

Strategic Task Force Minutes
August 1, 2011

- Attendees: Rob Butcher (Ex-Officio), Patty Miller, Phil Dodson, Anthony Thompson, Jill Gellatly and Nadine Day.
- Minutes from July 12th and July 20th meeting were approved without exception.
- Draft vision and values were approved with one minor change.
- Next, the communication method for presenting our proposed strategies with the Board was discussed. The options included email and /or the USMS Discussion Forum (BOD section). It was ultimately determined the task Force would present a final draft document to the BOD at a minimum of two weeks prior to convention.
- Before discussion of the detail strategies ensued, the format of the report for each main strategy was agreed to by the task force. For each strategy, it was agreed that a detailed explanation of the strategy and measurements of success will be provided. The task force also confirmed that the Strategic Plan itself should be concise, about 5-7 pages in length.
- Discussion of the first strategy- “To Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure” was discussed in length and comments received by group.
- Due to time constraints, brief comments on the remaining three strategies were discussed and it was determined they would be analyzed on the next call. The task force agreed to roll the strategic topic of access to pools into other strategies.
- Next Meeting
 - Tuesday, August 9th; 8:00 p.m. EST