



***U.S. MASTERS  
SWIMMING***

USING THE TOOLS YOU  
ALREADY HAVE OR  
ALREADY EXIST

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# Who are you? Are we enemies? Why am I on this wall?

- \* Registrars
- \* Sanction Chairs/Scheduling
- \* Top Ten Recorders/Results/Records
- \* Officials
- \* Other LMSCs leadership
- \* “None of the above” - who?

# If we only had a wheelbarrow, that would be something

- \* Tools exist to help us as **swimmers** and USMS **leaders**
- \* Major tools and types
- \* What works well
- \* Integration!
- \* I could talk for hours...but I won't...I hope

# Why didn't you list that among our assets in the first place?

- \* USMS.org
- \* Hy-Tek
- \* ClubAssistant
- \* TeamUnify
- \* Other athletic web systems
- \* General web/social systems

# Who Are You? No one of consequence

- \* Adult-Onset Swimmer
- \* Triathlete/Ironman from a bike/run background
- \* Masters swimmer
- \* USA-S and USAT official
- \* Former TTR in MN
- \* Current TTR for IL and Officials Chair for PC



# HY-TEK: MEET / SWIM MANAGER

MEET MANAGEMENT  
RECORDS  
MANAGEMENT  
RESULTS  
PROCESSING

PART OF  
ACTIVENETWORK:  
ACTIVESWIM.COM

The screenshot displays the ActiveHy-Tek website for swimming. The browser address bar shows [www.activeswim.com](http://www.activeswim.com). The page features a navigation menu with options: SWIM OVERVIEW (underlined), MEET MANAGEMENT SOLUTIONS, TEAM MANAGEMENT SOLUTIONS, PARTNER SOLUTIONS, and CONTACT US. A main banner for 'ACTIVE'S SWIM MANAGER' includes a list of features: 'Introducing the latest in online team management', 'Your trusted meet management software', 'USA Swimming coaching solutions', and 'U.S. Masters Swimming participation'. Below the banner, a headline reads 'Creating more time to focus on the sport of swimming', followed by a paragraph describing the software's benefits for coaches. A section titled 'An all-in-one solution for every level of competition:' lists categories: Age Group, Masters, and YMCA/YWCA. On the right, a 'WE POWER SWIMMING' section lists achievements such as running swim meets for over 25 years and servicing 1,000's of customers in over 100 countries.

# Hy-Tek: Meet Manager

- \* Most common database system used to manage meet results
- \* Interfaces timing system data with athlete registration and lane assignments
- \* Complex, steep learning curve at first. Most Deck Refs hate it but they're required to know it
- \* Meet directors NEED someone who knows how to use it
- \* TTRs have access to a free desk copy

Swim Meet To... Swim Team Ma... Club Assistant... SwimPhone... The Princess...  
www.hy-tek.com/swim-meet-software 90% Search

ABOUT US PARTNERS

ACTIVE Hy-Tek SWIMMING TRACK & FIELD PRODUCTS SUPPORT BUY NOW

Swim MEET MANAGER - Database: 'C:\Users\mikeabegg\Dropbox\Swimming\ILMSA\Records\SCY\IL SCY Dummy Meet.mdb'

File Set-up Events Athletes Relays Clubs Seeding Run Reports Labels Check for Updates Help

Updated: 1/27/2017 8:42:39 PM

Pre-Meet Check List

- Meet Set-up
- Events
- Sessions
- Records
- Time Standards

Preferences

- Athlete Preferences
- Seeding Preferences
- Report Preferences
- Entry Preferences
- Directory Preferences

Other Settings

- Scoring Set-up
- Division / Region Names
- Entry Fee Surcharges
- Printer Set-up

Interfaces

Check off completed tasks

Hide Check List

MEET MANAGER 6.0 FOR SWIMMING

Streaming Live Results to Swim's #1 app - Meet Mobile:

ACTIVE Hy-Tek

Licensed To: IL Masters Swim Association-Reports Only - Release 6.0Ea -

meets worldwide. Meet Manager *for Swimming* offers you comprehensive solutions for every aspect of organizing a meet, making sure that not a drop of water is out of place and you spend more time by the pool instead of behind a computer.

Meet Manager Can Run Any Type of Swim Meet

- ▶ International Meets like the World Cup and Pan Pacific Championship
- ▶ USA Swimming Championship meets



# Hy-Tek: Meet Manager

- \* TTRs can use the desk copy to receive and review Meet results. Great transitional tool before uploading
- \* A few limitations, in IL we have a paid license because I take some of the burden off our meet hosts
- \* Tip #1: if you use workout groups, set all the WOGs with their parent Club as the alternate club - then when doing the export of results, select Use Alternate ID.
- \* Tip #2: can maintain LMSC records for all events by creating a dummy meet with all events. Anytime there's a record change, update the dummy meet manually. Then do an export and you can provide a records file to your meet hosts.
- \* Tip #3: Registrar can create an export from USMSAdmin with all registered swimmers in the LMSC. Load this file into a Meet setup before doing entries and you'll have a check on USMS ID and club affiliation.





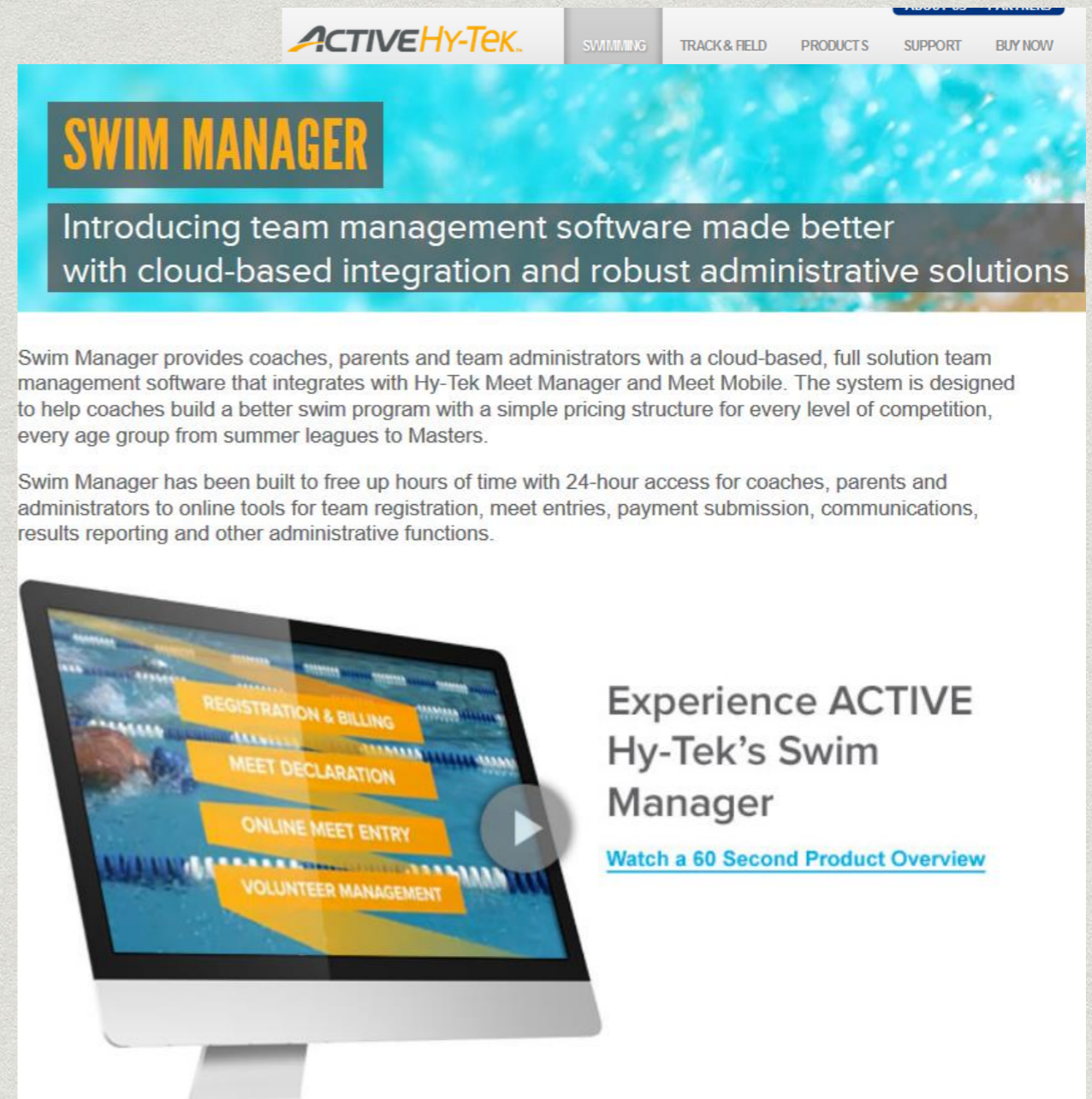
# Hy-Tek: Meet Manager/ Meet Mobile

- \* End-user tool - smartphone App
- \* Near realtime meet results (usually \$) with some free elements
- \* Tip #4: Requires Meet Manager computer be internet connected. Is this still a problem?



# Hy-Tek: Team Manager -> Swim Manager

- \* Team Manager is “twin” to Meet Manager
- \* Transitioning to Swim Manager online system
- \* Tight integration with their Meet Manager product
- \* Some challenges using it w Masters - records



**ACTIVE Hy-Tek.** SWIMMING TRACK & FIELD PRODUCTS SUPPORT BUY NOW

## SWIM MANAGER

Introducing team management software made better with cloud-based integration and robust administrative solutions

Swim Manager provides coaches, parents and team administrators with a cloud-based, full solution team management software that integrates with Hy-Tek Meet Manager and Meet Mobile. The system is designed to help coaches build a better swim program with a simple pricing structure for every level of competition, every age group from summer leagues to Masters.

Swim Manager has been built to free up hours of time with 24-hour access for coaches, parents and administrators to online tools for team registration, meet entries, payment submission, communications, results reporting and other administrative functions.

Experience ACTIVE Hy-Tek's Swim Manager

[Watch a 60 Second Product Overview](#)

# CLUBASSISTANT

MEET REGISTRATION  
SWIMPHONE  
CLUB/LMSC  
MANAGEMENT

**Club Assistant**  
Online Club and Team Management

## Club Assistant Products

Club Assistant supports all types of clubs

### Online Club and Team Management

Club Assistant was developed to help clubs manage their membership. Features available to office administrators, coaches and users include membership management, billing, email, reports, and calendars.

### Online Swim Meet Entry Software

Club Assistant provides an easy-to-set-up, easy-to-register and easy-to-reconcile online meet entry process for Swim Meets, Open Water Events, Pool Open Water Events, Postal Events and Virtual Swims.

### Online Event Entry Software

Club Assistant provides an easy-to-set-up, easy-to-register and easy-to-reconcile online event entry process for events and clinics.

### Custom Websites

The Club Assistant professional design team offers creative custom website design services and will work with you to analyze your organization's needs, give you practical advice and guidance, and develop the best solutions for your site. Our design services include:

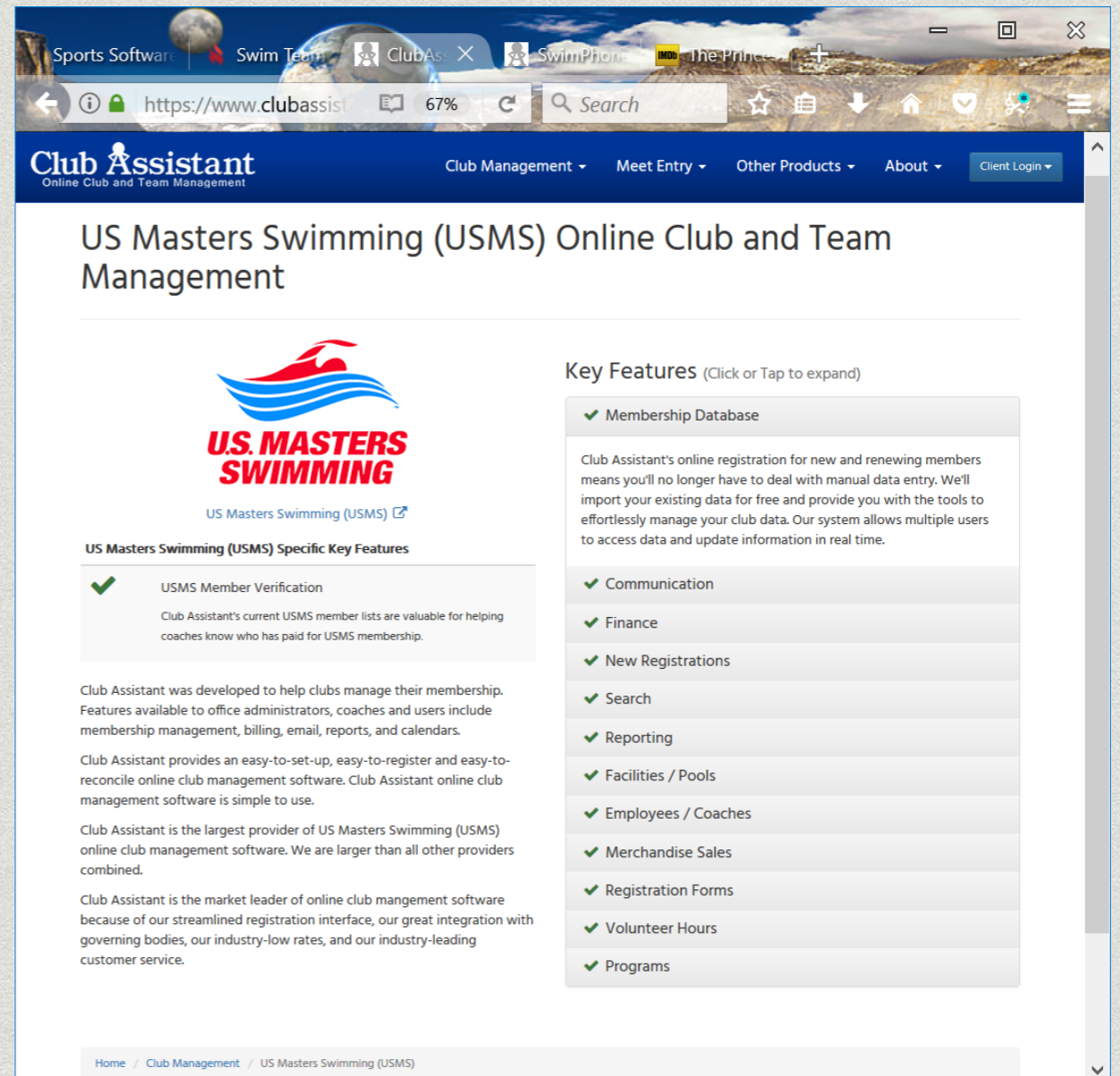
- HTML website design
- Dynamic website design
- Dynamic navigation systems
- Custom graphics

### SwimPhone

Swim Meet and Open Water Results

# ClubAssistant: LMSC & Club Management

- \* If you've ever registered for USMS online, you've used it
- \* LMSC Registrars use it to access member info
- \* Individual clubs manage their membership, comms, finance
- \* Interlinks between USMS member database and LMSC/Club info



The screenshot shows the ClubAssistant website interface for US Masters Swimming (USMS). The browser address bar displays "https://www.clubassist". The website header includes the ClubAssistant logo and navigation links for "Club Management", "Meet Entry", "Other Products", and "About", along with a "Client Login" button. The main heading is "US Masters Swimming (USMS) Online Club and Team Management". Below this is the US Masters Swimming logo and a link to "US Masters Swimming (USMS)". A section titled "US Masters Swimming (USMS) Specific Key Features" lists "USMS Member Verification" with a green checkmark and a description: "Club Assistant's current USMS member lists are valuable for helping coaches know who has paid for USMS membership." To the right, a "Key Features" section lists various capabilities with green checkmarks: Membership Database, Communication, Finance, New Registrations, Search, Reporting, Facilities / Pools, Employees / Coaches, Merchandise Sales, Registration Forms, Volunteer Hours, and Programs. A brief description of the software's purpose is provided below the key features section. The footer shows a breadcrumb trail: "Home / Club Management / US Masters Swimming (USMS)".



# ClubAssistant: Meet Registration

- \* Most common tool for Masters Meet online registration
- \* Can set meet up on the admin site or (Tip #5) import from Meet Manager file
- \* “Special Relationship” with USMS - does a live query of registration db to confirm membership status - only system that does this

**Club Assistant**  
Online Club and Team Management

Club Management ▾ Meet Entry ▾ Other Products ▾ About ▾ Client Take a

## Upcoming US Masters Swimming Swim Events

51 Swim Meets, Open Water Events, and Postals

**Meet Type:**  
 All  USA Swimming  High School  Community College  College  US Masters Swimming  
 Summer League

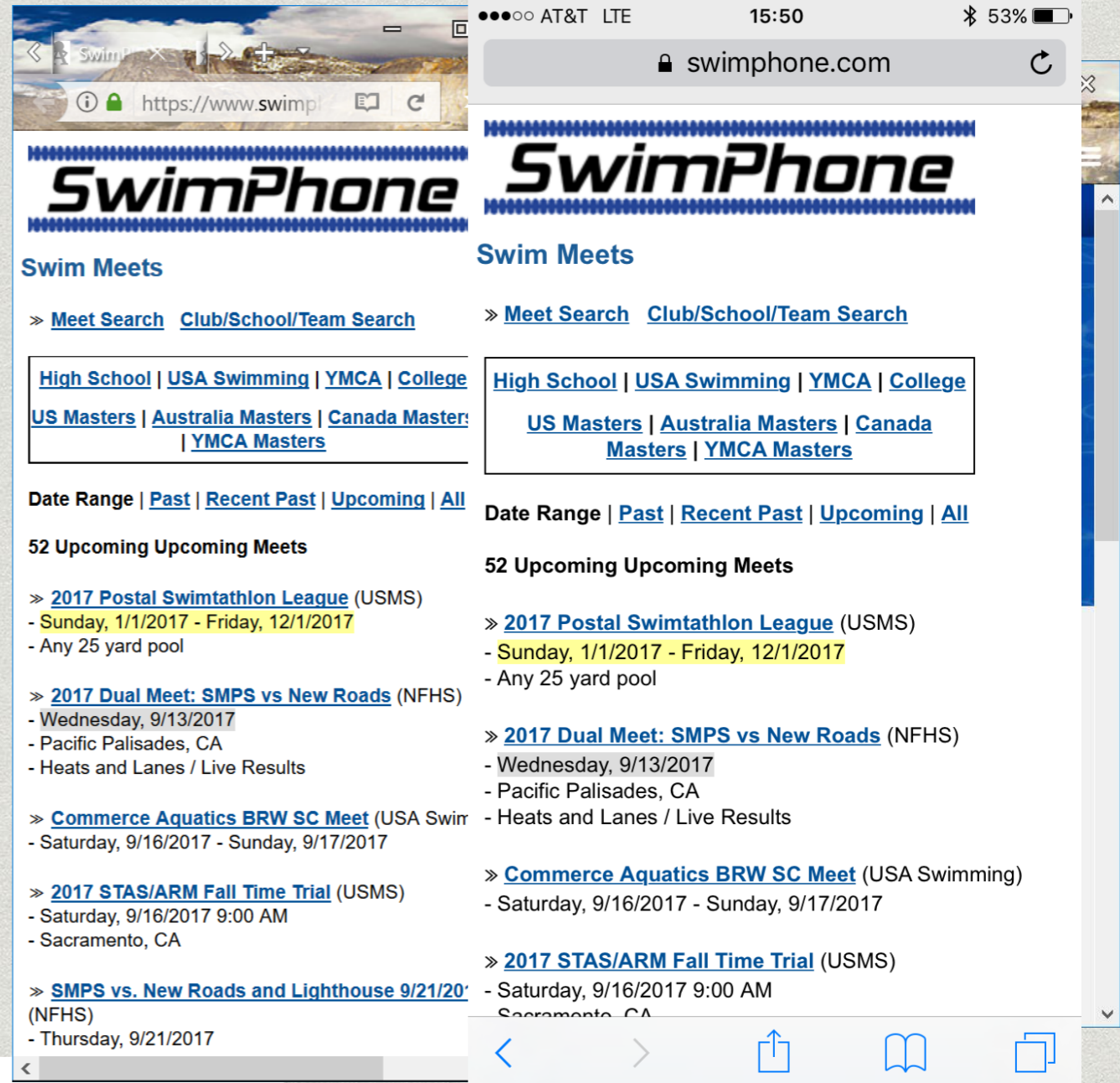
**Registration Status**  ▾ **Competition Type**  ▾ **Date Range**  ▾

	Date	Group	Type	Name	SwimPhone
1.	Sat, Sep 16	Masters	Open Water	<b>2017 Greater Indiana Masters Open Water Championships (5k)</b> Noblesville, IN Entries Closed: Mon, 9/11/17 at 11:59 PM	
2.	Sat, Sep 16	Masters	Pool	<b>2017 STAS/ARM Fall Time Trial</b> Sacramento, CA Entries Closed: Wed, 9/13/17 at 11:59 PM	SwimPhone
3.	Sat, Sep 23	Masters	Open Water	<b>2017 Last Gasp of Summer</b> Seatac, WA <a href="#">Register</a> Entries Due: Thu, 9/21/2017 at 11:59 PM	
4.	Sat, Sep 23	Masters	Pool	<b>4th Annual Short Course Meters Sewanee Masters Invitational</b> Fowler Center - Sewanee, TN <a href="#">Register</a> Entries Due: Wed, 9/20/2017 at 11:59 PM	SwimPhone
5.	Sat, Sep 23	Masters	Pool	<b>2017 UT Mile High SCM Invitational</b> Heber City, UT <a href="#">Register</a> Entries Due: Wed, 9/20/2017 at 12:00 AM	SwimPhone
6.	Sat, Sep 23	Masters	Pool	<b>2017 Jamina Winston Memorial SCM Invite &amp; CF Fundraiser</b> Mesa, AZ <a href="#">Register</a> Entries Due: Mon, 9/18/2017 at 11:59 PM	SwimPhone



# ClubAssistant: Not Just for Registration Anymore

- \* SwimPhone. Not pretty. Data-driven.
- \* Not an App but a clean mobile-optimized web site which just works.
- \* Connects from Meet Manager: seeding, results, online checkin



# TEAMUNIFY

## CLUB/LMSC MANAGEMENT WEB SITES

**TeamUnify**  
powered by sportengine

Let's Talk

**The FAR Better Way to Manage a Swim Team and Improve Swimmer Performance**

**SwimOffice**  
Manage your swim team FAR better

**MainSet**  
Tools that Elevate Coach and Swimmer Performance

Learn More About SwimOffice

Learn More About MainSet

Trusted by Thousands of Swim Teams to Manage, Grow and Retain Membership

<b>40,603</b> Current Team Administrators	<b>1,000,000+</b> Current Team Membership	<b>\$24,457,608</b> Fundraising Dollars Collected
<b>2,522,598</b> Total Registrations Processed	<b>7</b> Days A Week Support	<b>60+</b> Employees Here to Help

...Countless Hours Saved!

Let's Talk

**USA SWIMMING** PREFERRED PROVIDER

the **YMCA** PREFERRED VENDOR

# TeamUnify - Club Management

- \* SwimOffice: club management suite
- \* Handles billing, scheduling of facilities/groups, calendar, meet volunteer signups
- \* Multiple user types
- \* The more interest and skill, the more you can do

The screenshot displays the TeamUnify website interface. At the top left, the TeamUnify logo is shown with the tagline 'powered by sportengine'. Below it, the SwimOffice logo is prominently displayed. A navigation menu is open, listing various features: Overview, Website Management, Account Management, Attendance Tracking, Email Communication, Job Signups, Sponsor Fundraising, Account Registration, Payment Processing, PCI Compliant, Meet Declaration, Meet Entry Management, Tracking & Reporting, and Custom Templates. The background of the website shows a swimming pool and some text about managing swim teams.





# TeamUnify - Web Sites

TeamUnify, LLC (US) <https://www.teamunify.com/Home.jsp?team=vjo> 80% Search

Coaches Site Map

## Vallejo Aquatic Club

Go SHARKS!

USA SWIMMING PACIFIC SWIMMING

Home News Events About Membership Groups Calendar Records Documents Sponsorship Parents

Sign In  
More Information  
Contact Us

Join Us! Upcoming Meets & Events Coaches & Board News

USA SWIMMING PREFERRED PROVIDER

SwimOffice

Find us on

← TeamUnify, LLC (US) <https://www.teamunify.com/Home.jsp?team=vjo>



# OTHER WEB SYSTEMS

EVENT SIGNUPS  
WEB SITES



# Active.com / Signmeup.com / Eventbrite...eVite...Facebook...

- \* Less common tools in swimming world but some folks esp. triathlon crossovers may use them.
- \* Active, SignMeUp, others optimized for athletic events but no swimming specific tools - might use them for workout type events
- \* Active now also owns Hy-Tek; just starting to see technical crossovers
- \* Eventbrite, evite, even Facebook might be good choices for social activities



# USMS.ORG

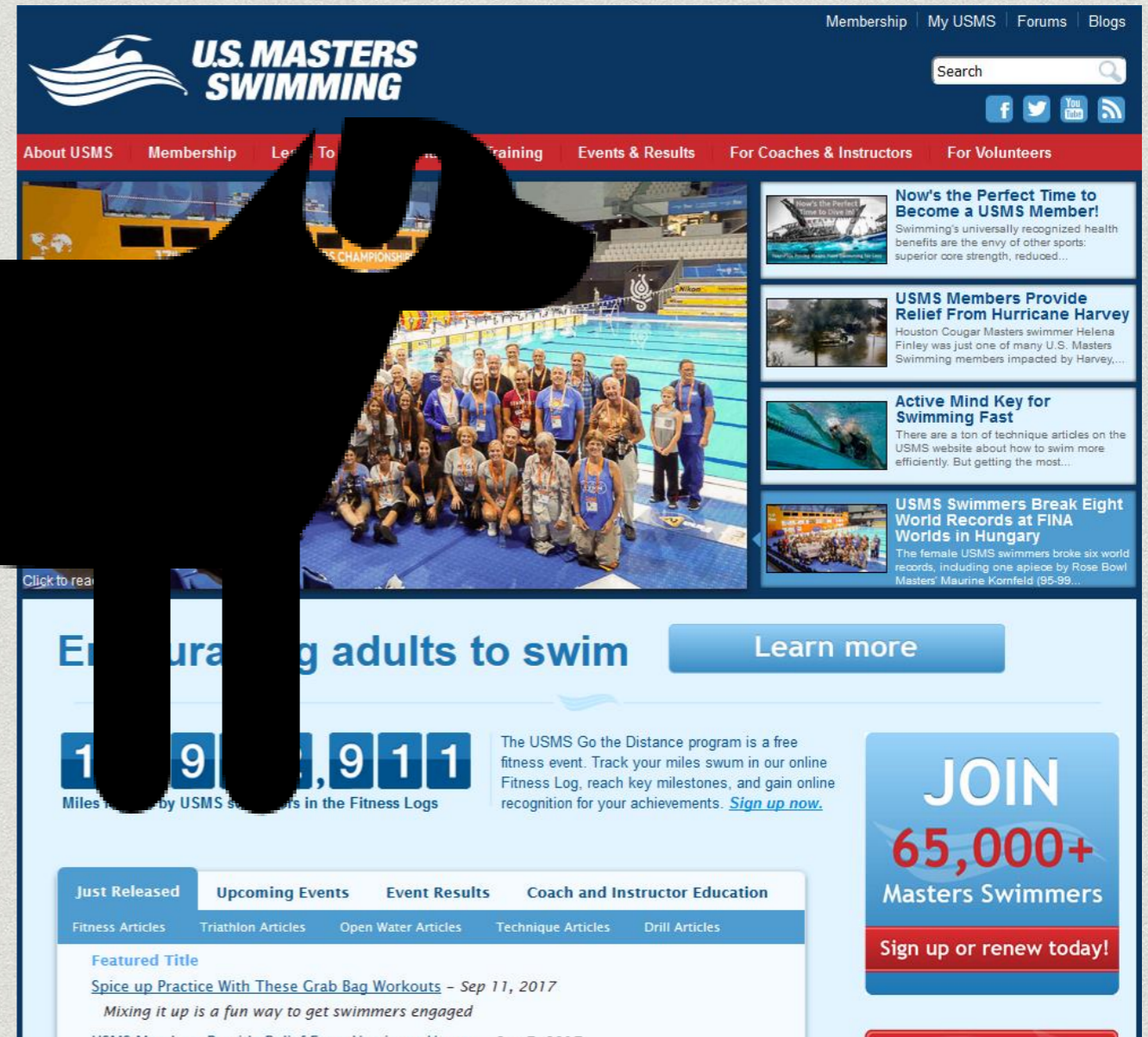
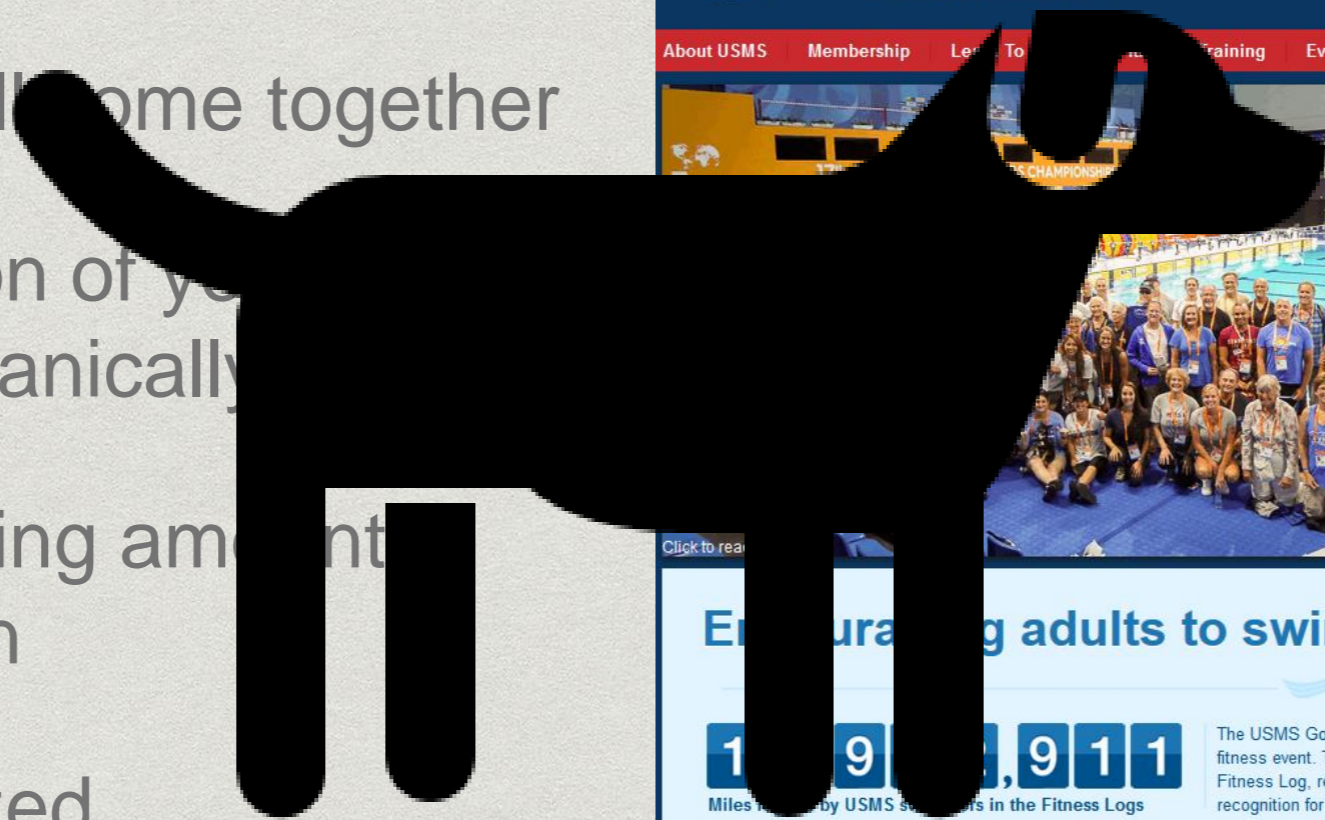
PLACES TO SWIM  
ONLINE WORKOUTS  
CALENDAR OF EVENTS  
ONLINE RESULTS  
DATABASE  
ONLINE SANCTIONING  
EVENT RANKINGS/TOP  
TEN/ RECORDS  
USMSADMIN

...

The screenshot shows the USMS website homepage. At the top, there is a navigation bar with 'b-Assistant' and 'SwimPhone - Swim Meet' links. Below this is a search bar and social media icons. The main header features the 'U.S. MASTERS SWIMMING' logo and a navigation menu with categories like 'About USMS', 'Membership', 'Learn to Swim', 'Fitness & Training', 'Events & Results', 'For Coaches & Instructors', and 'For Volunteers'. A large banner image shows two swimmers diving into the water, with the text 'Now's the Perfect Time to Dive In!' and 'Year-Plus Pricing Means More Swimming for Less'. To the right of the banner are several article teasers, including 'Now's the Perfect Time to Become a USMS Member!', 'USMS Members Provide Relief From Hurricane Harvey', 'Active Mind Key for Swimming Fast', and 'USMS Swimmers Break Eight World Records at FINA Worlds in Hungary'. Below the banner is a section titled 'Encouraging adults to swim' with a 'Learn more' button. A large digital display shows '10,912,911' miles logged by USMS swimmers in the Fitness Log, with a 'Sign up now' link. To the right of this is a 'JOIN 65,000+ Masters Swimmers' button with 'Sign up or renew today!' text. Below these are two more buttons: 'UPDATE my membership' and 'USMS OFFICIAL STORE Hats, Caps, Goggles, Tees & more' with a 'SHOP NOW' button. The main content area is titled 'Just Released' and lists several recent articles with their titles and dates, such as 'Spice up Practice With These Grab Bag Workouts - Sep 11, 2017' and 'USMS Swimmers Break Eight World Records at FINA Worlds in Hungary - Aug 26, 2017'. At the bottom of the page, there are logos for sponsors: ROKA, TYR, ENDLESS POOLS, TRI SWIM, and ACTIVE network. The footer contains a list of links for various website sections and a copyright notice for 1995-2017 U.S. Masters Swimming.

# USMS.ORG

- \* Where it all come together
- \* Compilation of your effort - organically
- \* Mind-blowing amount information
- \* Underutilized
- \* USMS.ORG 3.0



# USMS.ORG: Places to Swim

Show all places to swim within 25 miles of 55401 (zip code)

**Lap Swim / Workout Times: TTh 5:30-6:30pm**

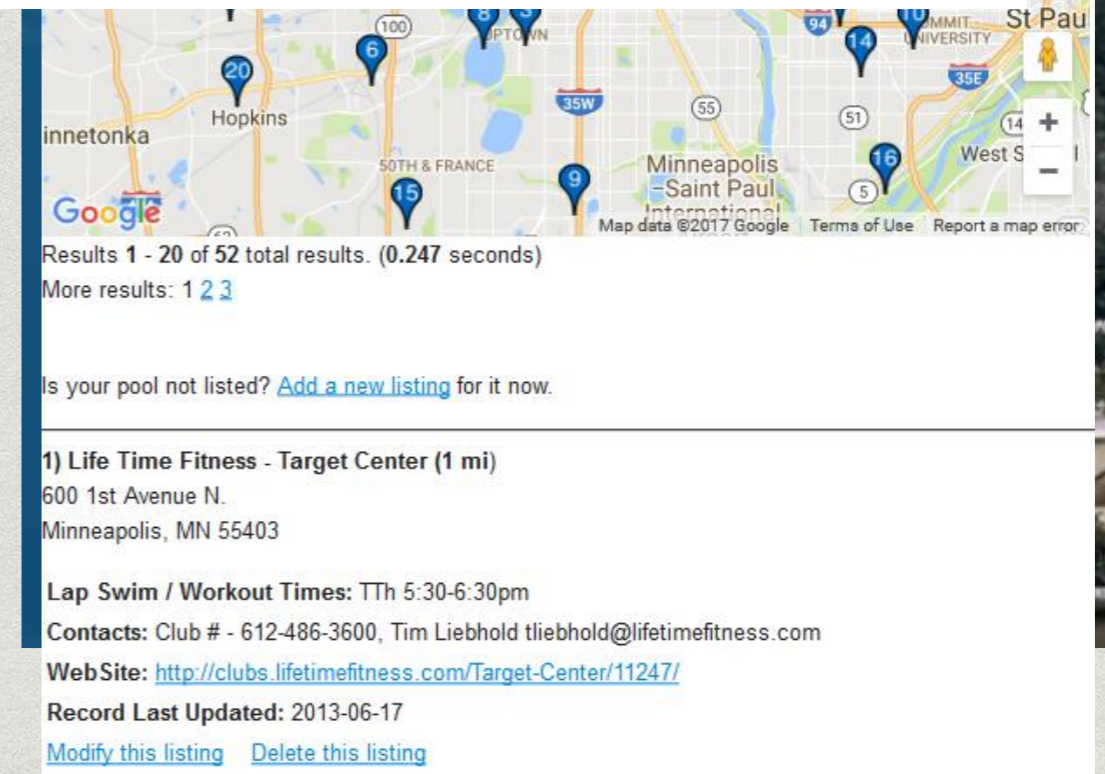
**Contacts: Club # - 612-486-3600, Tim Liebhold [tliebhold@lifetimefitness.com](mailto:tliebhold@lifetimefitness.com)**

**Web Site: <http://clubs.lifetimefitness.com/Target-Center/11247/>**

\* **Record Last Updated: 2013-06-17**

[Modify this listing](#) [Delete this listing](#)

- \* Tip #6: Interconnection:  
Needs to be maintained by users - some info can be seriously out of date - LMSCs should designate someone to keep an eye on it



Results 1 - 20 of 52 total results. (0.247 seconds)  
More results: [1](#) [2](#) [3](#)

Is your pool not listed? [Add a new listing](#) for it now.

**1) Life Time Fitness - Target Center (1 mi)**  
600 1st Avenue N.  
Minneapolis, MN 55403

**Lap Swim / Workout Times: TTh 5:30-6:30pm**

**Contacts: Club # - 612-486-3600, Tim Liebhold [tliebhold@lifetimefitness.com](mailto:tliebhold@lifetimefitness.com)**

**Web Site: <http://clubs.lifetimefitness.com/Target-Center/11247/>**

**Record Last Updated: 2013-06-17**

[Modify this listing](#) [Delete this listing](#)

# USMS.ORG: Online Workouts / Fitness Logs








## Expectant Mothers, New Mothers, and Limited Mobility Workouts

- \* Fitness log – optimized for swimmers' activities

Threads 1 to 25 of 88

**Forum: Expectant Mothers, New Mothers, and Limited Mobility Workouts - by Katrina Caulfield**  
Coach Kat's workouts will be focused on maintaining fitness and core strength through swimming – two things that are very important for both expectant and new mothers. The workouts will feature modifications for ability level, fitness level, and range of motion. There will be lots of variety to keep you engaged and coming back.

Title / Thread Starter	Replies / Views
 <b>Sticky: Welcome Swimmers!</b> Started by kgsc888, January 7th, 2016 06:16 PM	Replies: 5 Views: 174
 <b>Sticky: Drills and Terminology (updated each week)</b> Started by kgsc888, January 10th, 2016 06:12 PM	Replies: 0 Views: 313
 <b>Week 37 (Monday, September 11th, 2017)</b> Started by kgsc888, September 8th, 2017 06:12 PM	Replies: 0 Views: 15
 <b>Week 36 (Monday, September 4th, 2017)</b> Started by kgsc888, September 1st, 2017 01:56 PM	Replies: 0 Views: 20
 <b>Week 35 (Monday, August 28th, 2017)</b>	Replies: 0



# USMS.ORG: Calendar of Events

- \* Searchable database of events, local, zone, national, international, postal, clinic, meet, open water...
- \* Entered using Sanctions tool even for non-sanctioned/non-recognized events
- \* Tip #7: Again, the interlink is clubs/LMSCs taking ownership of their events, esp. non-meet events

Event

[Home](#) ▶ [Events & Results](#) ▶ [Calendar of](#)

## Calendar of Events

[Add a New Event](#)

Oct 8 Stephens Competition or Clinic: Competition

**Event Directors Only:**  
[Submit a change to this event's listing](#)  
[Request that this event be removed from the calendar](#)

Venue

Morse Park & Beach  
19777 Morse Park Lane  
Noblesville, IN 46060 USA

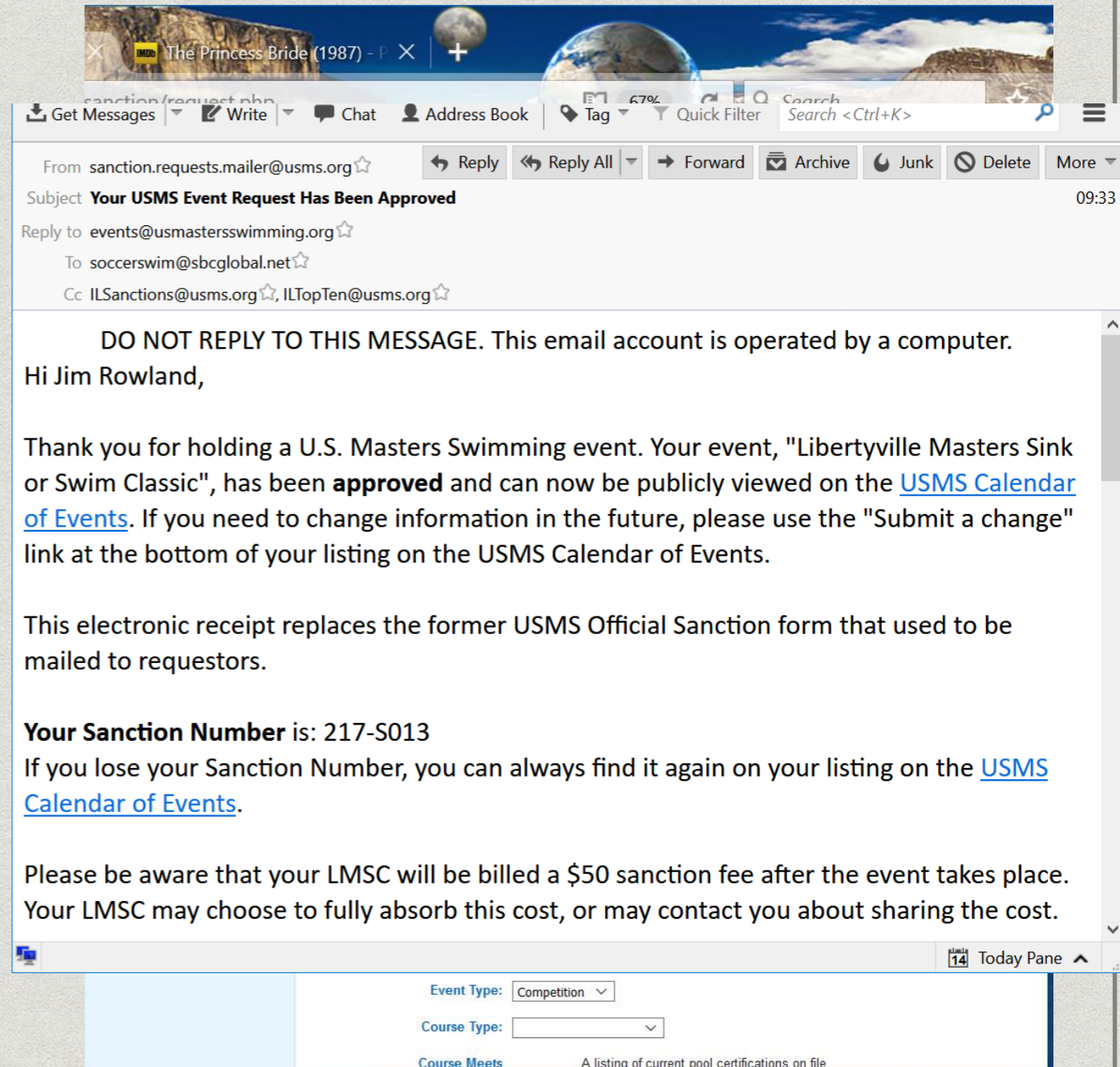
Contact:





# USMS.ORG: Sanctioning

- \* Sanction/Recognition applicants start here
- \* Interconnection between Meet Directors and LMSCs
- \* Information goes out to TTRs, Sanction Chairs, Open Water, others



The screenshot shows an email interface with the following details:

- From:** sanction.requests.mailer@usms.org
- Subject:** Your USMS Event Request Has Been Approved
- Reply to:** events@usmastersswimming.org
- To:** soccerswim@sbcglobal.net
- Cc:** ILSanctions@usms.org, ILTopTen@usms.org

The email body contains the following text:

DO NOT REPLY TO THIS MESSAGE. This email account is operated by a computer.

Hi Jim Rowland,

Thank you for holding a U.S. Masters Swimming event. Your event, "Libertyville Masters Sink or Swim Classic", has been **approved** and can now be publicly viewed on the [USMS Calendar of Events](#). If you need to change information in the future, please use the "Submit a change" link at the bottom of your listing on the USMS Calendar of Events.

This electronic receipt replaces the former USMS Official Sanction form that used to be mailed to requestors.

**Your Sanction Number** is: 217-S013  
If you lose your Sanction Number, you can always find it again on your listing on the [USMS Calendar of Events](#).

Please be aware that your LMSC will be billed a \$50 sanction fee after the event takes place. Your LMSC may choose to fully absorb this cost, or may contact you about sharing the cost.

At the bottom of the screenshot, there is a form with the following fields:

- Event Type: Competition
- Course Type: [Dropdown menu]
- Course Meets: A listing of current pool certifications on file



# USMS.ORG: Results Database

- \* Goal: Every Swim, Ever
- \* Reality: lots of historical data, and almost every recent swim from a Sanctioned or Recognized meet
- \* Tip #8: Key role of the “modern” TTR - receive meet results from Meet Directors, review, clean up, upload, audit
- \* For swimmers: Track progress, set goals
- \* Tip #9: Interconnection: CA online registration can look up your time history for entering a seed time

[Home](#) ▶ [Events & Results](#) ▶ [Event Results Database](#)

## Event Results Database

- [Track my individual results](#)

[Home](#) ▶ [Events & Results](#) ▶ [Event Results Database](#) ▶ [List of Meets](#)

## Meet Results Database

All Available Illinois LMSC Meets (146 meets)

## Event Results

### USMS Individual Meet Results for Michael L Abegg (108 swims)

Below are all recorded individual results attributed to [Michael L Abegg](#).

Sort results for each event by:  ▼

Show SCR and NS swims:

### Short Course Yards Results [ [SCM](#) | [LCM](#) ]

SCY Results for 50-54 Age Group

Name	Date (MeetID)	Age	Club	Event	Heat/Lane	Time	Place
Michael L Abegg	2017-02-04 ( <a href="#">20170204USF-1YY</a> )	51	VJO	50 Free	<a href="#">H5 / L8</a>	34.98	9
Michael L Abegg	2016-04-08 ( <a href="#">20160408PM-1Y</a> )	50	VJO	50 Free	<a href="#">H15 / L9</a>	35.31	14
Michael L Abegg	2017-04-07 ( <a href="#">20170407ILSTMTY</a> )	51	VJO	50 Free	<a href="#">H3 / L2</a>	35.40	14



# USMS.ORG: Event Rankings / Top Ten / Records

- \* Closely related to the USMS Event Results Database
- \* Records have been maintained since 1976 and are now managed through the USMS Event Results Administration
- \* Top Ten is a separate process from the USMS Event Results Administration, 3 times a year, with a separate set of rules and procedures
- \* Tip #10: Event Results Administration does not check for records, only for event results. Records are checked by the USMS Event Results Administration. *swims will be checked for records*

Learn To Swim | Fitness & Training | [Home](#) ▶ [Events & Results](#) ▶ U.S. Masters Swimming Top 10

## U.S. Masters Swimming Top 10

Each year, U.S. Masters Swimming publishes a list of the Top 10 times that have been swum at each event for each of the three pool courses.

**View the Top 10 Listings:**

- Top 10 listings by age group / year / course: [Individual](#) | [Relay](#) events
- [Search](#) for all Top 10 listings for any swimmer
- [All-time fastest individual swims from Top 10 listings and event results database](#)
- LMSC / Zone / Club listings:  
[LMSC Top 10 Summary](#) for all years  
[Individual](#) | [Relay](#) listings by year / course
- [Create your own zone, LMSC or club Top 10 list](#) from swims found in the event results database
- [FINA Masters World Top 10 tabulations](#)

**More details on the Top 10 process:**

- [Procedures for Top 10 submissions](#)
- [Top 10 FAQ](#)
- [Publication schedule](#)

**USMS National Records**

U.S. Masters Swimming maintains a list of National Records that may be viewed or downloaded in a variety of formats available at the [FINA Web Site](#).

**Individual Records**

- [By Age Group](#)
- [By Event](#)
- [By Swimmer](#)

**Note:** The U.S. Masters Swimming National Records and Tabulations Committee maintains a list of records that are documented and verified. The records also includes any verified record-breakers along with a completed [Record Submission](#) form from a swim meet.

**Long Course Meters**  
Season: 2017 ▾

# USMS.ORG/usmsadmin

- \* Where the magic happens
- \* TTRs load and audit meet results from Meet Manager exports, prepare Top Ten Reports for annual submittals
- \* Registrars enter and load registration records and data
- \* Web site management tools (top secret!)

The screenshot shows the USMS Admin website interface. At the top, there is a navigation bar with the USMS logo and the text "U.S. MASTERS SWIMMING". Below this is a red navigation menu with links for "About USMS", "Membership", "Learn To Swim", "Fitness & Training", "Events & Results", and "For Coaches & Instructors". The main content area is divided into two columns. The left column has a section titled "IN THIS SECTION" with a link to "USMS Admin Home" and a button that says "ENCOURAGING ADULTS TO SWIM" with a "Learn more" link. Below that is a "JOIN | RENEW | UPDATE MEMBERSHIP" button. The right column has a breadcrumb trail "Home > Site/Database Administration" and a heading "USMS Site/Database Administration". It includes a "Logout" link, a "Web Site Feature Administration" section with a link to "Registration Lookup", and an "LMSC Tools" section with a link to "Event Results & Top Ten". At the bottom of the page, there is a dark blue footer with logos for various sponsors: TRI SWIM, Nationwide, TYR, MALIBU C, INFINIT, Aqua Sphere, agonswim.com, FELIFE, ENDLESS POOLS, and speedo.



# LET ME EXPLAIN

NO, THERE IS NO TIME.  
LET ME SUM UP.




# Huge Range of Tools

- \* Even the ones that look like a Swiss Army Knife really aren't.
- \* Just because you CAN do results management or event scheduling from one, doesn't always mean you should.
- \* Assume there's a tool for what you need - but research until you find the best one.
- \* Fortunately many of them aren't crazy expensive. But expect to pay for quality and support.

# Finally,



- \* Contact me: [mikeabegg@me.com](mailto:mikeabegg@me.com)
- \* You know I said something about {\*\*\*\*\*} and now you don't remember - I love teaching and sharing
- \* You found a new way to use the tools or found a better tool - I love learning

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the middle of the slide.

# **TECH CRUNCH: SOCIAL MEDIA & WEBSITES**

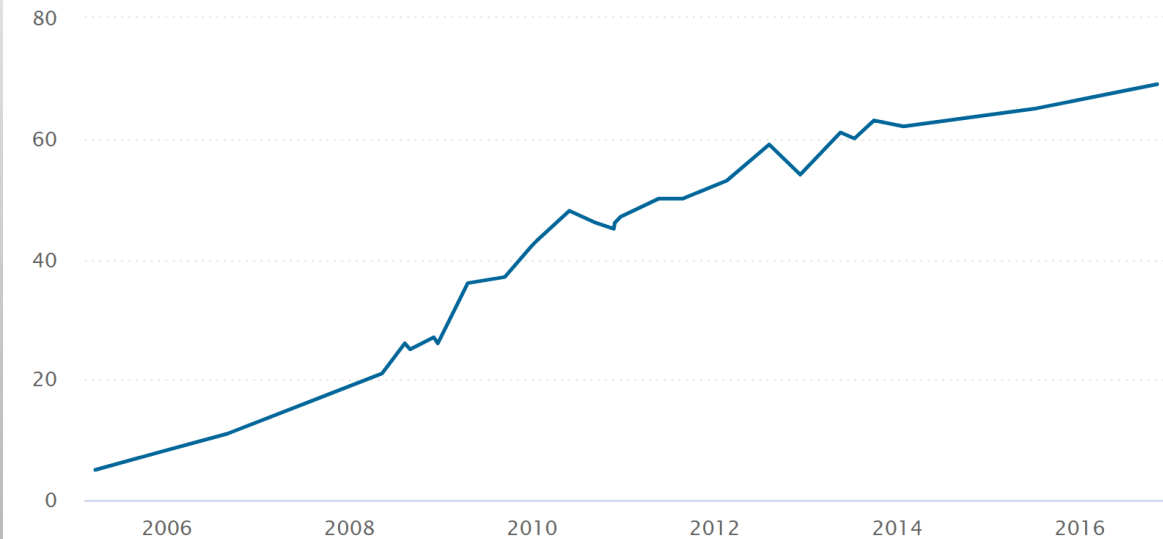
GUIDING YOUR LMSC OR CLUB'S ONLINE PRESENCE



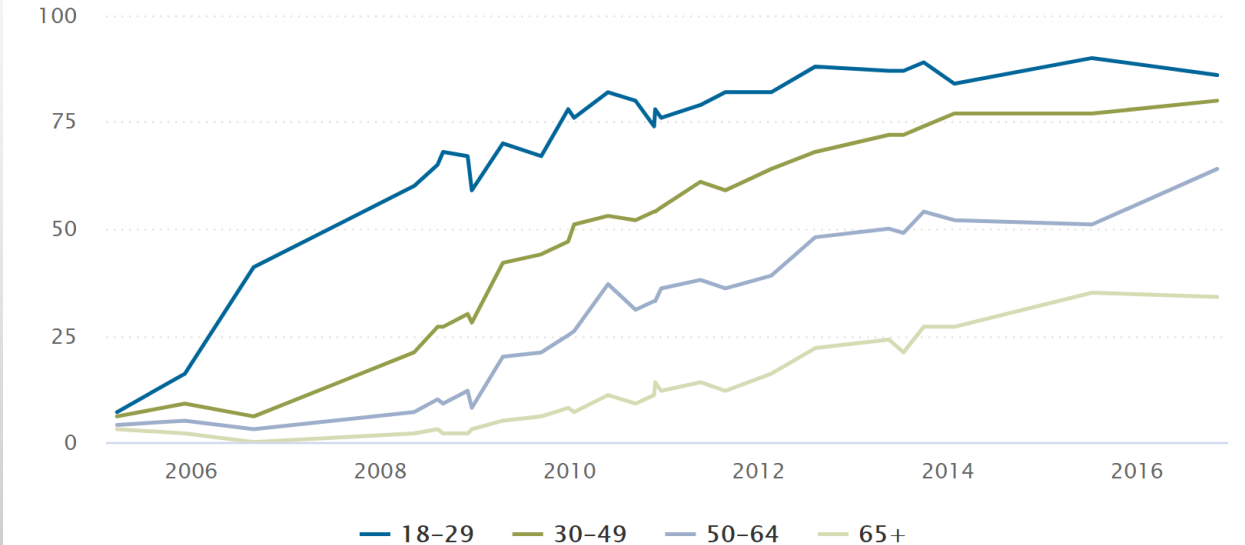
# SOCIAL MEDIA FACT SHEET

- Why? Connect. Engage. Share. Entertain. Growth:

*% of U.S. adults who use at least one social media site*



*% of U.S. adults who use at least one social media site, by age*



# RELEVANT SOCIAL MEDIA PLATFORMS



- Facebook (1-2b users):

- Spread news about practices, meets, OW, clinics, ALTS, etc.
- post stories, pictures, videos (and share from other orgs)
- Build brand awareness / promote the LMSC or club
- Posing questions to audience



- Instagram (600M) / Pinterest (150M): image sharing



- YouTube (1B users): video sharing

















- Twitter (300M): quick conversations



- **Group vs. Page:**
  - Page: official presence of a public figure, organization, or business
  - Group: small group communication
- **Types of updates:**
  - Share photo or video (award recognition)
  - Share links to articles (& other FB pages)
  - Create an event / post results
  - Job openings
- Recommended posting frequency: 2-5x/week



# GROUP VS. PAGE COMPARISON

	Group	Page
Public	Yes 	Yes 
Private (optional)	Yes 	No 
Posts appear on News Feeds	Yes 	Yes 
Members can post on main page	Yes 	No 
Insights (Analytics)	No 	Yes 
Multiple administrators	Yes 	Yes 
Create Ads/Promotions	No 	Yes 
# of LMSCs	10	27
Avg. # of members or “likes”	346	389

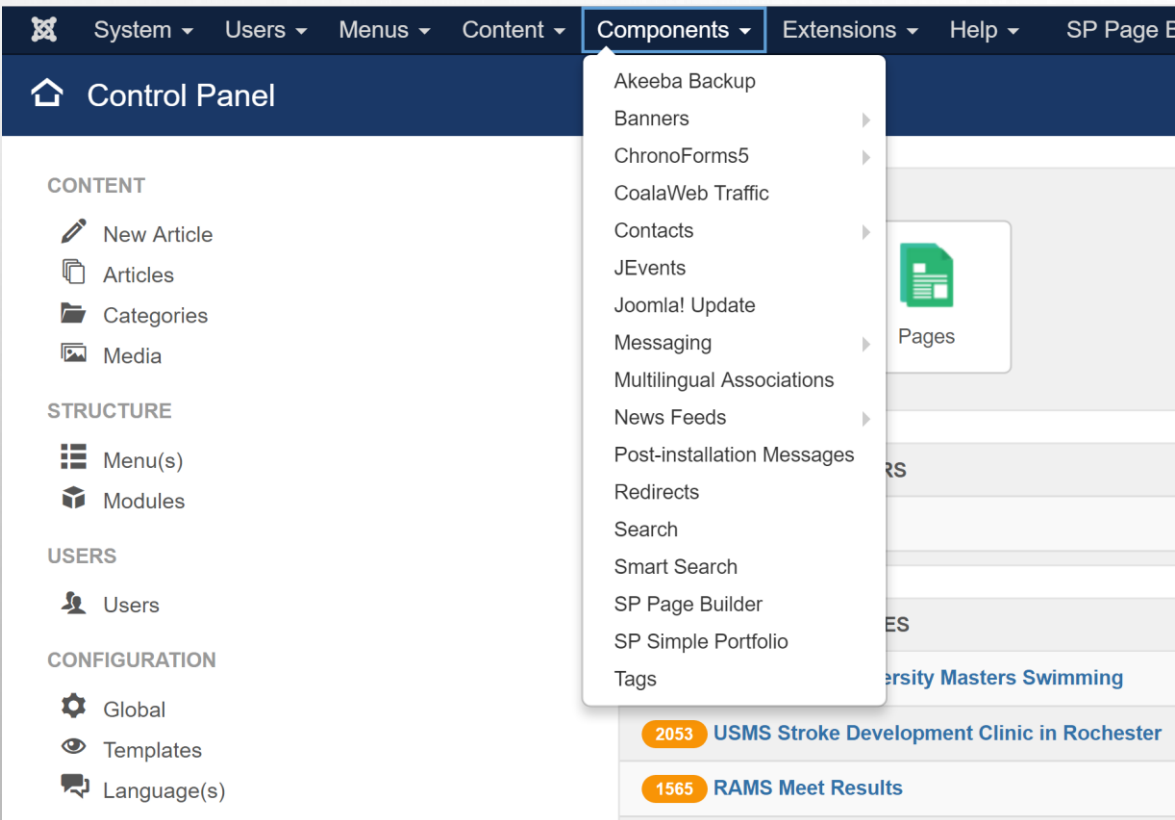
# WEB DEVELOPMENT

- Why? Static landing spots for docs: By-Laws, P&P, Meeting Minutes, Records, etc.
- Content Management System (CMS):
  - User-friendly software for managing a website
  - Programming knowledge (HTML, Java, etc.) is not required
  - Modular
- Top 3 CMS by market share: WordPress (59%), Joomla! (7%), Drupal (5%)
- CMS with swimming ties: Club Assistant (e.g. WMSC), Active Hy-Tek, TeamUnify
- Templates: free or inexpensive
- Hosting costs: \$25 / mo. or less
- Online support and documentation

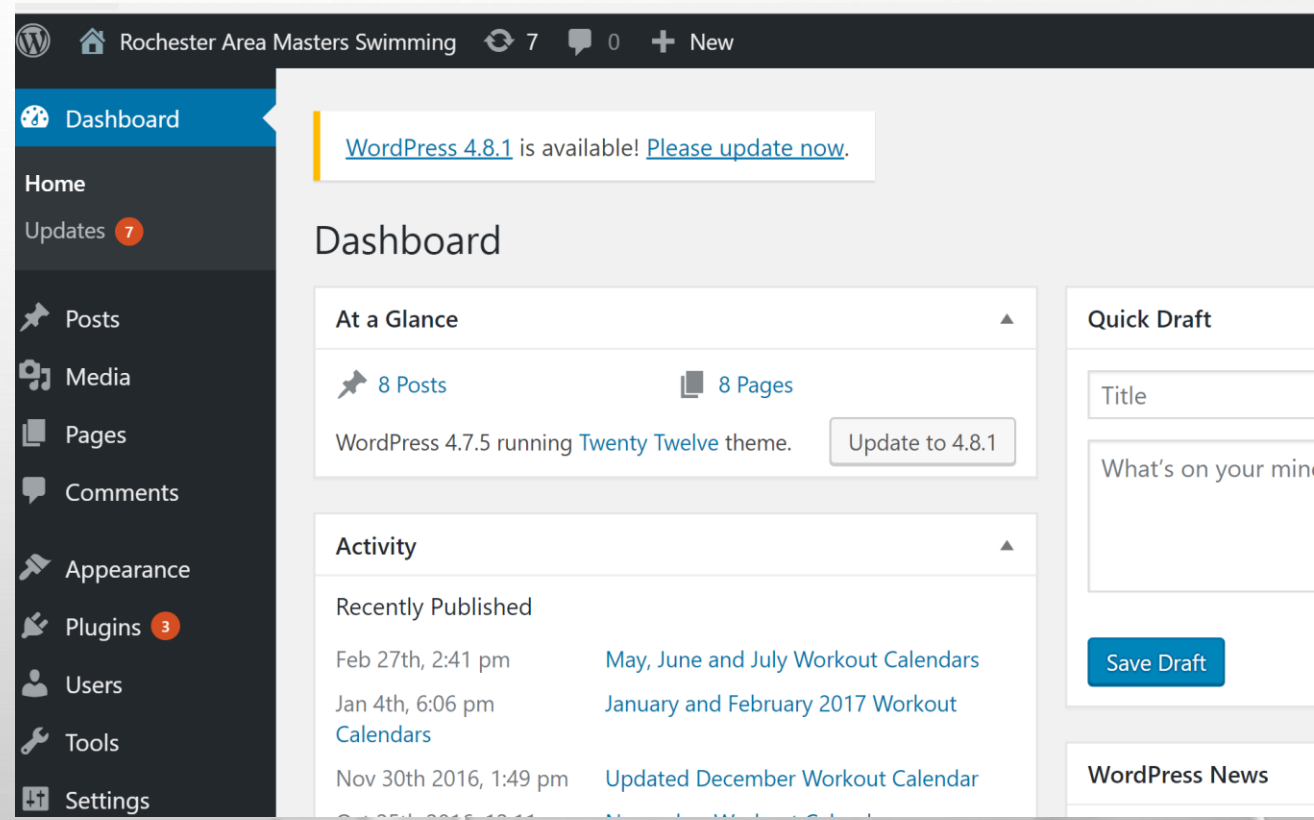
# CONTENT MANAGEMENT SYSTEMS

Joomla!

WordPress



The screenshot shows the Joomla! administrator interface. At the top, there is a navigation bar with tabs for System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. The 'Components' tab is selected, and a dropdown menu is open, listing various components such as Akeeba Backup, Banners, ChronoForms5, CoalaWeb Traffic, Contacts, JEvents, Joomla! Update, Messaging, Multilingual Associations, News Feeds, Post-installation Messages, Redirects, Search, Smart Search, SP Page Builder, SP Simple Portfolio, and Tags. On the left side, there is a 'Control Panel' sidebar with sections for CONTENT (New Article, Articles, Categories, Media), STRUCTURE (Menu(s), Modules), USERS (Users), and CONFIGURATION (Global, Templates, Language(s)). The main content area shows a 'Pages' section with a green document icon and a list of pages, including 'USMS Stroke Development Clinic in Rochester' with 2053 views and 'RAMS Meet Results' with 1565 views.

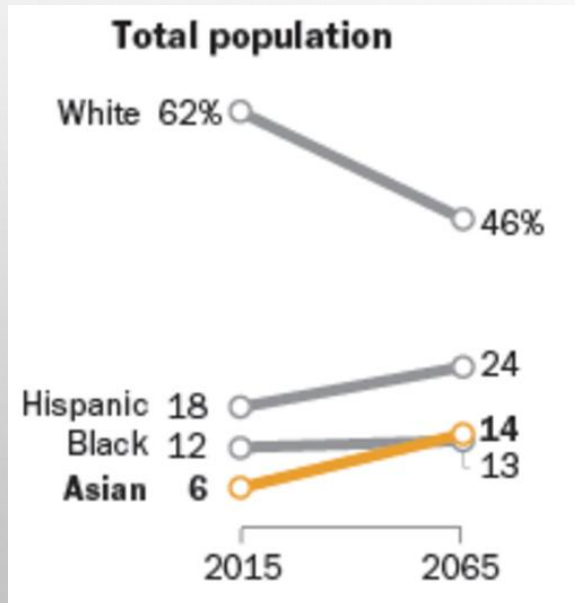


The screenshot shows the WordPress administrator interface for 'Rochester Area Masters Swimming'. The top navigation bar includes a home icon, the site name, a refresh icon with '7', a comment icon with '0', and a 'New' button. A notification banner at the top states 'WordPress 4.8.1 is available! Please update now.' The main dashboard area features a 'Dashboard' title and an 'At a Glance' section showing '8 Posts' and '8 Pages'. Below this, it indicates 'WordPress 4.7.5 running Twenty Twelve theme.' with an 'Update to 4.8.1' button. The 'Activity' section shows 'Recently Published' items, including 'May, June and July Workout Calendars' published on Feb 27th, 'January and February 2017 Workout Calendars' on Jan 4th, and 'Updated December Workout Calendar' on Nov 30th, 2016. On the right side, there is a 'Quick Draft' section with a 'Title' input field and a 'Save Draft' button, and a 'WordPress News' section.

# ARTICLE SCREEN EXAMPLE

The screenshot displays the Joomla! administration interface for creating a new article. At the top, a dark navigation bar contains menu items: System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. On the right of this bar, the user is identified as 'Niagara Distri...' with a profile icon. Below the navigation bar, a blue header reads 'Articles: New' with a pencil icon on the left and the Joomla! logo on the right. A secondary bar contains action buttons: 'Save' (green), 'Save & Close' (checkmark), 'Save & New' (plus), 'Cancel' (cross), and 'Help' (question mark). The main content area features a 'Title \*' text input field and an 'Alias' dropdown menu set to 'Auto-generate from title'. Below these are tabs for 'Content', 'Images and Links', 'Options', 'Helix Blog Options', 'Publishing', 'Configure Edit Screen', and 'Permissions'. A rich text editor toolbar is visible, including menus for Edit, Insert, View, Format, Table, and Tools, along with various text and image formatting icons. On the right side, a sidebar contains configuration options: 'Status' (dropdown set to 'Published'), 'Category \*' (dropdown set to '- News'), 'Featured' (radio buttons for 'Yes' and 'No', with 'No' selected), and 'Access' (dropdown set to 'Public').

# CMS MODULE EXAMPLE - DIVERSITY



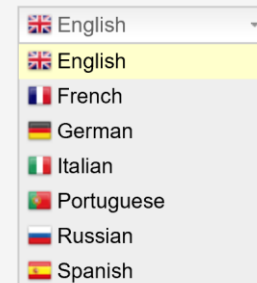
## Quick Link

- > U.S. Masters Swimming
- > USMS Calendar of Events
- > USMS Top Ten Summary - Niagara
- > Colonies Zone
- > Metropolitan LMSC
- > Adirondack LMSC

## Contacts

- > Niagara LMSC Officers

## Google Translate



## Viajar

¿Quieres salir? Hay regional, nacional e internacional se reúne maestros de todo el mundo. Viaje de negocios? Con una membresía de USMS, se puede enlazar con un grupo de maestros locales en muchas ciudades y practicar con ellos.



# MOBILE-FRIENDLY

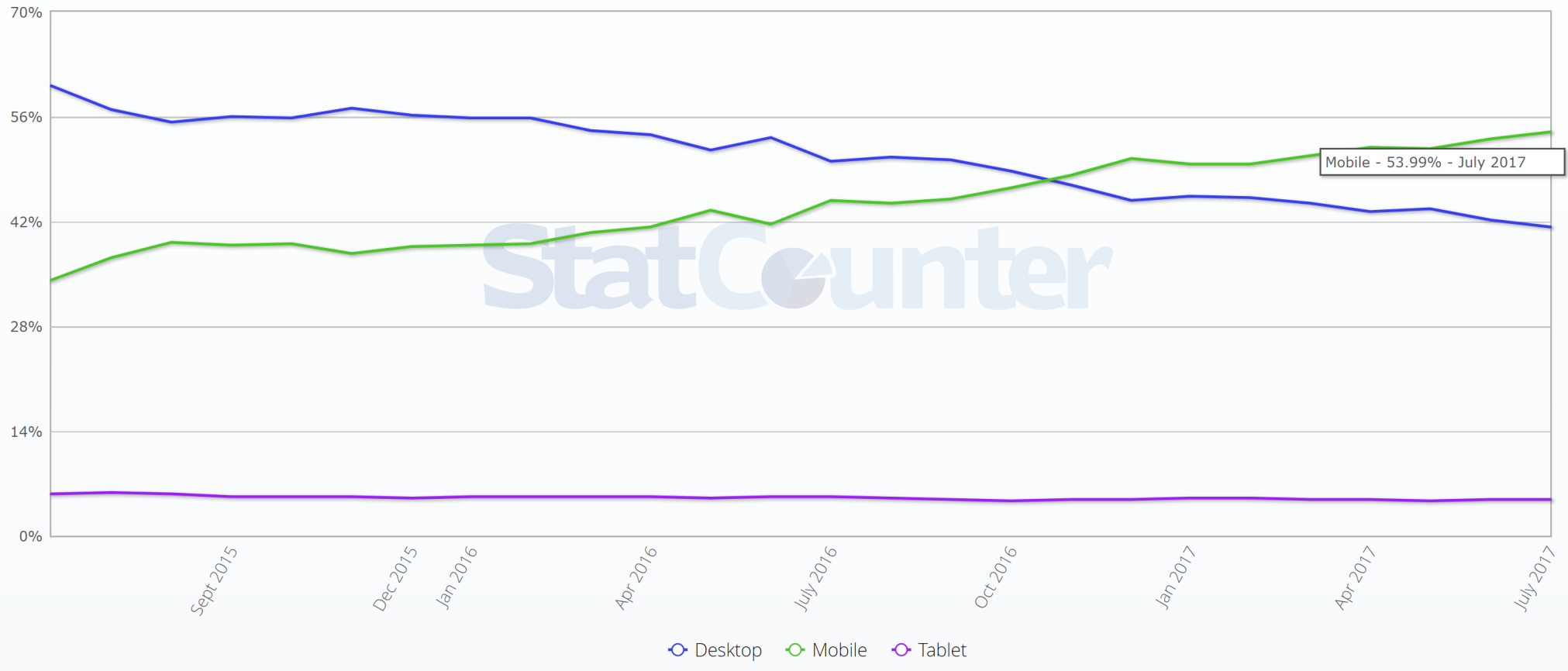
- What? A website that is easy to view on a pocket-sized computing device.
- Why? Smartphone usage has surpassed PC usage in many places.
  - 77% of mobile searches occur at home or at work (where a PC is often present!)
  - Frustrating experience will drive users away (pinch/zoom, menu selection, etc.)



# Desktop vs Mobile vs Tablet Market Share Worldwide

June 2015 to July 2017

[Edit Chart Data](#)



# MOBILE-FRIENDLY TESTING

- Test any page: <https://search.google.com/test/mobile-friendly>
- 17 LMSC's have mobile-friendly websites

Mobile-Friendly Test

http://www.niagaramasters.org/

Page loading issues VIEW DETAILS

Tested on: Aug 7, 2017 at 2:48 PM

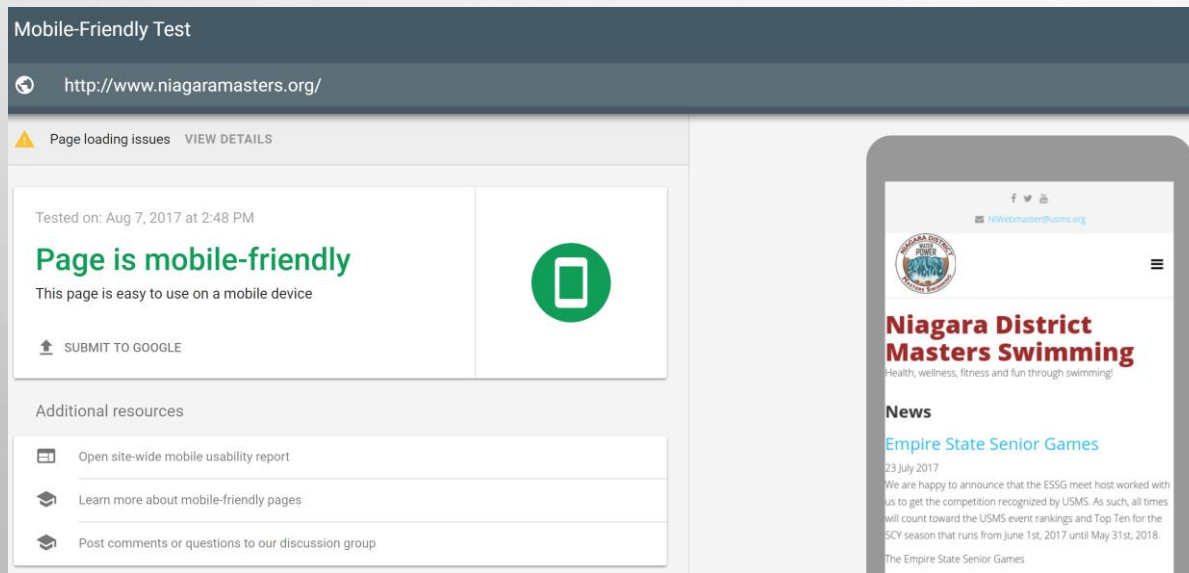
**Page is mobile-friendly**

This page is easy to use on a mobile device

SUBMIT TO GOOGLE

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group



Mobile-Friendly Test

http://www.usms.org/

Page loading issues VIEW DETAILS

Tested on: Aug 7, 2017 at 2:50 PM

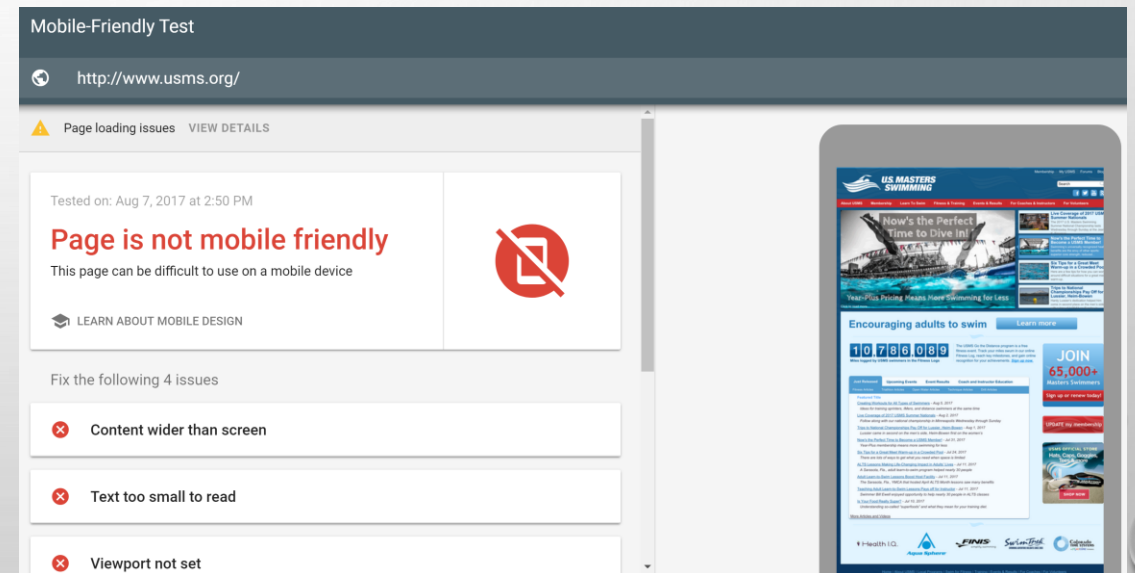
**Page is not mobile friendly**

This page can be difficult to use on a mobile device

LEARN ABOUT MOBILE DESIGN

Fix the following 4 issues

- Content wider than screen
- Text too small to read
- Viewport not set



# THANK YOU FOR ATTENDING!

- QUESTIONS?
  - COMMENTS?
  - PLEASE FILL OUT THE REVIEW/COMMENT FORMS!
  - THANK YOU TIM LECRONE!
- 
- GREG DANNER – NIAGARA LMSC CHAIR & WEBMASTER
  - PLEASE REACH OUT IF YOU HAVE QUESTIONS: [GMDANNER@GMAIL.COM](mailto:GMDANNER@GMAIL.COM)

# Tech Crunch for the Swim World!

2017 United States Aquatics Sports Convention

September 15, 2017



***U.S. MASTERS  
SWIMMING***

# Tech Crunch for the Swim World!

- Tim Lecrone, New England
- Greg Danner, Niagara
- Mike Abegg, Pacific



# Thank you for attending!

- Questions?
- Comments?
- Please fill out the review/comment forms!
- Thank you Tim Lecrone!
  
- Mike Abegg – [mikeabegg@me.com](mailto:mikeabegg@me.com)
- Greg Danner – [gmdanner@gmail.com](mailto:gmdanner@gmail.com)