

TO: U.S. MASTERS SWIMMING HOUSE OF DELEGATES

FROM: ROB BUTCHER, EXECUTIVE DIRECTOR

DATE: AUGUST 21, 2015

SUBJECT: ANNUAL MEETING REPORT

This memo serves as a progress update and an overview of the activities that we are dedicating resources.

MEMBERSHIP SERVICES

- The 16-month membership product was introduced September 1, 2014. This membership offering was created in response to members who, in years past, had registered after September 1 and obtained a membership that expired December 31, and felt overwhelmingly that the value of a year-end membership was not worth the price. On September 1, 2014, USMS introduced a new offering allowing members to purchase a 2015 membership with their year-end 2014 membership. We had budgeted for 500 16-month memberships. However, the demand for this offering was more than we anticipated and we sold 2,216 16-month memberships. Enhancements are being made to the online registration system and in marketing and communications to promote this new membership option on September 1, 2015.
- USMS built and owns our membership registration, club registration, Spring and Summer Nationals registration, and events results database. Significant IT, membership, and accounting time will always be allocated to operating, maintaining, and safeguarding our systems.
- A complete rewrite and IT programming overhaul is being planned for the “Places to Swim” service so it can be fed from the club and workout group registration database and thus be a better information resource for those seeking USMS programs. This will be an ongoing project in 2016 and 2017.
- Convention administration responsibility and publishing and printing of the Rule Book are activities now managed by the membership team in the National Office.
- Our membership team of Anna Lea Matysek and Tracy Grilli has the added responsibility of providing volunteer training for LMSC registrars, sanctions chairs, Top 10 recorders, and treasurers. They have created and frequently update tutorials and provide phone and email support year-round. This is in addition to the primary responsibility of providing membership services to our 64,000+ members.

COMMUNICATIONS AND PUBLICATIONS

- Our Communications and Publications business unit produces six issues of *SWIMMER* magazine, 30 issues of *STREAMLINES*, video content, and regular features to usms.org. In addition, event communications surrounding our national events, including 10 pre-event email updates and the meet programs are managed and produced in-house.

- Our Communications team manages our growing social media programs of Facebook, Twitter, YouTube and LinkedIn. With more than 60,000 followers, Masters Swimming has an influential and important voice in social media.
- Our communications staff is an integral part of our public relations outreach as we expand our reach beyond the swimming media space.
- Our publications staff is conducting a *SWIMMER* magazine survey in an ongoing effort to ensure that our flagship publication continues to bring relevant, informative, and entertaining information to our members.

EDUCATION SERVICES

- Throughout 2014, we wrote the USMS Adult Learn-to-Swim Instructor Certification Program curriculum. On January 1, 2015, ALTS instructor certification was introduced and taught in Indianapolis. In 2015 we are teaching 12 ALTS instructor classes (as of this update, 237 instructors have paid to attend the ALTS instructor certification). We're scheduling 25 ALTS instructor classes in 2016 and project 625 will attend the class.
- Strong demand for our USMS Masters Coach Certification Program continues with an expected 29 teachings in 2016. We project 600 coaches will attend Levels 1 through 3.
- Coach designations have undergone changes for 2016. Previously, any registered member could purchase a "Recognized Coach" designation. This has been discontinued. Beginning with the 2016 registration year, coaches are eligible for a new designation, "USMS-Certified Masters Coach," only if they have completed a coach certification class. The "USMS-Certified Adult Learn-to-Swim Instructor" designation is only available to those who have completed the ALTS instructor class.
- Education Services will continue its outreach initiative, making more than 100 club and facility visits in 2016.
- In partnership with Pacific Masters LMSC, we will host an education experience for Masters coaches in November 2016. The plan is that the Masters Coach Education Experience will be hosted in even years while the LMSC Leadership Summit will be hosted in odd years.

SWIMMING SAVES LIVES FOUNDATION

- Our foundation's cause addresses a societal issue and is in direct support of our vision to be the premier resource for adult aquatic fitness and will make fitness through swimming available for more adults.
- In 2012, SSLF funded five local partners who provided opportunities for adults to learn to swim with a hope that those adults would have the confidence and desire to continue swimming with a Masters Swimming program. In 2013, SSLF received 31 grant applications and provided funding to 11. For 2014, SSLF provided \$60,000 in grants. In 2015, we have received more than 70 grant applications and we expect to award \$87,000 in foundation grants.
- The volume of donor gifts to SSLF has been increasing. From 2011 to 2014 the individual member donations increased by 60%.
- To bring visibility and awareness, as well as create a volunteer give-back opportunity for SSLF, the month of April was designated as Adult Learn-to-Swim Month.

MARKETING SERVICES

- Our sponsorship portfolio has grown from 10 partners in 2009 to 35 partners in 2016. Partner revenue exceeds \$450,000 with an additional \$35,000 in products used to support ongoing programs.
- A comprehensive membership survey is scheduled for 2016 with a purpose of identifying new membership markets and programs that USMS might offer.
- The past five years, USMS has been a supporter of the College Club Championships. College club swimming is growing and we are investing in research so we may learn and understand how USMS can build bridges and programs to serve this demographic.

RISK MANAGEMENT AND INSURANCE

- We continue our partnership with Entertainment Sports and Insurance eXperts for risk management and insurance services. Risk management programs include expanded insurance coverage, an online sanction database, a national-level event compliance review, and a new waiver.
- If the event sanction fee legislation and budget is approved, the National Office will be responsible for implementing the billing process with our LMSCs. Preparations are ongoing for this new model.
- USMS specialized legal needs are increasing. Sarasota-based counsel has been retained for counsel and advice with respect to our national and local fundraising activities and our real estate needs as the National Office moves into its new location in 2016.

ADMINISTRATION & VOLUNTEER

- The inaugural LMSC Leadership Summit was held in 2015. This successful face-to-face leadership summit is being planned every other year and is next scheduled for 2017.

2016 National Office

