

Action Items:

Board members were asked to review the USMS Strategic Plan draft and send comments to Todd by Monday, September 10.

Nancy will review the committee member lists and assign an At Large BOD member to each committee. The BOD member will attend this committee meeting at convention and explain what happened at the Strategic Planning meeting in Chicago.

President Rob Copeland called the meeting to order at 8:02 p.m. EDT. Also present: Anna Lea Roof, Carolyn Boak, June Krauser, Ted Haartz, Jeanne Ensign, Patty Miller, Jim Miller, Michael Heather, Todd Smith, Mark Gill, Leo Letendre, Nadine Day, Julie Heather, Michael Moore, Betsy Durrant, Nancy Ridout and Tracy Grilli

Introduction

Rob welcomed all on the call to this pre-convention Board of Directors conference call. Purpose of this meeting was to update the board on the progress made since the Strategic Planning meeting on the USMS Strategic Plan and Online Registration. Prior to convention, information on the Strategic Plan will be sent out to the members of the HOD via email.

USMS Strategic Plan

Todd explained that the current draft contains a summation of work done at the Strategic Planning meeting in Chicago (June), in addition to work done by the Club Development Task Force. Todd asked that members please read, review and send suggestions to Todd and Tom Boyd by Monday, September 10. Updated document will be sent out to the HOD by end of next week via email in PDF format.

USMS must add value to our membership and meet the needs of our members and volunteers. We need to communicate these strategies to our membership and make a commitment to the work we have done and carry that message to our membership, before and during convention. Our focus must be on getting “buy in” from the members.

We need to communicate the new structure for committees. We want the members to know that the rationale behind the restructuring is to group the committees that require the most communication and cooperation under one VP, so that the VP can make sure that their work product is coordinated and consistent with the mission of USMS.

USMS should also address the emphasis being placed on strengthening the organization so that it provides better support at the club and LMSC levels. The Club Development Task Force should consider which committees should be assigned the different tasks that

were identified by the task force, so that these committees may be prepared to work and take action at their convention meetings. Julie Heather reported that such steps were under way and that her committee would be meeting on September 13.

At convention, it will be necessary for each committee to review, revise and update their missions, objectives, and begin to set their 2008 goals. Then each committee needs to prioritize their objectives/goals and allocate reasonable timelines for accomplishing them. The objectives/goals of each committee need to be limited to a reasonable number, and a committee member assigned to be held responsible for managing the task(s) and reporting back to the committee chair, the committee and the appropriate VP.

Tom Boyd, chair of the Marketing Committee, is requesting that a Branding Task Force be created to develop a strategy for the “branding” of USMS. The branding will be global in nature and include our logo, literature, *SWIMMER* magazine and all other communication vehicles.

Questions –

Have the chairs of the “changing” committees been contacted?

Yes they have been contacted and the appropriate legislation has been submitted.

Are the current Vice Presidents’ “titles” appropriate, should they change?

They are fine for now. The appropriate time would be the year of the next election, which is 2010 and also a legislative year.

Are the Task Forces taking over the role of committees?

No. They are formed to complete a specific task and in many cases, the people selected represent appropriate committees.

How is Strategic Plan going to be communicated to the HOD?

To be determined. It will be communicated to all the chairs. It will be presented to the HOD with the basic instruction that this is our Strategic Plan and this is how we want you to come on board with it.

The MOGs created before the Strategic Planning meeting need to be sent back to the committee chairs, reviewed and updated. An At-Large Director should be present at each committee meeting, to explain what happened at the Strategic Planning meeting. Nancy will go through committees and find out what At-Large members are on which committees and assign a director to those that do not have one.

Club Development Task Force. A document will be sent out to all delegates via email before convention for them to review.

Online Registration Vendor Selection

Overview

- Discussion of direction and decision to move all Online Registration database function to a web-based system made and presented to BOD at Strategic Planning meeting.
 - A. Pros
 1. Speed of delivery due to preexisting product which only needs to be customized to USMS specifications.
 2. Upgrades, updates and revisions provided by vendor, freeing up USMS personnel.
 3. More time-efficient registration process for USMS personnel.
 4. Up-to-date national database. Easiest method to remove our current lag time of 30+ days.
 5. Registration process not totally reliant on 53 volunteers.
 - B. Cons
 1. Ongoing payment for development and service.
 2. Complex integration of system with existing USMS system.
 3. Training of staff and registration volunteers.
 4. The online registration system is not owned by USMS.
- General description of system developed

The vendor will implement a core membership management system, enabling USMS to track all aspects of a member's record from a unified interface. Access to a member's record will also link to information regarding membership history on the USMS website. The system will support real-time membership registration and renewals (via a secure website login) by the users themselves, LMSC personnel, club personnel and the national staff. This system will serve as USMS's primary membership database and will be capable of the following:

 1. List type of member.
 2. Email membership renewals automatically.
 3. Members will have the ability of checking membership status online.
 4. Members will have the ability of printing their membership card.
 5. Members will have the ability to pay via credit card.
 6. Authorized users will have the ability to query the database.
 7. Authorized users will have the ability to create mail merges with the system.
 8. Staff will have the ability to enroll new members from a remote site.
 9. The system will provide national and local financial settlement accounting/reporting.

Selection Process

- RFP distributed to 12 vendors based upon direct knowledge of their interest as well as response to announcement of availability.
- Questions from vendors were received and responses were sent to all potential bidders.
- Received eight bids.
- Bids were reviewed based upon proposals.

- Some vendors were eliminated from contention based upon their responses to our questions.
- Upon review of bids, USMS developed general and specific follow-up questions sent out to all remaining vendors. The general questions were sent to all remaining vendors and were designed to solicit answers in areas not fully addressed in the original RFP. The specific questions were vendor-specific, looking for clarification of vendor responses on their original submission.
- Field narrowed to four vendors, who were further analyzed based upon:
 - Additional clarifying questions aimed at determining:
 - Actual cost structure
 - Actual experience in membership applications (vs. event registration)
 - Services provided
 - Reference checks:
 - References for these vendors were contacted and questioned
 - D&B and Credit Reporting:
 - Dunn & Bradstreet Reports and/or Credit Reports were pulled on these vendors
- Some differences in cost/services were significant.
 - Some vendors reported that they could immediately provide direct distribution of funds to LMSCs, others reported they could add function, while others still had no plans to add this functionality.
 - Costs varied with service and ranged (in final form) from approximately \$1.35/member (MA cost + *ca.* \$0.35, yearly cost: ~\$55,000) to \$3.25-3.75/member (yearly costs: \$145,000-168,000) assuming 35,000 online registrations and a total membership of 45,000.
- Task force has selected a vendor for development of system
 - Selection based upon knowledge of USMS and its unique qualities
 - Cost
 - Due diligence (reference checks and credit report review)
- In order to complete system:
 - USMS needs to develop system for electronic distribution of LMSC funds
 - Controller and Treasurer have previously recommended establishing a separate bank account for registration-related funds
 - Software needs to be put in place to interface with accounting system to transfer information about dispersals
 - Software needs to be put in place to interface with accounting system to EFT/ACH to send funds to LMSCs
 - Skills related to this function should be part of office staff.
 - Develop club-based registration
 - Understand and address insurance issues
 - Understand and address legal issues
 - Develop functional club-based registration procedures
- Next steps:
 - Enter into a contract with the vendor (under way)
 - Develop a Communication Plan
 - Develop specific business and functional requirements

- Create project timeline
- Manage development to the plan
- Training of key staff and volunteers
- Roll out online registration

Questions/Comments

How will the accounting work? USMS will set up separate bank/merchant account just for registration, and interface the registration system to the accounting system and the accounting system to a funds transfer system to the LMSCs.

What is club-based registration?

A third-party system where the coach will be able to register swimmers. There are insurance and legal issues still to deal with and efforts are being made to work on a solution to figure out what we will be comfortable with.

What is the timeline?

Individual should happen quickly (Jan/Feb at the latest). Club-based will be later.

Who will pay the Transaction Fee? It will be absorbed by USMS (not by member or LMSC).

Will there be a demonstration at convention?

The process is testing, beta, into production. A timeline has not been created, need to finalize contract first.

Will we be guaranteed what we will get for product and services from the vendor?

The task force will work with the vendor on the requirements document with understanding of what is to be done, before contract is signed.

Next EC and BOD meeting dates and adjournment

The next meeting of the BOD will be September 26 at 2:30 p.m.

The meeting adjourned at 9:31 p.m. EDT.

Tracy Grilli
USMS National Office