

Committee Name:

Fitness Education

Session 2**#:****Committee Chair:** Mary

Jurey

Minutes recorded by: Kathy Englar**Date/time of meeting:** February 24, 2021 5 PM PT**Committee members present (list all, including chair and vice chair):**

Mary Jurey (chair), Chris Campbell, Anita Cole, Emily Cook, Kathy Englar, Ann Marshfield, Andy Seibt, Lisa Watson, Karin Wegner

Kenny Brisbin (guest, Coaches Committee chair)

Onshalee Promchitmart (USMS)

Minutes

The meeting was called to order at 5:00 PM PST by Mary Jurey.

- 1) Motion and second to approve minutes from January meeting, which Mary distributed on February 8.
- 2) Introduction of Kenny Brisbin, who committed to attending Fitness Education committee meetings throughout 2021 in an effort to work together on initiatives, notably the promotion of the Fitness Series.
- 3) Review Sub-committees:
 - a. Fitness Series: Mary and Lisa
 - b. Fitness Award: Emily
 - c. COVID: Ann, Karin
 - d. Communications: Andy, Kathy
 - e. TBD: Anita proposed a committee to brainstorm and implement more virtual events, tailored to the individual location/LMSC with the goal of maintaining engagement with USMS members whose relationship with USMS has been impacted by the pandemic the last year. There are many open questions to consider, including national office bandwidth and potential duplication of effort.
- 4) Coaches Committee Introduction from Kenny Brisbin, specifically on the topic of leveraging communications to coaches to increase participation in the Fitness Series:
 - a. Each club/coach has different priorities and interest in the Fitness Series depends on whether the team leans toward competition or fitness. Lack of awards (which serve as incentives to the coaches) might result in lower interest. Chris mentioned the use of percentage participation as an award metric for a Bay Area team's postal event, which might provide the incentive for competition-oriented clubs.
 - b. LMSCs have more influence on coaches than the Coaches Committee. While every coach receives Committee communications, they are deluged with information. Karin suggested having committee members recruit clubs to participate through a phone tree noting that a verbal solicitation and discussion has been more effective in the past than less personal email blasts.
-> Action item for Mary and Kenny to discuss a call with LMSC chairs on leveraging the coaching channel to promote the Fitness Series.
- 5) Fitness Series

- a. Onshalee provided registration data for the 2021 Winter Fitness Challenge in comparison to 2020 results before the meeting, which Mary forwarded to the team earlier in the day.
- b. Discussion of the club-signup. Onshalee clarified that this was designed as a way to let swimmers know where they could participate in the swim, not as a registration mechanism. Overwhelmingly, swimmers affiliated with clubs hosting the Fitness Challenge register individually.
- c. Non-profit benefit: Do swimmers realize that proceeds from the Fitness Series go to a non-profit? Raising money for a non-profit generally inspires participation, especially because the Fitness Challenge swims themselves are relatively easy to conquer without needing to signup.

6) Fitness Award

- a. Discussion about how to move Emily's recommendations, which were distributed to committee members recently, from proposal to procedure: Mary to facilitate introduction to Awards Committee which may have the ability to codify.
- b. Kenny suggested promoting the Fitness Award to coaches via Streamlines and via each LMSC's awards and fitness chairs because it is not well known.

7) Action Item Summary

- a. Mary and Kenny: Discuss strategies for leveraging LMSC channel to promote Fitness Series to clubs and coaches
- b. Mary and Emily: Work with Awards Committee on approval of Fitness Award criteria and procedure proposal
- c. Mary and Anita: Next steps on Anita's proposal to broaden the portfolio of virtual events, tailored to each locale
- d. Communications: Investigate options for more communication channels about the Fitness Award
- e. Communications: Investigate options to give visibility to the non-profit benefit of Fitness Series funds

The meeting was adjourned at 6:10 PM PST