



U.S. Masters Swimming LMSC Development Committee

“LMSC Update”
Webinar 2022-01-13

Information Sharing & Community
for LMSC Volunteers



LMSC Update Facilitators

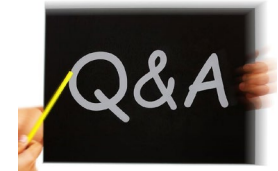
Tom Moore swims with Minnesota Masters Swimming in the Minnesota LMSC. Tom currently serves on the USMS Diversity & Inclusion committee as well as the USMS LMSC Development committee.

Linda Chapman swims with Puget Sound Masters in the Pacific Northwest LMSC. Linda currently serves on the USMS LMSC Development committee as well as serving as Chair of the Pacific Northwest LMSC.

Welcome Everyone!



- The webinar will begin in a few minutes; please stand by as everyone gets connected
- All attendees will be muted throughout the presentation and un-muted for the Q&A segment
- You can submit questions to the moderator via the Q&A 'Chat' window



LMSC Update Facilitators



Tom Moore
&
Linda Chapman



LMSC Update



- **This Meeting**
- Standing Agenda
 - New & Notable (“Streamlines for Volunteers” / upcoming deadlines for LMSCs)
 - Upcoming Webinars / Recordings of past Webinars
 - Information Share: Downstream & Upstream
 - Today’s Downstream Topic: “LMSC Great Ideas”
 - Upstream: What are your questions / comments / concerns?
 - Community: “Live” group chat (with cameras on!)

LMSC Update “LMSC Great Ideas” Panelists



**Tim
Waud**

**Oregon
LMSC
Fundraising &
Engagement**



**Crystie
McGrail**

**New England
LMSC
Coach Support**



**Alana
Aubin**

**New England
LMSC
LMSC
Communications**



**Michael
Moore**

**Pacific
LMSC
Membership &
Marketing**

This Meeting: “LMSC Update”



- This Meeting is an experiment (we are holding 4 monthly sessions: October / November / December / January, then we'll evaluate); we're not sure what it will turn into over time
- There are several ideas that we're trying out:
 - Welcome newer volunteers and provide information and context about the national organization
 - Build Community for LMSC level volunteers to share ideas and meet other volunteers doing similar role in other places
 - Provide an alternate forum & format to review information already shared elsewhere (not 'breaking news'; re-visit what's already published)
- Depending on response and participation, we may split things off to separate meetings or change focus, or change how often this meeting happens.
- Google Doc Survey

https://docs.google.com/forms/d/e/1FAIpQLSewzzvdP4Lfu8WaBv9KAR8QUj8pl8v4npz6rTZUz_UF_uBvxxw/viewform?vc=0&c=0&w=1&flr=0

Webinars



There are 4 types of webinars (see <https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls>)

1. Education

- Scheduled 60min session hosted by subject-matter expert on a specific topic, schedule and pace driven by current BOD & USMS priorities

2. Community

- Scheduled 60min session coordinated by relevant national committee, hosted by subject-matter expert, focused toward a specific group of volunteers (i.e. “Education” session designed for “Peer” group).
- Currently, “Coaches” and “Adult-Learn-To-Swim” host regular Community webinars.

3. Peer-to-Peer (Relationship Building / “Mentoring”)

- Annual 30min to 60min session hosted by LMSC Development and/or relevant national committee for a specific LMSC role focused on establishing and growing relationships & sharing best practices

4. LMSC Update (This Meeting)

- regular 30min to 60min session hosted by LMSC Dev to review webinar schedule & highlight info for LMSC volunteers

• National Committee Meetings

National Committee Meetings



You can join a national committee meeting as a guest with the approval of the committee chair
See the Volunteer Calendar (<https://www.usms.org/volunteer-central/volunteer-working-calendar>) for schedule)

Adult Learn To Swim (ALTS) Programming Committee

Championship Committee

Coaches Committee

Diversity and Inclusion Committee

Fitness Education Committee

History and Archives Committee

Legislation Committee

LMSC Development Committee

Long Distance Committee

Membership Committee

Officials Committee

Open Water Committee

Recognition and Awards Committee

Records and Tabulation Committee

Rules Committee

Sports Medicine and Science Committee

Standing Agenda - New & Notable (1 of 4)



- Streamlines for Volunteers (now Monthly!) – January issue came out yesterday, 01-12-2022
 - Letter from President Peter Guadagni
 - Peter, Dawson, committee, and zone chairs met Monday re strategy and vision
 - Desired delineation of roles between volunteers and Nat'l Office staff
 - Need for volunteers to focus their time and LMSC resources at the local level
 - Board has discussed potential adjustments to the national committee structure. Over the next six months exec committee liaisons to nat'l committees will meet with national committees and LMSCs to discuss and gather feedback
 - BOD meetings are open and schedule (with links) of BOD and open national committee meetings coming soon. Contact USMS Secretary Carrie Stolar for an invite to USMS BOD meetings
 - Volunteer working Calendar
 - Volunteer Spotlight: Phil Dodson, Illinois LMSC

Standing Agenda - New & Notable (2 of 4)



- “Volunteer Relay” – in person meeting planned for Fri March 4 – Sun March 6, 2022
<https://www.usms.org/volunteer-central/lmscs/lmsc-leadership-summit/relay-2022>
 - Westin Denver International Airport
 - The theme of Relay 2022 is **Club Development** with a focus on
 - building relationships with facilities,
 - recruiting and supporting coaches, and
 - providing resources for clubs to grow.
- LMSCs should select attendees who have the interest, skills, and passion for helping develop USMS clubs at the local level. LMSCs are recommended to consider bringing at least one tenured volunteer, one volunteer who also coaches, and one volunteer who has never participated in a national-level meeting.
- Relay 2022 calendar, showing all meetings and choice of workshops is [here](#).
- Deadline for submittal of LMSC Attendees for Relay 2022 – February 1
- Latest Updates:
 - December 2, 2021 [2022 Volunteer Relay - Update 1](#)
 - December 16, 2021 [2022 Volunteer Relay - Update 2](#)

Standing Agenda - New & Notable (3 of 4)



- Upcoming Deadlines for Volunteers:
 - Request Additional LMSC Attendee(s) for Relay 2022 by January 21
 - SCM Top Ten season ended Dec 31, times due January 26, published in April
 - Submit LMSC Attendee(s) for Relay 2022 by February 1
 - National and Local volunteers need to be registered for 2022 by January 1, 2022
 - Election nominations open March 1 and close April 20
 - Relay 2022; Denver, CO; March 4 – 6
 - Captain Ransom J Arthur MD Award Nomination Deadline March 15
 - Spring Nationals April 28 – May 1
 - LMSC Annual Financial Statement and LMSC Annual Meeting Minutes Deadline; April 30
 - IRS Tax filing deadline April 30

Standing Agenda - New & Notable (4 of 4)



- Published Minutes (<https://www.usms.org/admin/minutes/index.php>)
 - 11/15 Board of Directors [Minutes](#)
 - Communication plan
 - Budget Overview
 - 11/9 Finance Committee [Minutes](#) & 11/2 Finance Committee [Minutes](#)
 - Approved Draft Budget with \$500K net loss (includes comp & benefit changes, 2 in-person mtgs)
 - 10/18 Board of Directors [Minutes](#)
 - USMS Privacy policy to be maintained by professional staff
 - Budget: Relay 2022 (in-person) + Annual Meeting (hybrid) – how deal with 2 in-person mtgs?
 - Strategic Plan Update – proposed process to engage entire organization
 - 2021 Annual Meeting Review

Standing Agenda – Recent Webinars



Presentations and/or Recordings Available <https://www.usms.org/admin/minutes/index.php>

- January 11: Diversity & Inclusion Discussion: Inclusive LMSC Culture - [Presentation](#) - [Recording](#)
- January 6: LMSC Leadership (Chair/Vice-Chair) Peer to Peer - [Presentation](#) - [Recording](#)
- November 30: **D&I Discussion: Race + National Origin/Culture** - [Presentation](#) - [Recording](#)
- November 18: Coaches Community: **“Code of Conduct”** - [Recording](#)
- November 11: LMSC Update: **LMSC Roles** - [Presentation](#) - [Recording](#)
- November 4: **Peer-2-Peer for LMSC Secretaries** - [Presentation](#) - [Recording](#)
- November 18: ALTS Community: **“Creating a Legacy: Turning Graduates into Instructors”** - [Recording](#)

Diversity & Inclusion Webinar Series



2020

- 7/23 Diversity & Inclusion for Coaches – [Presentation](#) - [Recording](#)

2021 Coach Community

- 11/18 Differently-Abled Swimmers: Water is the Great Unifier - [Presentation](#) - [Recording](#)

2021 D&I Series

- 6/29 Diversity & Inclusion for LMSC Volunteers - [Presentation](#) - [Recording](#)
- 7/29 Interactive Session 1: Age + Physical / Mental Ability - [Presentation](#) - [Recording](#)
- 8/24 Interactive Session 2: Gender & Sexual Orientation - [Presentation](#) - [Recording](#)
- 10/12 Interactive Session 3: Politics + Religion + Socioeconomic - [Presentation](#) - [Recording](#)
- 11/30 Interactive Session 4: Race + National Origin / Culture - [Presentation](#) - [Recording](#)
- 1/11/22 Interactive Session 5: An Inclusive Culture at Your LMSC - [Presentation](#) - [Recording](#)

Standing Agenda - Webinars – Upcoming Calendar



<https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls>

January

- *Mon 1/17 Martin Luther King Day*
- **Thur 1/20 Coaches Community: “So you want to start your own masters team?”** - [Register](#)
- **Thur 1/27 ALTS Community: “Breathing Into Fear – Calming the Anxious Adult Swimmer”** - [Register](#)

February

- **Thur 2/3 Peer-to-Peer: Event Hosting** - [Register](#)
- **Tue 2/8 Education: USMS Volunteer Working Calendar** - [Register](#)
- **Thur 2/10 LMSC Update: USMS Website Meetings, Minutes, & Webinars** - [Register](#)
- *Tue 2/15 Lunar New Year*
- **Thur 2/24 ALTS Community: “Becoming a More Effective ALTS Instructor”** - [Register](#)

Standing Agenda - Webinars – Upcoming Calendar



March – *Women’s History Month, National Developmental Disabilities Awareness Month*

- Thur 3/3 **LSMC Treasurer P2P** [Register](#)
- (Fri 3/4 – Sun 3/6 Volunteer Relay)
- Tue 3/8 Education: “**LMSC Volunteer Development**” [Register](#)
- Thur 3/10 **LSMC Update – Focus on LMSC Standards for Governance & Financials**
- Thur 3/17 Coaches Community: TBD
- Thur 3/24 ALTS Community: TBD
- Tue 3/29 Education: “**Local Event Hosting: How To ...**” [Register](#)
- Thur 3/31 **LSMC Diversity & Inclusion Coordinator P2P** [Register](#)

April – *Ramadan Sat 4/2-Mon 5/2, Passover Fri 4/15 – Sat 4/23*

- Thur 4/7 **LSMC Coach & Club Development Coordinator P2P** - [Register](#)
- Thur 4/14 **LMSC Update**
- *Sun 4/17 Easter*
- Thur 4/21 Coaches Community: TBD
- (Spring Nationals 4/28-5/1)

Standing Agenda – Information Share: Great Ideas from LMSCs

- This month we have mini-presentations from four people highlighting the ways their LMSC:
 - Supports coaches
 - Strategize, collaborate, and take action to market USMS locally and build membership
 - Communicate with members
 - Enhance volunteer engagement
 - Fundraise within an LMSC

Coach Support for LMSCs



- Crystie McGrail – NELMSC

Crystie started coaching with Great Bay Masters (NH) in 2010 and has been obsessed with challenging and delighting swimmers since that first workout. She hopes all swimmers find the joy of moving through the water, while also spending time with a fun and supportive community.

Crystie has hosted meets for GBM, served as the Coaches Chair for the New England LMSC for four years, the Chairperson for two years and is now serving as the Immediate Past Chair for NELMSC. She served on the USMS National Coaches Committee for three years, and is currently on the USMS National LMSC Development Committee. Crystie has been a huge supporter of masters coaching education and networking in New England.



LMSC Coach Support

- Communication Network
- Certifications
- National Continuing Education
- Local Continuing Education
- Skills Practice

LMSC Coach Support - Communication

Provide a communication method for Coach Chair

- Registrar can provide email roster
- Specific Email List for Coaches (CC, groups, etc)

Coach Chair sends regularly:

- Meeting minutes from Natl Coach Comm
- Certification information
- Upcoming events
- Survey the support requests, pulse check from local Coaches

LMSC Coach Support - Certifications

Scholarships for USMS Certifications

- NELMSC - \$50 reimbursement (or coupon code if can set up in advance) to first 20 LMSC members who sign up and complete the USMS Level 1, 2, 3 certification courses
- Set this in your annual NELMSC budget as a recurring line item
- Most coaches are volunteer and foot the bill for their certifications on their own and they REALLY appreciate this small incentive

LMSC Coach Support – National Education

Scholarships for National Coaches Clinic

In return for financial assistance, each of the selected coaches must do the following:

1. **Write two articles** for the NE-LMSC website/newsletter about a learning from the NCC -- e.g., a technique or series of drills -- in a manner that allows others to share and implement the knowledge;
2. **Run one swimmers clinic sharing material from the NCC.** These clinics will be open to all LMSC members and provided at no cost to LMSC members (other than any applicable pool drop-in fees). Clinics can be run during a normal workout time.
3. **Support the other NCC Coach attendees' clinics.** Provide on deck coaching, etc.
4. **Provide at least two photos or other visuals** from the NCC to share on NE-LMSC social media or website.

← Content Created

← Clinic Events Created

← Marketing Created

In order to apply for this scholarship applicants must have achieved the USMS Level 2 coaching certification and must submit the following:

- A short essay describing why they want to attend;
- A description of how and where they will run a clinic following the NCC.

*NELMSC invested
\$500/coach – a very
substantial support
package with a clear ROI*

LMSC Coach Support – Local Education

Coach specific Clinics, Meetings, Calls

- Usually dry side/ discussion based, 3-hour session
- Can be run by Coaches Chair or you can invite local presenters
 - We invited specialty marathon, cold water, OW coaches to present
- If in person – provided free lunch to attendees
- Expenses:
 - Meeting space - free if you have a contact with access to a room – ask the network!
 - Lunch – it’s a good draw and reward for participating (make sure you consider dietary needs)
- If you cover a large geographic area – host in different locations each time
- The value of putting a bunch of coaches in a room with a loosely structured agenda to allow for questions, discussions and networking is HUGE!

LMSC Coach Support – Skills Practice

Dual Coach/Swimmer Clinics

The evolution of the Coach Clinic included moving towards a dual coach/swimmer clinic. This includes a coach only session, followed by a swimmer session where the coaches assist the lead clinician on deck in supporting the delivery of the content and providing individual feedback to swimmers.

This format has seemed to be highly successful in allowing coaches to review content and then practice on deck while also getting the opportunity to view other coaches in action. The goal would be to host 3 of these a year, bringing in an outside of the LMSC resource for no more than one.

A significant proposed amount was included in the Coaches budget line to cover a pool/meeting space rental and lunch for coaches, to support bringing in a presenter, or to compensate a local presenter.

- ← National Clinician (Karlyn Pipes, Rowdy, etc)
- ← Level 4 USMS Coaches
- ← Local College Coaches

Ideally the swimmer clinic registration covers presenter and pool fees, LMSC financially supports Coach section and lunch

LMSC Coach Support

- Communication Network
- Certifications
- National Continuing Education
- Local Continuing Education
- Skills Practice

LMSC Membership and Marketing Initiative



- Michael Moore – Pacific LMSC

Michael has served in dozens of roles within USMS and Pacific LMSC over nearly 30 years.

Michael was named the Capt. Ransom J. Arthur M.D. Award recipient in 2017

He currently serves on the USMS Officials Committee.

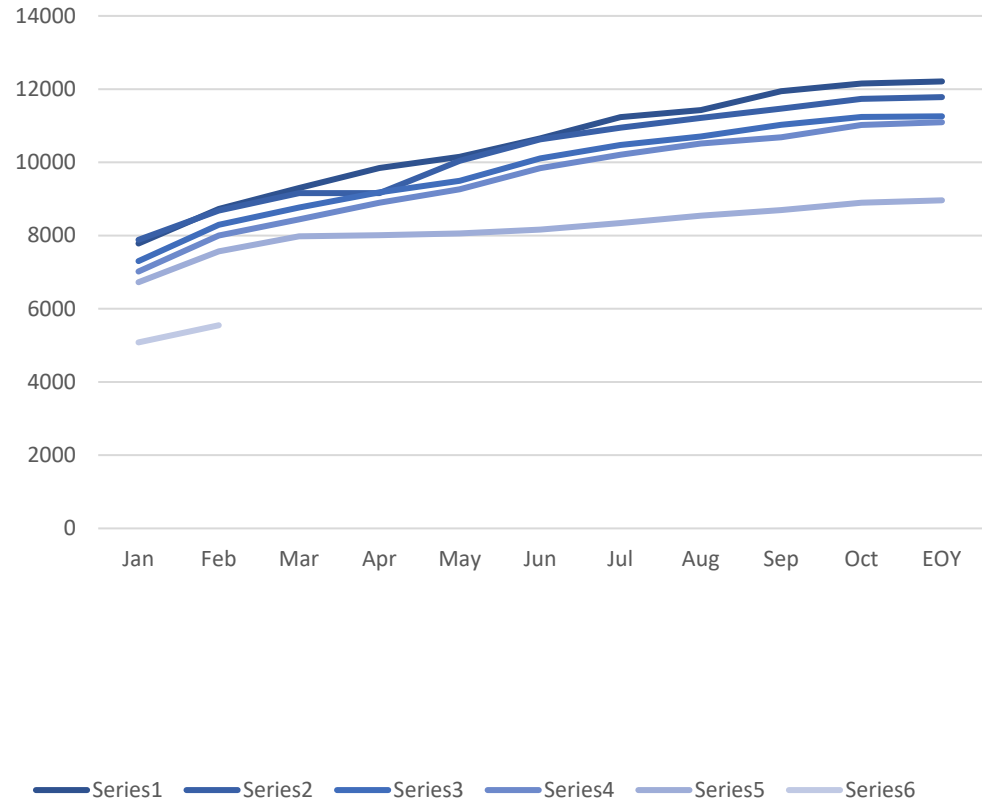


February
2021

Pacific Masters Swimming Marketing and Membership

- Registration: **5,548** members; 114 clubs; 318 self-identified coaches have registered for Pacific Masters as of 02/16/21. In 2020, we had **7,568** members; 131 clubs; 442 self-identified coaches.

Membership by Month



	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	
3 Adirondack	173	249	246	290	333	282	279	237	244	278	255	246	239	217	219	189	132	157	196	182	
56 Alaska	249	269	313	362	401	389	376	391	380	373	322	315	244	243	190	200	232	222	264	226	
11 Albany	394	381	382	427	426	422	467	344	383	348	269	367	150	78	54	40	27	75	61	47	
48 Arizona	1069	1375	1225	1342	1207	1186	1091	1135	1281	1349	1091	1111	860	818	829	899	844	990	886	960	
23 Arkansas	193	183	133	148	149	124	140	124	131	151	145	136	91	91	85	81	67	86	102	102	
32 Colorado	1382	1365	1424	1488	1674	1742	1890	2130	2242	2236	2209	2134	2299	2245	2128	2104	2019	1722	1620	1394	
5 Connecticut	499	537	522	525	512	517	492	405	420	353	347	348	413	343	227	294	359	364	394	403	
8 Delaware Valley	860	976	963	1087	1093	1042	1002	984	920	797	810	774	671	532	588	632	668	672	630	604	
14 Florida	2143	2374	2351	2433	2708	2417	2300	2144	2007	1915	1851	1757	1688	1673	1639	1530	1479	1303	1409	1497	
50 Florida Gold Coast	1442	1552	1587	1856	1759	1463	1438	1197	1192	1086	1089	1060	933	968	837	734	659	623	735	737	
45 Georgia	874	882	913	943	983	913	914	986	863	847	1009	938	783	798	788	883	748	835	843	829	
25 Gulf	1080	1202	1263	1417	1505	1484	1384	1216	1180	1126	988	1093	848	691	630	553	584	604	560	494	
39 Hawaii	421	584	681	691	681	690	730	735	636	630	613	500	484	413	449	504	458	502	577	556	
21 Illinois	1930	2216	2214	2370	2306	2333	2301	2123	2159	2071	2239	2163	1714	1311	1419	1467	1530	1611	1488	1490	
16 Indiana	1121	1268	1536	1468	1435	1442	1443	1411	1322	1153	1024	1003	904	851	845	835	849	720	771	835	
35 Inland Northwest	298	342	347	412	395	400	379	359	394	356	338	331	244	278	196	224	205	246	225	254	
40 Iowa	294	291	328	323	325	311	375	350	326	300	294	303	269	239	227	265	260	259	207	196	
41 Kentucky	546	625	601	599	617	646	619	600	587	627	588	563	562	525	510	522	520	478	494	497	
18 Lake Erie	474	544	553	616	662	737	710	626	587	535	502	502	471	411	376	383	354	332	360	310	
9 Maryland	640	762	813	858	885	870	890	905	873	830	830	811	742	658	596	548	438	452	425	421	
6 Metropolitan	1470	2008	1984	2214	2180	2274	2556	2521	2684	2486	2304	2105	1960	1693	1691	1771	1747	1717	1587	1410	
19 Michigan	871	1016	1006	1057	1106	1086	1025	875	799	804	833	663	696	528	626	588	663	653	759	686	
30 Minnesota	1199	1361	1285	1420	1335	1319	1054	999	1045	988	890	770	707	700	786	646	642	622	704	553	
28 Minnesota Valley	206	269	310	339	339	351	376	384	380	372	378	316	287	229	225	255	230	220	251	260	
31 Missouri	170	206	241	261	291	256	244	223	215	224	255	244	199	167	175	114	106	76	65	74	
29 Nebraska	245	277	271	288	291	294	284	245	294	195	185	208	171	145	153	132	120	109	54	73	
7 New England	1958	2393	2362	2520	2519	2389	2456	2401	2455	2356	2317	2075	2042	1991	1799	1739	1831	1863	1744	1639	
7 New Jersey	1191	1329	1388	1436	1582	1310	914	952	960	895	730	739	717	632	598	525	525	542	518	534	
42 New Mexico	374	380	379	391	389	364	348	320	320	343	321	360	298	291	270	253	145	151	145	140	
4 Minnesota	556	631	602	606	613	634	676	594	541	510	468	404	456	456	414	473	490	479	524	443	
13 North Carolina	1551	1573	1544	1620	1678	1678	1674	1568	1480	1500	1226	1138	1070	961	816	753	789	775	721	676	696
52 North Dakota	72	77	88	91	78	93	96	48	49	47	41	20	22	21	15	11	12	16	15	12	
26 North Texas	986	958	954	1013	1062	927	744	699	687	624	620	620	588	389	474	482	558	1033	851	876	
17 Ohio	748	882	862	875	817	741	741	709	702	632	604	622	543	471	450	540	495	456	414	384	
27 Oklahoma	141	154	187	209	270	237	225	240	268	219	145	143	108	92	96	93	99	83	98	133	
37 Oregon	1020	1246	1267	1227	1289	1179	1159	1093	1132	1042	1036	916	830	726	703	649	655	684	705	809	
22 Ozark	327	347	389	402	432	381	366	361	397	412	441	385	360	325	289	324	213	212	219	211	
38 Pacific	8962	11071	11259	11783	12213	12335	11887	11259	11073	10833	10940	10776	10073	9957	10185	9641	9515	9821	10089	9684	
36 Pacific Northwest	1487	1807	1767	1738	1741	1686	1730	1634	1645	1595	1541	1549	1513	1405	1227	1085	1141	1174	1040	1021	
10 Potomac Valley	1948	2351	2415	2704	2830	2847	2960	2802	2942	2792	2578	2214	2100	1944	1913	1874	1843	1892	1863	1863	
44 San Diego Imperial	57	748	632	748	687	741	741	709	702	632	604	622	543	471	450	540	495	456	414	384	
59 South River	113	127	149	155	190	175	132	118	117	120	128	87	50	36	42	50	43	37	28	37	
55 South Carolina	617	732	713	698	728	615	648	444	495	529	444	415	363	331	372	368	348	401	303	303	
54 South Dakota	57	84	105	115	104	93	99	90	91	73	69	84	82	53	46	23	37	24	23	27	
43 South Texas	1113	1179	1203	1292	1285	1266	1266	875	865	830	815	762	792	669	780	904	941	1191	1050	1017	
15 Southwestern	1022	1161	1244	1410	1540	1283	1103	968	800	794	678	626	638	649	621	697	659	660	588	553	
24 Southern	369	441	484	493	645	742	752	684	695	607	591	557	468	394	330	367	356	362	412	398	
33 Southern Pacific	4113	4689	4790	4960	5046	4959	5089	4900	4801	4434	4671	4680	3959	3103	3270	3049	3012	2851	2616	2446	
34 Utah	271	315	363	428	451	406	377	384	397	388	399	323	181	152	127	158	221	221	178	173	
12 Virginia	978	1108	1152	1288	1269	1159	1150	1155	1131	1053	1102	1010	979	863	898	924	869	857	942	810	
53 West Texas	40	51	45	51	47	39	39	39	52	57	45	49	61	66	62	50	59	59	42	59	
20 Wisconsin	483	545	595	591	589	550	552	533	519	553	553	534	521	529	440	462	380	397	395	349	
58 Wyoming	0	0	0	0	0	0	0	0	0	0	0	0	0	43	107	99	134	141	141	110	
National Office	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total	51,245	59,524	60,385	64,089	65,787	63,648	62,271	59,067	58,566	56,158	54,950	52,756	48,299	44,135	43,425	42,768	42,131	42,949	42,814	40,669	
Incl/dec from pre year	-8279	-861	-3624	-1778	2139	1377	3204	411	2498	1208	2194	4457	4164	710	657	637	-359	309	1612	1777	
	-13.9%	-1.4%	-5.6%	-2.7%	3.4%	2.2%	5.4%	0.7%	4.4%	2.2%	4.2%	9.2%	9.4%	1.6%	1.5%	1.5%	-0.8%	0.7%	4.0%	4.6%	
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	

Marketing and Membership Committee



Formed March 2021



Meet weekly



Interviewed
Coaches and
Others

Made Videos
of those
interviewed

Interviewees

Tim Sheeper

Mel Goldstein

Jim Wheeler

Kerry O'Brien

Marsha Benjamin

Patti Scott-Baier

Dawson Hughes

Workshops

Dan Wegner
Club Assistant

- Creating a website

Kyle Deery
USMS
Chief Marketing Officer

- Social Media

Things to Do Page

	Pacific Masters Marketing Plan 2022	Audiences	Leader	Schedule	Priority
Goal	Return membership in 2022 to pre covid level, an increase of +/-1100 (10%)				
Objective:	Tactics:				
Increase public awareness of Masters Swimming	1. Develop press release kit with 'how to create a press release' primer and provide template for releases.				
%	2. Consider sponsored social media campaign – the myth of Masters				
	3. Why I am a Masters Swimmer. (Video)				
	4. Google Grant (\$10,000/month or \$329/day) – Needs landing pages				
Objective 1:	Tactics:				
Grow individual membership by	1. Develop dedicated area on website to provide prospect information				
10% (1100).	2. Enhanced website presence for would be members				
	3. Develop formal collaboration with USMS for recruiting		CW		
	4. Determine needs and priorities of swimmer's type		CW		
	a. Lap and fitness				
	b. Competitive				
	c. College				
	d. Triathletes				
	e. Lapsed members				
	f. Create program/conduct program on how to market Masters for clubs				
	5. Challenge each club with a target number, give award if you meet it?				
	6. Create an elevator pitch for each category of swimmer (reasons to join)				
	7. Conduct bring a friend campaigns				
	8. Develop a web based interactive assessment tool – "Is Masters right for me?"				
	9. Advertise at High School Championships about Masters Swimming				
	10. Advertise at College/CC championships				
	11. Banner at Pools about Masters Swimming (with phone or email)				
	12. Co-op advertising with PacMasters Clubs		MM		

Things to Do Page 2

Objective 2:	Tactics:				
Grow number of clubs by 10% (13).	1. Survey clubs on excess capacity to grow				CW
	2. Outreach to facilities that have Masters programs in name only				
	See facilities tactics below				
Objective 3:	Tactics:				
Increase number of coaches by	1. Develop dedicated area on website to provide prospect information				CN
____% ().	2. Develop a guide to the entrepreneurial side of running a club for coaches in a position to manage a club as a business (vs hired gun for a facility)				CN
	3. Why I coach Masters (A video?)				
Objective 4:	Tactics:				
Increase number of facilities by	1. Inventory areas pools and develop target list for outreach				CW
____ pools.	2. Identify prospective aquatic directors				
	3. Develop educational program to explain the benefits of hosting masters				
	4. Enlist emissaries who can meet with facilities/aquatic directors/influencers to explain Masters				
	5. Provide Pacific Masters grants to seed new programs				
Objective 5					
Increase Masters Aweness through	Create Social Media Group				
Social Media	Update Pacific Masters on				
	1. Facebook				
	2. Twitter				
	3. Instagram				
	4. Other Social Media				

What to Do?

SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

Prioritize

Pacific LMSC

Grow	Grow Membership by 10%
Grow	Grow Number of clubs by 10%
Increase	Increase Number of Coaches by 10%
Increase	Increase Number of Aquatic Facilities by 10
Increase	Increase Masters Swimming Awareness through Social Media

Pacific Marketing and Membership Projects

Bring a Friend

Develop Area on Website for Prospective Members

Provide Information for Coach Prospects

Create Social Media Team

Survey Clubs on Capacity

Are there USA-S Teams that don't have Masters Program

What can your LMSC Do

Website

- Up to Date

Newsletter

- Up to Date
- How often do you put one out?

Check to see what other LMSCs are doing

- Good artists copy
- Great artist steal

Page	Pageviews	Page Value
/pacm/schedule	587	\$0.00
/	489	\$0.00
/pacm/club_table	70	\$0.00
/content/open-water-swims	48	\$0.00
/content/pacific-masters-swimming-videos	43	\$0.00
/content/pool-competition	41	\$0.00
/pacm/pool_results/1	31	\$0.00
/pacm/pool_results	20	\$0.00
/content/about-masters-swimming	16	\$0.00
/contact/Pacific_Masters_Administrator	15	\$0.00

Last 7 days ▼

[PAGES REPORT >](#)

Measure your success

Website

Google analytics

Constant Contact

Analytics

Social Media

Find a person who is interested

Do it yourself

- Twitter
- Facebook
- Instagram

Project Worksheet

	Pacific Masters Marketing Plan 2022	Audiences	Leader	Schedule	Resources
Goal	<p>Develop a Series of Informational, 'Why Masters' Videos Targeted to Each Swimmer Type</p> <p>Carol's ASCA presentation for coaches is our prototype, The videos are 2 to 3 minutes in length and depict compelling reasons to join USMS through a vibrant image, catchy headline and descriptive voice over.</p>	5 Different audiences	Rich Carol	Complete by end of February	Help from GNU2
<p>Objective:</p> <p>Produce 4-5 short videos based on the presentation Carol assembled for ASCA. One for each swimmer type.</p> <ol style="list-style-type: none"> Lap and fitness Competitive College Triathletes Lapsed members 	<p>Tactics:</p> <ol style="list-style-type: none"> Develop the Why reasons for each swimmer type. Write headlines for each reason. Create/write the script for each of 5 shows (coaches is prototype). Assemble representative photos for each show. Record voice over narratives. Produce and edit videos Develop applications and use plan for each show. Implement distribution. On-going management of the video use and distribution. 	<p>Rich/Carol</p> <p>Rich</p> <p>Carol</p> <p>Rich</p> <p>Carol</p> <p>Rich/Lin</p> <p>Carol/TBD</p> <p>TBD</p> <p>TBD</p>			

Talk to other LMSCs

We are all in the same boat

- Ask questions

Volunteer Relay

- Targeting Facilities
- USA Swimming Partnership.
Importance of the Club
- Partnering with Marketing.

Standing Agenda - Information Share: Upstream



- Feedback and input
- Priorities for upcoming webinars?
- Questions / Concerns?
- Small group discussion for volunteers from similar LMSCs?

Standing Agenda - Community



- Group Discussion (with Cameras on!)

RESOURCES



The USMS website has some fantastic (some are new-ish) resources for meet hosts:

- Pool Meet Management: Guide to Local Operations>Event Management>Pool Meet Management
- Sanction Chairs: Guide to Local Operations>LMSC Operations>Sanction Chairs
 - The first line has a link to 'Overview and General Sanction Information document' for Sanction Chairs. It is a fantastic, thorough resource.
 - Lots of great docs and forms on this page.

Peer 2 Peer Tentative Schedule 2021-22



- Thur 9/30 LMSC Membership Coordinator
- Thur 11/4 LMSC Secretary
- Thur 1/6 LMSC Leadership (Chair / Vice-Chair)
- Thur 2/3 Event Hosting (LMSC Sanctions, Officials, Safety, Records, Top10)
- Thur 3/3 LSMC Treasurer
- Thur 3/31 LMSC Diversity & Inclusion Coordinator
- **Thur 4/7 LMSC Coach & Club Development**
- **Thur 5/5 LMSC Awards & Recognition**
- Thur 6/2 LMSC Communication
- Thur 6/30 LMSC Results & Records
- Thur 7/7 LMSC Hall of Fame
- Thur 9/1 LMSC Community Service

Context & Acronyms



- FINA (federation internationale de natation) is the international federation which governs international aquatics competition
- USAS (United States Aquatic Sports) is the umbrella organization that allows US athletes to compete in FINA events. USAS consists of USA Water Polo, USA Artistic (nee Synchronized) Swimming, USA Diving, USA Swimming, and US Masters Swimming)
- USMS (United States Masters Swimming) is the national governing body for swimming for adults 18 and over
- LMSC (Local Masters Swimming Committee) is the “state” level governing body for regions throughout the US
 - USMS is divided into 8 geographic zones
 - USMS contains 52 LMSCs.