

USMS Convention—Anaheim, California 2007

Committee Name: Communications	Session #: 1	Report #: 14
Committee Chair: Hugh Moore	Vice Chair: Michael Moore, Ray Novitske	
Minutes recorded by: Jeanne Seidler	Date/time of meeting: 9/27/2007 @ 4:15-5:45 PM	

Action Items: Proposed Expenditures

No proposed expenditures.

Action Items:

1. **MSA that the committee recommends that the Board of Directors consider bi-monthly e-mails to members.**
2. **MSA that the committee recommends that the Board of Directors consider policy changes and resources necessary to collect sanction information and establish End-to-End Event Management Services.**

Number of committee members present: 14	Absent: 8	Number of other delegates present: 27
Committee members present (list all, including chair and vice chair): Hugh Moore, Michael Moore, Ray Novitske, Daniel Cox, Kelly Crandell, Kim Crouch, Doug Garcia, Susan Ehringer, Lynn Hazlewood, Allen Highnote, Jeanne Seidler, Tracy Grilli, Jim Matysek, and Mark Gill (EC Liaison)		

Minutes

The meeting was called to order at 4:15 PM.

1. Strategic Planning Presentation by Michael Moore regarding five points of strategy (e.g., providing members services, prioritization, keeping it simple, realistic timelines, maintaining regular communications ... monthly), no additional discussion.
2. End-to-End Event Management and MOGs distributed by Hugh. Hugh asked members to review both for background information in relation to new projects being planned.
3. Committee Mission was opened for discussion by Hugh. There were no changes and no motion to amend, so the mission stands as submitted.
4. Bi-Monthly E-Mails to Members was discussed. **MSA that the committee recommends that the Board of Directors consider bi-monthly e-mails to members.** “The Communications Committee proposes that USMS send out bi-monthly e-mails to USMS members on the months opposite *USMS Swimmer* magazine distribution. These emails would draw attention to items of interest on the USMS Web site, promote fitness events and National Championships, and make people aware of deadlines and other items of general interest to the membership as a whole. Content for the e-mails will be developed by the Executive Director and National Office staff in cooperation with the Executive Committee. Volunteers wanting to utilize the e-mail list to communicate specific content will need to work through the committees and the various vice presidents. The advantage of an e-mail is that any changes can be made to the content up until the email is sent to the members. This means that any new information can be sent to the members. This will make the athletes more aware of what is available to members in a timely basis. E-mail addresses will come from the USMS registration database. All USMS-registered swimmers who provide an e-mail address will be on the e-mail list. Recipients will be allowed to “opt-out” at any time. The committee suggests that the e-mails be kept small to limit bandwidth requirements and also that the e-mails use links to resources where feasible rather than repeating content. The committee recommends that all members be put on the original list and allow the members an easy “opt-out” solution. Most solutions that the committee has seen that have an “opt-in” solution will increase the work for the volunteers. By creating an “opt-out” solution, this will free up volunteer time to do other work for the corporation.”
5. Current Top Times and Individual Results Database was reported to now contain 598,386 swims and over 900 meets by Jeanne Seidler.
6. Sanction Database and Calendar of Events opened the discussion on End-to-End Event Management. Mark Gill explained the vision for End-to-End Event Management. The first tools would address issues faced by the efforts to maintain the Calendar

and acquire data for Current Top Times. **MSA that the committee recommends that the Board of Directors consider policy changes and resources necessary to collect sanction information and establish End-to-End Event Management Services.** The vision of End-to-End Event Management Services is described by the following. “The goal of the End-to-End Event Management initiative is to standardize the processes by which USMS events are conducted to improve the overall experience for members and administrators. USMS events, including meets, open water swims, and clinics are currently managed differently all across the country and can be difficult to gain information about via the national and local web sites. The idea is to provide end-to-end services for all events. The components of End-to-End Event Management include Event Sanctioning; Calendar of Events; On-Line Entry; Event Tracking and Results; and a “my events” Content Personalization via the my.usms.org portal initiative.”

7. Places to Swim update for the USMS Web was reported by Ray Novitske. Ray with the team of Dan Cox and Tracy Grilli worked to identify the data needed for Places to Swim and the methodology for a review of the data. After consideration and discussions in committee conference calls, it was determined that the most logical means to collect places to swim data would be with the registration of a club, through the registration system. As this is a new approach to an old problem, the team will now prepare a vision for consideration by the Board of Directors at the mid-year meetings.
8. Support for LMSC and club websites was discussed. It became apparent when the Places to Swim team started examining LMSC and club websites that some did not exist or were not recorded on the USMS Website. The project needs to evaluate the situation, make recommendations and conduct remediation. This project will become a task for the upcoming year. The team will be formed consisting of Ray, Kim, Dan and Jeanne.
9. Rule Book was discussed. Susan Ehringer reported several points for consideration. The selection of an individual to which the Rule Book is dedicated is a type of recognition and as such will become a responsibility of the Recognition and Awards Committee. The selection of a cover by secret ballot of the delegates will be continued. The mini-rule book will be revised to condense it somewhat as it costs \$5 to produce but is made available for a fee of \$3.

Tasks for the Upcoming Year

1. On the 4th Sunday night of every month, commencing October 28th, the Committee will hold monthly conference calls beginning at 5:00 PM Pacific time (8:00 PM Eastern Time). Some calls will focus on single projects with the first project focus being that of the Places to Swim effort.
2. The Places to Swim Project, team composed of Ray Novitske, Tracy Grilli and Daniel Cox, will prepare a vision for Places to Swim by the end of December in time for consideration by the mid-year Executive Committee meeting.
3. For the LMSC Handbook references to LMSC webmaster responsibilities, Hugh will confer with the LMSC task force for inclusion of the responsibilities.
4. Select recipients for the USMS Newsletter of the Year and USMS Communications awards.
5. Continue with responsibilities for keeping the Calendar of Events up to date.
6. Continue with responsibilities for keeping the Current Top Times and Individual Results Database up to date.
7. Initiate a project to ensure that all LMSCs and clubs are aware of the availability of hosting an LMSC or club web site on the USMS server. Prepare procedures and recommendations for the LMSCs and clubs to follow

The meeting was adjourned at 5:45 PM.