

Committee Name:	Board of Directors	Session #:	3	Report #:	1
Committee Chair:	Nadine Day	Vice Chair:			
Minutes recorded by:	Chris Colburn	Date/time of meeting:	February 9, 2014 8:00am CST		

Motions Passed:

1. None.

Number of committee members present: 24	Absent: 4	Number of other delegates present: 1
<p>Committee members present (list all, including chair and vice chair): Nadine Day - President recalled the meeting to order at 8:01am CST. Also present were: Ed Tsuzuki - VP of Administration; Chris Stevenson - VP of Local Operations; Chris McGiffin - VP of Programs; Jody Smith -VP of Community Services; Chris Colburn – Secretary; Phil Dodson – Treasurer; Patty Miller - Legal Counsel; At-Large Directors: Bruce Hopson (Breadbasket), Dave Diehl (Colonies), Maria Elias-Williams (Dixie), CJ Rushman (Great Lakes), Hugh Moore (Northwest), Jill Gellatly (South Central); Jim Clemmons (Oceana) and Phil Whitten (Southwest); Rob Butcher – Executive Director; Past Presidents: Rob Copeland, Jim Miller, Nancy Ridout, Jeff Moxie, Tom Boak and Ted Haartz; Jeff Gudman – USA Swimming Liaison to USMS..</p> <p>Not present: Dan Gruender, Mike Laux and June Krauser – Past Presidents; Mel Goldstein is recused from the Board due to his contractor position with USMS.</p> <p>Guests: Susan Kuhlman, CFO.</p>		

Minutes

The meeting was recalled to order at 8:01am CST.

1. The Strategic Plan Task Forces presented the findings of their work evaluating the four pillars of the Strategic Plan (Engage Volunteers; Enhance Membership; Increase Brand Awareness; and Activate Partnerships), and presented suggestions for improvements on our progress and the BOD to continue to work on the strategic vision of the organization.
 - a. The Volunteers group mentioned that we have done a good job with LMSC standards and development, as well as with written descriptions of key roles. Further, we have engaged the national office in training volunteers and taking an *ex officio* role on committees. We have also created extensive documentation in the Guide to Operations. Places we can improve include recruitment; looking at the difference between communication (one-way) and engagement (two-way); continued recognition and appreciation of volunteers; and providing adequate resources for training; developing metrics for effectiveness; and further developing an environment where volunteers are recognized and retained.
 - b. The Membership group demonstrated that we have done a good job with the Coach certification program and that it has value. Discussion centered around the metrics that evaluate the program’s success, and the group decided that those metrics should be set by the Executive Director in conjunction with Club and Coach Services. Additionally, we have done a good job of enhancing membership benefits. To improve upon this, we need to look at how we are targeting members in high opportunity groups, and how our programs and services correlate with attracting and retaining members. The in-house registration system has been largely successful, and the group looked to tie in how this objective leads to enhanced membership.
 - c. The Brand Awareness group discussed how USMS has been successful engaging the members at the grassroots level through club visits, merchandise, and education. We are also doing a nice job of promoting through our organizational and communication channels. Looking ahead, USMS will benefit from a PR presence to unify communications and further promote the brand. A USMS app could represent an additional source of revenue. We can promote USMS through the Swimming Saves Lives Foundation, but we need to ensure that the funding for SSL is solid and sustainable. Meanwhile, we want to make sure we are leveraging SSL to ensure that these new adult swimmers become members. As we move forward, we need to further define and refine the groups we want to focus on. Finally, we need to consider the value behind the USMS brand, the cost/benefit of the programs and services we offer, and the value of our PR firm to engage the next opportunities.
 - d. The Partnerships group agreed that the National Office’s approach toward identifying, engaging, and retaining partners has been effective and successful thus far. The group identified three main categories of partnerships (current USMS sponsors/business partners; single event sponsors and partners at the local level; and Aquatics partners such as the other NGBs and international governing bodies). The group also identified some opportunities for future outreach for consideration by the National Office. Future strategies include identifying and engaging more

potential partners, while engaging larger/more prominent partners by leveraging existing partnerships and sharing those partnership experiences as part of the USMS story.

2. The Board recessed at 10:40am.. The remainder of the Board re-convened at 10:59am.
3. The Board discussed the merits of the presentation exercise. Nadine followed up with a summary of the weekend's activities. Nadine discussed that from the last BOD action plan there was one outstanding item, which was the formation of an Organization Task Force. That item will be added to the new Board Action Plan. The Board further discussed other items to be included in the Board Action Plan. Nadine plans to get the updated Board Action Plan to the Board before the March meeting. Additional discussions centered around Convention, additional LMSC items, and Board meeting scheduling.
4. USA Diving is celebrating their 40th Anniversary this year, and the Board recognizes their accomplishments and our partnership.
5. Next meeting will be March 17, 2014 at 8:30pm EDT.

The meeting was adjourned at 11:58am CST.

Respectfully Submitted,
Chris Colburn, Secretary
