

Strategic Task Force Minutes
August 9, 2011

- Attendees: Rob Butcher (Ex-Officio), Patty Miller, Phil Dodson, Jill Gellatly, Anthony Thompson and Nadine Day.
- Minutes from the August 1st meeting were approved with proposed edits. Patty to send edits to Jill for submission to USMS website.
- Discussed whether to do a report from the task force for the convention packet and decided to do one, but have it primarily refer to the minutes that have been posted on a regular basis.
- Draft vision and values circulated after the previous week's discussion were approved with two minor wording changes.
- Discussion of the key strategies ensued. The strategies discussed are listed below in random order, with no prioritization indicated.
 - Strategy: Increase awareness of and enhance "Masters" brand and image in targeted markets. Various members provided comments on the draft and a new version will be distributed with input of Rob Butcher related to marketing strategy and branding (Rob had not joined the call yet). Phil will coordinate with Rob and distribute changes.
 - Strategy: Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure. It was suggested that the current strategy needs more explanation of why it was selected as a strategy, some of which is already in the notes accompanying the strategy. Patty will send redlined comments to the group.
 - Strategy: Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment. Comments were provided and it will be re-distributed for review and discussion next week.
 - Strategy: Engage and activate partnerships with organizations that align with the USMS mission, vision and values, for the purpose of improving access to swimming facilities, increasing benefits to our members, enhancing and expanding the USMS brand. Comments were provided and it will be re-distributed for review and discussion next week.
 - A potential strategy regarding "threats" from competitive organizations that the group had previously considered will not be pursued further as a separate strategy, as it was rolled into the strategies related to brand, products, and partnerships.
- Next Meeting- Tuesday, August 16th; 8:00 p.m. EST