

**Strategic Task Force Minutes**  
**June 16, 2011**

- Attendees: Rob Butcher (Ex-Officio), Patty Miller, Anthony Thompson, Phil Dodson, Jill Gellatly and Nadine Day.
- Discussion of draft minutes from June 7<sup>th</sup>. It was agreed to include the questions related to the analysis of the 2007 Strategic Plan addressed by the committee. Accordingly, the minutes will be amended and re-distributed for approval
- Rob provided a progress update of surveys submitted. He noted 8 committees/LMSC's have completed the online survey and 4 have partially completed the survey. In order to encourage timely submissions, it was agreed that a reminder email will be sent out to all the leaders tomorrow. The deadline is Monday, June 20<sup>th</sup>.
- Discussed results of Member and Non-Member surveys and attempted to draw conclusions regarding responses and how they should be prioritized in relation to a new strategic plan. In particular, a common theme observed was that the responses varied depending on how the respondent classified themselves (competitive swimmer, fitness swimmer, open water or triathlete). Another repetitive theme captured by the task force was that members want more education surrounding swimming and related health/fitness topics. Each member provided his/her thoughts to the results of the surveys.
- Rob presented the results of a recent study performed by Speedo. The aim of the Speedo research was to determine how to improve its market share and it addressed "who is the swimming market". The task force then asked the questions "who is the USMS swimming market" and discussed "what should the USMS target market be defined as?"
- Next Meeting
  - Tuesday, June 28th; 8:00 p.m. EST