

Registration Committee Meeting Conference Call Minutes

Tuesday, April 9th, 2019 8pm Eastern / 5pm Pacific

Call began at 8:00pm.

Voice call only (no screen sharing).

Susan Previously Provided Agenda (April 2nd)

- Old business
- Leadership Summit/LMSC task force
- Legislation/Rules submissions
- National Office updates
- New business
- Next meeting

Susan Previously Provided Materials (April 5th)

Susan forwarded to the committee an email from Dawson Hughes about membership cards.

Attendees

- Susan Ehringer – Committee Chair
- Marcia Anziano – Vice Chair / Breadbasket Zone
- Dan Wegner – Southern Pacific Registrar / SW Zone
- Chris Powers – Southeastern Registrar / Dixie Zone
- Chris Ottati – Pacific Registrar / Oceana Zone
- Peter Guadagni – Executive Committee
- Steve Hall – Ex Officio
- Jessica Reilly (Porter) – Ex Officio

General Topics

- Leadership Summit
 - LMSC Task Force Report

- Membership Cards and Card Printing
- Registration Committee Description
 - Name Change
 - Zone Requirement

At the Leadership Summit, the LMSC Task Force presented its findings from the survey and interviews two years ago. Included in the report were discussions about the role of the registration committee and the membership card printing.

In 2007, USMS began using online registration. The first year alone saw over 70% of registrations entered online. Within 3 years, over 90% of registrations were being done online. In one year, this created a dramatic shift in the responsibilities of the LMSC Registrars.

Before 2007, the task which required the most time was manually entering every swimmer into the USMS database informally referred to as “Leoware”. After 2007, the task which required the most time was printing membership cards.

Since 2007, the Registrar continues to be the primary contact in most LMSCs for the membership and clubs. Some people have proposed changing the name of “Registrar” to “Membership Services Coordinator” or a similar term because they believe a different name will better reflect the day-to-day activities and responsibilities of the Registrars.

registrar
noun
 an official responsible for keeping a register or official records.

Change the words “Registrar” and “Registration Committee” to something else

- Pros
 - Inform Members that Registrars do more than just help with Registration records.
 - Supports finding of committee and LMSC task force.
- Cons
 - National Office, Clubs and Members are already familiar with terminology
 - Would lead to confusion (Where do I find my LMSC Registrar?)
 - Registrar still promotes *Individual Membership* and answers questions about *Individual Registration*.
 - Full year, end of year, Year Plus, College Club, etc
 - Registrar still promotes *Club Memberships* and answers questions about *Club Registration*.
 - The word Registrar is not “broken”, why “fix”?

- Waste of USMS Annual Convention time.

Discourage/Stop Printing of Membership Cards

- Pros
 - It costs about \$2 per card for card stock, ink, envelope and postage.
 - Supports findings of committee's survey which found this to be biggest task and takes most time to do by registrars.
 - Poor quality of current card.
 - Members don't have to have a paper card.
 - Only 30% of members request cards
- Cons
 - Membership cards are a “Benefit of Membership”
 - “Card-Carrying Members” are 20,000 advocates for USMS.
 - 30% of Members go out of their way to check the box to request cards, why would you take away something 30% of members are specifically requesting? We don't even have 30% of our members participating in swim meets and open water events combined.
 - At least one large club requires them for entry to practice.

Discontinue Registrars Printing Membership Cards (replace with National Office or a Contract)

- Pros
 - Not printing membership cards may lead to disappointed members, poor customer experience and fewer renewals.
- Cons
 - Cost will increase. The overwhelming majority of Registrars are volunteers and the cost to USMS and the Members is negligible. If we switch to paying the National Office or contracting out the task, the cost to the USMS budget will increase.

Switch to plastic Membership Cards

- Pros
 - Cards will last longer.
 - Cards will look more expensive / higher quality.
 - Cards will match the increased cost of USMS membership.
- Cons
 - Increased cost vs paper cards
 - How do we show date registered/renewed

- May be a one-time benefit with an offering of a new one for a cost.

Review Registration Committee Description from USMS Rule Book

507.1.13 Registration Committee - The Registration Committee shall develop effective procedures for registering members and advise the Board of Directors on registration policies. Committee members shall assist LMSC registrars and communicate current policies and procedures. The committee shall consist of the committee chair, one member from each zone, and one member-at-large.

The Registration Committee has a lot of potential to bring out the best in our Registrar volunteers and grow and thrive!

The description in the rule book should be reviewed for the following:

- What Registrars do?
- What is needed?
- How do Registrars function?

Chris Ottati offered to take a first “stab” at looking at changes to rules.

We have until mid-June to present any changes to Legislation Committee.

Remove language stipulating one from each Zone

- Pros
 - Due to the evolving role of the Registration Committee, “one member from each zone” is no longer relevant.
 - Difficult to get representation from each Zone because there isn't always application from each.
 - No other committee has this stipulation.
- Cons
 - Geographically diverse representation can expose regional differences.

Chris Powers suggested the following wording:

“Taking into consideration **representation** from each Zone”

Peter Guadagni suggested a list of changes

- 1) Change Registrar Name

- 2) Remove Zone requirements
- 3) Write new charter for committee for next 5-8 years

Committee discussed merits of having separate or combined changes.

Susan Ehringer will discuss with Legislation Committee Chair Richard Garza.

Next meeting set for May 8 at 8 p.m. EST

Call ended at 9:05pm Eastern.