



USA SWIMMING WORKSHOP – 4/21/2022

KEYNOTE – Jon Mann

Introduction by Chris Brearton, USAS Board Chairman, who communicated his background in swimming and his swimming connections (swam for Georgia, has son at Georgetown). MJ Truex introduced Jon Mann, who gave a talk on the power of story. There was quite a bit of interactivity during this talk. There were questions each person had tucked inside their name tag (What is something kind someone has done for you recently?) I met several people during this period. The primary idea was sharing stories to make connections with people after such a long period of isolation. Jon told his own story of being hit by a large utility truck in an accident in the summer of 1972. He sustained some very serious injuries and the person who helped to keep him calm and took care of him made a strong connection with him. That part of his personal story continues to impact his life and the evolution of his story. Points he made:

- People are hardwired to respond to stories
- Individual stories are more convincing than sets of data
- Stories bring the invisible and abstract to life (how a garbage barge got traction around recycling in the country)

STORY = CONNECTION

Stories create connection – connection happens when people are seen, heard, and understood for exactly who they are and for who they are not. Stories help build belonging, belonging happens when people are accepted for who they are, and for who they are not. The last bit is trust, trust happens when people can express who they are, and who they are not, with an assurance of being included and uplifted.

Jon issued a challenged us to connect with as many people as you can and hear some of their stories. Connect, create some belonging and some trust. We continued to talk and asked more questions like first concert without your parents, and what's your best story is about, but not the actual story.

We continued to discuss thing various things related to LSC and the story of the LSC, including what was going well, what is to be celebrated, what about the work brings you joy, challenges or barriers – a sort of story driven SWOT analysis. The conclusion was to discuss our hopes for the workshop and what stories we wanted to hear more about over the weekend.

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SWIMS 3.0 Questions We Had Before the Meeting

HOW WILL FEES BE HANDLED/SET UP FOR VARIOUS TYPES OF MEMBERSHIP? The LSC can structure offerings for the various members and adding on custom amounts for each membership type.

WHAT ARE THE OPTIONS FOR PAYING FOR MEMBERSHIP? Whatever the LSC wants to offer, because there is no difference on the payment workflow side, except the parent or club can register a member and the LSC will approve the member.

WILL ALL THE SEARCH OPTIONS STILL BE AVAILABLE? The searching and reporting should be the same, but the searching by * as a wildcard will not be available. Searching HE will bring any words with HE in them up in the results.

WHAT WILL NOT BE AVAILABLE ANY LONGER IN SWIMS? No custom fields. You will have to track offline or via another way

WILL LSC CUSTOM FIELDS BE USED FOR CLUBS? We use 6/7 for clubs and 4/7 for individuals. Will just have to look for work arounds

WILL THERE BE TRAINING MATERIALS FOR THE CLUBS OR WILL LSCS NEED TO TRAIN CLUBS? There will be training materials for clubs, but the LSC will need to make decisions and provide a lot of guidance relative to the training materials as this transition happens.

CLUB REGISTRATION – PAYMENTS? Club registration will be paid directly to USA Swimming and the LSC will need to collect their share after the fact.

OTS – WHAT WILL HAPPEN? OTS will exist in some format and will be dealt with as soon as possible, but there may be a period where the functionality may require manual entry or stop gap measures.

REFUNDS/CHANGED MIND – HOW WILL THAT WORK – they can cancel within 7 days. If there's an issue, like the person decided not to join the club or they no longer want to be a member, we can get Denise to make an adjustment.

BOUNCED CHECKS FOR INDIVIDUALS – same as above, if you cannot collect payment from an individual, we will just have to cancel their membership.

WHY SWIMS 3.0 – PATRICK MURPHY, DIRECTOR OF ANALYTICS AND JAKE GROSSER, DIRECTOR OF BUSINESS INTELLIGENCE

[Why Swims 3.0 YouTube Video](#)

History of SWIMS

Swims 1.0 built in 2002 primary as a contact database

Swims 2.0 built over last 20 years as “Frankenstein” to meet needs as they arose.

Why SWIMS 3.0?

Tracking Safe Sport requirements/compliance

- System to track ALL members' APT status
- Can't track all the roles currently
- Flexible so we can adapt as the program requires

Increasing the value of being of USA Swimming Member

- Member Dashboard
- Coach Education – access to classes, certifications, educations all accessible in one area

Flexible architecture that can adapt easily as future technology evolves so that organization can provide additional services to members.

Online Member Registration (OMR)

Uniform process for all USA Swimming Members (virtually all other NGB have this service)

Quick and Easy Renewals

More robust and modern data entry

- Ethnicities (can collect the same data as the census)
- Competition Category (not gender, so we can comply with the Rulebook)
- Disability Status (more data around para status available to provide more information)
- Club Designations (coach and athlete – can be a coach at one team, athlete at another, or be both at one team).

Times Database and Standards

- Partition database by organizations
 - Sections dedicated to NCAA, FINA etc.
 - Non-member times not applicable for USA Swimming times
- LSC and Championship time standards

OME

- Improved User Experience

Club Data Entry

- Club Application Suite
 - Staff Management
 - CRP
 - SSRP
 - Swim-a-thon
 - OME

Member Data Security

- 25-year-old security measures currently
- Critical to protect member data – especially minor athlete data, member ID will not include birthdate and name. 14 alphanumeric unique ID safeguarding P.I.I.
- SSO (single sign on) and MFA (two factor authentication)

USA Swimming Account

- Sunsetting DeckPass and moving to USA Swimming account
- Single Account for Registration, SWIMS (via web sign in) and an APP

Modern Data Quality Standards

Collection best practices – get data from the source – the role of the LSC evolving to Data Stewards vs Data Entry.

Efficiencies for automated communication sources. Improved member communications. Members get that immediate email welcome package.

Data Quality for Members

- Ability to search by organization/club, saves time for staff and admins,
- Scholastic All American to include disability status
- No more 2 member records for multiple roles (coach and athlete etc.)

Data Quality for Clubs

- Club registration online, LSC Reviews
- New club portal, log in and update club info anytime anywhere, with robust Club Staff selections to assign roles to members
- Clubs add facilities into database, will collect more information on LSC facility

Data Quality for Meets Results

- Clubs adds results directly into database with LSC approval or LSC can reject and continue to upload as the LSC
- Only LSC can edit meet results

Architecture will let us be more adaptable and evolve.

Launching the SWIMS 3.0

Targeted Communication Plans for LSCs, Coaches, Athlete & Parents

Resource Hub on usaswimming.org Articles, Webinars, FAQs

Customer Service Reps available for Launch(?)

Timeline LSC & Club Admin Launch in August, OMR Launch in September, targeted communication rollout April through September.

OMR FROM LSC REGISTAR perspective

LSC Offerings, these are the types of memberships that exist in the LSC. the LSC amounts associated with these offerings will be built into the “price” of membership as the USA portion and the LSC portion will be a total due. The LSC is still responsible for collecting this payment.

All members will be new members this first year, you will add an account, takes about 5 minutes total to create your new account and add your membership, asks you to confirm the LSC and Club that you want

to register with, then there are several screens to enter in that capture your personal data. The majority of the part of the presentation was on a screen demonstrating the various areas around SWIMS 3.0, but that was not captured in any presentation record. This afternoon session went thorough Times and Times matching and how results get uploaded – this is very similar to how those processes work currently.

ATHLETE/NON-ATHLETE SESSION – Asher and I sat in on this session so our athletes would have some Non-Athletes to attend with them. They picked a project to hopefully help incentivize others to become athlete representatives. They completed a SWOT Analysis on the LSC and I have photos of the posters they worked on displayed below:

Strengths:

- Strong support from committee
- Well organized
- Many task forces/projects
- IDEAS!!!
- Athletes want...

Weaknesses:

- not much active participation (50%)
- Social media
- no connections outside CSC
- execution isn't there
- Coach...

Planning: SWOT analysis

PACIFIC GOALS

1. Project Ideas:
 - Incentive Program (to increase athlete participation)
 - awards, special pins/recognition
2. Reach out to other CSCs & Plan/collaborate together
3. Plan more volunteering/fundraising events.

Project Idea: # Incentive program
 Team Members: Aidan, Anika, Sophie, Lily, & other zone reps
 + put together a task force.

Execution Date: June 2023
 Executive Summary: To increase athlete participation, we are going to plan an incentive program. Ideas include: ^{task force chairs + David chair} meet priority for clubs w/ the most participation, ^(general chair) awards ceremony similar to the AEC's awards (i.e. ~~most~~ outstanding athlete rep, most active zone), special pins (acknowledge the committees you have participated in),

Pacific Swimming: SWOT analysis

internal

external

Strengths

- Strong committee
- Well supported by Board
- many projects / task forces
- IDEAS!!!
- Athletes well-supported by Board

Weaknesses

- not much active participation (50%)
- Social media
- no connections outside CSC
- execution isn't there
- coach engagement

opportunities

- lots of athletes
- condensed (in certain areas)
- location (CA) - lots of resources, the size of our CSC
- Strong DEI resources + opportunities
- Collab??? (pls) w/ nearby CSC?
- meet, service, etc.

threats

- Covid + quarantining (the transition to online)
- less motivation to participate
- less pools open
- RENO. really spread out geographically
- SIERRA NEVADA SWIMMING
- splits up Pac Swim + Reno

fundraise with open water participation

Athlete Center has volunteer

increasing open water participation

age group meet sponsored by a company

2 athlete reps per team

Swim Program: Have athletes having an incentive to participate ACTIVELY

increasing athlete participation in committees, projects, task forces, etc.

Better publicize committee action

increase awareness in DEI about mental health/illness

increase communication between other CSCs within Western Zone

ing.org

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LiveBarn Presentation by Tom McCarter

LiveBarn is a company that provides streaming services to facilities. This company provides all the infrastructure for streaming at no cost to the club or facility. LiveBarn offers a subscription service that is just under \$20.00 a month and you can access any LiveBarn streaming event or facility for that price, so the more facilities they get into, the more offerings for subscribers. The team comes in and wires everything, even brings in their own WiFi to ensure they don't rely on the facility bandwidth. This service can be used as a training tool or practice aid or it can be used to stream a swim meet. They have a scoreboard overlay that works with Hy-tek Meet Manager. I think for certain facility types, this could be a real advantage for anyone who wants to observe practices or stream meets. This company has been doing this all through the pandemic and even prior but are mostly in hockey arenas. They are rapidly trying to expand to swimming and are eager to work with the swimming community.

<https://livebarn.com/en/venueowner> This link has most of their promotional information and also has info on who to contact for getting your facility wired up for streaming.

Legislative Review Session – Ryan Gibbons, Zone Directors Council and Derek Paul, Rules & Regulations Chair

3:01 Ryan Gibbons discussed the reasons why this session was being held in his introduction. The purpose of this session was to provide feedback (voice or input) outside of the HOD and reducing the consequences of making on the floor decisions during the HOD. Looking at the proposed legislation and having discussion about it now will help to provide critical input that committees need to help make sure the legislation is collaborative and considers all the stakeholders. You can view this session at this link and I've noted the minute marks for each item's discussion with brackets:

[Legislative Review Session on YouTube](#)

- **[12:31] 105.5.2** from the Disability Committee with input from the Officials Committee
- **[30:34] 102.10.3** and **102.10.4** from the Operational Risk Committee to recommend 2 marshals, one of each gender at the sanctioned meets, dual and intersquad
- **[40:41] 202.4.1** meet announcement detail the medical supervision/equipment available to athletes/spectators at the meet (lifeguards, EMT, AED, etc.) (came out of the USOPC Audit)
- **[44:42] 202.4.1** from the Safe Sport Committee to require that all meets sanctioned by the LSC follow the approved quality control system approved by the US Center for SafeSport (basically following Meet 360 Guide for Meet Hosts).

[1:00:26] BREAK

- **[1:26:04] 203.3** To reconsider the 120 Day Rule, planning to get feedback from registrars, feels rule is too harsh. Should have a waiver or should be less time.
- **[2:01:21] 207.6.2** Senior Development Committee will develop qualifying time for National Championships/US Open Championships/Junior Nationals and Futures 10 months in advance (so they can include the most recent meet times in their calculations).

- **[2:02:18] 504.4(A)(5)** To permit the Chair of the Senior Development Committee to designate a member of the committee to serve as ex-officio to the National Team Steering Committee, in lieu of the chair.
- **[2:02:48] Article 4** Remove Articles 401-408 and 410 from the Rulebook and place National Board of Review Procedures in the Operating Policy Manual.
- **[2:06:06] LSC Bylaw Template** the group members of the house of delegates that are not required to be members of USA Swimming. The intent is to make sure all members of the house are members of USA Swimming.

LSC Development 4/23/2022 Agenda

1. Welcome!
2. Announcements
3. Team building – today is World Book Day! What is a book you have read recently that you really enjoyed? My personal favorite was Anxious People by Frederik Backman
4. Minutes – March 22 [here](#)
5. Proposed Legislation Discussion – link [here](#) - Currently the LSC model bylaws do not require LSC Board members or HOD members to be USA Swimming members. This legislation would bring it into line with the USA Swimming corporate bylaws.
 - a) Audience comments regarding this proposal – most people just assumed that this was in place and were observing that HOD members were USA members.
6. Working Groups Updates
 - a) Shared Services – Mary Ellen *I think shared services is more like best shared practices, especially built on what the LSC's indicated in the LEAP process.*
 - i. Athlete engagement at the LSC level
 - ii. Survey
 - iii. Inland Empire/Snake River Swimposium in Boise (April Walkley - IE) *This updated included information on how they allocated resources and came together to have a clinic that included two Olympians, and educational presentations for coaches, officials, swimmers, and parents. This event raised more than \$9K [swimposium agenda](#)*
 - b) DEI – Lamar – *was not present, but Wade Atkins gave update on recent committee business and goals to continue to make inclusion. Got feedback from audience of how much everyone enjoyed the prior day's presentation.*
 - c) LEAP – Bob
 - i. 2023 LEAP Revision draft will have 8 sections that are unique and not duplicated.
 - ii. Audience comments – *most of us who have completed leap agree that there were areas that were duplicated, so now there is going to be another update to*

take feedback and comments from the past year and make an improved version for the next cycle of LEAP (June 2023 for Pacific Swimming).

d) Workshops – Ellery

- i. Mighty 2500 Workshop Colorado Springs Nov 4-6 2022 (Kim) *so the possible note here is that the Mighty Mega Workshop will be in 2024, in the fall (presumably).*

When this committee meeting ended, which was actually pretty early, I headed over to the registration/membership committee meeting. I'm including notes the LSC Committee Chair passed along to me on a brainstorming session that was held during an LSC Leaders Meeting on Friday that was held opposite the SWIMS 3.0 sessions – we didn't quite have enough attendees to cover all the sessions, but as you review this, you could go over this list and highlight ones that may be pertinent to our LSC or ideas that appeal to you.

Membership/Recruitment

- *For recruiting: What is the job of the CLUB and what is the job of the LSC and what is the job of USA Swimming?*
- *Where do we recruit new members?*
- *Allowing younger age groups to participate in adult-led events with athlete mentors would allow for exposure for rising leaders*
- *Create hybrid summer league/team experiences. Replicate – bridge experiences*
- *Reward clubs who offer optimal experiences.*
- *Small meets for new parents and swimmers*
- *Use Google translate on LSC website to work on language barrier*
- *Change branding to focus on physical activity, obesity, academics, water safety*
- *Connect with LTS programs and introductive competitive experiences*
- *Identify swimming 'deserts'*
- *Provide clubs with subsidy for outreach members*
- *Get away from parent only recruiting*
- *Support/encourage outreach/scholarship programming in clubs*
- *Connect with school districts for swim days! Focus on fun.*
- *PSA's in movie theatres*
- *Focus on underrepresented populations*
- *Marketing by county/town with all clubs contact information*
- *Website must feel inclusive of all demographics – conscious effort needed.*
- *Provide outreach families subsidy. Meet fee reimbursement. Swimsuits.*
- *Parents – LSC marketing – PSAs*
- *How do we help our clubs look like their entire community?*
- *Individual clubs in our LSC have used Mock Meets/Time Trials to introduce folks to various positions in a meet*
- *Explain. Commitment.*
- *Meet length. Volunteer requirements.*
- *Boundaries for recruiting. Flyers, in person, direct mail, bring a friend party*
- *Who recruits new members? What tools do they need?*
- *How to create an optimal entry level experience for families.*
- *Different types of members – clubs/athletes/non athletes...*
- *Can we make the sport and participation affordable?*
- *What are families looking for? Are we providing what they want?*
- *Summer league interaction for both recruiting and retaining*

Social Media – LSC Control, Athlete oversight, policies

- *Facebook – Parents: Instagram and TikTok – athletes: Twitter – Coaches/industry. Email blasts to LSC members*
- *Assign LSC adults who ‘get’ social to monitor and hold key to passwords, etc. Also, to engage with the athletes’ posts as teams/coaches*
- *Social media policy – themed posts?*
- *Celebrate outside of the water*
- *What to post – post daily, and focus on engagements with swimming and racing – also post committee meetings, BOD needs, college commitments, interactive questions*
- *Clubs should focus on club information and success. LSCs should focus on LSC information, events, etc.*
- *How do you balance clubs on LSC social media? Is celebrating the job of LSC or club?*
- *Not everyone has Instagram, Twitter, Facebook, etc.... What do you do now?*
- *Celebrate more than just records – athlete projects, other achievements, events, etc....*
- *Spotlight athletes/coaches*
- *How much athlete management of social media?*
- *What’s the goal?*
- *Drive attention*
- *BOD Spotlights – spreading awareness*
- *What is the best way to get your message out?*
- *LSC social media moderator. Create boundaries. One week each month w posts from small teams.*
- *Athlete spotlight/volunteer spotlight, alumni spotlight/club profile*
- *How do you meet safe sport expectations or rules with athlete social media?*

Athlete Engagement on BOD and Committees

- *Board orientation*
- *Partner with successful LSCs on good strategy*
- *Creative communication*
- *Communicate with members and parents of athletes*
- *Foster committee engagement*
- *Make the culture of BOD participation less intimidating*
- *Target specific people based on their skills*
- *Have meaningful problems you are trying to solve*
- *Describe and advertise the purpose of the board*
- *Foster BOD member teamwork and training on how to be a successful BOD participant not spectator*
- *Recruit the right people*
- *Acknowledge quality participation*
- *Set expectations and follow through*
- *Consistent communication about BOD topics and tasks*
- *Education on board operations and procedures*
- *Develop a system for athlete reps*
- *Once/year athlete get together*
- *Educating athletes how to be involved*
- *Non athlete on the board w/responsibility to ask athletes opinion, make sure they’re heard in meetings when new/building culture*

Finances

- *Look for someone with finance background to bring the expertise on the table*
- *Investments!*
- *Post testimonials of how program made a difference*
- *Weekly or monthly newsletter – reminding clubs and coaches to take advantage of educational finds*
- *Education to the clubs how funds could be used/generate in LSC*
- *Education - diversity promotion*
- *Balance sheet monthly/financial report sent out instead of just twice a year at the HOD*
- *Easy Access/update program to keep it visible how funds are allocated/used*
- *Reevaluate annually ahead of budget season – are we still funding initiatives/current needs of LSC, or should we pivot?*
- *Use coach ed funds for clinic – low cost to attend, social, great speakers*
- *Transparent funds*
- *Splash fees – teams who host meets owe LSC*
- *Committees/chairs identify specific people/clubs who could benefit and have one on one conversation with them. Ask if they need support with applying*
- *Push coach/athlete support info to club boards and parents. Partners in encouraging participation*
- *Network at meets – committee members, BOD etc... to educate*
- *Highlight/present/promote funds and initiatives at special events, meets, meetings where people who can benefit are attending*
- *Easy access to apply for funding*
- *Develop the proper procedures to access the fund*
- *Transparency in how \$\$ are spent*
- *Who? Right person to contact is the key*
- *Nominate a friend to be in an under-utilized program*
- *Athlete support/outreach info in meet programs – QR code to applications/more info on website*
- *Recognition for those taking advantage of programs*
- *Show results/benefits of the program*
- *Easy access and education membership on opportunities*
- *Objective criteria*
- *Reward behavior you want teams to show that support the LSC*
- *How to fund critical initiatives and get stakeholders to take advantage*
- *How to educate and encourage clubs/members to utilize funds?*
- *How do you tie funding and programming at the board level?*
- *How to balance individual BOD members spending without having too tight of control on what can be spent*
- *How to entice coaches to use coach ed funds for growth?*
- *Understand what drives revenue and how to impact*
- *Raise fees? Host more meets? How to raise/save the funds for programming?*
- *Consider a shift to membership driven funds versus meet driven*

BOD Committee Engagement

- *Is there a barrier with engagement? Is there a culture that inhibits engagement? Are we using committees to groom future BOD members?*
- *Dominant voice*
- *Committee reports to BOD on attendance.*
- *Ask membership what they need to consider BOD engagement (survey)*
- *Show constant appreciation and thanks to BOD members*
- *Use social media to your advantage*
- *Reinvent BOD's image and reputation to be positive, enthusiastic, and nurturing*
- *Cherish and foster relationships with other people*
- *Set direction.*
- *Strengths paired with chairs*
- *Being able to speak openly*
- *Time is the issue*
- *Post committee notes online*

Hybrid Business Environment – Virtual vs Face 2 Face

- *Large Geographical LSCs and Travel time.*
- *What is the appropriate boundary between online and in person?*
- *Committee Zoom brings more diverse involvement. HOD/BOD best in person.*
- *Having a designated in-person month based on a poll from board members.*
- *Identify in advance, what meetings are best done in person vs by zoom*
- *Have prepared materials to use so people see and hear the meeting*
- *Strategic plan/retreat session annually with scheduled down time for relaxation, business*
- *Is it possible to have/develop interpersonal relationships while still using virtual/zoom communication?*
- *Zoom is good for informational topics*

General Communication with Membership

- *What is vital to be communicated – don't overload email inbox*
- *Organized structure for what board communicates. What, how, timing, consistency – what works?*
- *Creating organized systems that are easily accessible to relevant BOD members*
- *Use multiple media – social, website, email all with the same information*
- *APT With a QR code for 18 & Older swimmers. Make it easy for them to find it.*
- *Target blast emails to coaches, officials, and club presidents whenever any policies/procedures change*
- *Know your audience. Keep communication short and relevant*
- *Lengthy communication may be best by phone or in person*
- *Identify key person to oversee communication plan and platform. (GC or office manager, etc.)*
- *Newsletters, let people know there is a website*
- *Have updated contact lists of members that can be blasted out to relevant parties for key info*
- *Use constant contact or other communication to reach the BOD/committee chairs/club reps/officials*
- *Find and implement a tech solution (mail chimp, constant contact, etc.)*
- *Identify BOD members who need access to the platform and hold communications orientation*
- *Always request feedback to gauge effectiveness*
- *Each committee chair has responsibility for their area*
- *Don't just present news. Requirements, schedule, make it for celebrations too*
- *Focus communication – either for coaches, athletes, or officials*
- *Monthly newsletters*
- *Regional communication within LSC*
- *Video channel?*

- *Develop plan for consistency.*
- *Keep things posted on website if they're set out via email*
- *Develop overarching communication plan to determine what, when, how often, to whom, etc....*
- *Anticipate club leadership turnover and develop a plan to maintain consistency during/thru transitions*
- *Social media content to coaches and athletes by AEC and athlete reps*
- *Mobile apps on deck, remind, WhatsApp, group me*
- *Make communication timely.*
- *Have organized structure for disseminating information*

- *Have preplanned cycle during the year – topics, and events*
- *Communicating with athletes considering Safe Sport*
- *Communicating with athletes and families directly (not via coaches)*
- *Who is your audience?*
- *What works in your LSC to get the word out?*
- *Mail groups – officials, coaches, athlete reps for teams, team leadership*
- *Tools/technology/constant contact*
- *Utilizing electronic communication, and have accurate list of members*

Meet Scheduling – Timing and offerings

- *Develop LSC Meet Mission Statement – develop calendar to meet the mission*
- *Form a conference with other teams to host short dual meets to expose new swimmers to racing*
- *BG Schedule – SP schedule*
- *Utilize appropriate level of officials for meet skill level*
- *Develop LSC template*
- *Provide relevant/fun competitions on same weekend thru state*
- *Keep calendar under control to prevent burnout of swimmers and parents*
- *Formalize bid process – details on facility costs, staffing, potential caps for expenditures*
- *Manage finances; LSC provides financial budgeting templates to teams. Utilize financial expertise of parents in LSC to assist*
- *Bids should be submitted in a specific time frame*
- *Fees for meets should be tied to level of competition, venue and length of meet*
- *Teach teams how to finance and schedule developmental meets (flat fee for limited events, limited time, inexpensive pool)*
- *Develop LSC level engagement with host facilities*
- *Quality of competition vs quantity*
- *Age Group vs Senior – defined*
- *Reward clubs who step up to push things thru*

- *Rethink planning calendar timelines – more long term than just the next year*
- *Age Group vs Senior – aligned*
- *Set up a priority system to help long-standing meets in the LSC*
- *Get officials to ref all levels – systematic like time standards*
- *Specify the level of meets that need to be hosted and offer incentives for one day developmental meets*
- *Work with leagues to open their competition*
- *Get teams motivated to host meets.*
- *Limit timelines*
- *Partner small clubs to alternate as meet hosts*
- *Set a specific number of meets in a region that can be held each weekend*
- *Encourage/require all teams to host meets in some fashion*
- *Calendar issues: consider asking the 'real' stakeholders what they want (swimmers/parents)*
- *Different meets offer different focus*
- *Bids- commitment*
- *Developmental – progressions*
- *Homogeneous competition*
- *Balancing athletics/school*
- *Small local meets to encourage participation*
- *How to manage meet finances?*

- *How to respect the history of long standing meets while balancing the calendar?*

- *Can there be too many meets?*

Governance/Strategic Planning

- *Encourage BOD committees to use Strategic Plan*
- *Steal other LSC policies shamelessly!*
- *Reward/increase recognition for those that carry out plans*
- *Athlete onboarding for success*
- *Training of policies- procedures- positions*
- *Google drive – centralized drive to store documents to help with turn over of people in roles*
- *Staffing committees – discount on meet fees for children of members of committees*
- *Ask for help with wide audience and on website – more than once*
- *Each committee work only on one strategic plan item at a time to prevent getting overwhelmed*

- *BOD/Committee retreat to focus on advancing plan initiatives*
- *Audit committees*
- *Talk about the LSC at officials briefings – great source of volunteers*
- *Choose Governance Committee carefully. Broad representation*
- *Review policies and procedures annually. Keep a list of ideas that need to be included in each years review*
- *Be willing to change – we are different than what we were 3-5 years ago*
- *Have standard policies – USA Swimming as templates*
- *Staffing committees*
- *Monitoring plans*

Nominating Committee – New Blood

- *Identify positions that need to be filled*
- *Empower others to assist in the ‘hunt’*
- *Talk to team leaders – coaches – officials – about who has the needed skills*
- *Vet candidates after showing interest in a position*
- *Establish goals for the type of people you want on your board and make those qualities a part of the committee information*
- *Personally invite people*
- *Start looking early, especially as committee head*
- *Allow athletes to get involved in nominations*

- *Standard list of interview questions for each board position/all board candidates*
- *Education on the value of the board*
- *Geographically, ethnically, professionally diverse.*
- *Ask candidates to provide references, who can speak to their skillset*
- *How do we get the Right person, with the Right skills, to the Right job?*
- *Need a defined on-boarding process*
- *Publicize job descriptions*
- *Who do we know who can execute?*
- *Be open to the person you don’t know*
- *Start looking now*

Getting Athletes on BOD

- *Challenging adult BOD members to always ask for athlete view and encourage them to share.*
- *Identify agent of each club that will focus on developing athlete rep candidates*
- *Meet with new reps once they are elected into their position and give them a run down on how everything works*
- *Acknowledge success often*

- *Involve athletes who haven’t been elected as the Jr or Sr reps. Ask them questions and keep them involved to encourage running for leadership positions within our LSC*
- *Create incentive to convince athletes to join committees*
- *Initiate various subcommittee opportunities on athletes committee as a step for athletes towards joining LSC committees*

- *Short workshop for committee leaders to promote bringing in athletes in the conversation*
- *How can we motivate athletes to get involved and make it a meaningful experience for them that keeps them excited?*
- *Training sessions and documentation to pass along to next rep allowing a continuous flow of information*