

## Chapter 2.4

# Measurement and evaluation

### Benefits of this chapter

Doing things right and fast can make a significant difference in the success of your federation. As a National aquatics Federation, you are constantly developing, planning, and preparing for the next championships, or sport development meeting, or discipline hearing, and the list goes on and on. Each of which are functions that are necessary and a core part of your federation's duties. But how can you measure all your hard work?

This chapter will help you understanding the difference between efficiency and effectiveness. As a leader in aquatics, it's not just about doing thing right, but also about doing the right things. Understanding this concept can help your federation become a winner inside and outside the pool.

## Introduction

Evaluation and control are a very important part of managing and developing a federation. It involves comparing objectives with the actual results of your staff and members. However, it is not a one-time deal, it is a continuous cycle. By reviewing and comparing your objectives at key points throughout the year, you are able to evaluate the performance and, if necessary, make adjustments.

## Getting started

Like in any sport, sports administrators are also put under scrutiny with their jobs. We must practice, develop and perform just like the athletes we help on a daily basis.

### So how can you measure your own success?

Administration within your aquatics federation is about efficiency; doing things right – in a fast and reliable way. Efficiency is relatively easy to measure when the right measurements have been put in place. Is your federation able to react fast to a given situation? Is a request from one of your members addressed within a certain time frame? Etc.

Effectiveness means doing the right things. It does have an element of being efficient but effectiveness allows for other types of questions to be answered. Questions like what are the objectives of your federation? Or what is your federation going to do in order to achieve them?

We will look at the best way of moving forward to make sure that your federation is not only effective but efficient as well!

## Delivery

Most federations are focused on administrative operations; simply getting the job done. Whether it's preparing for the next competition, the next congress or allocating revenues to your member federations and clubs, administration is one of the most important roles of an aquatics federation, regardless of size and experience. Operations need to run smoothly and it is an important role for your federation to secure order and provide stability.

The focus of delivery is development: improving how things are done. This means to compile and document knowledge in order to be able to transfer it to your members in the most usable way – in short, to be able to support them effectively. Where bigger federations might have the resources to have a development department, other smaller federations might have to organise themselves in order to create this space for creativity.

# Measurement

As mentioned, administration for national aquatics federations is about efficiency; doing things right in a fast and reliable way.

When breaking down your measurements, you need to understand how and what you are measuring. Are you measuring the aquatics performance of your federation within a certain time period? Are you measuring the effectiveness of your staff?

To better understand what you are measuring, whether it is efficiency or effectiveness. Here are a few questions you need to ask yourself:

- Are you setting yourself short-term goals or long-term goals? This will help you measure your goals and your efficiency in a more precise way.
- What are the objectives of your federation? What is it going to do in order to achieve them? This will help bring an element of understanding whether or not you are being effective and help you ask further questions.

## Using performance indicators

When using performance indicators, it is important to make sure that they will provide your federation with accurate information for evaluation. For example, when measuring the success of a new coaching development programme you must decide whether the numbers of participants in attendance or the number of qualified coaches who leave after the session is more important.

However, these indicators should not be the only evaluation tool used by your federation; it should only be used as a guide for managing your federation.

## Perspective

Evaluation is about now; it is about serving your federation and its members' interests today within a given framework. Evaluation is mostly based on a reactive approach.

Developing your aquatics federation is about the future. It is about managing the framework that you have outlined for the success of aquatics in your country. How can your federation constantly renew and update its goals? By being pro-active meaning that your federation will have to observe the type of situations that it has been confronted with and the type of lessons you have learned over the years from past evaluations and measurement, your federation should use this knowledge to its benefit in the future.

## Useful hints

- Develop indicators that directly measure the achievement of your objectives
- Make sure that the indicator you chose are relevant to the activity of your federation