



September 18, 2020

To: USMS Board of Directors

Cc: USMS House of Delegates

From: Dawson Hughes, USMS CEO

RE: UPDATE: 2020 Roadmap – Recently Completed Projects and Sequence of Upcoming Deliverables

This document was originally distributed as part of the Summer Board meeting materials and has been updated periodically since July.

Completed Projects	Completion	Staff Lead	Volunteer Involvement
Web Content Adjustments - 700k pageviews - Coronavirus and Swimming: What You Need to Know’ – Article referenced in LA Times, NY Post and The TODAY Show - Coach, Member, Event Resources pages created	Mar-June	Kyle/Daniel/Jay E	
Emergency Financial Plan - Position (salary and contract) eliminations - Coach certification and travel reductions - Cash flow analysis - Investment review and adjustments - Insurance mid-year audit	April	Susan/Dawson	Finance, BOD
Volunteer Central updates	May	Jess	numerous
Began work with the newly formed Aquatics Coalition to develop direction and tools for a safe return to purpose driven aquatics.	May	Dawson/Jay	
Modified Year Plus (\$60 through 2021)	May-Oct	Dawson	BOD, Finance
Diversity and Inclusion - Systemic racism statement and follow-up - D&I club webpages and survey	June	All	BOD, D&I
LMSC Coaches Chair Role Description – forwarded to LMSC Dev	June	Bill	Coaches



Club Relief Funding Plan	June	Dawson	LMSCs, Coaches, Finance, BOD
Revised Summer Fitness Challenge Launch (with 30-minute dryland component) – integration with Swim.com	June	Jay	
Virtual Championships Launch	June	Jay	Champ, LDC, OW
Membership Appreciation Week Partner Giveaways	June	Jay/Onshalee/Kim	
Online Workout Library Launched	July	Kyle	Coaches
2019 Audit and 990	July BOD	Susan	Audit/Finance
Initial 2021 Business Plan Assumptions	July and Aug BOD	Dawson	BOD
Virtual Level 1 (beta for established clubs that need certified coach to achieve Gold status)	July 21	Bill	Coaches
Club Relief Funding – LMSC coordination	Aug-Dec	Bill/Susan	BOD, Finance
Membership Survey – event, benefits, continued interest in swimming	July	Kyle	
2020 USMS Virtual Championships	Aug	Jay	
SSLF Auction – to support Club Relief Funding	Aug	Dawson	SSLF BOT
Open Water Central Creation	Aug	Jay E	OW, LDC
2020-21 CCS Year Set up - Club registration - Member registration - Bi-weekly advisory board meetings - Creation of virtual events - Club survey - COVID resources	Aug	Kyle/Onshalee	CCS Advisory Board, USMS volunteer liaisons
Virtual Annual Meeting - Zoom Transition for Committees - Townhall – July - Zoom Training – August - Virtual Annual Meeting Orientation – Sept - Sched – Digital Meeting Calendar	June-Sept	Jess	Executive Committee, Committee Chairs, House of Delegates

Upcoming Projects	Timeframe	Staff Lead	Volunteer Involvement
Coach/Club Survey – Marketing Needs/Timing/Webinar	Sept	Kyle	Coaches
Open Water Results Database	Oct	Jess	OW/LDC



Coach and Club Development Strategy	Ongoing	Bill/Steve	Coaches
2021 Virtual Challenges and Events planning	Sept/Oct	Kyle/Jay/ Onshalee	
ALTS/SSLF Planning	Sept/Oct	Dawson	ALTS, SSLF
2021 Budgeting	Sep-Nov	Dawson/Susan	BOD, Finance
New 'My USMS' – online community (including an update to usms.org header)	Oct/Nov	Dawson/Jess	Beta Groups
PHP (backend legacy) required upgrade	Fall	Dawson	
Club Registration	Oct	Bill	
New 'My USMS' online community - full launch	Dec	Dawson	
New email platform – final launch	Dec	Kyle/Jay P	
Restart SSLF fundraising with 2021 registration	Nov 1	Dawson	SSLF, ALTS
2021 Registration Campaign	Oct-Jan	All	All
Improved SWIMMER and Online Article Delivery	Jan/Feb	Kyle/Daniel	
SSLF Grant Program Applications for 2021	Jan/Feb	Dawson	SSLF, ALTS
Coach Training – possible virtual Level 1	Jan/Feb	Dawson/Bill	Coaches
Continued digital transformation and capabilities improvement - planning and implementation	Now–2021	Dawson/Jess/ Kyle	