
Action Item:

1. MSA the minutes of the July 8, 2008, Executive Committee meeting.
 2. MSA amendment to Appendix B of the rule book submitted by the History and Archives Committee.
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President Rob Copeland called the meeting to order at 7:30 p.m. EDT. Also present were Leo Letendre, Mark Gill, Julie Heather, Mike Heather, Meg Smath, Jeff Moxie, Jim Miller, Patty Miller, Rob Butcher and Tracy Grilli.

Approval of minutes from previous meeting

MSA the minutes of the July 8, 2008, Executive Committee meeting.

Officer reports

VP Member Services

Mark submitted the following written report:

Since the last meeting of the EC, the committees of the Member Services Division have been involved in the following projects.

Communications Committee. The Communications Committee has begun shifting its focus from communications at the national level to evaluating how it can better support communication at the local and zone levels. A specific plan will be developed at convention in Atlanta.

International Committee: The committee has expressed a concern that we have not yet received a report from our FINA Masters Technical Committee representative, Nancy Ridout, regarding the status of the discussion of acceptability of results from USMS sanctioned meets not put on by FINA member bodies.

Marketing Committee: The Marketing Committee is starting to work with LMSCs to identify potential marketing opportunities. They have communicated with all LMSC chairs to get the project started. Listed below are the specifics:

Proposed USMS-LMSC Team Up:

1. An event/program is identified by the LMSC as a potential USMS marketing opportunity.
2. The LMSC gathers as much detailed information about the event/program as possible.
3. The LMSC sends an email to marketing AT usms DOT org explaining the marketing opportunity and including the detailed information gathered.
4. The Marketing Committee will respond to the email within 48 hours to describe the next steps to expect.
5. The Marketing Committee will work with the LMSC to evaluate the opportunity for (a) its potential to grow USMS

membership and (b) its effectiveness in promoting USMS within the local community.

6. Finally, the Marketing Committee and the LMSC will review the recommended event plan, and work out communication and support leading up to and including the event itself.
7. Follow-up between the LMSC and USMS Marketing Committee will be expected so that we can assess the overall success of the promotion, and learn how to improve the results achieved.

Publications Management Committee: The committee met on August 5 and reviewed their preparation for convention. The agenda was discussed and information will be presented to committee members prior to meeting in Atlanta.

The Sept./Oct. issue of *SWIMMER* is on schedule to be mailed on Aug. 15. Despite a communications mix-up on the part of DMC, both Southern Pacific and Pacific LMSCs were able to get their newsletters to DMC on time. The extra effort on the part of the newsletter editors is appreciated.

To prevent communications issues in the future regarding newsletter inserts, a plan was developed that the Publications Management Committee will manage this relationship in the future. Information regarding the expected communication was emailed to the LMSC chairs of Southern Pacific and Pacific.

There is an incorrect date that was printed on the production schedule for 2008. While it does not affect the submission date of any materials, the correct information has been confirmed. The Nov./Dec. issue is scheduled to be mailed on Oct. 17, not Oct. 27.

Executive director report

Rob B emphasized that as ED, he will proactively communicate. To that end, he has distributed a PowerPoint presentation on the new office space in Charlotte to the BOD.

Ahelee Sue Osborn had invited him to attend and address a coaches meeting. Although he was unable to attend, he was able to send a video that was played at the meeting's banquet, which discussed the importance of coaches. He has also been providing input for LMSC newsletters, and asked that anyone who has ideas should send them to his assistant, Ashley Gangloff.

Julie commented that lately the zone representatives have had to do a lot of nagging, and asked if Rob B could investigate calendar software that could be used to automate email reminders.

Rob B also reported that the staff have begun holding regular weekly conference calls, which have been productive.

His vision paper is in draft form. It is based on his conversations with the BOD and the survey compiled by the Marketing Committee a year or two ago. Rob is continuing to refine the vision paper, and it will be ready for distribution soon. The budget process is also ongoing, and he has visited staff members Tracy Grilli and Esther

Lyman and contractor Margaret Bayless to learn how they operate. He plans to meet with the Finance Committee soon to review the proposed budget.

Rob B announced that Agon Swimwear is stepping up its commitment to the Gold sponsorship level. He is also working on a partnership with BlueSeventy, which will be represented at LC Nationals through Kast-a-Way Swimwear.

BOD training

Jim reported that he has been interviewing professionals who train boards. The plan is to bring the selected firm to convention for one day to observe how the BOD functions. They will come to convention with a preliminary action plan, which will be refined after convention. The training session will be in Dallas, and the plan will be to gather on Friday night, hold the training on Saturday and disperse on Sunday. The focus will be on learning how to function.

Amendment to Appendix B

Meg reported that the History and Archives Committee resubmitted the proposed amendment to Appendix B that the Executive Committee did not approve at its previous meeting. The new proposal removed the aspects the EC had objected to, and left in the key item to save meet paperwork for two years. **MSA the amendment.** Meg will work with Rule Book Coordinator Susan Ehringer to make sure the new language is added to the 2009 rule book. She will also notify H&A Chair Barbara Dunbar.

Club Assistant update

Rob B announced that the Charlotte office will proactively work with the Registration Committee and Club Assistant on refinements to the online registration program. The goal is to continue developing an efficient and functional program. The changes to the program will first be implemented in the test environment. Refinements will be made to create efficiencies and automate the registration process as much as possible, and will be a high priority for both USMS staff and Club Assistant. In order to simplify the process, anyone who registers after Nov. 1 will only have the option of registering for the 2009 registration year. Julie asked if late-year 2008 registrations could still be processed through paper submission, and Rob said yes, provided the forms were dated before Nov. 1. This is in fact the procedure mandated by article 201.1.2. Registrars will be able to enter club renewals prior to Nov. 1 so that individual swimmers may register with their home clubs. Rob also noted that while USMS owns the membership database, it does not own the Club Assistant software interface. He is looking into safeguards to protect USMS in the event that something ever happened to Club Assistant.

Communications Committee proposals

Places to Swim

Mark presented nine proposals from the Communications Committee for improvements to the Places to Swim section of our website (attached). Julie pointed out that implementation will depend on staff availability. Mark agreed that staff would be charged with implementation, but that the EC should give guidance on priorities. Mike moved to

table discussion; there was no second. Rob C said that the VP of Member Services should work with Rob B and his staff to facilitate implementation.

Sharing of minutes

The Communications Committee also recommended that all committees share their minutes with the chairs and vice chairs of all other committees, as well as the Executive Committee, in order to improve communication within and across divisions. Meg will set up a mailing list for this purpose.

SWIMMER advertising

Mark reported that at the *SWIMMER* planning meeting, DMC requested that we revise our “opposition” to accepting advertising for alcohol or automobiles. No one on the EC was aware that this ban was in fact in existence, and DMC will be instructed that USMS does not have such limits on advertising. There has also been an unwritten policy not to accept web ads except from sponsors. Meg pointed out that there is really no such thing as an “unwritten policy.” Mark and Rob B will discuss this issue further.

Active.com

As Mark noted in his report, HyTek has been acquired by Active.com, and they have requested a meeting at convention. Rob C, Rob B and Leo will meet with them there. This new ownership could mean changes in National Championship operations and in future software modifications necessitated by rule changes.

Task force reports

Branding

Rob B reported that he is adding line items to the 2009 budget to implement the task force’s plan. Although the EC and BOD approved the plan, and it was identified as a priority in our strategic plan, the Finance Committee rejected the overbudget request to implement the plan in 2008. They gave no reason for the rejection, and will be asked to provide support for their decision.

End-to-End Event Management

Julie reported that this task force is going full speed ahead. Jim Matysek will be leading a workshop at convention to demonstrate what’s been done in regard to developing an online Top 10 submission process. The concept is well fleshed out, and the particulars are being worked on as time is available. She noted that much time was spent on this topic during the recent Local Operations Division conference call, as it touches on many different committees. Mark asked that the task force consider expanding its scope to long distance and open water events as well. Julie suggested that Mark discuss this with Anna Lea Roof, the task force’s chair, and Mark and Rob B will also discuss it.

Satellite office report

Rob B said that the office is “good to go.” Rob C commended Jerry Clark and Ashley Gangloff for all their work in getting the office operational.

Convention planning

Convention theme

Mel Goldstein suggested “Membership Is Everybody’s Responsibility,” which was revised to “Membership: It’s Up to Us.” The EC agreed that this would be the theme for the 2008 convention.

Schedule

The EC declared the schedule presented by Meg to be final, and Tracy will distribute it in the pre-convention packet.

Committee reports and budgets

This topic was tabled until our next meeting.

Budget planning

Rob B said that he is working on budget planning for 2009 and beyond that will take into account the increased cost of establishing a national office, hiring new staff and providing more services to our members, balanced by the need for additional sources of revenue. He also suggested we consider providing incentives to LMSCs for membership growth. Leo commented that it will be interesting to see how online registration will impact our renewal rate. Mark suggested that a good strategy might be to develop programs nationally and implement them locally. Julie commented that this ties in with the need to establish minimum competencies for our LMSCs. Mark suggested that we roll out a plan of enhancements at the same time as the proposed dues increase, in order to provide justification for the increase, and Rob B said that details will be in his vision paper. Mark emphasized that we should communicate this information ahead of time so convention delegates will not be surprised.

Dual sanctions

Rob C announced that the dual sanctioning agreement has been signed and approved by both USMS and USA Swimming, at long last.

Confidentiality of contracts

The Finance Committee chair has asked to see copies of all USMS contracts, as well as detailed staff compensation. Rob C has been hesitant to provide this access, as it could be construed as an invasion of our employees’ privacy and an exposure of confidential information. Patty pointed out that there is language in FOG that stipulates proposed contracts or agreements shall be reviewed by a representative of the Finance Committee. Jim stated that the Compensation and Benefits Task Force is not in favor of releasing employee salary information. Julie commented that FOG was developed prior to the current BOD structure, so many of its provisions are no longer necessary. She suggested a BOD task force evaluate FOG. Jeff said he is already making a first cut at FOG revisions, and then will make recommendations to the BOD. We should ask USA Swimming how they handle such situations. It also appears there is a conflict between the

budgeting responsibilities of the ED and Finance Committee. In the meantime, Rob C will ask the Board's opinion on the matter.

Long course nationals

The EC was concerned about the long timeline, and wanted to ensure that everything was being done to run the best possible championships, as efficiently as possible. Leo will ask Championship Chair Mark Moore about what they're doing to speed up the timeline. Mark said that in the long run we might want to consider USMS running championships instead of delegating this responsibility to local hosts. We could look for venues and offer to partner with them.

Next EC meeting and adjournment

The meeting adjourned at 10:17 p.m. EDT. Our next meeting will be August 21 at 7:00 p.m. EDT, concentrating on the budget.

Meg Smath
Secretary

Places to Swim Recommendations (by Ray Novitske, April 20, 2008)

| no. | Recommendation | rationale | notes |
|------------|--|---|---|
| 1 | Provide ability to update a club's places to swim at an annual online club registration. | Many of the listings are outdated. This would force clubs to review their places at least once a year as a requirement for registering the club, keeping the list from getting too outdated. | Requires a club database registration system before being implemented. |
| 2 | Add a field to the database for workout group name if available. | Many workout groups want to be identified from other groups on the same club. | |
| 3 | Provide a map feature showing location of the pool. | This would bring the list into the 21st century and provide more accurate location information to users. | J Matysek has investigated and determined this is technically feasible with Google. |
| 4 | Ensure that data are consistently arranged and entered in correct fields. Assign one person to oversee the list. | Similar data are entered in various fields in the current list due to the inconsistent way users interpret instructions for listing. Consistent data in consistent locations allows easier browsing and comparisons of listings by users. | Contact information would also be reviewed and coordinated. |
| 5 | Add ability to easily distinguish places with USMS workouts from those with no workouts. | Many users want to know if a listing has organized USMS club workouts, while the current list does not easily distinguish this. | |
| 6 | List requirements to join a workout if possible to join. | Enable visitors to know what requirements are needed to swim at a particular location. | This is currently listed in several places, depending on who submitted the listing. |
| 7 | Include a limit or renewal requirement for places that are not regular USMS club workouts. | Many listings are outdated. This would force some outdated listings to be reviewed, updated, or eliminated, thus keeping the list fairly current. | Maybe collect a lister's contact information for future verification. |
| 8 | Include additional search or sort criteria to use when searching. | Make the list easier to use by allowing users to search listings by what is important to them. This helps eliminate the need for users to comb through results to find the data they are looking for. | |
| 9 | Display summarized search results with ability to expand a selection for more detailed information. | Since all data on listings are currently displayed, some search results extend through several pages. Presenting a results <i>summary</i> shows all results at one glance for easy comparisons, and allows a selection where further detailed data is needed. | |
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