2023.</p> |
| <p>5. Achieve an average score of 85% or better on the Aquatics School Survey “Overall Experience”</p> |
| <p>6. To achieve and maintain an NPS of +50 (excellent) in customer satisfaction with Swim School</p> |
| <p>7. To achieve and maintain an NPS of +50 (excellent) in overall customer satisfaction as measured by the Annual Customer Satisfaction Survey</p> |



🏠 **Location:** [MS TEAMS](#)
📅 **Date:** October 12, 2022
🕒 **Time:** 6:00-7:30 pm

8. Maintain workforce capacity at 90% or better as compared to the annual capacity plan by June 30, 2023

VII. New business

- a) Determine future meeting schedule and cadence
 - i) Helena will send out [Doodle Poll](#) for a meeting between Nov 7 and 18
- b) Items for Next Meeting
 - i) Review electronic feedback on documents above and reach consensus for final Annual Plan

VIII. Adjournment

Helena Machado adjourned the meeting at 7:45 pm

Minutes submitted by: Helena Machado (Oct 18, 2022)

Minutes approved by:

Sandy Brucker Lamiaa Farrag Matthew Johnson Jessica Reyes
 Paul Palazzola Shirley Woodward Nina Yeh Renee Harber Helena Machado
