
Action Items:

1. Approved the minutes to the April 17 EC conference call as amended.
 2. Asked the Club Development Task Force to resubmit their proposal as a pilot program for club development.
 3. Directed Rob Copeland to work with Toyota to arrange four to six swimming clinics in 2009.
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President Rob Copeland called the meeting to order at 8:03 p.m. EDT. Also present were Jim Miller, Patty Miller, Mike Heather, Julie Heather, Leo Letendre, Mark Gill, Jeff Moxie and Meg Smath. Jeanne Ensign joined the call to discuss the Club Development Task Force proposal (see below), then left the call after that discussion concluded.

Minutes to last conference call

The minutes to the April 17 conference call were approved as amended.

Officer reports

VP Community Services

Mike submitted the following written report:

The Community Services Division had a conference call 4-27-08 and the results follow as my report.

Fitness Committee: Marcia Anziano reported that Go the Distance is doing very well, and has become too big for Mary Sweat to handle alone, so she is looking for a member to help out in order to keep the growth curve viable. There is a subcommittee being formed to investigate a new group fitness event to be offered. This subcommittee will start after SC Nationals. Linda Shoenberger is doing a fine job of finding, writing or editing and posting fitness articles every month onto the website. I asked Marcia to put into her next agenda for the committee to inquire about the willingness to take on the job of managing the postal events now being managed by the Open Water and Long Distance Committee. She sees no contrary issues to making the change and will ask to see what the Open Water and Long Distance Committee budget expenses are, in order to be ready for the change, should it happen.

Sports Medicine and Science Committee: Jane Moore has spoken to Jody Welborn about retrieving the Healthy Swimmer network. Jody has it on a Mac and does not know how to convert to a PC-friendly program. Chris Colburn offered to help with the conversion. Bill Volckening has told Jane that the next Healthy Swimmer question will be coming to her on April 30.

Coaches Committee: Chris Colburn spoke for Mo Chambers, who could not make the call. The Snooper and video library are scheduled to transition to the National Office at a time yet undetermined. On-deck

coaching for Nationals has 21 coaches participating. Mo will start working on ASCA stuff after nationals. The committee will solicit planned changes to the website to make it more member friendly, rather than a coaches refuge. I suggested and Chris agreed that the committee should try to engage any coaches who do not require USMS membership in their programs, or have facility or private insurance without the benefit of our coverage. The thought was that coaches could most likely speak to any concerns that the recalcitrant coaches may have.

All chairs were given a brief overview of their budget and the process to modify what they have requested in the past.

VP Local Operations

Julie submitted the following written report:

The Local Operations Division had a conference call on Sunday, April 27, with excellent attendance.

Anna Lea Roof presented information about the End-to-End Event Management Task Force and received suggestions from the group. It was very useful to have input from all the committees since there is significant overlap in interests.

Records and Tabulation Committee: The committee is working on a process to ensure the timely submission of Top 10 by LMSCs by trying to identify problems before the deadline. The R&T Knowledge website is continually refined as the needs are identified. R&T is working with Jim Matysek and John Bauman to get 1972–1992 Top 10 rankings on the USMS website. Barbara Dunbar suggested that they also publish Top 10 errata. They are also working with Ginger Pierson on the USMS record progression database. R&T reviewed proposed rules changes to article 105 received from the Rules Committee, and sent back suggestions and additions.

Zone Committee: The committee is working on identifying LMSCs that would best benefit from convention grants. Many of these are in the Breadbasket Zone. Four nomination packets have been received for at-large director for the election this fall. The Zone Committee had proposed a policy change regarding the handling of boundary changes that we had hoped would be discussed and voted on at the midyear meeting. Since that did not happen, we would like it referred to the BOD for approval.

History and Archives Committee: Six of 47 missing national championship meet results have been found, and two of 32 long distance and open water championships. It appears that many of the early open water events may not have had widely published results. The committee now has the ability to post stories and oral histories. They are continuing to work on identifying the problems with two people having the same permanent ID (it appears there are about 2,000 instances). They are proposing a change to Appendix B regarding the length of time meet results should be retained (from one to two years) and adding the recommended length of time to retain entry cards with signed waivers.

Recognition and Awards Committee: Voting is complete for the Ransom Arthur Award. Walt Reid has been asked to participate on the IMSHOF subcommittee. R&A is working on revisions to the Club of the Year nomination form.

Registration Committee: USMS registrations are higher this year than last. This fact, combined with the problems we had with the printer last fall, will mean that the committee will be submitting an overbudget request to order additional cards. There is a need to get one event registration up and running. The committee has recommended that OEVT registrations be allowed to convert to regular registration at any time during the remainder of the registration year. Since this is policy, it needs to be approved by the BOD. We are continuing to have problems with the Club Assistant system assigning two people the same permanent ID.

Club Development Task Force

Task force chair Jeanne Ensign spoke on the task force's proposal to hire a club development coordinator (attached). Julie asked if there had been any matches made between mentors and clubs requesting mentoring since the training workshop held last summer. Jeanne responded this has not happened yet because materials needed for mentoring are incomplete, especially in regard to finance. The task force has drafted a procedure on how to select clubs, but feel they really need a coordinator who can communicate with mentors and clubs, overseeing the process and preparing necessary materials. She also noted that Mel Goldstein has received five letters from clubs in the last week requesting mentoring.

Julie noted that mentoring was only one part of the club development strategic plan, and asked the status of the rest of the plan. Jeanne replied that the strategic plan is an extremely detailed document and somewhat overwhelming; therefore the task force has decided that the best way to start is with some hands-on contact with clubs requesting mentoring, so that the task force and the clubs could learn from each other. Julie felt this approach would help only a few clubs and individuals, whereas there are other things in the strategic plan that could help all of our clubs, specifically making more materials available online. Jeanne agreed that this is a good goal to work toward, and pointed out that part of the coordinator's job would be to develop materials. For example, some of the materials now exist only as PowerPoint presentations and need to have narratives developed.

Rob asked if the jobs related to club development are difficult to accomplish solely with volunteers, and Jeanne confirmed that that was the task force's opinion. Patty noted that PMG stipulates that the HOD is the body that approves new positions, so a waiver would be required to create this position. Patty also asked if the task force had determined a selection process, and Jeanne replied that they had a candidate in mind and also pointed out that the position is intended to be short-term and temporary. They intend to come to convention with a long-term proposal. They also would like to give this position a try, and see if it works.

Rob commented that the job of club development will be around forever, but the task force itself is short term. Jeanne agreed, and said that the task force envisions creating a program for USMS to work with clubs that would be implemented largely by staff.

She clarified that the budget amount requested is based on the number of hours a week the task force expects the coordinator would work on club development.

Jim suggested that rather than approaching this situation as creating a position, that we approach it as a pilot program, making clear that the intention is not to “grandfather” the coordinator’s position or the person who happens to take on this pilot program position.

Jeanne left the call then, and the EC continued discussion of the proposal. The EC decided to ask the task force to resubmit a proposal for a pilot program. If the EC supports the revised proposal, and an overbudget request is approved, one of our current contractors will be responsible for doing the work. The revised proposal should explain how the club mentoring pilot program fits with the other items in the club development strategic plan and why this item is the top priority. The revised proposal should also set up benchmarks or goals that will allow us, by convention, to determine whether the pilot program has been successful. Finally, the task force should also address next steps for moving forward with the club development strategic plan after, or concurrent with, the pilot program. Julie added that she doesn’t feel implementation is the task force’s responsibility.

Toyota clinics

Rob has been in contact with a representative from Toyota. They would like to sponsor four to six clinics in 2009 featuring Dara Torres. Toyota would pick up all costs, but the host can charge fees (as a fundraiser). The sites would be selected based on the number of responses on the Toyota swimming website. We would have control over making sure clubs selected are true USMS clubs. The only thing we would have to do would be to put a link on our website publicizing the clinics. We would also publicize them through *Streamlines* and other media. Toyota sees USMS as a good target audience, and the clinics are obviously a great opportunity for Masters swimming. We agreed that Rob should continue discussions with Toyota. Rob will let Mel Goldstein know about this opportunity and will work with Toyota, stipulating that any clinics must be sanctioned.

Executive director search

The EC went into executive session to hear a summary of the progress of the search.

Next EC meeting and adjournment

The meeting adjourned at 9:24 p.m. EDT. Our next meeting will be May 20 at 8:00 p.m. EDT.

Meg Smath
Secretary

Date: April 13, 2008

To: USMS Executive Committee

From: Club Development Task Force

Re: Proposal for funding of the Club Development and Assistance Director (CDAD)

The Club Development Task Force has been meeting every two weeks by conference call since the midyear meeting. In our last meeting, we agreed to forward a proposal to the Executive Committee to ask for approval to create and fund the Club Development and Assistance Director (CDAD).

Rationale:

- USMS has enough experience and data to show that investing in clubs and good coaches is the best way to generate growth.
- A mentor clinic has been held, so that we currently have a group of trained mentors.
- We have already invested a significant amount of time and money to complete this phase.
- We believe it is important to continue this momentum by funding the CDAD as soon as possible.
- This will allow CDTF to begin the next phase, bringing the CDAD on board to start the process of identifying clubs for a mentor visit and continuing materials development.
- The coordination of mentors, club assignments, evaluation, continued development of materials involves a significant time outlay and a focal person.

We propose that the compensation package be as follows:

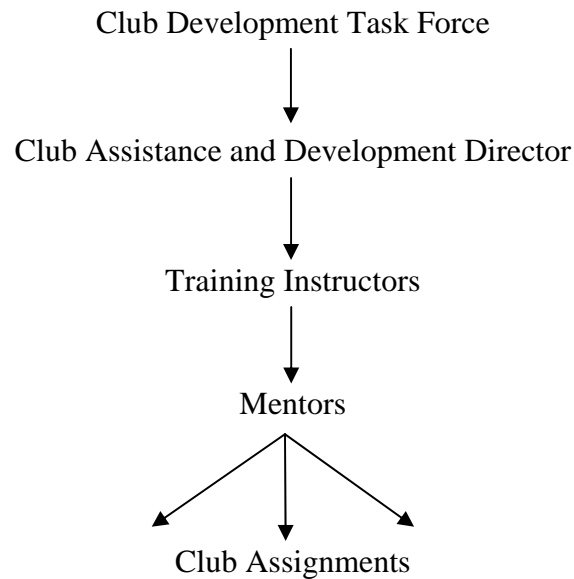
\$1,000 per month for the remainder of calendar year 2008. Assuming a start date of May 1, 2008, the total amount requested is \$8,000.

Expenses for the CDAD not to exceed \$3,000.

The proposed amounts shown above are not included in the budget for the CDTF for the current year. Budgeted money is available for club visits and a second mentor clinic.

The duties of the CDAD are described in the CDTF organization chart below.

USMS Club Development Task Force Organizational Chart



Club Development Task Force

Oversee the operation of the USMS Club Development and Assistance Program, and develop a budget. The task force will work with other USMS committees and liaisons to promote membership growth and retention. The committee will develop a process for selecting clubs to mentor, and selecting, training and assigning mentor candidates.

Club Development and Assistance Director (CDAD)

- Coordinate mentor workshops with training instructors
- Continue to develop and add to current curriculum
- Prepare a club assessment form for mentors to use
- Assign qualified mentors to clubs, programs, organizations or workout groups
- Compile data and feedback from mentor assignments and report regularly to executive director, or, currently, to Executive Committee
- Process club or program requests and facilitate the club selection process as set up by the task force
- Solicit and develop new ideas and strategies for the program
- Work with appropriate vice president to engage other committees as necessary, e.g., Marketing and Coaches, to develop additional tools

Training Instructors

- Design and implement curriculum

Mentors

- Successfully complete USMS mentor training workshop
- Upon assignment initially evaluate assigned club prior to visit
- Make site visit to mentor club
- Identify and utilize relevant USMS tools for use with club
- Follow up with club
- Follow up with CDAD