

# 2014 USMS Convention — Jacksonville, FL

## The Future of USMS Open Water Swimming

*A discussion to be led by Rob Copeland, Vice Chair*

*Open Water Committee Meeting*

*Thursday, September 18, 2014 3:30-4:45 pm. City Terrace 7*

In the past 2 years we have seen a 50%+ drop in the number of USMS sanctioned events, while during this same period other organizations have seen moderate to significant growth in the sport. Are we comfortable with this trend?

1. Update from the Board of Directors Open Water Task Force
2. Open Water Safety Education for members, event management, coaches, LMSC's, non-members
  - a. We have made progress in producing content in this area. Has it been enough?
  - b. What else needs to be done?
  - c. Do we as volunteers have the necessary skills and time to accomplish what we plan?
3. Event Development for new/veteran event management, coaches, LMSC's
  - a. How do we deliver event development content that is helpful without being perceived as additional rules and overhead?
  - b. What services can we provide as a "value add" to event hosts?
4. Open Water Training for novice to expert swimmers and coaches
  - a. What can we do to provide swimmers and coaches with the tools to safely become better open water swimmers?
  - b. Can we develop a clearinghouse of certified Open Water coaches and clinicians?
5. Open Water partnerships
  - a. There are a number of organizations that serve the open water community, are there some that we should reach out to develop a partnership for co-branded events and other services?
  - b. How do we do this while ensuring the USMS brand?
6. Infrastructure and Communication (Web site, OW Guide to Operations, Swimmer, social media, webinars)
  - a. We currently have a lot of available material on open water swimming, how do we effectively make this readily accessible by our members?
  - b. How do we need to work with staff regarding open water information and publications?
7. Definition of success for USMS open water and set any long term goals for achieving that success
  - a. How do we define success for USMS open water activities?
  - b. How do we see the USMS Open Water product in 3-5 years?
  - c. How do we define success for the Open Water Committee?
  - d. How do we define success for us individually as committee members?