

Committee Name:
Fitness Education

Session #: 5

Committee Chair: Mary Jurey

Minutes recorded by: Kathy Englar

Date/time of meeting: May 26, 2021 5 PM PT

Committee members present (list all, including chair and vice chair):

Mary Jurey (chair), Chris Campbell, Emily Cook, Kathy Englar, Ann Marshfield, Lisa Watson, Karin Wegner

Onshalee Promchitmart (USMS)

Not present: Andy Seibt

Minutes

The meeting was called to order at 5:00 PM PST by Mary Jurey.

1) Discussion of Key Priorities:

- a. Our committee's support for USMS' very worthy Try Masters Swimming initiative: Committee members shared their local status. Clubs in California are largely not in a position to participate in that pools associated with educational institutions are largely closed (UCLA) or severely capacity restricted/require advance registration/don't allow guests. All reported local enthusiasm among non-members to join a masters swim team, but less ability to capitalize on that interest as a result of restrictions.
- b. Fitness Series - The group had a lively discussion:
 - i. Concept of introducing competition between clubs based on participation percentage (not on yardage, time, or any performance criteria which aren't aligned.) Clubs have freedom to implement incentives. It was again noted that club leaders/coaches are instrumental in motivating other members.
 - ii. To better understand how we can support increased registration for the Fitness Series, we would like to understand what kind of swimmers are attracted to it: Active USMS members who are junkies for events? New swimmers looking to meet a modest goal? Suggestion to add a few informative questions to the registration:
 1. How long have you been a member of USMS
 2. Have you ever participated in other swim competitions in addition to the Fitness Series (separate pool v. open water)
 3. How would you classify yourself as a swimmer (competitor, open water specialist, new swimmer, etc.)
- c. Fitness Award
 - i. Emily shared an updated draft for comments, which she will incorporate and pass on to Onshalee
 - ii. Mary offered to assist Emily in writing a promotional paragraph to disseminate to coaches via Kenny Brisbin's coaches committee
- d. Should we pursue a P2P call with LMSC Fitness Chairs

- i. Chris believes the national office is interested in promoting these calls in advance. Often, calls are scheduled with short notice and thus don't attract attendance. Anita suggested scheduling it with our Committee's Call during the national meeting.
 - ii. In addition to promoting the Fitness Series and Fitness Award, it's important to ask LMSC Fitness Chairs what local initiatives they are pursuing and what fitness goals are important in their regions.
- e. Swim.com Monthly Challenges: Before the meeting, Onshalee distributed an update on monthly challenges (see Mary's email from May 26) and requested ideas for themes for the remainder of the year. The group is enthusiastic about Olympics and Olympic Trials and liked ideas around decathlon and pentathlons. Please brainstorm ideas and send to Onshalee

Summary of Action Items:

- Onshalee: Please advise USMS's ability to add questions to the Fitness Series Registration form to allow us to better understand what type of swimmer these events are attracting. (And please use your marketing prowess to approve on the wording of suggested questions.)
- Emily: Complete and submit Fitness Award criteria document
- Emily and Mary: Draft a promotional paragraph about the Fitness Award for Kenny to share in his communication to coaches
- Mary: Followup on timing for a P2P call with LMSC Fitness Chairs
- Everyone: Put on your brainstorming thinking caps for Swim.com monthly themes

The meeting was adjourned at 6:00 PM PST