



End-to-End Event Management (E2EEM) Task Force Meeting Minutes

November 7, 2010

Attendees:

Lisa Baumann, Metro
Steve Peterson, Pacific Northwest
Lynn Hazlewood, Open Water Committee Chair
Emmett Hines, Gulf
Jim Matysek, National Office, IT
Jeanne Seidler, Wisconsin
Ed Tsuzuki (Chair), New Jersey
Mary Beth Windrath, Minnesota

- 1) Lynn Hazlewood joined the call to review the recently approved Open Water Sanction Legislation and to share with the E2EEM Task Force her observations of the E2EEM recommended sanctions process flow and sanction request form fields. Lynn created a document to review with the team, which is copied and pasted in to the meeting minutes at the end of the meeting minutes.
- 2) General observations of the task force:
 - a) The desire is to develop a single standard process for all event sanctions which could handle the overall request and approval process for both pool and open water events.
 - b) At a more detailed level, the sanctions process must be able to support the differences in information requested throughout the process and potential differences in approval flow.
 - c) While there are clearly different information requirements (between pool and open water events), it was felt that there were no "showstoppers" which would prevent the development of a standard process flow similar to the flow that has already been recommended by the task force.
 - d) It appears that because of the more recent development of LMSC requirements for open water sanctions, it would be possible to have one single form for all open water events that all LMSCs must use (legislation for all LMSCs to use a single sanction form for open water events was approved to begin on 1/1/11). It was still felt that LMSC specific requirements would still have to be considered (at least initially) for pool event sanctions.
 - e) The collection of fees (and disbursement of performance bonds/deposits) still remains as an opportunity for all event sanctions.
- 3) Specific observations from the Open Water committee are noted in the comments pasted at the end of this document. Additional commentary/discussion from the meeting is captured here:
 - a) Process Flow



- i) Document upload capability during the sanctions request process has been identified. (Process Flow #2 below)
 - ii) Process should allow for event "series". Would have to address whether or not a single events could be part of more than one series.
 - b) Sanctions Form
 - i) The "Course Type" would only be presented for pool events, and open water events would present a different field (e.g. Swim Characteristics). (Sanctions Form #5 below)
 - ii) Some type of sign off (e.g. click here to accept) and letter of agreement would be required to submit the request (Sanctions Form #10 and #16 below)
 - iii) Open Water is looking to be able to have the requester respond to questions during the sanction request process (Sanctions Form #13 below)
 - iv) Insurance coverage would also require an "Other" selection (Sanctions Form #14 below)
 - c) All other items not clarified above were taken "as is" from the document submitted by Lynn
- 4) Other future discussion items
 - a) How to handle requests for a single sanction to cover multiple events in one day (and specifically how to handle One Event registrations in such cases).
- 5) Next Steps
 - a) Ed to modify the request form spreadsheet and process flow to accommodate Lynn's suggestions.
 - i) Process Flow modifications:
 - (1) Under notes #6 – Added: "Sanction form will cover pool and open water events and will request different information accordingly. May also include "survey" type questions."
 - (2) Under notes #7 – Added: "Open water venue data could be different from pool data (2 different data bases?)" and added another data base for "Open Water Venue" in flow diagram.
 - (3) Under notes #8 – Modified to read: "Approval can be handled by LMSC designated Chair (pool and open water may be different). When routed for approval, also send notification only to a list of LMSC officers that can be pre-selected by LMSC (e.g. LMSC Top Ten Recorder and LMSC Officials Chair)."
 - (4) Under "Post Event" activities – Added: "All-Americans" and "All-Stars"
 - ii) Request Form modifications:
 - (1) Added column to indicate if field was presented for pool, open water, or both
 - (2) Modified "Event Type" to allow for multiple selection (at least one required) of Pool, Open Water, Clinic (and removed "Clinic" check box as separate field)
 - (3) Changed "Event Distance(s)" to "Swim Characteristics" (to include items identified by Lynn, although separated out "Series" information since that could apply to other event types as well)



- (4) Added clarification that Open Water events may only be sanctioned (not recognized)
 - (5) Added "Series" field to indicate participation in a series
 - (6) Added "Charitable Event?" as check box
 - (7) Added "Survey Questions" indicating that Open Water has indicated a desire to present survey questions
 - (8) Added "Date Entries Open" field
 - (9) Indicated that minimally venue name must be provided if not full venue details.
 - (10) Changed "Name of LMSC Sanctions Chair" to "Name of LMSC Approving Chair" and indicated "Displayed based on LMSC selected - may be different chairs for pool and open water events. Clinics should route to Sanctions Chair."
 - (11) Changed "Type of timing equipment" to "Type of pool timing equipment" and added another field for "Type of open water timing equipment"
 - (12) Made "Safety plan" required for open water as document upload
 - (13) Added "Insurance coverage" as required field for both
 - (14) Removed "Signature of Requester" and added "Contract/Letter of Agreement" check box
- b) Review approach in greater detail with Jim Matysek to discuss feasibility and requirements documentation.

Lynn Hazlewood's Open Water Sanction Legislation status update and E2EEM process and form observations:

Open Water Sanction Legislation

At the 2010 convention, open water sanction legislation was passed that puts Article 203: Open Water Sanction in Part 2 of the rule book. The significant changes in the sanction process are:

1. Open Water has its own sanction section, creating more clarity in Part 2 for event directors and providing for future enhancement without satisfying two different sports.
2. LMSCs are required to use the sanction application provided by USMS.
3. LMSCs are not allowed to add additional sanction requirements without the approval of USMS.
4. LMSCs are required to report sanctions to the national organization.
5. Events are required to provide digital results to USMS to be included in an event results database.

Ed has distributed a draft version of the sanction guidelines and sanction application. The intention is to post these guidelines by January 1, 2011 accompanied with LMSC education. Any events sanctioned prior to posting will be sanctioned through the old system. The guidelines and application form are deliberately limited to give the LMSCs an opportunity to get used to new requirements and to accommodate our current paper and pen system. Once we have an automated process, this system will be replaced.



E2EEM Sanctions Process Flow

This is a well thought out and complete process flow. Both open water and pool should be able to fit into the basic concepts. Implementation details will determine if we have to put the two on separate tracks technologically. We should remember that we are currently using a very basic, paper-oriented system. As we move into the future, we have to plan for development on both sides of the house. I would not like to see open water and pool joined at the hip to the degree that we limit development for both.

Below are some areas of the plan that may be problematic for open water:

1. I would like to see you reconsider paying fees off-line. In all we do, we should endeavor to provide one-stop, online shopping for customers. Our culture has become used to this and doing it any other way may present a deterrent - particularly in the open water arena where we have competition.
2. It's hard to tell if you will have a document upload capability. This will be important for open water, as can be seen by the attachments requested on the sanction application.
3. Venue information for pools is inadequate for open water. What will be meaningful for open water is TBD.
4. You should know that approval of sanctions for open water is sometimes handled by the LMSC open water chair (or long distance chair) while pool sanctions are handled by the sanctions chair. Allowance should be made to accommodate this situation.
5. Under Post Event activities, the information in the open water event results database should be able to generate All Americans, All Stars, Records and National Rank (under development). Data should be contained in the event results database to accomplish these tasks.
6. Please note, for open water swimming, the term "event" refers to the sanctioned event. Individual components are either "swims," which can be competitive or non-competitive, or "clinics." In common usage, no-one would complain if you called a "competitive swim" a race, but you won't find it in the 2011 rule book.

USMS Sanction Form

Below are comments on the contents of the sanction form and where we might run into problems integrating open water and pool needs.

1. There is a need to find out if this is a pool or open water event at the beginning. Some of the subsequent information on the form cannot be determined unless the system knows. How this will be handled for an event that includes both will be another complication.
2. Open water only has sanctions - no recognition. Anything involving recognition should not be visible for open water event processing.
3. Visibility on the calendar for TBA events is important for open water. OW swimmers plan far ahead and it's important for the event to be visible, even if not yet sanctioned. We will be urging OW events to get publicity out and even open entries as early as is practical.



4. Event Type—Should include open water & clinic.
5. Course Type—I'm not sure why course type doesn't include open water. How would you search for open water in the database if open water is not designated here?
6. Swim Distance(s)—Please note that OW swims are designated in both miles and kilometers (sometimes in meters or yards for novice races under 1k or 1 mi). That has to be accounted for here. In addition, there is no standardization of distances in open water. Therefore, collecting this information does not provide a good basis for searching the database for events of a certain length (unless the search mechanism is fairly complex). A more convenient designation would be distance category, which we already use for our national championships and will use for the national ranking system. I would prefer both sets of data be collected.
7. Swim Characteristics—Open water swims have a number of characteristics that are necessary for pre-event promotion, swimmers finding events during the entry period and post-event national awards and recognition. It would be useful to collect this information at the point of sanction. Those characteristics are:
 - a. race distance (already on the chart)
 - b. measuring method (kilometers, meters, miles, yards)
 - c. distance category (<1 mi, 1 mi, >1 and <=3 miles, >3 miles and < 6 miles, >=6 miles and < 9 miles, >= 9 miles)
 - d. race level (local, regional championship, regional series, national event/series, national championship)
 - e. series participation (identify series)
8. Location/Body of Water—These are necessary for open water or the venue information should not be optional on the calendar entry page.
9. Date entries open should be included.
10. Signature of requester—Should have a check box and statement that says "By checking this box, I agree..."
11. Timing equipment—should be specified differently for open water and shouldn't include things like number of lanes, etc.
12. Safety Plan—Written safety plan will be required for open water and should be a document upload.
13. I would like to see a survey module that we can use to ask questions that will help development planning. This would have to be able to be changed each year (or season) - probably connect with a different system and then return to the sanction system. We would have to consult with the NO staff marketing people to determine what the needs are at that particular time.
14. Insurance coverage—USMS full member, USMS OEVT, USA-Swimming (include USA-Swimming sanction and contact information).
15. Charitable event (identify charity or charities, if public).
16. We should consider ending the sanction form with a contract or letter of agreement, which outlines the rights and responsibilities of all parties. It can be signed (with a check box) by both the requester and the LMSC authorized representative