U.S. MASTERS SWIMMING

USING THE TOOLS YOU ALREADY HAVE OR ALREADY EXIST

MICHAEL ABEGG
MIKEABEGG@ME.COM

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

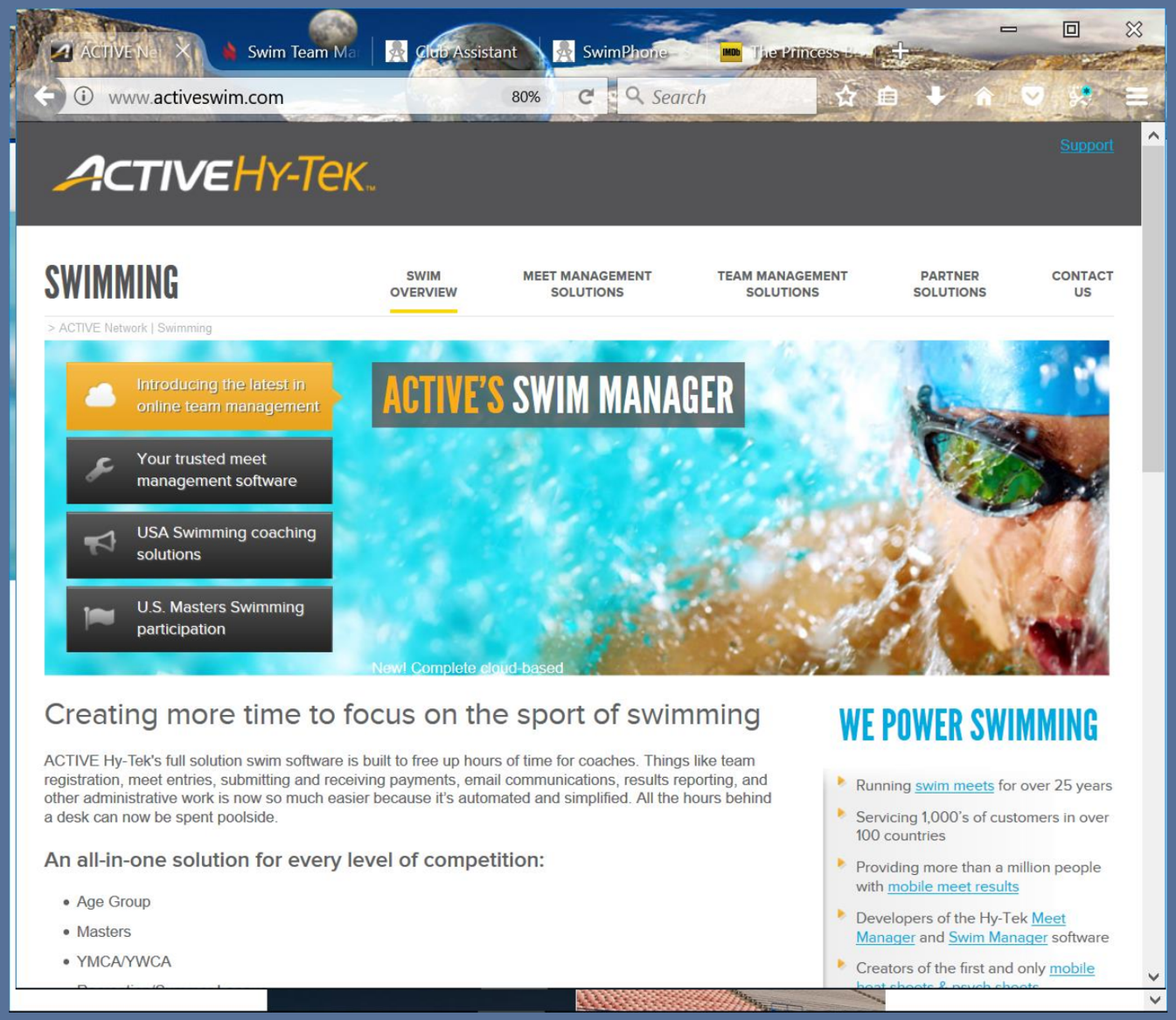
Who Are You? No one of consequence

- 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

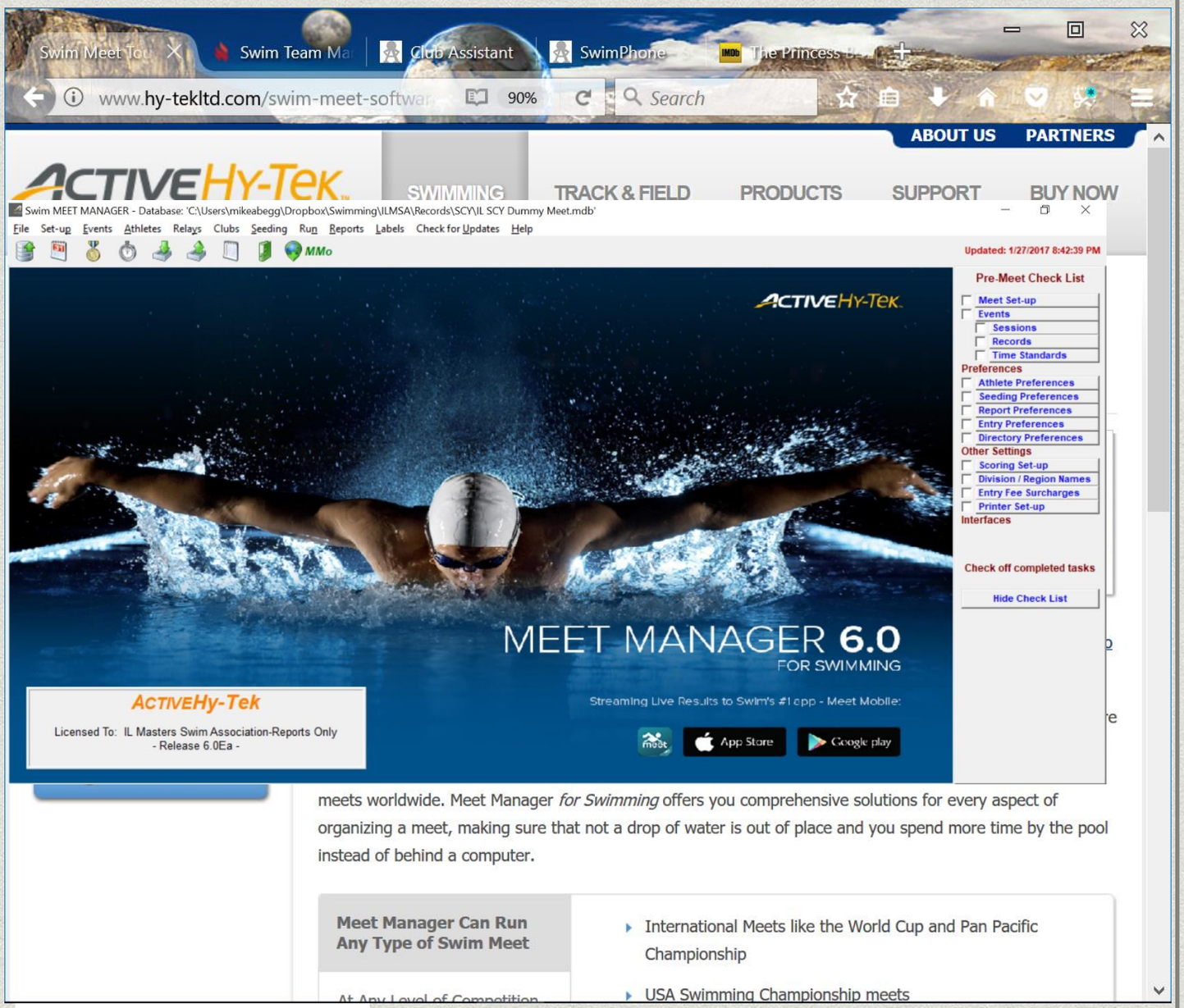
MEET MANAGEMENT
RECORDS MANAGEMENT
RESULTS PROCESSING

PART OF ACTIVENETWORK: ACTIVESWIM.COM



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



U.S. MASTERS SWIMMING

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.

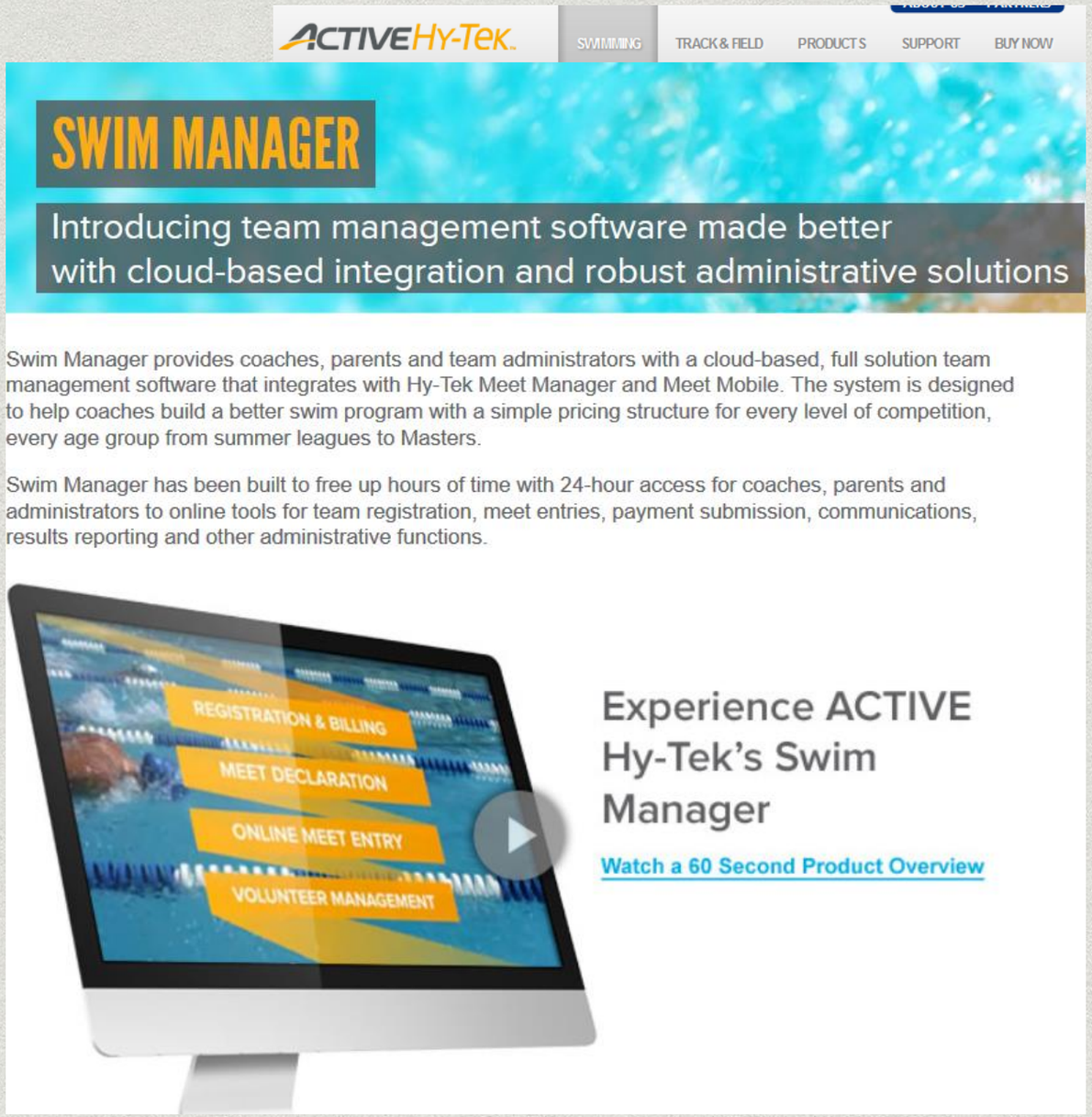
Hy-Tek: Meet Manager/ Meet Mobile

- 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?

U.S. MASTERS SWIMMING

Hy-Tek: Team Manager -> Swim Manager

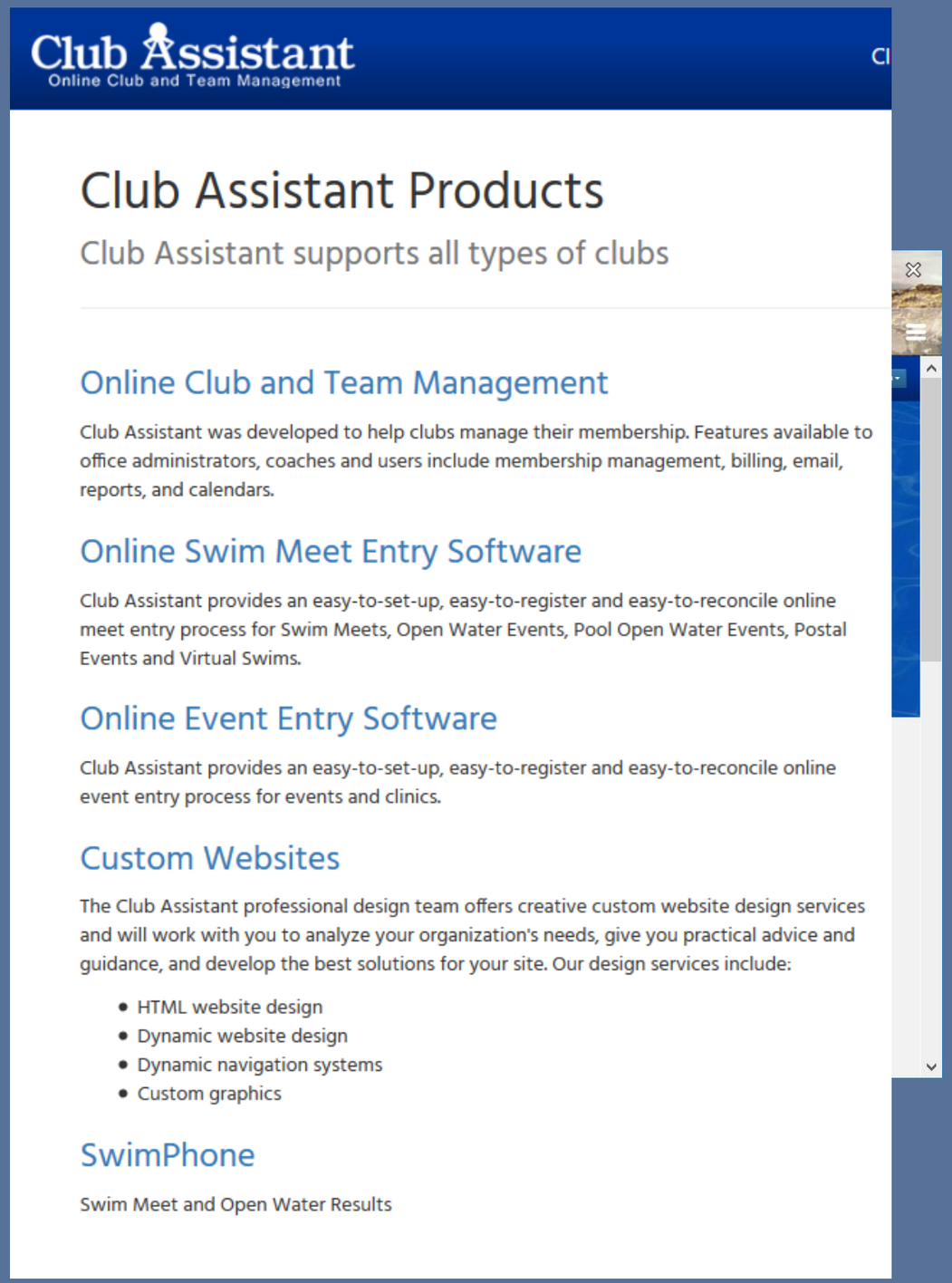
- Team Manager is “twin” to Meet Manager
- Transitioning to Swim Manager online system
- Tight integration with their Meet Manager product
- Some challenges using it w Masters - records



U.S. MASTERS SWIMMING

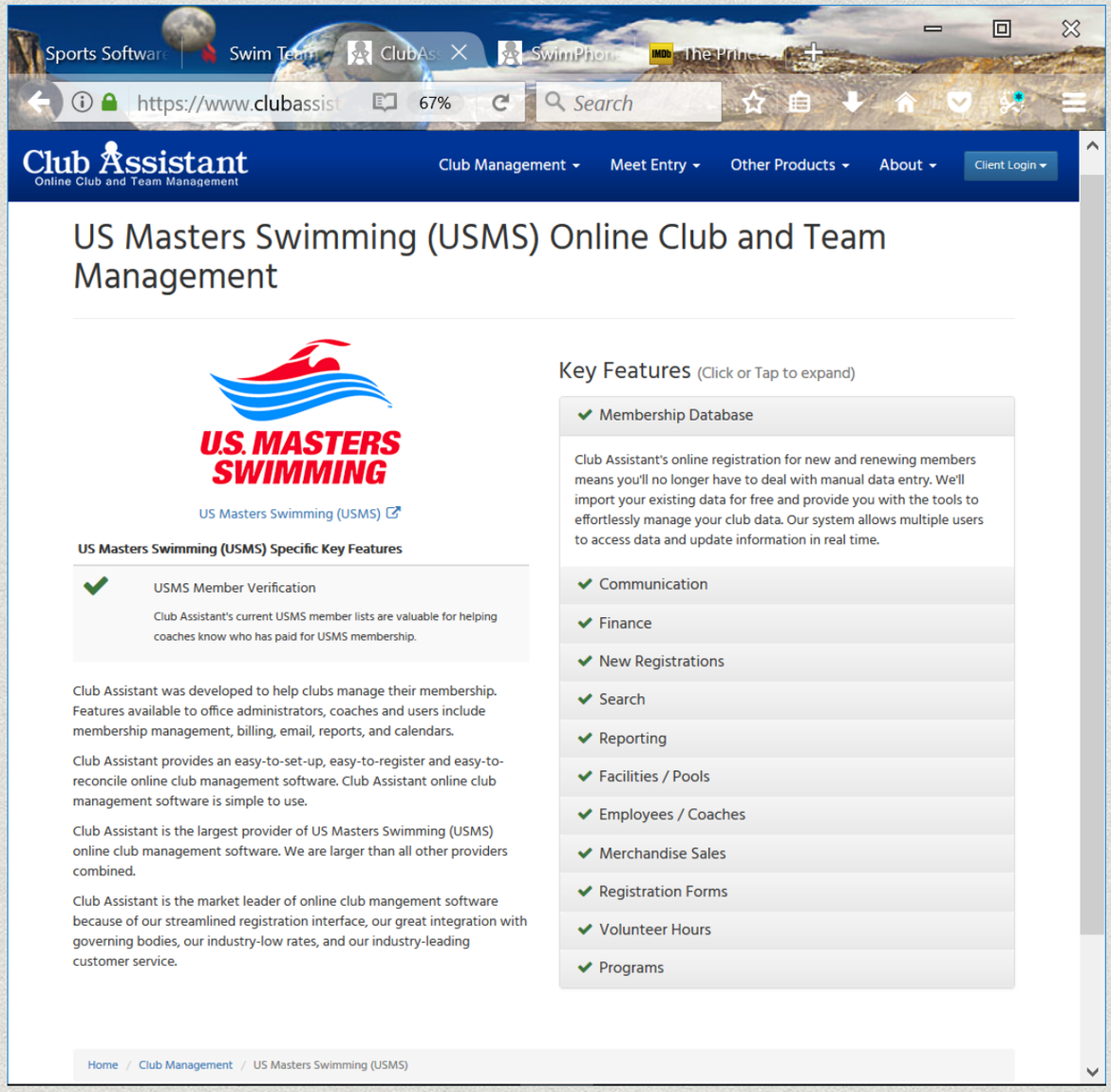
CLUBASSISTANT

MEET REGISTRATION
SWIMPHONE
CLUB/LMSC
MANAGEMENT



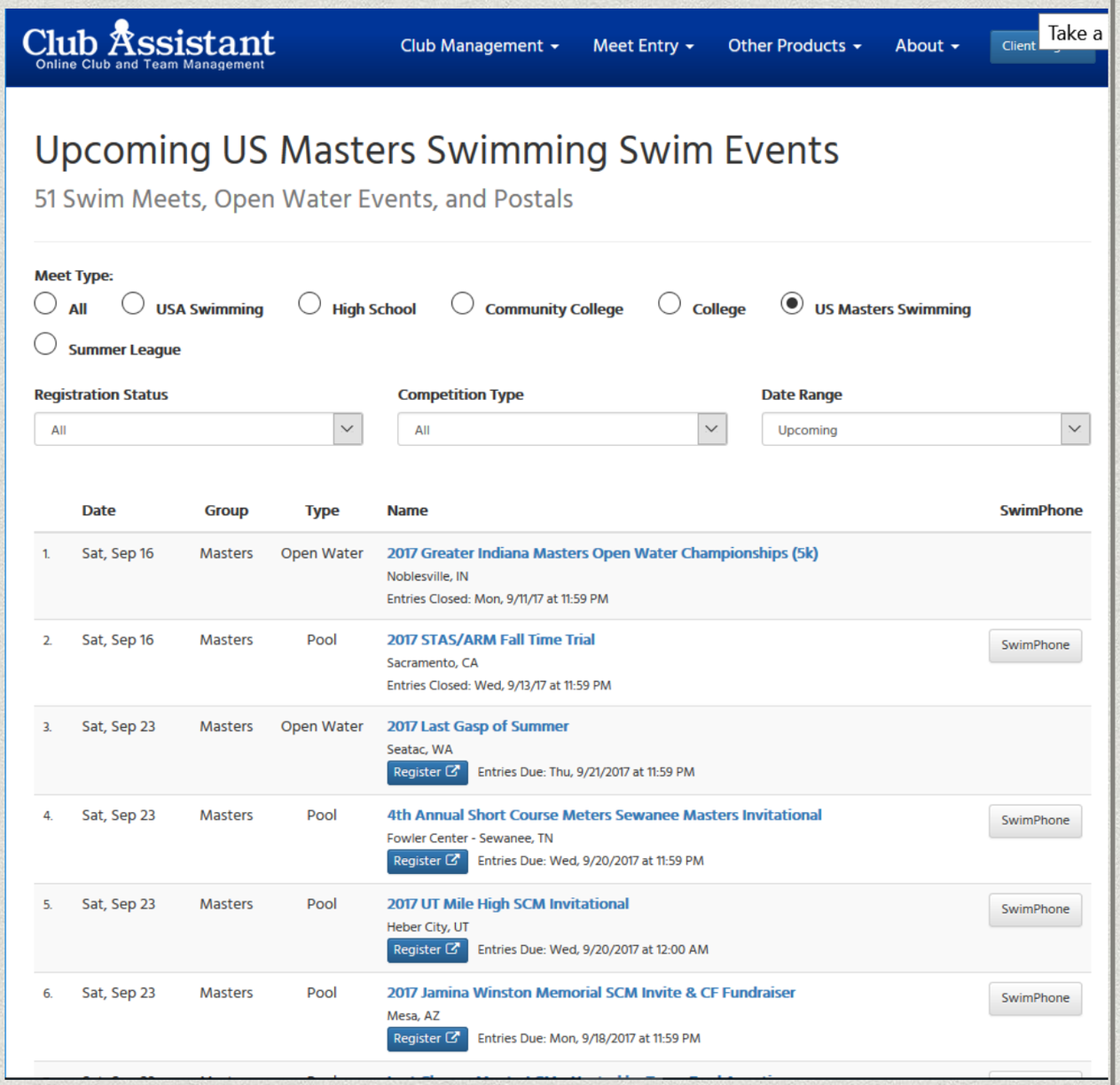
ClubAssistant: LMSC & Club Management

- 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



ClubAssistant: Meet Registration

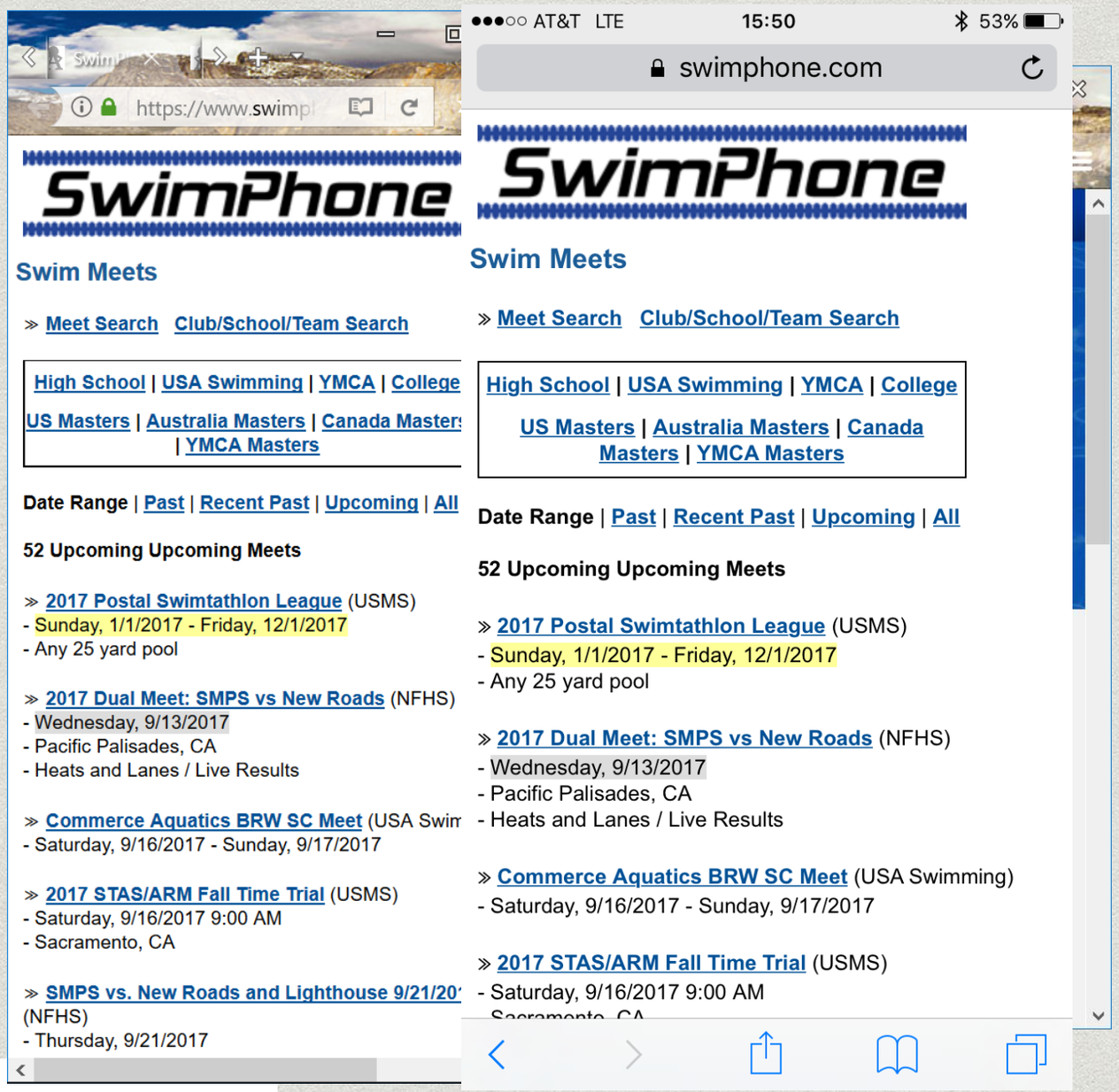
- Most common tool for Masters Meet online registration
- Can set meet up on the admin site or (Tip #5) import from Meet Manager file
- “Special Relationship” with USMS - does a live query of registration db to confirm membership status - only system that does this



U.S. MASTERS SWIMMING

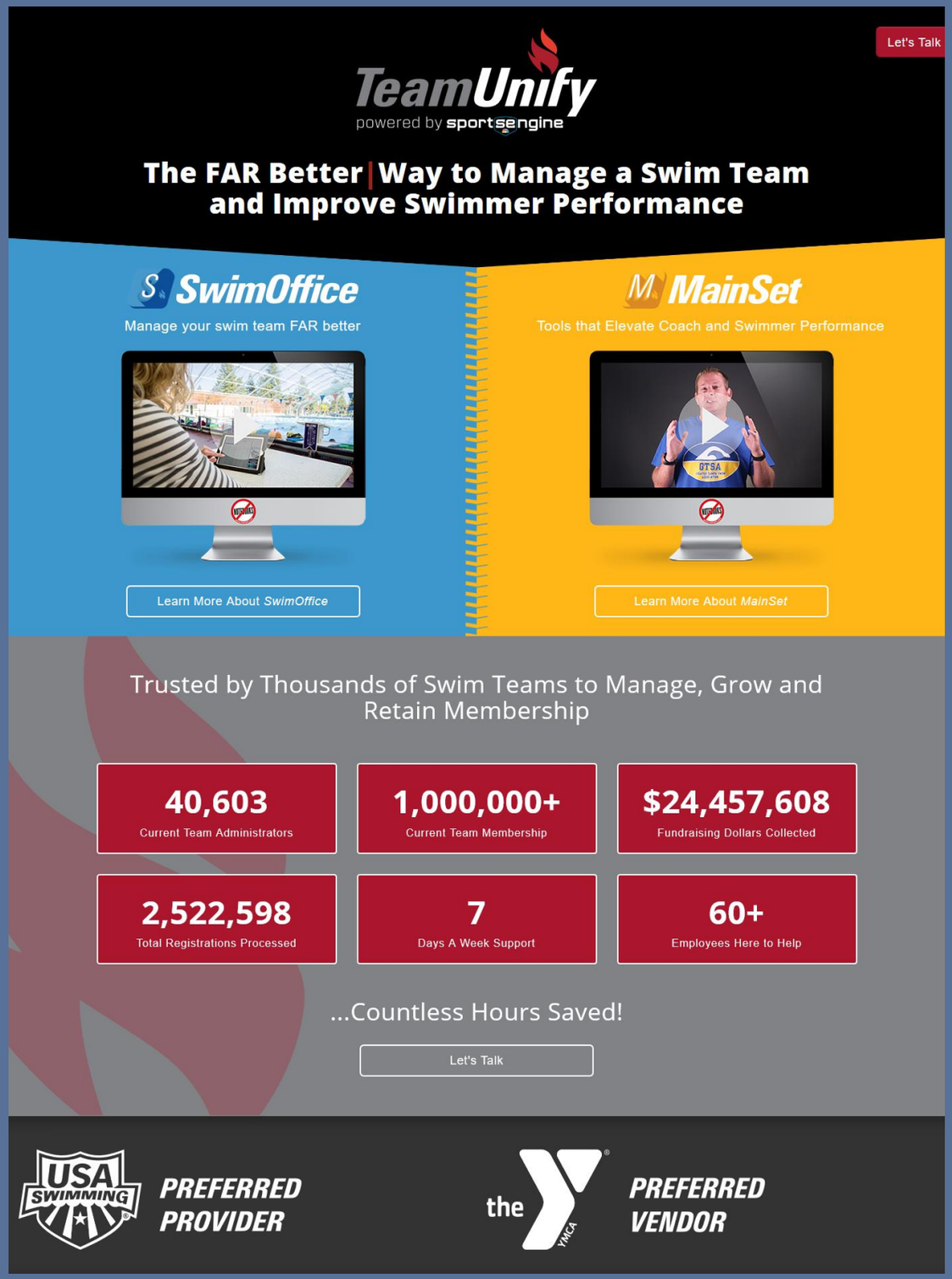
ClubAssistant: Not Just for Registration Anymore

- 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



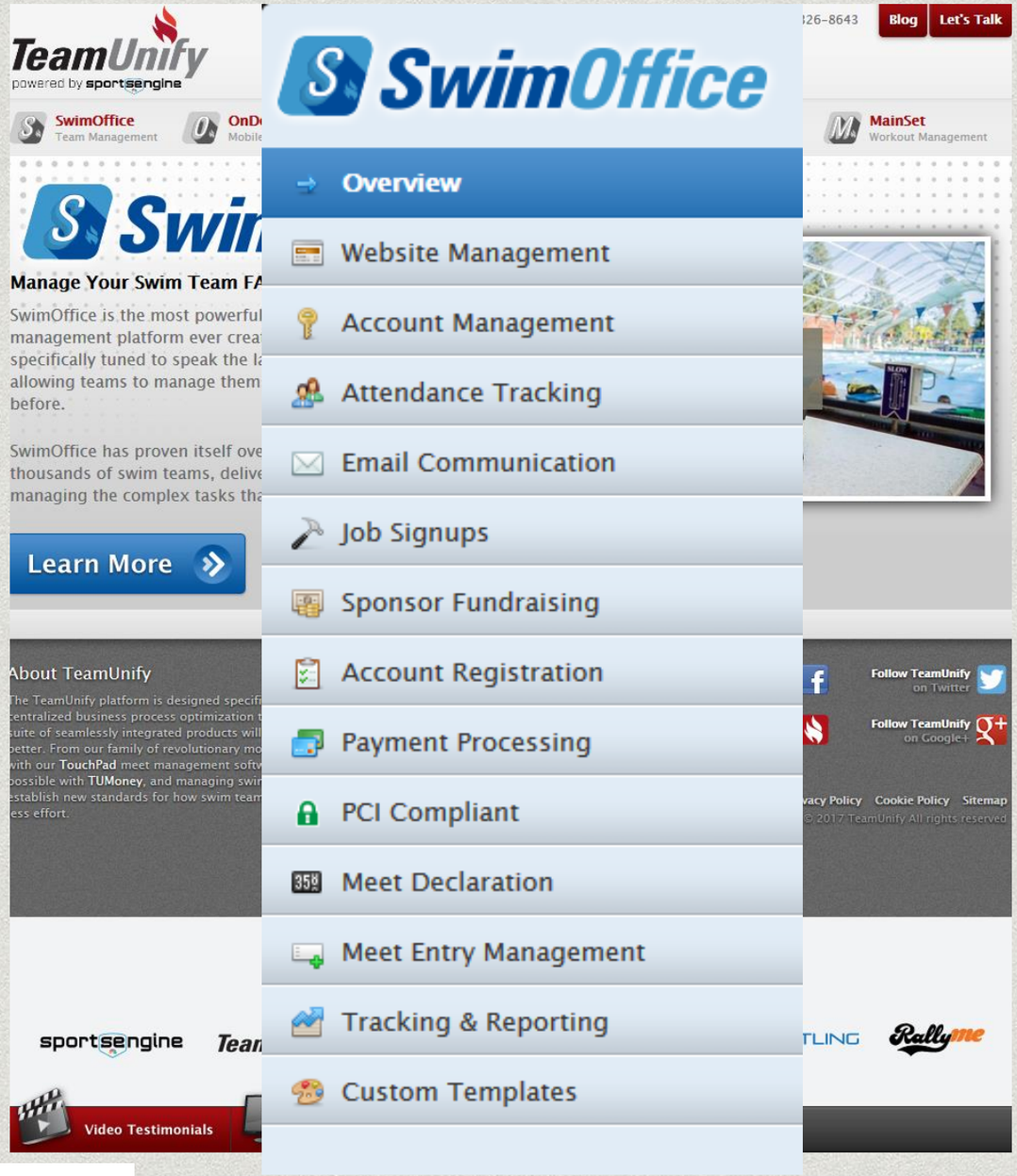
TEAMUNIFY

CLUB/LMSC MANAGEMENT WEB SITES



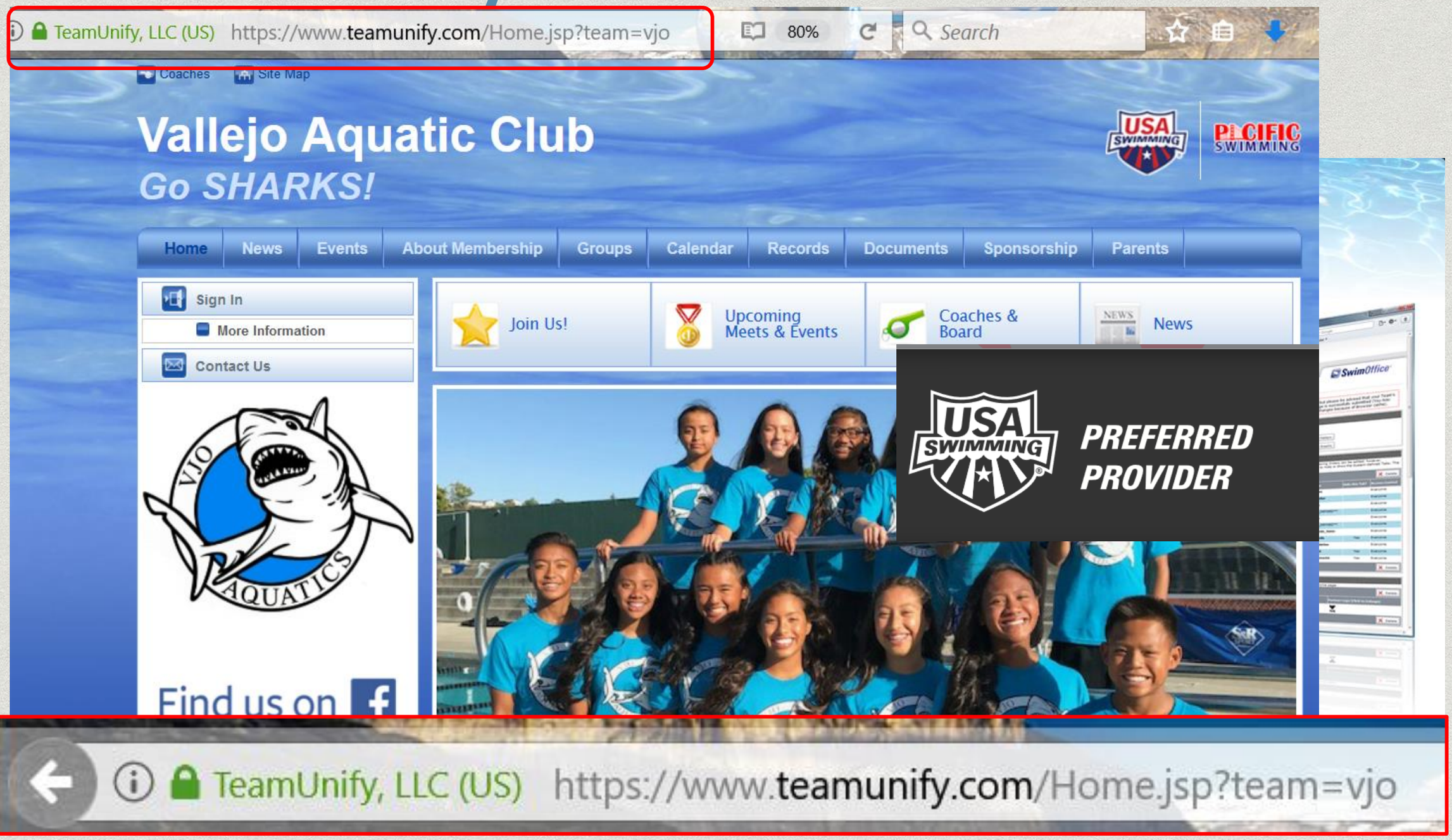
TeamUnify - Club Management

- 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



U.S. MASTERS SWIMMING

TeamUnify - Web Sites



U.S. MASTERS SWIMMING

OTHER WEB SYSTEMS

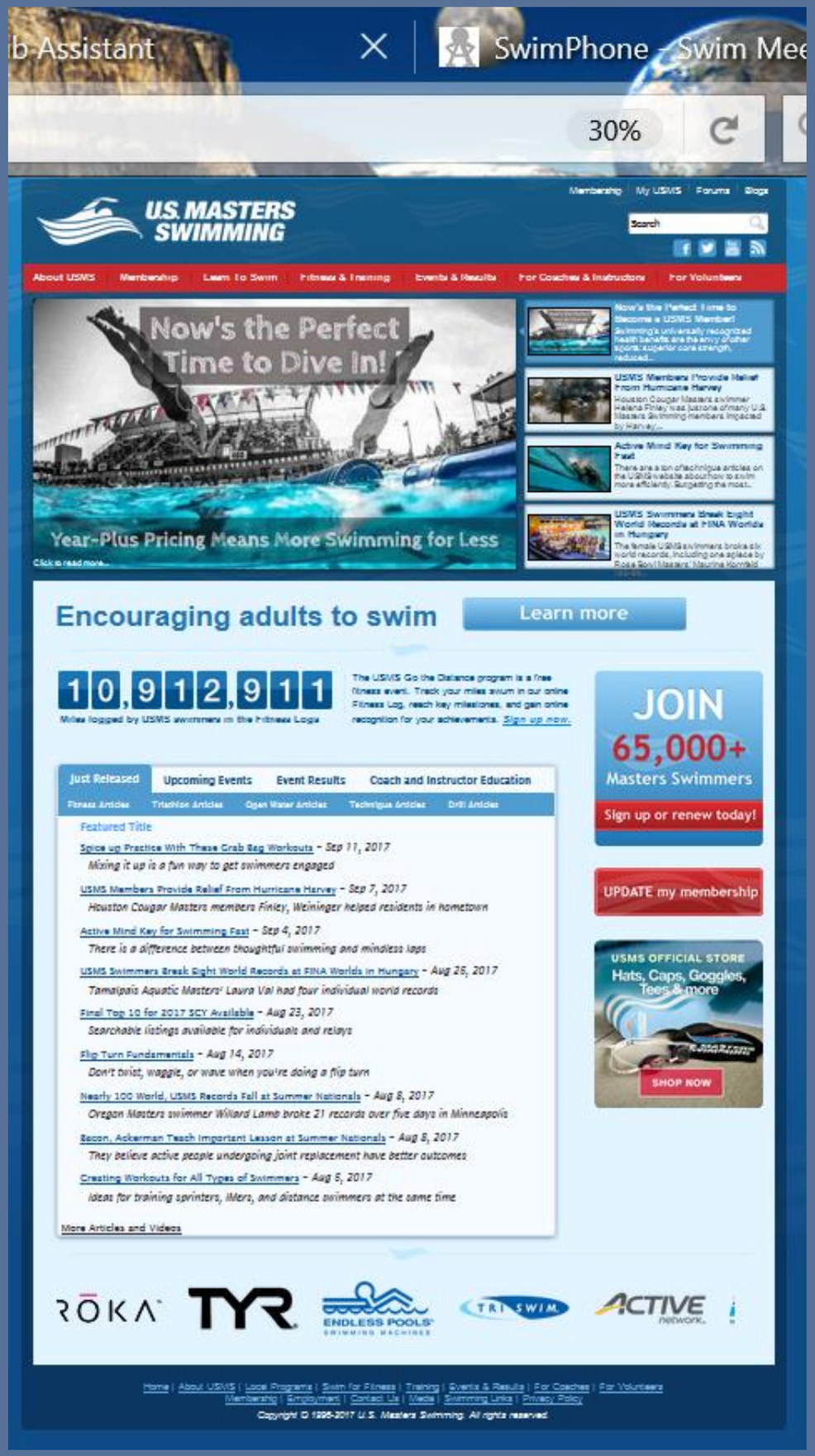
EVENT SIGNUPS
WEB SITES

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
…



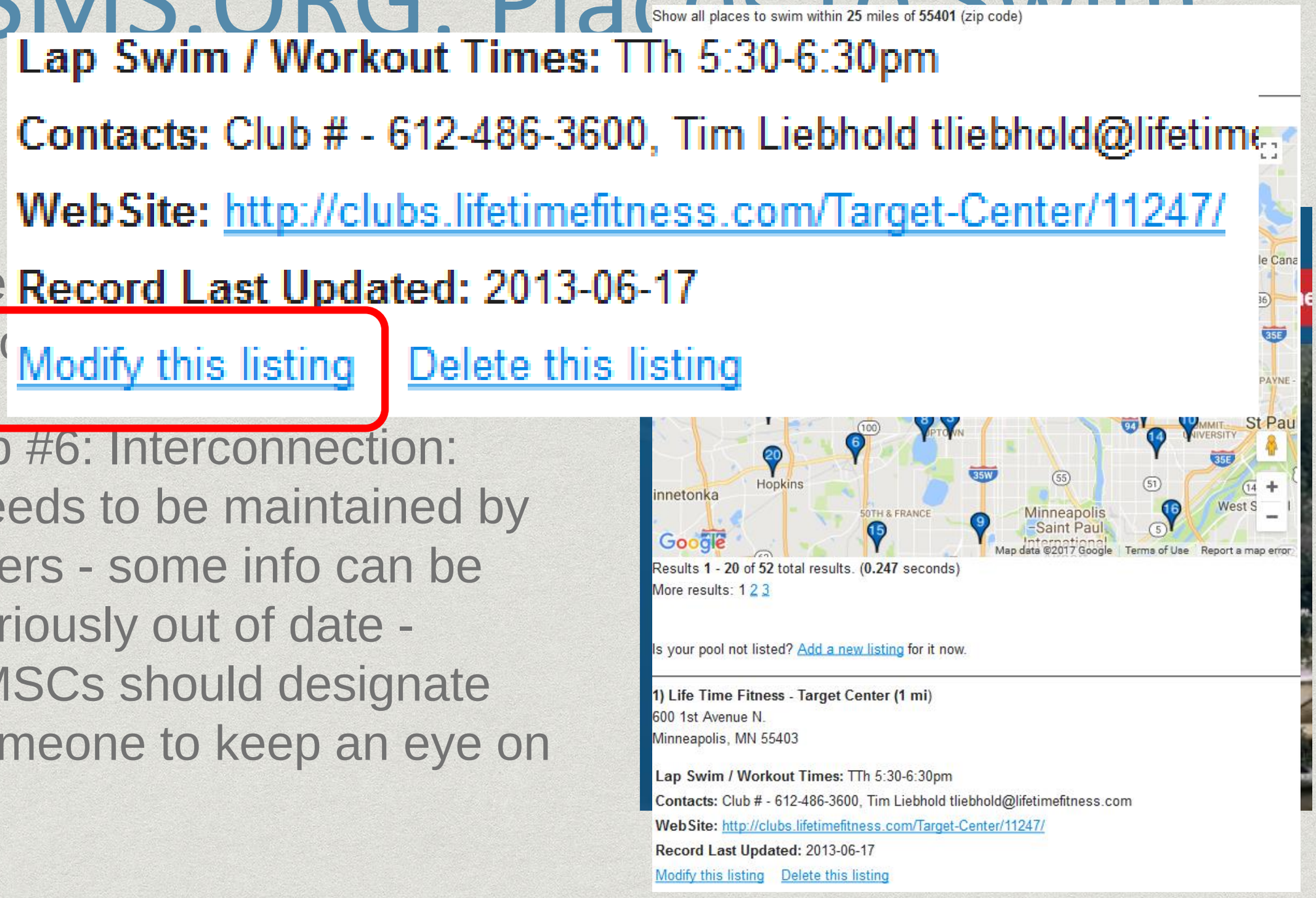
USMS.ORG

- Where it all[illegible]ome together
- Compilation of y[illegible] effort - organically
- Mind-blowing am[illegible]nt of information
- Underutilized
- USMS.ORG 3.0

U.S. MASTERS SWIMMING

USMS.ORG: Places to Swim

- He
po



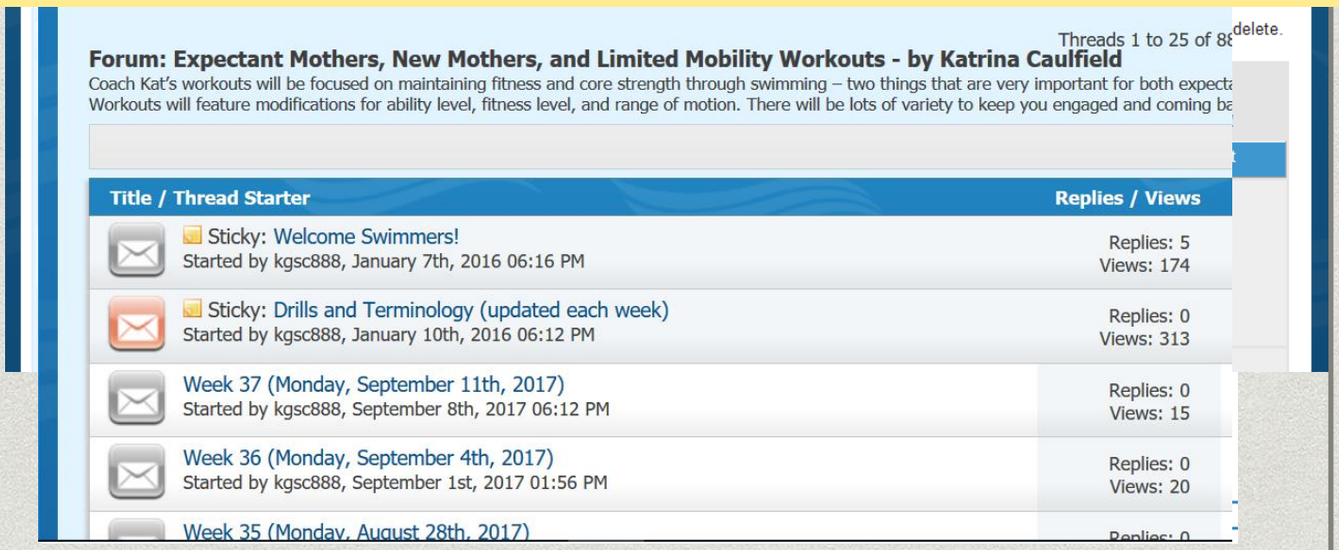
- Tip #6: Interconnection: Needs to be maintained by users - some info can be seriously out of date - LMSCs should designate someone to keep an eye on it

U.S. MASTERS SWIMMING

USMS.ORG: Online Workouts / Fitness Logs

Expectant Mothers, New Mothers, and Limited Mobility Workouts

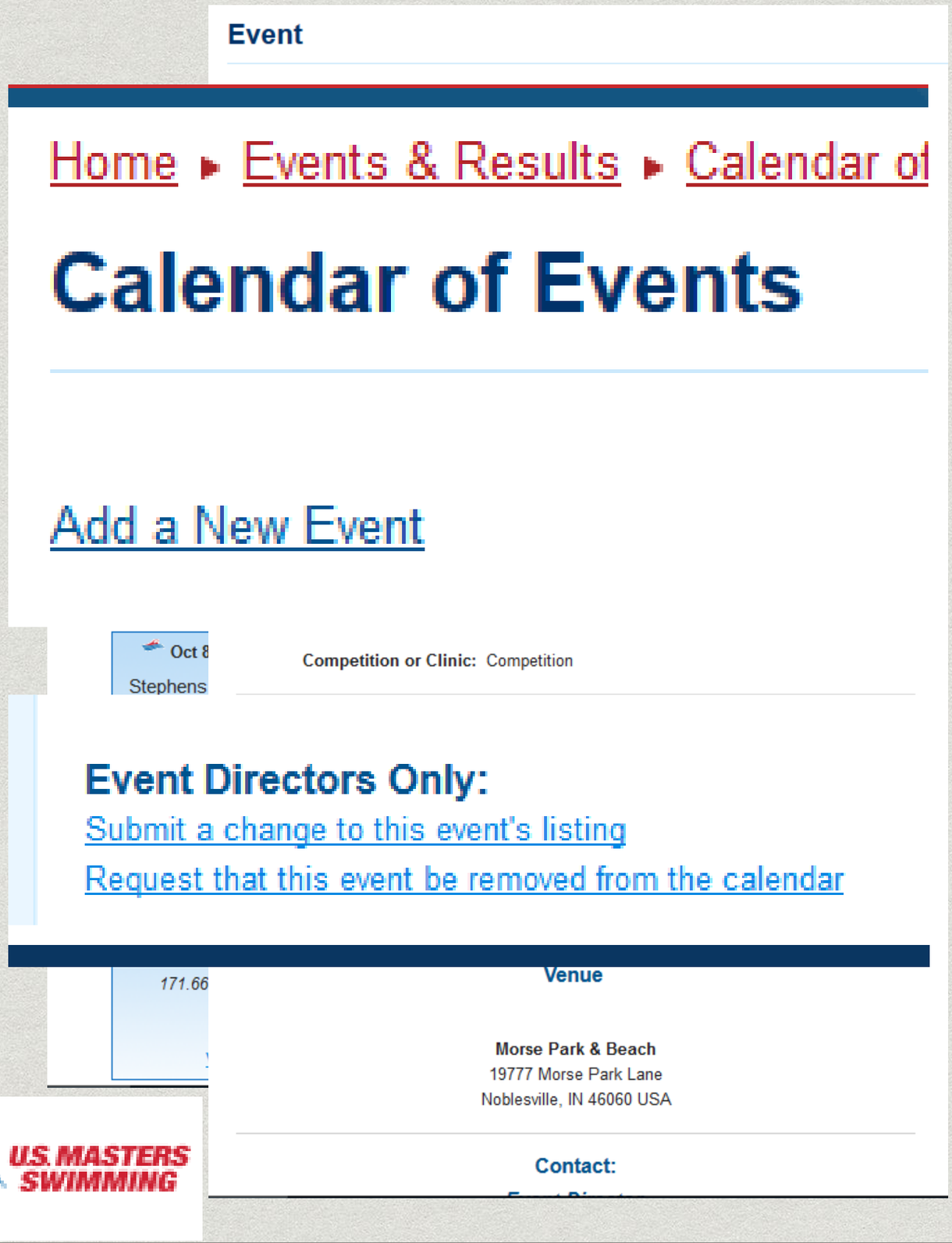
- Fitness log – optimized for swimmers' activities



U.S. MASTERS SWIMMING

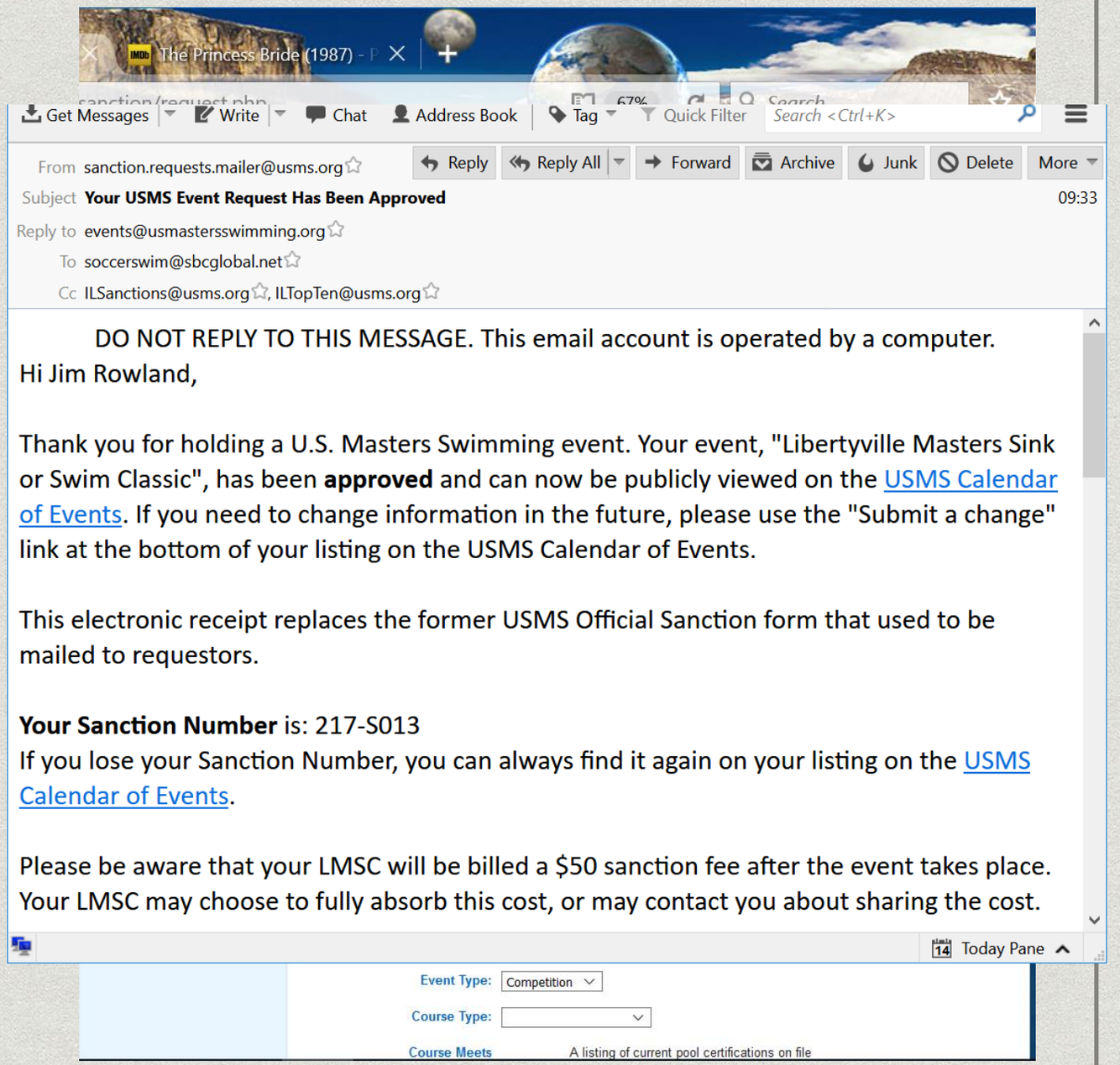
USMS.ORG: Calendar of Events

- 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



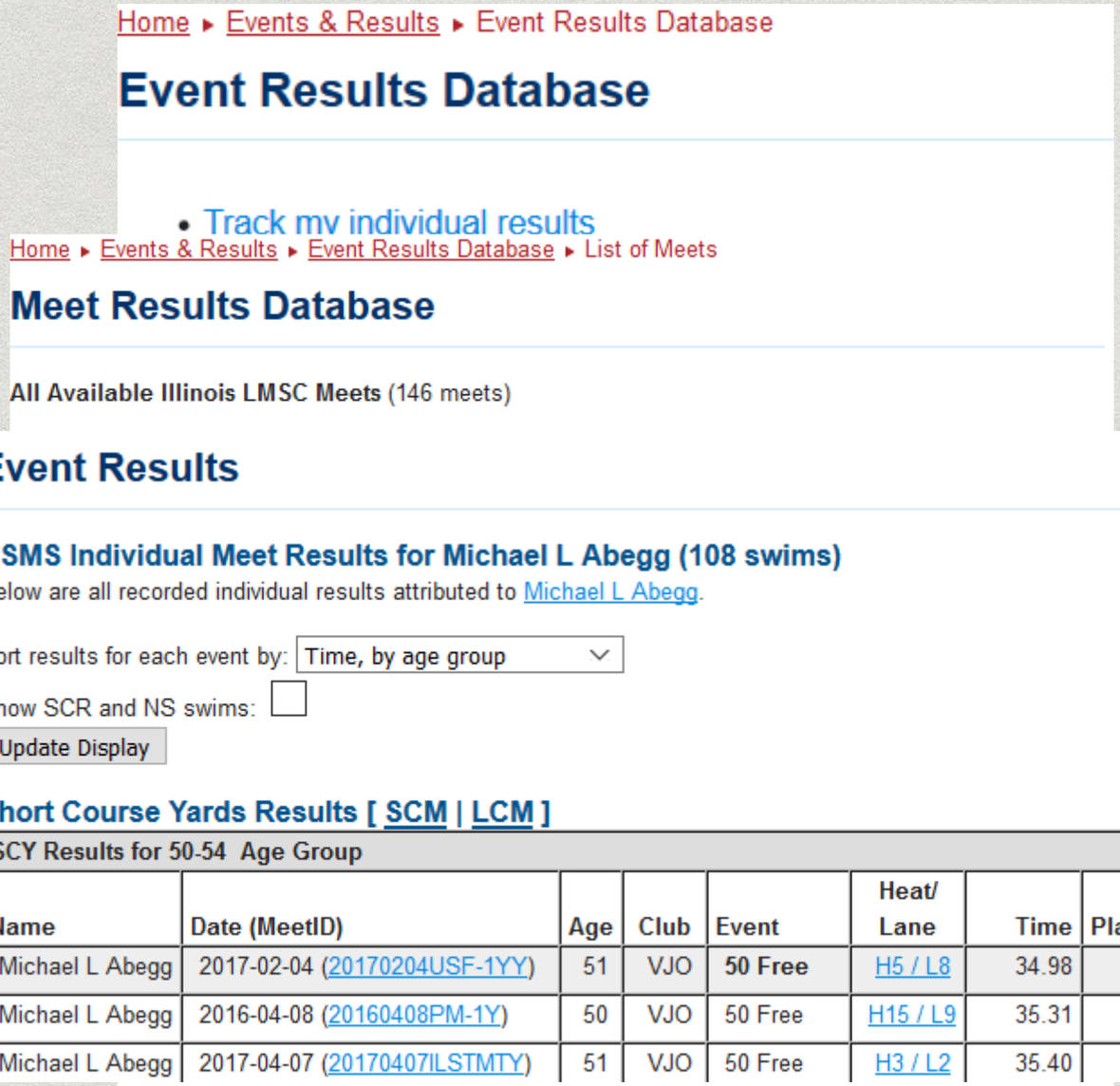
USMS.ORG: Sanctioning

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



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: Time, by age group

Show SCR and NS swims:

Update Display

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 (20170204USF-1YY)	51	VJO	**50 Free**	H5 / L8	34.98	9
Michael L Abegg	2016-04-08 (20160408PM-1Y)	50	VJO	50 Free	H15 / L9	35.31	14
Michael L Abegg	2017-04-07 (20170407ILSTMTY)	51	VJO	50 Free	H3 / L2	35.40	14

U.S. MASTERS SWIMMING

USMS.ORG: Event Rankings / Top Ten / Records

- Closely rel
  Database
- Records ha
  own throug
  Administra
- Top Ten is
  NTA, 3 tim
  checking, p
- Tip #10: Ev
  as Results
  swims will
  Records

Learn To Swim | Fitness & Trainin

Home ▸ Events & Results ▸ U.S. Ma

USMS National Recc

U.S. Masters Swimming maintains a
may be viewed or downloaded in a va
available at the FINA Web Site.

Individual Records

- By Age Group
- By Event
- By Swimmer

Note: The U.S. Masters Swimming r
Records and Tabulations Committee.
documented and verified. The records
also includes any verified record-brea
along with a completed Record Subn
swim meet.

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 sv
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 resu
- FINA Masters World Top 10 tabulations

More details on the Top 10 process:

- Procedures for Top 10 submissions
- Top 10 FAQ
- Publication schedule

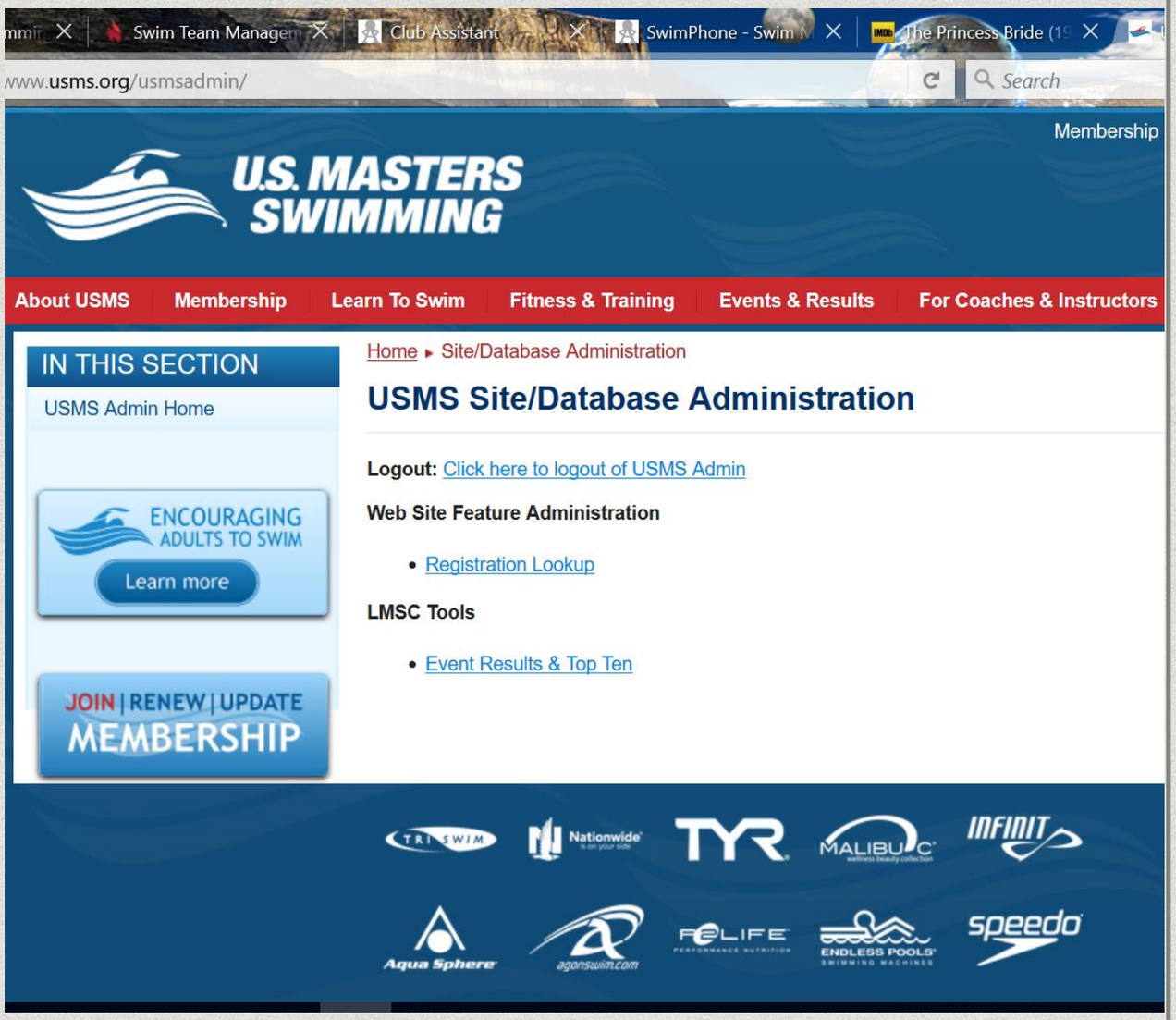
U.S. MASTERS SWIMMING

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!)



U.S. MASTERS SWIMMING

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,

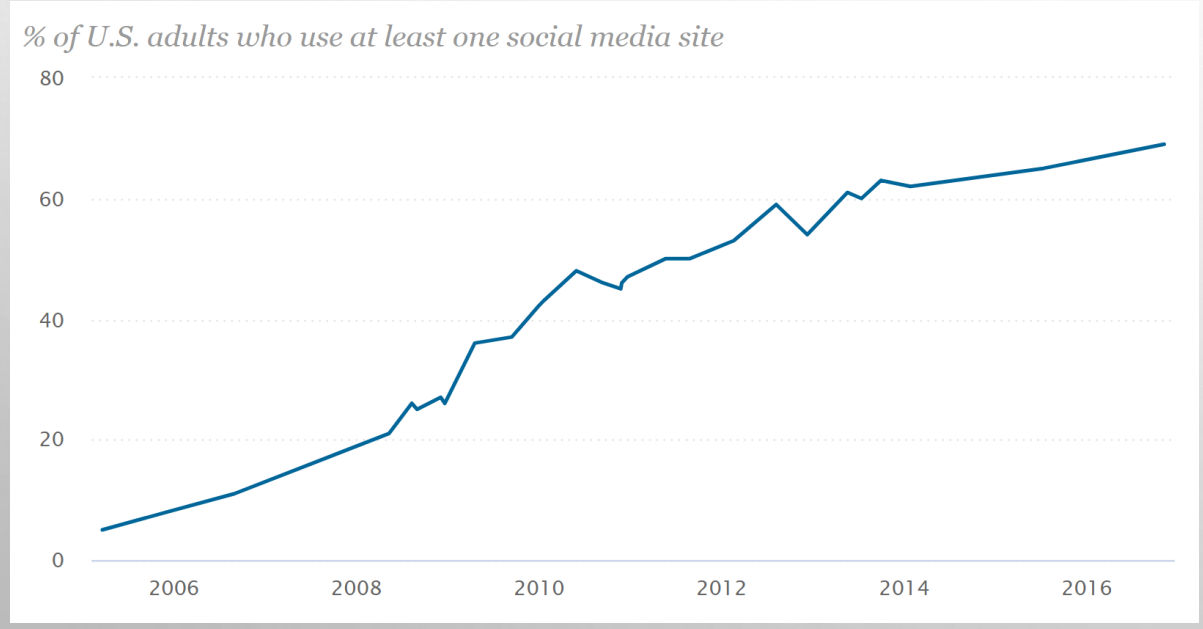
- Contact me: mikeabegg@me.com
- You know I said something about {******} and now you don't remember - I love teaching and sharing
- You found a new way to use the tools or found a better tool - I love learning

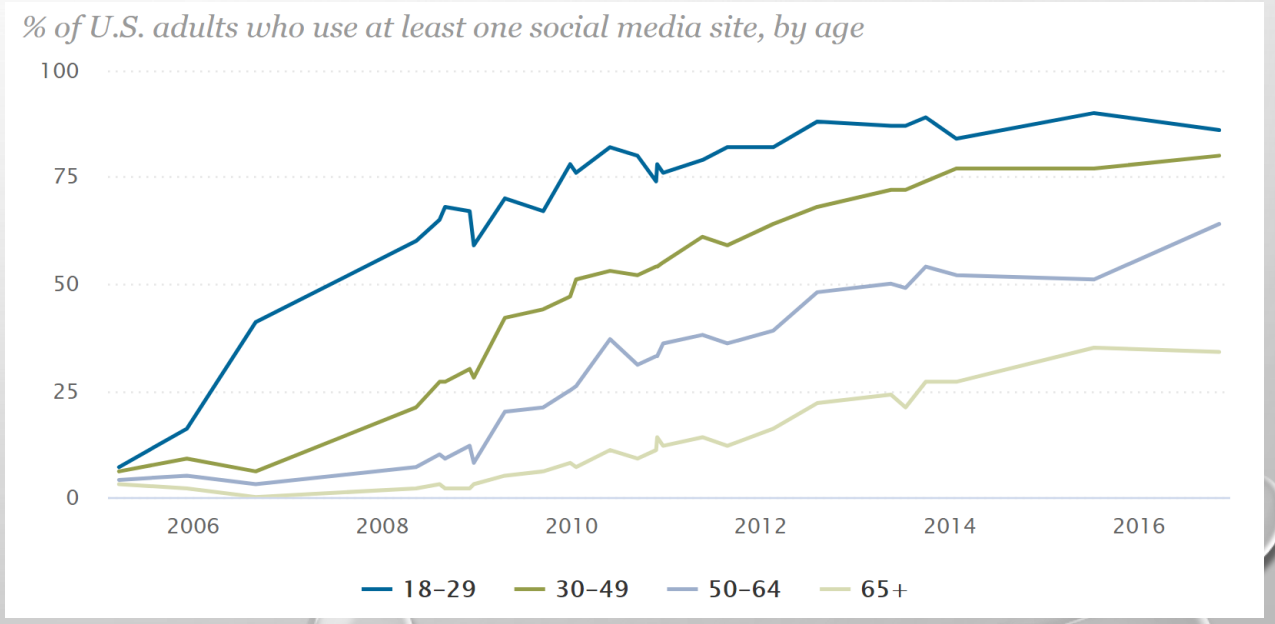
TECH CRUNCH: SOCIAL MEDIA & WEBSITES

GUIDING YOUR LMSC OR CLUB'S ONLINE PRESENCE

SOCIAL MEDIA FACT SHEET

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





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

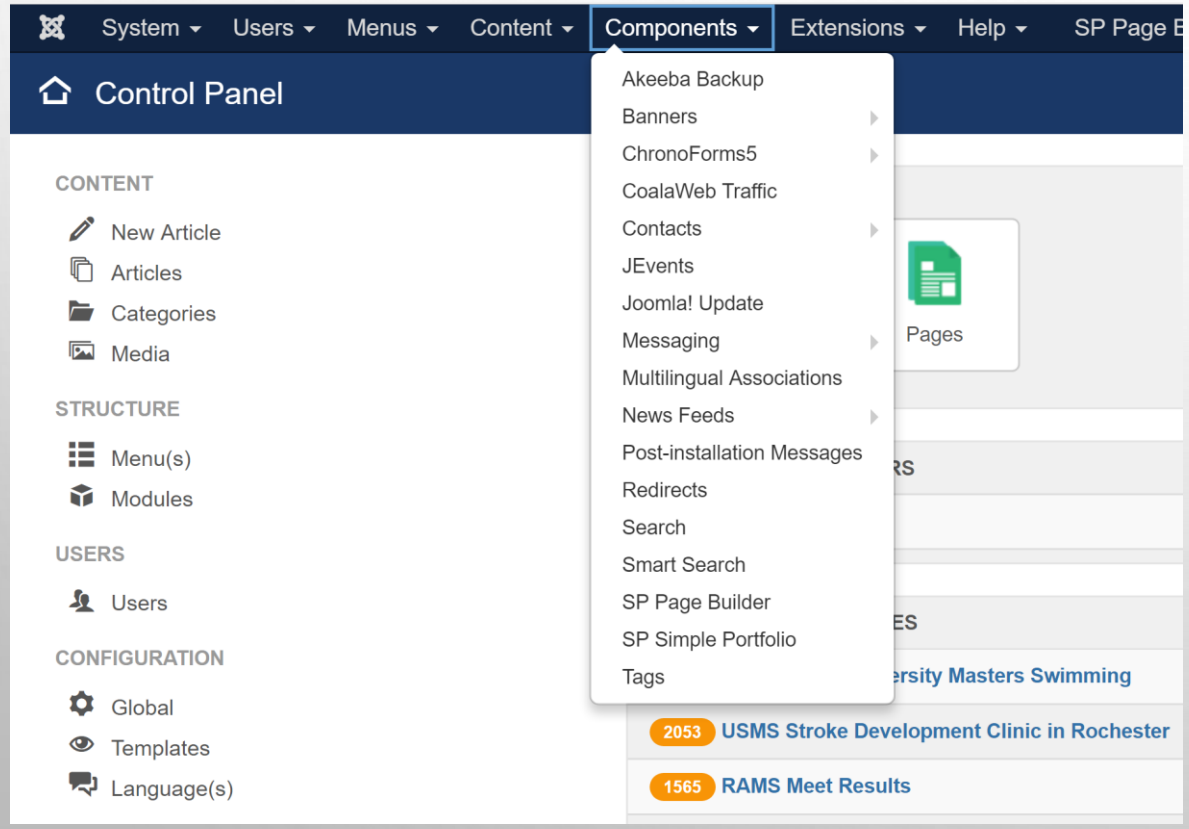
	Group	Page
Public	Yes	Yes
Private (optional)	Yes	No
Posts appear on News Feeds	Yes	Yes
Members can post on main page	Yes	No
Insights (Analytics)	No	Yes
Multiple administrators	Yes	Yes
Create Ads/Promotions	No	Yes
# of LMSCs	10	27
Avg. # of members or “likes”	346	389

WEB DEVELOPMENT

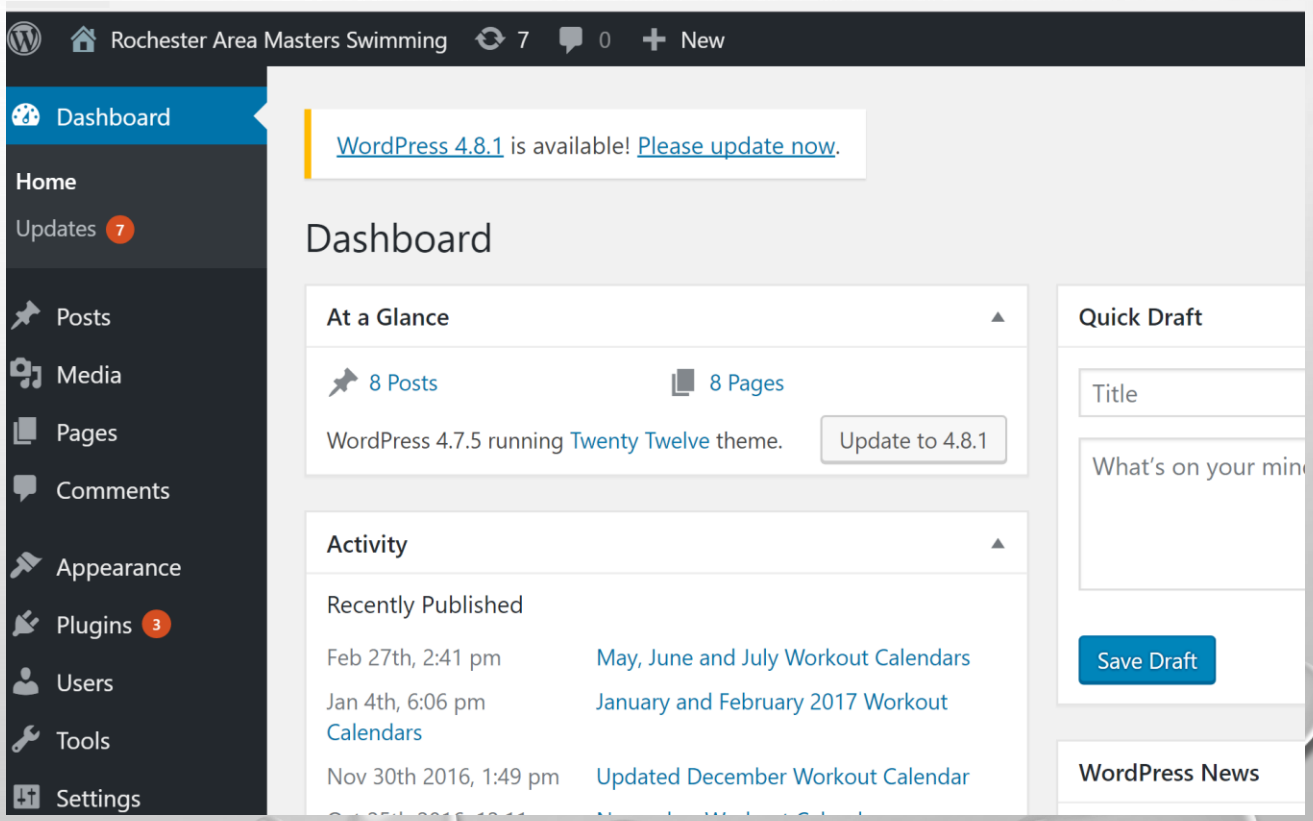
- Why? Static landing spots for docs: By-Laws, P&P, Meeting Minutes, Records, etc.
- Content Management System (CMS):
  - User-friendly software for managing a website
  - Programming knowledge (HTML, Java, etc.) is not required
  - Modular
- Top 3 CMS by market share: WordPress (59%), Joomla! (7%), 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

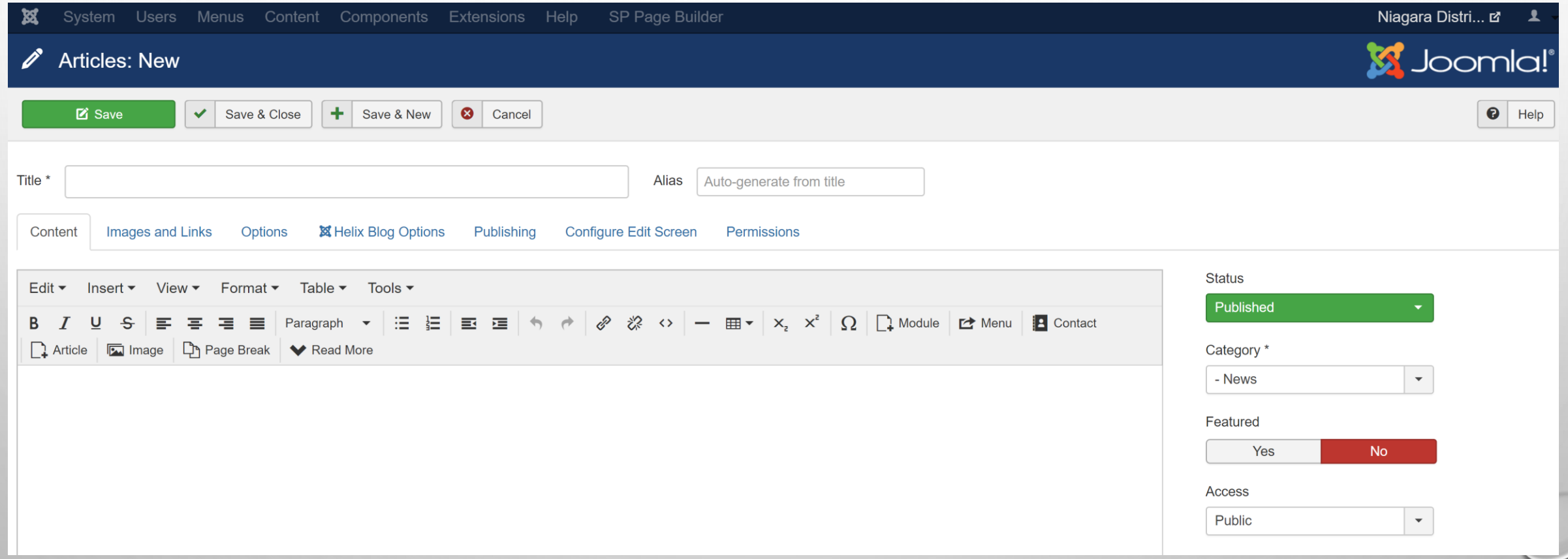
Joomla!



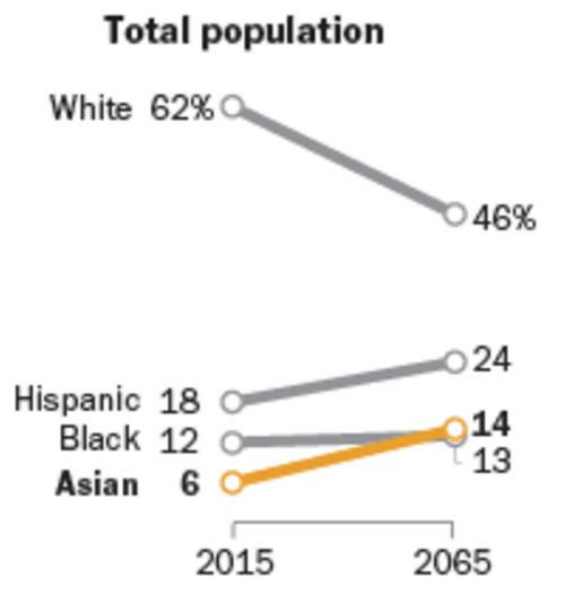
WordPress



ARTICLE SCREEN EXAMPLE



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

English
English
French
German
Italian
Portuguese
Russian
Spanish

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

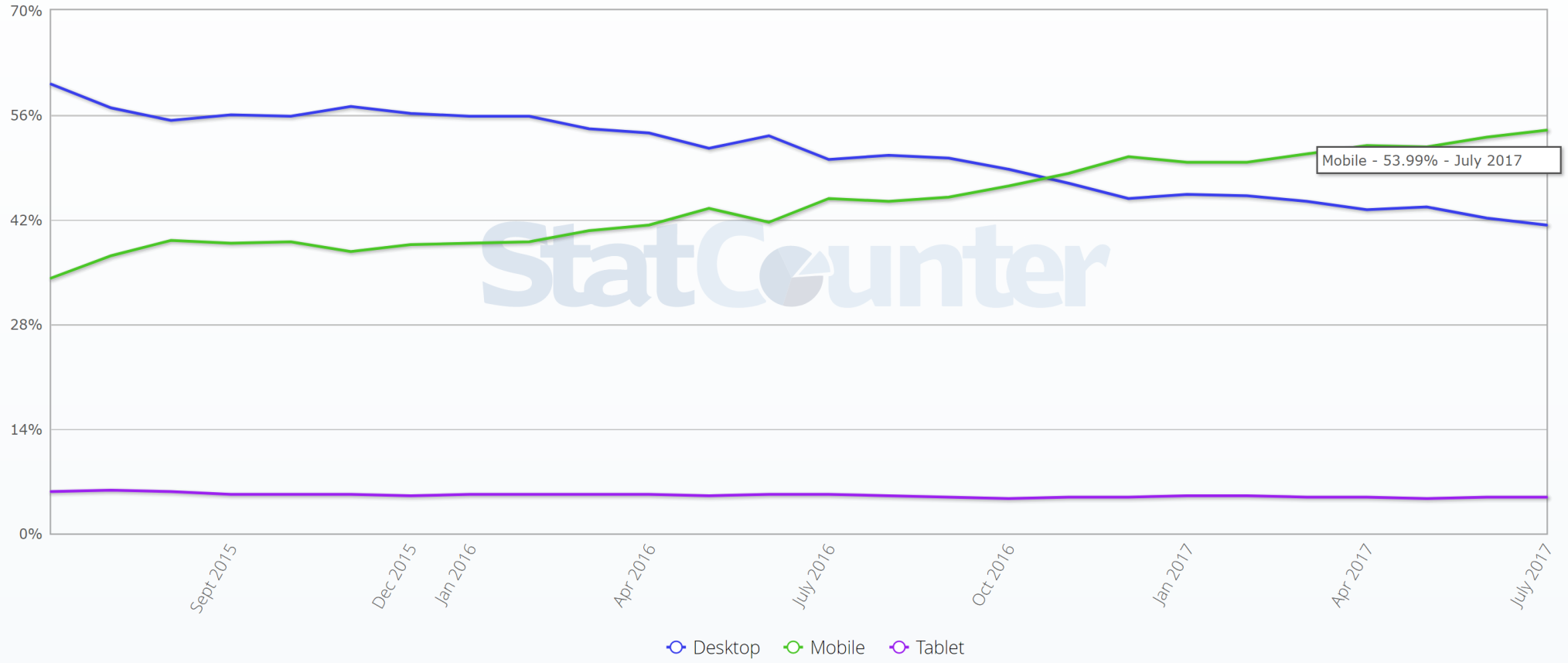
- What? A website that is easy to view on a pocket-sized computing device.

- 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

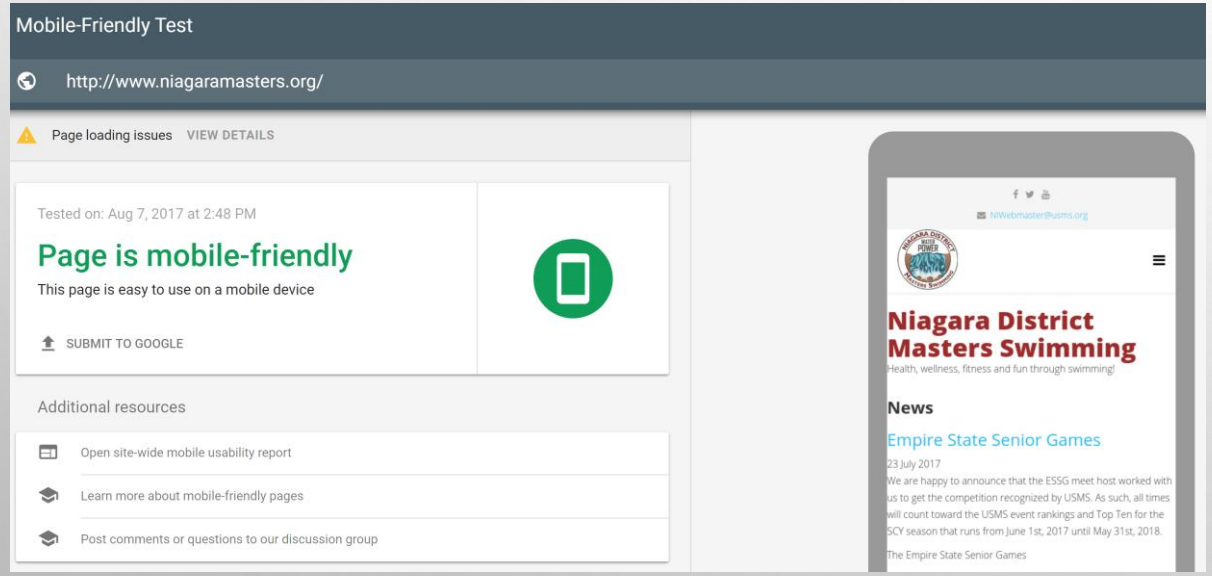
June 2015 to July 2017

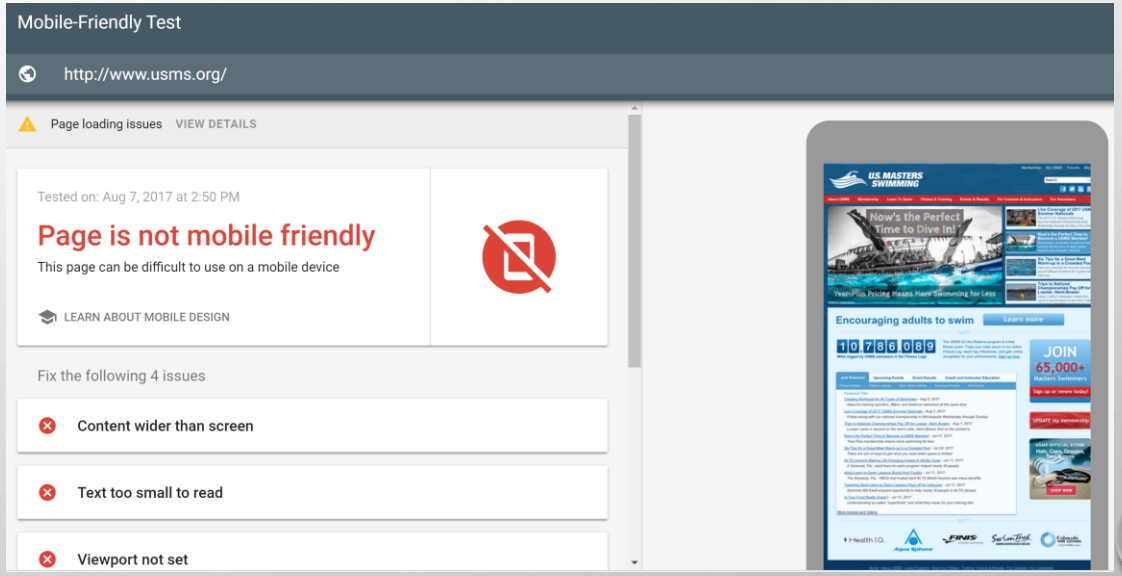
Edit Chart Data



MOBILE-FRIENDLY TESTING

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





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

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

U.S. MASTERS SWIMMING

Thank you for attending!

- Questions?
- Comments?
- Please fill out the review/comment forms!
- Thank you Tim Lecrone!

- Mike Abegg – mikeabegg@me.com
- Greg Danner – gmdanner@gmail.com