

LMSC Development Committee Meeting Notes 6/20/10

In attendance: Doug Adamvich (Chair), Lori Payne (Vice-Chair), Chris McGiffin, Ellen Tobler, Hugh Moore, Jeff Strahota, Leianne Crittenden, and Paige Buehler

Meeting was called to order at 8:05 EST

Sanctions Survey: Over 50% of LMSCs responded to the survey (33 of 52 responded, 19 have not yet responded). Applauds to the subcommittee on their hard work developing and deploying the survey. A reminder will be sent out asking for those LMSCs who have not yet completed the survey to fill it out. The survey was initially only sent to sanction chairs and it was suggested that the reminder message should cc the LMSC chair. Some of the larger LMSCs have yet to respond and it would be best to get as much feedback as possible from all LMSCs (especially the larger ones). Once the survey is complete, we will be able to download a report into Excel and analyze the data.

LMSC Job Descriptions: The job descriptions are wrapped up. Anna Lea Matyzek at the US Masters Swimming National Office will now update the descriptions. The latest job descriptions (and our edits/comments) are posted in the USMS Forums. Questions were raised as to where the revised job descriptions will be posted, if they will become policy, and what their main purpose is. Doug was going to check with Anna Lea on our questions.

Roles for the LMSCs: There has been quite a bit of discussion on this topic in the Forums. A large focus was clarifying the role of the LMSC in relation to clubs and workout groups. Anna Lea is taking our discussions and tying it to the LMSC Minimum Standards and drafting a document outlining the LMSC's purpose. This document will be linked to the Guide to Operations.

Subcommittees—Registration and Treasurer: Two more surveys need to go out to registrars and treasurers to gauge how each LMSC is meeting the LMSC Minimum Standards. Each subcommittee will get together, review the LMSC Minimum Standards, and craft questions for the survey. Since everyone did not see the sanctions survey, Doug will send out a link to a sample of the sanctions survey so these two new subcommittees have a jumping off point for developing their questions. 10-12 questions should be the max. Questions are due to Doug by July 11. Subcommittees are:

- *Registration:* Paige (chair), Lei Anne, and Ellen.
- *Treasurer:* Jeff (chair), Chris. Lori was going to e-mail Mike and Herb to see if they'd also serve on this subcommittee.

Membership Retention: Doug encouraged all committee members to go on the Forum and discuss their ideas/thoughts on membership retention. Every committee member needs to add to the debate. Please post your thoughts within the next few days.

USMS recent numbers indicate we hold @ a 65% retention rate, which could obviously be much better. Retention is critical to the growth of Masters Swimming. A few comments on membership retention were made during the call:

- Seems there is a cycle for how long people stay with Masters. There's always a core of repeat members, but others come in and go out based on their lives, meeting a personal goal, etc.
- Average time appears to be about 5 years that a person stays with Masters, but there are always those that are in it for the long-haul. Clubs need to be good at retaining their members though club benefits (not Masters benefits) like social events and welcoming attitudes to new and returning swimmers.
- Coaching has a huge impact on retention. In a 2006 survey, 80% of our membership indicated that the #1 important thing to them was a coached workout. USMS needs to do everything they can to develop and retain good coaches. LMSCs can offer clinic scholarships for SwimFest and ASCA to aid in coach development and training.
- USMS should also be tracking coach retention as well as those swimmers who may take a year or two off from Masters, but eventually return.
- Pool rates and closures also affect retention rates.
- Michael Moore (Pacific Chair) commented a few years back that what makes people stay is feeling welcome in their workout group. Leianne will send a copy of his note to the committee.

Miscellaneous: With Convention quickly approaching, the question was raised regarding what we hoped, as a committee, to present at Convention. Doug responded that it is a positive start for us, as a new committee, if we have an inkling on how our LMSCs are meeting the Minimum Standards. The surveys are giving us our first glimpses into the status of our LMSCs. The committee will be divvying up the LMSCs per committee member (3-5) so that we can get in touch with LMSC leaders when necessary. The impact of our committee is large as we will be helping shape the future of Masters Swimming.

Next Meeting: Sunday, July 18, 8 pm ET. Doug will send out an agenda. Please participate in the Forums topics if you cannot make the next meeting.