1998 Computer On Line Committee Minutes
October 1, 1998

Action Items
- The committee will create a brief set of guidelines for LMSC's to create their own web sites to be included in the 1999 LMSC handbook.
- We will proceed with making on line entries available for the 1999 SC and LC nationals, with the approval of the Championship, Legal Counsel, and Insurance committees.
- The committee will create a separate page for our sponsors, including a logo image for each sponsor and a list of services provided to our members from each sponsor.
- The committee will create a "Join USMS" page where visitors will be able to access the registration forms for all LMSC's.

Attendance

Number of committee members present: 7
Number of committee members absent: 6
Total number of delegates attending the meeting: 31

Minutes

1. **LMSC / Club web site guidelines and roles and responsibilities.**
   Discussion was held regarding providing guidelines for LMSC's who want to start their own web sites, and providing a suggested list of roles and responsibilities for webmasters when developing LMSC web sites. This is in response to a few misunderstandings that have occurred in LMSC's over the past year regarding their web sites. In addition, LMSC's who are interested in creating a web site are looking for guidance for what is expected. A subcommittee consisting of Jim Matysek, Carl House, and George Simon was convened to create this in time for inclusion in the LMSC handbook.

2. **Review of current committee projects.**

   On line nationals entries: A prototype of the on line entry system is available at http://www.usms.org/comp/lcnats98a/enterd.shtml. Both hosts for the 1999 national championships have expressed interest in using this system. The advantage to the meet host is that all entries received via this system are guaranteed to be correct in most fields, and will be available in SDIF format so that they can be imported directly to the meet program. Colleen Driscoll indicated that agreement has been reached with our insurance carrier for this system, provided certain procedures are followed.

   On Line Bookstore: An on line bookstore is currently being created, using amazon.com as our provider. With this bookstore, swimmers will be able to purchase swimming-specific books through our web site. With our agreement with amazon.com, we will receive 15% of the purchase price of all books purchased this way. In addition, a general link to amazon.com will be available, and when a member follows that link and purchases any book from amazon.com, we will receive 5% of the purchase price of the book. This system should be available in time for the holiday season.

   Places to swim: The administration of changes to the on line places to swim database will be taken over by Tracy Grilli shortly. A suggestion was also made to announce major updates to this database to the pertinent news groups to enhance the publicity of this service.

   Other current projects: Brief status of other ongoing current projects was provided, including the web page template use, top ten, All Americans, the history project, records processing, and news updates / press releases.

3. **Future projects / direction.**

   Sponsor pages: M / S / P - Motion to create a sponsors web page with at least a sponsors logo and a description of services for our members for each sponsor. Jim to coordinate. We will need to specify the size of the graphics files that are acceptable from our sponsors.

   Advertising on the USMS site: M / S / Withdrawn - Motion to provide banner advertising on the USMS site. In order to provide this service, several things would be required. First, a page layout would be required with space allocated on the USMS pages for the banner ad. We would need to research and adopt tools that allow us to provide the random or targetted banners for specific pages. We would also need to research the type of advertising charges that are typically used for banner advertisements. In addition, we would need to assign someone to solicit advertisements and to administer the finances associated with the advertisements (collect the advertising payments). The consensus of the committee was that we currently don't have the ability to complete this activity in the coming year. A subcommittee consisting of Michael Moore, George Simon, Wayne McCauuley, and Jim Matysek was convened to study some of these issues in the coming year and bring a recommendation to next year's convention.

   On line registration: Craig Campesi and George Simon have volunteered to create a "Join USMS" page where a visitor can easily gain access to the registration form for any LMSC in the country. Craig and George will work with the Registration committee to ensure that their needs are met.

   Fitness articles: Dan Frost has volunteered to take a number of existing articles from the Fitness committee and add them to the training section of the USMS site. This may also entail some restructuring of this section of the site.

   Web commerce: A brief discussion was held regarding whether we should offer direct on line sales of the USMS publications on the web site as opposed to the current method of referring visitors to the National Office. The committee's consensus was that the income received from our limited set of publications was not worth the effort and expense of setting this up. Mike Collins suggested that we may be able to use the swiminfo.com site to provide these sales on line, since they already have on line sales available. Jim will look into this in the coming year.

   Database engines: Discussion was held on our database engine needs on the usms.org and swimgold.org web sites. There are a number of large databases at these sites, and the simple database search engine that is used on the usms.org site is limited in features. Craig Campesi volunteered to research the available on line database tools that may be used in the coming year.

   Workouts: We discussed the possibility of adding a workout database of some sort on the USMS site. The consensus of the committee was that since several excellent workout databases exist already, including the one at swiminfo.com, we will continue our current method of just providing a link to those sites and not create one of our own.

   Respectfully Submitted,
   Jim Matysek, committee chair