

# **U.S. Masters Swimming Executive Committee Conference Call minutes**

## **August 4, 2010**

**FINAL**

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### **Action Items:**

1. MSA – EC to endorse awarding survey to professor at Metropolitan State College of Denver for USMS research.
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Michael Heather VP of Administration called the meeting to order at 8:32 PM EDT. Also present were, Jeff Moxie – President, Nadine Day-VP of Community Service, Ed Tsuzuki - VP of Local Operations, David Diehl-VP of Programs, C.J. Rushman – Secretary, Ralph Davis-Treasurer, Doug Church-Legal and Executive Director - Rob Butcher.

Absent: Rob Copeland-Immediate Past President.

### **EC Agenda topics:**

#### 1) President report: Jeff Moxie

- Jeff is appointing Chris LaBianco who has agreed, to chair the Foundation Task Force. Task force members will include Doug Church, Nancy Ridout and Rob Butcher. The task force expects to have a recommendation document for us at Convention.
- Jeff will be in Puerto Rico for the Summer Nationals

#### 2) ED report: Rob Butcher

- The staff is in operation mode for Summer Nationals
- Two Summer Nationals e- newsletters have been distributed to participants
- All the pre-order event merchandise has been ordered and in shipping route
- The meet program is done and printing
- Most of these new enhancements will be offered to future meet hosts by USMS
- The 2011 budget and supporting document has been submitted to Treasurer Ralph Davis and Jeff Moxie for review
- The budget will be formally distributed to the board this Friday, August 6
- Jim Halsted has taken a new job that will not allow him to continue as a club development coordinator. Mel and Rob will be taking over the ASCA certification process working with the Coaches Committee.
- Rob B shared that we want to survey current members, non-renewing members and coaches to find out how USMS can improve membership retention. An RFP was made public. Rob presented what he believed to be the most qualified proposal. It came from the Chair of Marketing at Metropolitan State College of Denver. The proposal includes development, administration and providing of results for the surveys. The professors who will conduct the survey have experience conducting surveys on behalf of USA Swimming and the LPGA. Two of the three professors who will conduct the survey are USMS members. The total cost is \$5,000 with the professors able to publish the findings in their academic journals. Mike Heather move to endorse the award of the survey to the professor. Nadine Day seconded. MSA – EC to endorse awarding survey to professor at Metropolitan State College of Denver for USMS research. Ralph shared

that an overbudget request would not be necessary and that Rob can reallocate the \$5,000 from another cost center if there is room in the budget. If there isn't room in the budget, then sending in an overbudget request would be appropriate.

- Rob B suggested membership retention is an organizational challenge, not just the national office. He suggested for discussion the following grading system related to membership retention:
  - Greater than 85% membership retention is an A
  - 80-84% membership retention is a B
  - 75-79% membership retention is a C
  - 70-74% membership retention is a D
  - Below 70% membership retention is an F
- Ed would like to see more data from similar adult membership organizations to know what is a realistic membership retention percentage for USMS. He was also concerned that assigning grades wouldn't necessarily motivate USMS. Knowing the percentages though is a helpful barometer. Jeff agreed that we should know the difference between non-renewing members and pure growth but didn't think the grading system would impact change. Rather, results from the surveys might give us a catalyst to see how we can do better.

### 3) Forum Moderation: Mike Heather

- Over the last week, the forums have consumed a lot of time with inflammatory posts. Moderators were being lobbied for favors and Mike suggested we consider making the moderators anonymous to prevent outreach by forums outreachers. Ralph Davis asked how much of Jim Matysek's time is spent moderating the Forums. Rob B said it is not a lot. He will ask Jim M. if we can require posters use their real name rather than posting under aliases

### 4) USMS Convention Suite: Mike Heather

- Mike contacted the Texas Alcohol Commission about the issue of bringing alcohol to the Hyatt, specifically the hospitality suite. Once he hears from the Commission, he will let us know. Jeff will send an email to the Board of Directors asking for a call to finalize the matter of alcohol (beer and wine) after USMS events are concluded each respective day to start at 6 PM and conclude at mid-night.

### 5) New business

- Ralph shared when the budget is sent to the board, they respond with questions by Wednesday August 11<sup>th</sup>. The budget will then be sent to the Finance Committee by Monday August 16<sup>th</sup>.

The next Executive Committee call will be on August 18<sup>th</sup> at 8:30 PM EDT. The meeting adjourned at 9:22 pm EDT

C.J. Rushman,  
Secretary