

USMS Convention—Dearborn, Michigan 2006

Committee Name: Communications Committee	Session #: 1	Report #: 17
Minutes recorded by: Kelly Crandell	Date/time of meeting: 9-14-06 4:15pm	

Proposed Expenditures

1. None.

Action Items

1. **MSA** to request the Executive Committee to set up a task force to develop the requirements for a sanction database no later than the end of this year.

Committee Chair: Hugh Moore	Vice Chair(s): Ray Novitske	
Number of committee members present: 9	Absent: 12	Number of other delegates present: 18
Committee members present (list all, including chair and vice chair): Tom Boyd, Daniel Cox, Kelly Crandell, Susan Ehringer, Tracy Grilli, Lynn Hazlewood, Raena Latina, Tom Lyndon, Jim Matysek, Hugh Moore, Ray Novitske, and Bill Volckening.		

Minutes

The meeting was called to order at 4:15 pm.

1. Introductions of committee members and delegates.
2. Communications Plan. Tom Lyndon outlined the Communication Plan.
 - a. Three issues must apply to the Communications approach of solving/creating better forms of communication. *Focus* all USMS communications on what is wanted and the most receptive ways. *Expand* the use of our Internet resources, and make better use of it. Maintain *realistic* and accountable goals and timelines. Set and achieve what is set out.
 - b. Current sources of communication were reviewed and evaluated, including the website, national publication, newsletters, the quarterly administration publication, and email. Revisions need to be made to the USMS Calendar of Events, the USMS listing of Places to Swim, and contact information.
 - c. New resources of communication were discussed, including email list serves for the membership/coaches/LMSCs, podcasts, blogs, rss (Really Simple Syndication) material for direct application, a national meet sanctions database, and video libraries. **MSA by Susan Ehringer, seconded by Tom Boyd, to request the Executive Committee to set up a task force to develop the requirements for a sanction database no later than the end of this year.**
 - d. Combine the mini-rule book and the USMS Calendar publications to create a catch-all, user-friendly publication for swimmers and officials to write in important dates and be able to reference important rules in a portable book.
 - e. Coordinate booklets and manuals from the National Office.
 - f. It is advisable to determine the membership's preferred method of communication for different types of information (i.e. – newsletters come via email versus postal mail).
3. Survey Results and Application
 - a. Of the 20,000 people asked to participate in the Communications Committee survey, 7,200 people participated.
 - b. The responses divided the target audience into five distinct types of swimmers: serious competitors, serious noncompetitors, nonserious competitors, triathletes and all-event/open-water swimmers.
 - c. Reasons for swimming included improved fitness, competition and social aspects.
 - d. The benefits of swimming amounted to health and fitness returns.
4. The virtual dual meet project was discussed. Ray Novitske, Hugh Moore and Bob Bruce are working on the project. The basis includes a time-handicap for swimmers to compete on a common age-group level. The idea is to apply this handicap to swimmers' times, such that each person competes as the same age and all swimmers can be scored against each other for a proper distribution of team points.
5. Special thanks to Jeanne Seidler for continuing Mel Dyck's efforts to create a comprehensive meet database. The process would be more easily accomplished if little reminders were often posted in newsletters, the website and emails to LMSC

board members. Consider adding to the requirements of the Sanctions Chair in the Legislation Handbook, to follow up meet correspondence by sending in meet results to the meet database developer.

The meeting was adjourned at 5:32 pm.

Tasks for the Upcoming Year

1. Develop plan for email to members.
2. Initiate the sanctions database.
3. Review and revise the Communications Plan.
4. Develop plan for email to club and workout groups.
5. Discuss the utilization of the discussion forums, and how to invite people to participate in them.