

USMS Fitness Committee minutes

Committee Name:
Fitness

Session #:

Committee Chair:
Mary Jurey

Vice Chair: Brian Cummings

Minutes recorded by: Lisa Watson

Date/time of meeting: June 26, 2016 7 PM EDT

Number of committee members present: 10

Absent: 7

Number of other delegates present:

Committee members present: Mary Jurey (Chair), Brian Cummings (Vice Chair), Lisa Watson, Robin Smith, Karen Gernert, Skip Thompson (Executive Committee), Karen Wegner, Kyle Deery (Ex officio), Brigid Bunch, Anita Cole

Committee Members Absent: AJ Block, Stacy Broncucia, Aubree Gustafson, Fares Ksebati, Robin Walker, Lisa Ward, Ken Winterberger

Minutes

The meeting was called to order at .7 PM EDT,

1. ROLL CALL

2. RECAP/CATCH UP

Mary spoke with our new CEO, Dawson Hughes, and reported that he is enthusiastic about wanting to emphasize the fitness swimmer in USMS. A new strategic plan is being created and the aspect of fitness swimming will be included in that plan.

3. BOOSTING THE CHECK OFF CHALLENGE

Anita Cole urged the LMSCs to put the link to the Check Off Challenge in their electronic newsletters to encourage more participation among our members. This event should appeal to both elite and fitness swimmers. Elite swimmers can use it to record Personal Best times, while the fitness swimmer can look at it as a distance to accomplish (no times recorded). Coaches could use as a motivational tool, and possibly make it a team activity. Anita stressed concern at the low interest this year for the Check Off Challenge and asked the committee for ideas on sparking more interest. It was suggested that social media might be a good way to promote this- put it on Facebook, where participants can talk about what motivated them to do this event. Skip asked about the possibility of showing the history of the event on the website- who is participating and who has participated (similar to what is now done with Go The Distance). Perhaps it could be used as a competition between clubs and/or LMSCs. Mary said that there has been a question of whether or not this is a worthwhile event? People seem to like it, but for some reason, are not signing up. Robin Smith mentioned that the Check Off Challenge is actually hard to access on the website. She has signed up for the event, and noted that participants can't see who else has signed up for the event. Mary wondered if some events, such as the 200 fly, are too intimidating for some swimmers to do, which discourages their participation. Perhaps it could be a 'Check off as many as you can' challenge, where swimmers don't have to complete every single event. That might give them an incentive each subsequent year to add other events. Another thought would be to have 2 categories- a full list of events, and then a Check Off 'Lite' with fewer events. Mark Johnson of Montana Masters has developed the Postal Pentathlon-with the 3 different levels: sprint, middle distance, and iron man. Perhaps the Check off Challenge could be done similar to that. Some teams could do it during practice- and it could also be done with pulling or kicking rather than swimming. Mary suggested that Anita Cole and Robin Walker get together to list suggested guidelines, and post it online. Other suggestions were to make the event easier to find, and allow a section for posting comments. Skip suggested that this committee have our suggested guidelines ready to present at the upcoming convention in order to better market this for 2017. Karen Wegner, who works with Club Assistant, said that she could get contact information from the Long Distance Committee. Robin Smith said she would forward the article she wrote last year on this topic.

4. 30 MINUTE SWIM

The committee feels that this event should appeal to fitness swimmers. Lisa Watson said that she uses it with her college swimmers: while the 1 Hour swim would be very intimidating, the swimmers are more likely to participate in a 30 minute swim. In continuation from our last meeting, the committee had also wanted to use it as a funding opportunity for Swimming Saves Lives. Skip asked the committee how they wanted to set up the event. Would it be run by a single club, similar to the 1

Hour Postal Event, or by the National Office. He also stated that the National Office is currently consumed with a variety of projects and may not have the time to handle this event. Brian said that clubs hosting events (such as the 1 Hour Postal) do so with the intent on raising money for their club or LMSC, so they would likely not be willing to do it for free. Lisa suggested that perhaps a certain percentage of the profits from the event could go to SSL, with the remainder to the host club. Mary mentioned that we need to also be aware of the cost involved in using Club Assistant for this or any event. Mary, Brian, and AubreyGustafson will form a subcommittee for developing guidelines for this event.

5. **ACCESSIBILITY TO MASTERS SWIMMING/ATTRACTING FITNESS SWIMMERS**

Mary asked the committee how we can make Masters Swimming more appealing to fitness swimmers. Robin Smith said that a lot of that would hinge on how flexible coaches are to fitness swimmers in their program. She mentioned that parents of USA swimmers would be a prime target group, since they see their children train. Lap swimming could be provided for the parents during USA practices and/or other times. Another group with big marketing potential would be trying to attract the younger adult swimmers. Skip said that USMS is currently working on that. Anita (who coaches the Long Beach Grunyons) said that she brings a lot of free USMS items (brochures, etc...) for lap swimmers and goes to pools to leave them for the offices to distribute. It was asked if the next USMS marketing video had any focus on fitness swimmers. Skip said there is a new video coming out. Focusing on social aspects can be a source of appeal for prospective swimmers. Mary asked Skip about any upcoming USMS membership drives. Skip said there will be a big membership drive during Olympic week in August. USMS is concerned that there has been a big drop in membership this year. Another suggestion was to advertise Masters in other sport magazines (such as triathletes). Mary asked all committee members to email her 2-3 suggestions on how to attract more members. Skip stated that there will be an updated marketing survey coming out soon.

ADJOURNMENT: The meeting adjourned at 8 PM EDT.

Tasks for the Upcoming Year

- 1.

The meeting was adjourned at.
