

USMS Convention — Dallas, Texas 2017

Committee Name: Fitness Education	Session #: 1
Committee Chair: Mary Jurey	Vice Chair: Brian Cummings
Minutes recorded by: Lisa Watson	Date/time of meeting: Sept 14, 2017 11 AM CST

Actions Requiring Approval by the HOD:

None

Motions Passed: none

Number of committee members present: 12	Absent: 4	Number of other delegates present: 64
Committee members present: Mary Jurey (Chair), Brian Cummings (Vice Chair), Karen Gernert, A J Block, Lisa Watson, Fares Ksebati, Ian King, Lisa Ward, Ann Marshfield, Karin Wegner, Ken Winterberger, Skip Thompson (ex-officio)		
Committee Members Absent: Brigid, Bunch, Anita Cole, Ruth Carter, Stacy Broncucia		

Minutes

The meeting was called to order at 11 Am

1. INTRODUCTION

Chair Mary Jurey addressed the audience, and had all committee members introduce themselves. She stated that the Fitness Education Committee has created 4 subcommittees this past year: Fitness Initiative, Fitness Events, Fitness Swimming Technology, and Fitness Research/Education/Marketing. Each committee is comprised of 4 committee members.

2. FITNESS CHALLENGE SERIES

Mary announced that in conjunction with the National Office, this committee is ready to introduce the new Fitness Challenge Series for 2018. This has been in the works for the past 2 years, with the objective of developing fun events to promote Masters, appeal to the fitness swimmers who comprise the majority of our USMS membership, and give them an

opportunity with these events to reap the many benefits of swimming. USMS CEO Dawson Hughes spoke to the reasons and goals for creating these new events. Discussion began in December, with statistics showing that participation in our current postal events has been declining. Currently, about 4% of our membership participate in the 1 hour swim, and less than 1% participate in the other postal events. USMS wanted to do something else directed to the less competitive fitness swimmers, with events that can hopefully serve as a bridge to current long distance and open water events. Hopefully, this would also increase appeal to sponsors, and be an enticement for non-USMS swimmers to want to join our organization. Another difference from the current postal events is to have the swimmers pre-register for the event, which would help increase their commitment to do it. These events will be fundraisers, and can also help increase publicity for our Swimming Saves Lives foundation. The events will be referred to as the FITNESS CHALLENGE SERIES:

Winter- 30 minute swim; held in February

Summer- 2k swim; held in July

Fall- 1 mile pool swim; held in November

Each event will take place during the last 2 weeks of those months. The 30 minute swim will serve as a fundraiser for SSL:

the 2k and 1 mile swims can be fundraisers either for SSL or for the local LMSC. It is hoped that these events will help encourage fitness swimmers to join USMS by showing that USMS events do not have to be intimidating, and can be fun!

It can also be an ideal event for the physically challenged swimmers: the events can be broken up into shorter distances, done as relay efforts, mix in different strokes-anything that might appeal to the fitness swimmers. The National Office also plans to help new or less accomplished swimmers prepare for these events by putting out 6 week training plans for varying skill levels.

Mary noted that these events will now be run by the National Office to simplify the process. The goal is that these Fitness Challenge events will become signature events of USMS, and help illustrate that swimming can be used as a means to get in

shape.

A question was asked about methods of advertising. Dawson stated that USMS will put out geographically targeted advertising through google ads and Facebook. Sponsor fees will be tax deductible. The events can be done within a club, or remotely for those swimmers who do not train with a club.

Dawson responded to a question about awards by saying that swimmers will probably get a swim cap when they register. One suggestion was to give an additional award for swimmers who participated in all 3 challenge events. Dawson will look into that. Mary commented that since we are trying not to emphasize the competitive aspect, we are focusing not necessarily on awards, but rather emphasizing participation. We are also emphasizing the health significance of these events- putting out the slogan “30 MINUTES CAN SAVE A LIFE.” This would also be a great opportunity for bonding among club members through participation in these events. Carolyn Boak asked about having scholarships offered by LMSCs to help increase participation. Mary noted that the registration fee is intentionally low (\$10). Dawson commented that other types of publicity that can be advertised through our USMS website would be a ‘best practices’ sheet, a fact sheet on how each event is run, and a sheet listing various health benefits, with contributions from the Sports Medicine Committee. The National Office also plans to connect info on the 30 minute swim (since that will be the first Fitness Challenge event of the year) to the registration form in November. Another suggestion was to have a portal on the website specifically targeting new swimmers with 6 week training plans for the various Fitness Challenge events.

3. **FITNESS INITIATIVE** The National Office is creating a new FITNESS INITIATIVE to entice new and/or less accomplished swimmers to engage in workouts and join USMS. Bill Brenner identified this initiative as a 45 minute workout in the pool using various types of aquatics (not just swimming) with increasing intensity. Any equipment used would not be an expensive investment. The idea is that this would attract newer unexperienced swimmers, as well as triathletes to give them a good workout in a shorter period of time than typical swim workouts. The workout would focus on a variety of aquatic training techniques, with 7 different stations and short rest intervals for transitioning between stations. Non USMS swimmers could also do the workout for a set fee. A question was raised about possibly connecting this with Speedo Fit.
4. **FITNESS SWIMMING TECHNOLOGY/FITNESS RESEARCH & EDUCATION MARKETING-** These 2 subcommittees will be continuing their work throughout the next year.
5. **CHECK OFF CHALLENGE ELIMINATED** With such low participation levels for this fitness event in recent years, the Fitness Education Committee has decided to eliminate this event in 2018 in order to focus on the Fitness Challenge Series.

Tasks for the Upcoming Year

1. Tasks for the upcoming year include work on all 4 previously mentioned subcommittees, finalizing details and developing best practices for the Fitness Challenge Series, and staying updated with the National Office on Fitness Program development and technology related items.

The meeting was adjourned at 12 PM CST.