



U.S. Masters Swimming

LMSC Membership Coordinator  
LMSC Communication  
Peer-to-Peer

October 5, 2023 Online Meeting

LMSC Development Committee  
Peer-to-Peer Meeting

# Agenda



## Pre-Recording (informal relationship building)

- Agenda Review
- Breakout Rooms for small group get-to-know-you discussion 10-15 minutes
  - Name / LMSC / current Volunteer Role(s)
  - Swimming History (when did you start, how do you train, how do you compete?)
  - Volunteer History (club level, LMSC level, national level)
  - Favorite Dessert?

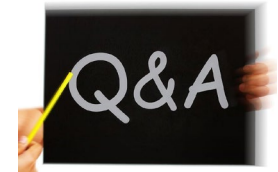
## Recorded Meeting (information sharing & discussion)

- Peer-to-Peer (P2P) Relationship Building Program
- Role Descriptions
  - LMSC Membership Coordinator
  - LMSC Communication
- Resource Links
  - LMSC Membership Coordinator
  - LMSC Communication
- LMSC Communication Ideas
- Group Discussion

# Welcome Everyone!



- The meeting will begin in a few minutes; please stand by as everyone gets connected
- All attendees will be un-muted throughout the meeting
- If you don't have a microphone, you can submit comments via the 'Chat' window



# Agenda

- Peer-to-Peer (P2P) Relationship Building Program
- Role Descriptions
  - LMSC Membership Coordinator
  - LMSC Communication
- Resource Links
  - LMSC Membership Coordinator
  - LMSC Communication
- LMSC Membership Coordinator Timing
- LMSC Communication Ideas
- Group Discussion

# P2P Relationship Building Program (formerly “Mentoring”)



- Connect each LMSC Role with 1-5 Peers in other LMSCs
  - Fill out online survey to collect info
  - Receive contact information for 1-5 peers in other LMSCs
  - Hold “get to know you” meeting via phone or zoom
  - Setup group email / group text for informal communication
  - Hold follow-up meeting in ~3 months
- You can participate as a ‘peer’, as a ‘mentor’ or as a ‘mentee’
- We will ask if you are willing to be a ‘lane leader’ to help coordinate and schedule your groups’ meetings

[>>LMSC Membership Coordinator – P2P Program Sign Up Link<<](#)

[>>LMSC Communication – P2P Program Sign Up Link<<](#)

(both sign ups will be active for next 2 weeks - through October 22, 2023)

# LMSC Membership Coordinator Role Description



## ROLE OVERVIEW

- The Membership Coordinator of the LMSC is responsible for coordinating swimmer and club registrations for the LMSC with the USMS National Office and being a resource for swimmers, clubs, meet directors and LMSC officers regarding membership inquiries and rosters.

## KEY DUTIES & RESPONSIBILITIES

- Communication with swimmers, clubs, meet directors and LMSC officers regarding the membership registration process.
- Work with the USMS National Office - membership services to ensure proper individual and club registrations.
- Process paper, individual, club, and one event registrations and transfers,
- Print donation letters.
- Work with meet directors regarding memberships.
- Work with LMSC Sanctions Chair, Top Ten Recorder regarding memberships.
- Work with LMSC Treasurer regarding reconciliation of club and individual memberships and financial records

# LMSC Communication Role Description



## ROLE OVERVIEW

- The Communications Chair's purpose is to provide communications to the LMSC members, volunteers and coaches within their LMSC.

## KEY DUTIES & RESPONSIBILITIES

- Work closely with LMSC leadership team to communicate latest news through various communication means such as; Websites, email, social media, electronic/hard copy newsletters.
- Work closely with the LMSC Board to review or develop a formal communications plan.
- Assure that regular communications are sent to all registered members.
- Recruit members to contribute articles, either personal accounts or relevant publications.
- Adhere to requirements of LMSC Standards for posting of information and documents.
- Keep the LMSC website and social media channels current and relevant by updating frequently.

# LMSC Membership Coordinator Resources

- Membership Coordinators section, Guide to Local Operations:  
<https://www.usms.org/volunteer-central/guide-to-local-operations/lmsc-operations/registration>
  1. [National Unified Fee Structure and Membership Options](#)
  2. [Administrative Procedures for Membership Options](#) - Useful information related to administrative procedures for our various membership options.
  3. [Introduction to ESTHER \(USMS Admin Tools\)](#) - Database of membership and club information.
  4. [Training Videos and Tutorials](#) - Reference material inclusive of training videos, tutorials and instructions.
  5. [Contacts and Resources](#)
- Membership Services: [Email Membership Services membership@usmastersswimming.org](mailto:membership@usmastersswimming.org)



# LMSC Communication Resources

- Guide To Local Operations, Marketing and Communications page  
<https://www.usms.org/volunteer-central/guide-to-local-operations/event-management/marketing-and-communication>
  - [How to Market, Advertise and Promote Your Program](#)
  - [Club Marketing Resources](#)
  - [USMS Communications and Publications Overview](#)
  - [Working With Your Local Media](#)
  - [Websites, Social Media, and Newsletters](#)
  - [Update LMSC Information on USMS.org](#)

# LMSC Membership Coordinator

- Timing
  1. Club Renewal
  2. Workout Group Renewal
  3. Member Renewal

Remind your club contacts to renew their club in a timely manner, since workout clubs cannot be renewed until the club is renewed.

# LMSC Communication



## Website, Newsletter, Email, Social Media, Press Releases

- Timing
  - Plan communications based on the calendar (membership renewal, annual mtg., etc)
  - Communications based around local events (meets, open water, clinics, meetings)
  - How often do you communicate?
- Content
  - How do you balance providing information for members with recruiting volunteers
  - How do you solicit articles from members / volunteers / coaches ?
  - How do you generate new content
- Platforms
  - What content goes where?
  - What content can be used in multiple ways?
  - What tools do you use for newsletter and email management?
  - What are the strengths of the various social media platforms and how does that affect the type of content that gets used?

# Group Discussion / Q&A



- What's on your mind?