

USMS Convention—Atlanta, Ga. 2008

Committee Name: Communications	Session #: 1	Report #: 6
Committee Chair: Hugh Moore	Vice Chair: Kim Crouch	
Minutes recorded by: Jeanne Seidler	Date/time of meeting: Thursday, 9/25/08, 12:45 p.m.	

Action Items:

1. None

Number of committee members present: 10	Absent: 6	Number of other delegates present: 24
Committee members present (list all, including chair and vice chair): Hugh Moore (Chair), Kim Crouch (Vice Chair), Daniel Cox, Jim Matysek, Michael Moore, Ray Novitske, Pete Palmer, Carl Saxton, Jeanne Seidler, Bill Volckening		

Minutes

The meeting was called to order at 12:45 p.m., in the Kennesaw Meeting Room

1. All committee members and audience members were introduced.
2. Committee background was presented to set the discussion framework. (The committee was established 8 years ago when USMS staff expanded to include webmaster and publications functions. The primary effort was to provide direction for new staff. During the succeeding years, the purpose has changed and the committee evolved to executing infrastructure projects.)
3. The committee discussed and agreed to work this coming year on several projects as noted below.
 - a. USMS Communications Plan: The existing plan will be revised to align with new focus of USMS plans.
 - b. Email to Members: This project was dropped (without objection) as this topic will be covered in the new ED plans.
 - c. LMSC and Club Websites: This project will focus on providing resources and expertise to support LMSC and Club webmasters. The LMSC Handbook section on website best practices will be reviewed and revised. We will then determine what support is needed, develop a program and offer it to the LMSC and Club webmasters.
 - d. Newsletter Archive
 - e. Places-to-Swim on the USMS Web: The committee developed requirements and recommended a project for enhancing the Places to Swim web pages. The project was accepted and aligned with the development of End-to-End Event (E2EE) Management project. A new Places-to-Swim query based on geocodes will be available next year. The developed requirements will be incorporated over time as the E2EE Management project is developed. The committee will now focus on the issue of how to keep the information on the Places-to-Swim web current.
 - f. Meet Results Database: The three individuals responsible for the Meet Results Database (Mel Dyck, Jeanne Seidler and Jim Matysek) were thanked for their efforts on this project, given that the conversion from outsourced function to a USMS hosted function had to be done with a few weeks lead time this winter. Also, all the data was reloaded from scratch without bridging the data from the old system. The plan for the next year is to make this feature available for interested Top Ten Recorders to use as the repository for Top Ten reporting for the individual LMSC. By show of hands, almost all of the 34 meeting participants indicated that they used the Individual Results and Event Rankings website.

- g. Calendar of Events/Sanction Database: Lynn Hazelwood was thanked for her 8 years of effort as the primary person responsible for the Calendar website. The plan for next year is to roll out a new version of the Calendar. The Calendar and Meet Results Database are the first steps in the E2EE project. Two issues with the Calendar outside of the E2EE project are those of the non-sanctioned/non-recognized meets and the international meets appearing in the Calendar. With these issues the current tools will need to be refined and policies set. This committee will make recommendations on the solution of these issues in time for presentation to the mid-year BOD meeting.
 - h. Awards: This committee selects the Newsletter of the Year award and coordinates the selection of the June Krauser USMS Communications award. By the mid-year BOD meeting, the committee will develop recommendations for other communication award categories.
 - i. The committee will draft a legislative proposal for a new committee description next year to reflect the focus on infrastructure projects and services to LMSC and Clubs.
4. Thank you to all the audience members at the meeting who provided very valuable comments on these projects. The comments have been retained by the individual project leaders and are not delineated in these minutes for reasons of brevity.

The meeting was adjourned at 1:57 p.m.
