



**U.S. MASTERS
SWIMMING**

The Future of U.S. Masters Swimming

Futures Taskforce
Atlanta, Georgia
September 23, 2016



Task Force Members:

Members: Richard Garza, Aubree Gustafson, Fares Ksebati, Claire Letendre, Clare Rudd, Luke Shaheen

Board Representatives: Chris Colburn, Daniel Cox

Staff Representatives: Kyle Deery

Objectives

- 1) Why are our members under 35 not a larger group?
- 2) What are some of the reasons members under 35 do not renew?
- 3) How do we attract and retain younger members?







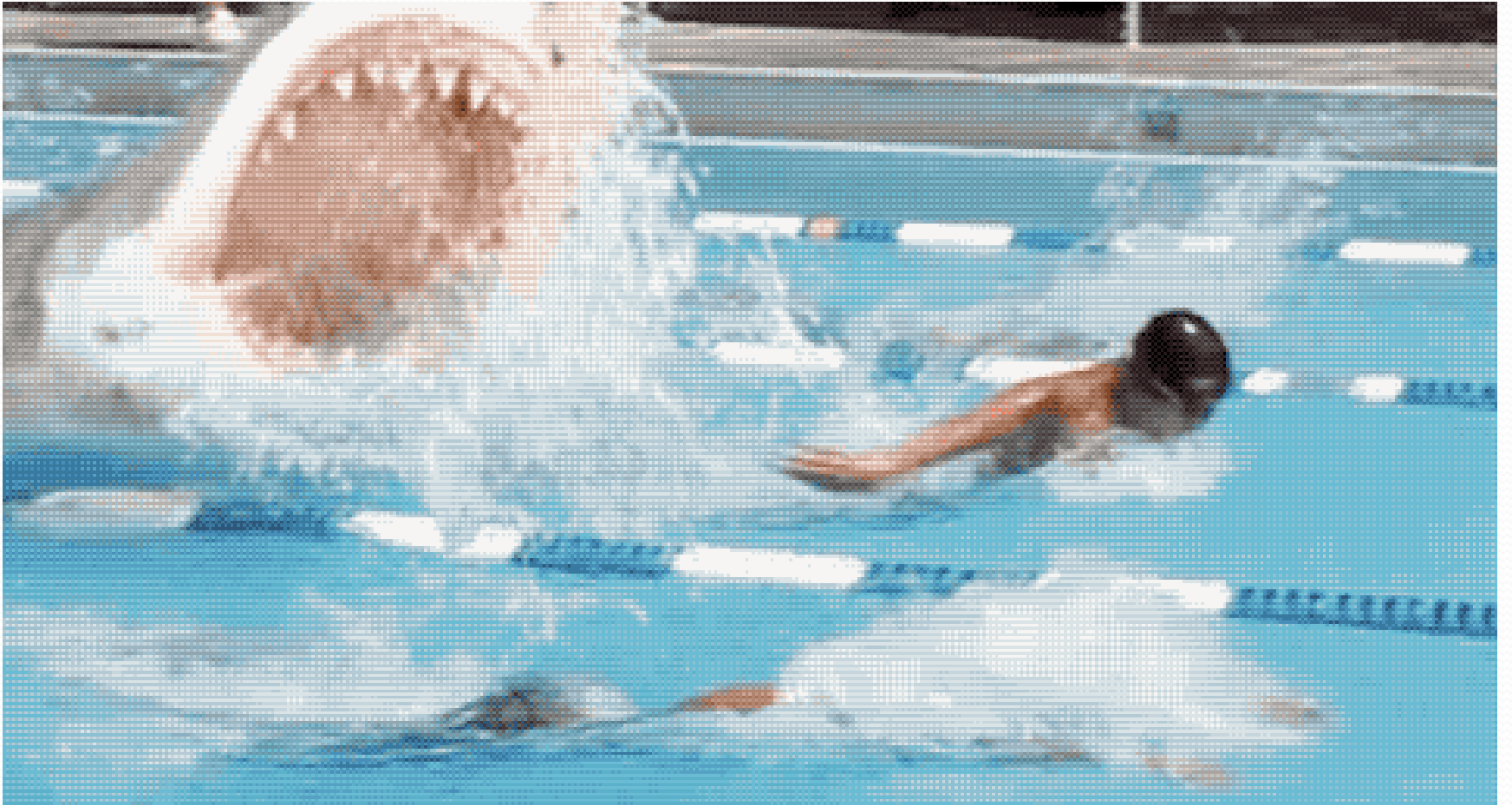
**NOT SURE IF DOLPHIN KICK MAKES
ME FASTER**



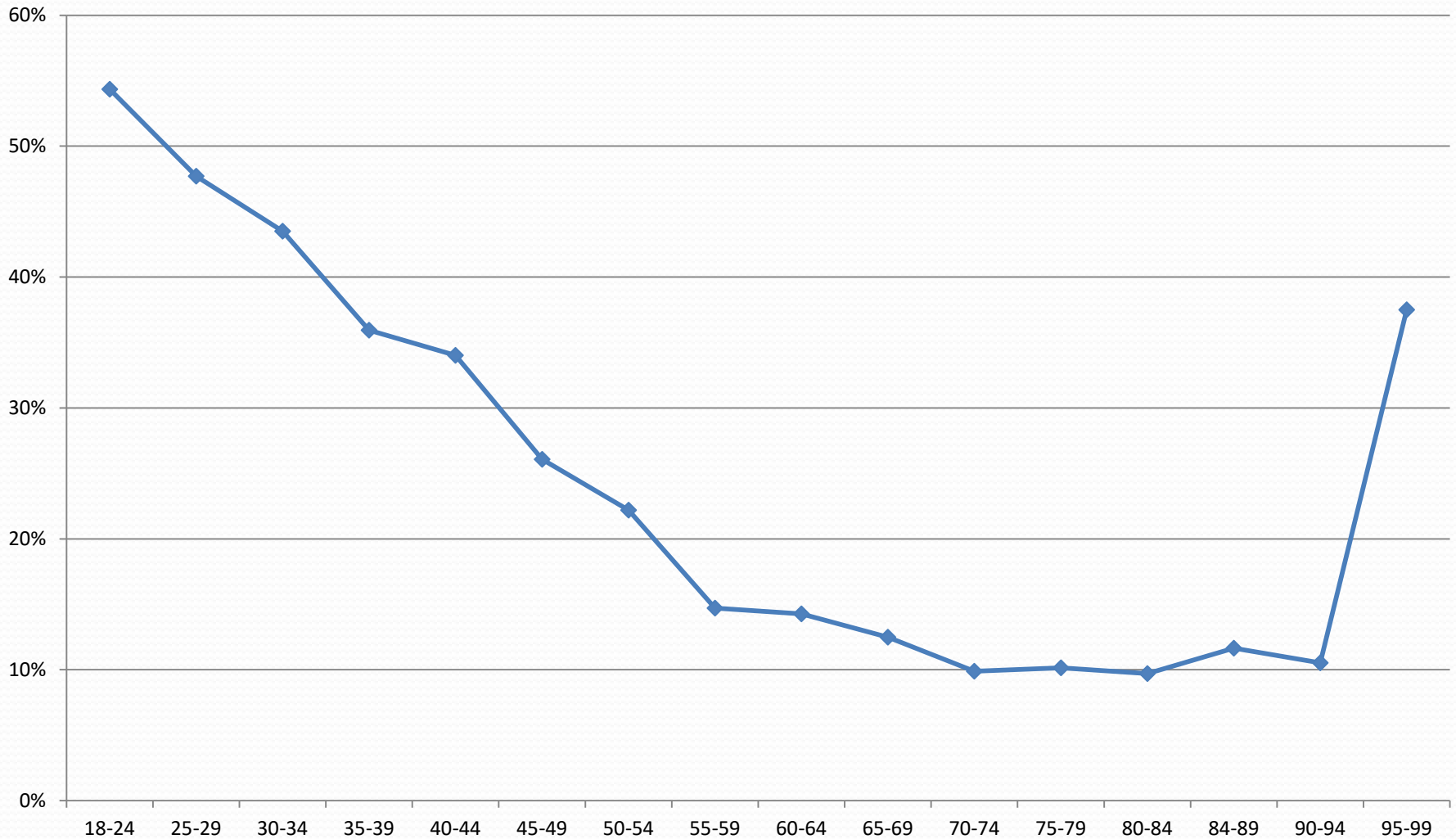
**OR LOOK LIKE A DYING
WHALE**

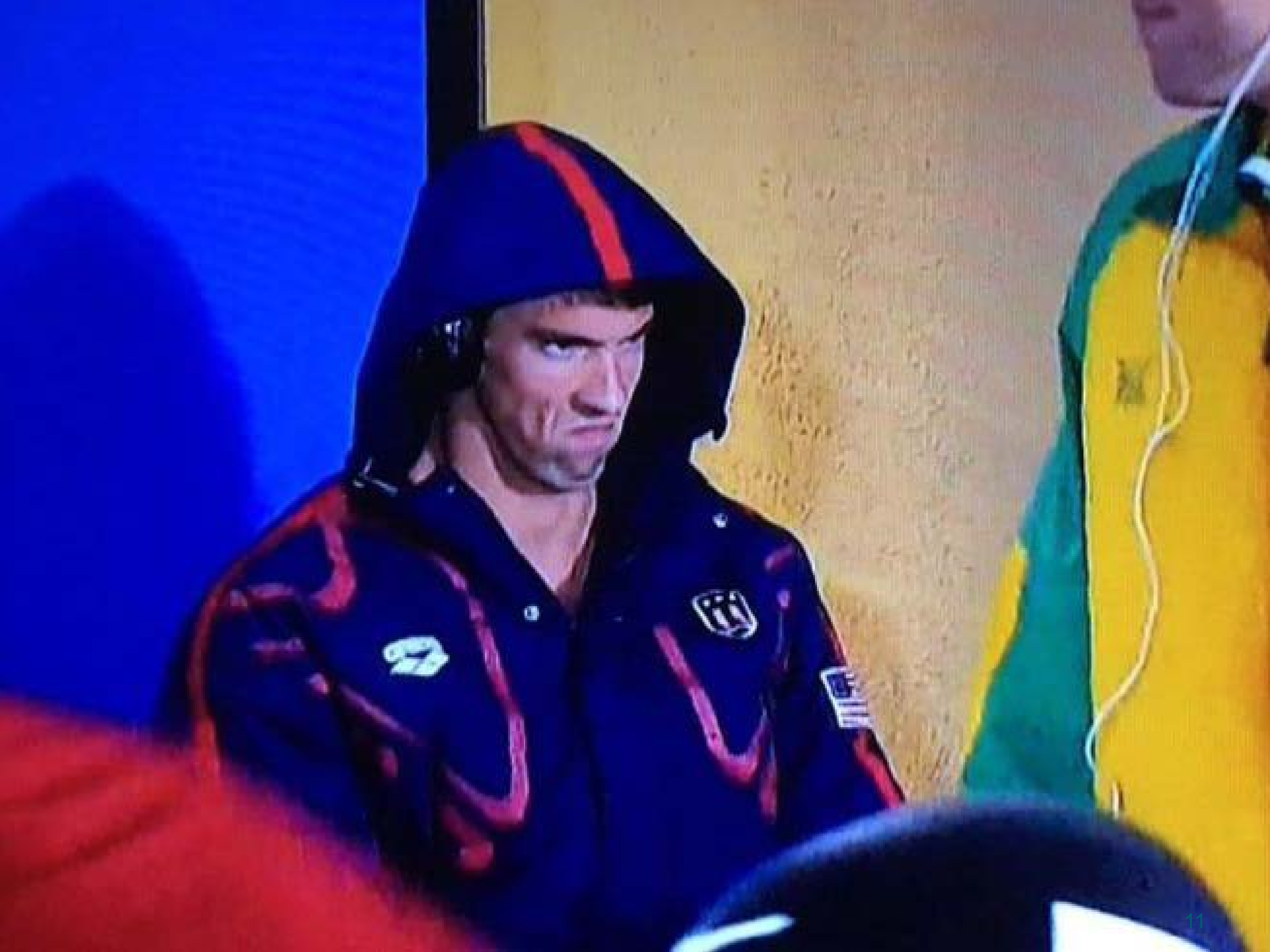
Strategy

- 1) Analyze data from USMS on younger members.
 - Focus on non-renewals
- 2) Contact members under 35 that did not renew.
- 3) Contact coaches of teams with younger swimmers.



Percentage of Non-Renewals





Non-Renewals

- 18-34 age range made up of 35% of all non-renewals.
- Are we really losing members each year in the 18-34 age range?
 - 18,040 members not renew in 2015.

“SAY WHAT?”



Questions We Asked

- Why did you join Masters Swimming?
- What did you enjoy most about your membership?
- Why didn't you renew your membership this year?
- Did you know about available resources on the website (partner discounts, online log, workouts, *etc.*)?
- What could Masters Swimming have done differently to keep you as a member?
- Anything else you'd like to share that will help Masters attract and retain younger swimmers?

Discussion

- Why is the 18-34 age group so small?
- What are some reasons they did not renew?



Responses

- “I joined for...coached workouts, to stay in shape, camaraderie, networking”
- “I liked...the availability of workouts on-line, Swimmer magazine, competing”
- I did not renew because...workouts didn't fit schedule, moved and no pool near-by, **lack of people on team my own age.**
- USMS...needs more publicity...college swimming discounts, etc.



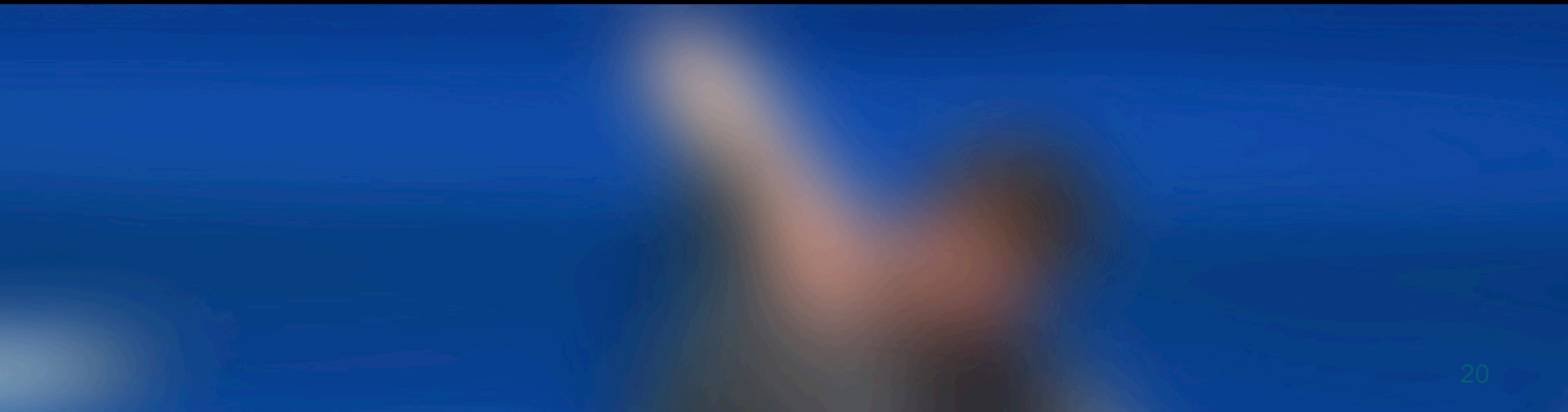
Coaches



HOW COACH SEES US



HOW WE SEE COACH



Questions to the Coaches

- Name the top three reasons you feel younger members attend your practices/are part of your club.
- Do you actively recruit younger members, if so how?
- What do you think USMS could be doing to draw in or help retain younger members?



What did the coaches say?

Think about why younger swimmers join USMS.

Coaches Responses

- Social camaraderie
- Competitive drive
- General fitness
- Open water and triathlon prep

Futures Task Force Recommendations to USMS

- Strength of coaches engagement
- Tiered pricing structure
- Marketing tailored to young people



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Dive into the future with us!