

**Committee Name:**

Fitness Education

**Session #:** 4**Committee Chair:** Mary

Jurey

**Minutes recorded by:** Kathy Englar**Date/time of meeting:** April 28, 2021 5 PM PT**Committee members present (list all, including chair and vice chair):**

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

Kenny Brisbin (representing Coaches Committee)

Onshalee Promchitmart (USMS)

## Minutes

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

- 1) Discussion of Sub-committees:
  - a. Fitness Series - Mary & Lisa - Mary promoted the Fitness Series on a recent Coaches Committee call
  - b. Fitness Award - Emily - Met with the Awards & Recognition Committee, Mary promoted the Fitness Award to Coaches on a recent Coaches Committee call, Emily circulated her final draft for the Fitness Award Criteria which was endorsed by the committee
  - c. COVID19 - Ann & Karin - group discussion about "return to the pool" progress in our various geographic locations
  - d. Communication - Andy & Kathy - Andy described his regional outreach supporting competitive activities that clubs in some geographies are starting to hold
- 2) Working with the Coaches Committee - how can we best leverage Kenny's help in supporting our goals?
  - a. Highlighting key initiatives: Coaches and volunteers receive quite a bit of information from USMS and their LMSCs. We can use our face-time with coaches to promote this committee's key initiative, which is the Fitness Series, as Mary did in a recent call. Onshalee highlighted the availability of the Coaches' Toolkit for the Fitness Series, which is sent to all coaches before each challenge, but may be lost among the deluge of information by some coaches. Our communications could reinforce this delivery.
  - b. Communicate about Fitness Award: Kenny offered to circulate information about the Fitness Award, which Emily will write.
- 3) Club-of-the-Year Award Committee is required to have a representative from the Fitness & Education Committee. Ann Marshfield stepped up to serve as representative.
- 4) Data would help this committee refine goals and design incentives for clubs and coaches to spur Fitness Series registration. Emily cited New England's success with incentives for registration and Onshalee mentioned success with incentives for "Try Masters Swimming Month" several years ago. (Onshalee cautioned that with widely disparate levels of clubs back in the water, these programs might work better when more clubs have conquered the ability to operate normally.)
  - a. Brainstorming about Fitness Series data we'd like to see:

- i. Registration by geography at both the LMSC and club level
  - ii. Results of success of various marketing efforts including how social media posts convert to registration
- b. Desire to set up P2P calls with LMSC Fitness Chairs to collect regional input on fitness series

TBD Action Items:

- Minor changes to the form posted on USMS website to nominate for Fitness Award - Onshalee
- Communication about Fitness Award to Coaches, via Coaches Committee communication - Emily to draft, Kenny to distribute
- Continue serving as conduit to the Coaches Committee - Mary
- Investigate establishing call with LMSC Fitness Chairs to collect input on Fitness Series - Mary

The meeting was adjourned at 6:05 PM PST