

USMS Convention—Anaheim, California 2007

Committee Name: Editorial	Session #: 1	Report #: 20
Committee Chair: Lynn Hazlewood	Vice Chair: Heather Hagadorn	
Minutes recorded by: Lynn Hazlewood	Date/time of meeting: 9/28/07 8:00 a.m.	

Action Items: Proposed Expenditures

1. None

Action Items:

1. None

Number of committee members present: 9	Absent: 1	Number of other delegates present: 9
Committee members present (list all, including chair and vice chair): Lynn Hazlewood, Heather Hagadorn, Tom Boyd, Nadine Day, Christine Dos Santos, Jeanne Ensign, Raena Latina, Allen Highnote, Jim Matysek		

Minutes

The meeting was called to order at 8:07 a.m.

1. The chair opened the meeting with the following announcements:
 - a. The chair announced that she would be stepping down in order to lead the Branding Task Force. Vice Chair Heather Hagadorn has agreed to become the new chair.
 - b. Mark Gill is scheduled to be our EC liaison next year, but Meg Smath will still be involved.
 - c. SWIMMER magazine shipped this week. The lateness of this issue was due to logistics issues created by new staff.
 - d. At their Friday meeting, the legislation committee approved our new definition without amendment.
2. Jeanne Ensign presented a message from the BOD on the strategic plan and good committee management. We were reminded that we should focus on projects that provide member services; provide a good return on investment through prioritization; keep our projects simple and realistic; assign tasks with realistic timelines; and maintain regular communication.
3. The committee discussed the minutes of the previous meeting and MSA to approve the minutes of the July 9, 2007 meeting.
4. Committee Chair report: The committee chair presented the following report to the committee for discussion:

"The Editorial Committee's predecessors—*USMS SWIMMER* Transition Team and Editorial Board—were initially appointed as a vehicle for USMS to develop its new magazine. In the interest of continuity from one administration to the next, the Editorial Committee was created in 2005 to provide management for USMS publications and treat them as part of the totality that is the USMS brand. The committee has done some valuable work in the intervening two years and, in that respect, should be considered a success.

However, with the hiring of an Executive Director and the development of the strategic planning initiative, much of how USMS functions has changed and is changing today—even if it is only implied by the decision-making we see coming from the executive level. We need to take an honest look at how the elements of USMS that were created in a different era and under a different corporate culture fit into the USMS of today and tomorrow. The creation of a committee strategic plan (attached), including a mission, objectives and goals for next year's tasks, was the beginning of that evaluation. The document supplied by the Editorial Committee to the planning conference in June was well received.

The questions before us today are—does the committee have a task to perform for USMS in the next year and is it possible for us to achieve our objectives and goals as defined in our strategic planning document?"

5. Following comments by the chair, the committee discussed the mission, objectives and goals contained in the committee strategic plan. Each objective and its attached goals were examined and amended in turn. Objectives 1–4 were accepted as amended. Objective 5 (concerning committee management) was dropped as inappropriate to a strategic planning document. The committee then MSA to accept all changes to the committee's strategic plan. The parts of the document worked on during the meeting are attached. Remaining amendments will be done by the subcommittees and task forces during the next year.

Tasks for the Upcoming Year

1. Refinement of the strategic planning document by separate subcommittees and task forces, including setting of priorities and time lines.
2. Implementation of objectives and goals.

The meeting was adjourned at 9:40 a.m.



Mission
<i>507.2.4—Publications Management Committee (proposed committee name change)</i>
<i>The Publications Management Committee shall manage all USMS publishing activities and shall set publishing policy.</i>
<i>The Committee shall develop and maintain or promote the development and maintenance of publications that a) support USMS’s values and operating principles, b) provide benefits and information services for all USMS members, c) provide viable marketing tools, where appropriate, d) provide an income source for USMS, where possible and e) employ the most current industry standards for design, style, editorial content and usability, where appropriate.</i>
<i>The committee shall establish working relationships with and provide support for the volunteer and professional staff developing USMS publications, including the publishers of the USMS national publication, web operations personnel, National Office personnel, and committees that publish information for USMS.</i>
<i>The committee shall consist of the committee chair and sufficient members to execute the committee function. Members shall have the requisite skills to accomplish tasks as defined by the committee’s objectives and goals. USMS professional staff with responsibility for publications shall be ex-officio members.</i>

Mission Implementation:

To fulfill the above mission, the committee will be divided into subcommittees (permanent tasks) and task forces (finite tasks) with each group assigned to a specific Objective. Each task force shall meet in conference call on a regular schedule. The Chair and Vice Chair shall be members of all task forces and will divide task force management between them as their skills and interests dictate. Task forces shall consist of 3–6 members and be populated by Committee members as well as members from other committees as needed. The EC Liaison shall be *ex officio* to all task forces.



Objective 1: USMS SWIMMER Subcommittee

Chair: Lynn Hazlewood

Members: USMS Editor, Finance rep, all USMS members who are magazine proofreaders, Strategic Planning rep

Annual Planning Expansion: Coaches rep, Fitness rep, Long Distance rep, Sports Medicine rep, H&A rep, Marketing rep, representatives from appropriate USMS task forces.

Action Plan Outline:

1. Create Action Plan.

Objective and Goals:

Objectives	Goals
<ul style="list-style-type: none"> ● <i>O1 – Support the production of USMS SWIMMER for the benefit of USMS</i> 	<ul style="list-style-type: none"> ● <i>G1 – Participate in the editorial planning of the magazine</i>
<ul style="list-style-type: none"> ● <i>O1</i> 	<ul style="list-style-type: none"> ● <i>G2 – Ensure that the magazine meets the needs of USMS current and future members</i>
<ul style="list-style-type: none"> ● <i>O1</i> 	<ul style="list-style-type: none"> ● <i>G3 – Assist with obtaining content for departments from USMS resources</i>
<ul style="list-style-type: none"> ● <i>O1</i> 	<ul style="list-style-type: none"> ● <i>G4 – See to the accuracy of magazine content through proofreading activities</i>
<ul style="list-style-type: none"> ● <i>O1</i> 	<ul style="list-style-type: none"> ● <i>G5 – Support the development of usmsswimmer.com information and archives</i>
<ul style="list-style-type: none"> ● <i>O1</i> 	<ul style="list-style-type: none"> ● <i>G6 – Develop and maintain publications policies for USMS SWIMMER</i>



Objective 2: Web Site Content Subcommittee

Chair: Heather Hagadorn

Members: USMS Webmaster, Strategic Planning Rep, Web Update Manager, Web Operations rep (non-staff), IT Task Force rep

Action Plan Outline:

- 1 Create Action Plan.

Objective and Goals:

Objectives	Goals
<ul style="list-style-type: none"> ● <i>O2 – Support the development and maintenance of valuable web editorial content</i> 	<ul style="list-style-type: none"> ● <i>G1 – Develop and maintain a schedule of regular/repetitive updates for existing web services</i>
<ul style="list-style-type: none"> ● <i>O2</i> 	<ul style="list-style-type: none"> ● <i>G2 – Ensure that the items on the web update schedule are produced by USMS entities and updated by staff in a timely manner</i>
<ul style="list-style-type: none"> ● <i>O2</i> 	<ul style="list-style-type: none"> ● <i>G3 – Advocate sufficient web editorial capability</i>
<ul style="list-style-type: none"> ● <i>O2</i> 	<ul style="list-style-type: none"> ● <i>G4 – Advocate the development of administrative tools on the web site so non-technical personnel can update information</i>
<ul style="list-style-type: none"> ● <i>O2</i> 	<ul style="list-style-type: none"> ● <i>G5 – Participate in the editorial planning of the web site</i>
<ul style="list-style-type: none"> ● <i>O2</i> 	<ul style="list-style-type: none"> ● <i>G6 – Develop and maintain publications policies for the USMS web site</i>



Objective 3: Publications Standards Subcommittee

Chair: Committee Chair (or Vice Chair)

Members: Marketing rep, Other members skilled in graphics, style and layout

Action Plan Outline:

1. This objective will be put on hold pending the work done by the USMS Branding Task Force.

Objective and Goals:

Objectives	Goals
<ul style="list-style-type: none"> • <i>O3 – Monitor and enforce publication standards to be determined by the USMS Branding Task Force</i> 	<ul style="list-style-type: none"> • <i>G1 – Goals for the implementation of this objective will be determined based on the work of the branding task force.</i>



Objective 4: Communications Process Task Force

Chair: Lynn Hazlewood

Members: Members of SWIMMER and Web Site task forces, Communications rep

Action Plan Outline:

- 1 Create Action Plan.

Objective and Goals:

Objectives	Goals
<ul style="list-style-type: none"> ● <i>O4 – Establish working relationships with volunteers and professional staff, inside and outside USMS, that are involved with USMS publications</i> 	<ul style="list-style-type: none"> ● <i>G1 – Identify groups and sub-groups the committee needs to work with</i>
<ul style="list-style-type: none"> ● <i>O4</i> 	<ul style="list-style-type: none"> ● <i>G2 – Create a communications plan in the form of a chart that identifies POC's between the committee and other entities.</i> <p><i>Note: If we have a clear communication plan and Points of Contact (POC) identified, we can work with the other committees on content they can contribute, timing, priority, etc. We can identify a subject matter that we'd like to focus on, or pick one committee (a rep from that committee) at a time to join our monthly conference calls. We probably need to do this with special appointees/liasons too ... as they also have content on the web, in the magazine or another publication</i></p>
<ul style="list-style-type: none"> ● <i>O4</i> 	<ul style="list-style-type: none"> ● <i>G3 – Establish regularized communication between the committee and groups/sub-groups involved with publications</i>