The Future of U.S. Masters Swimming

Futures Taskforce
Atlanta, Georgia
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Task Force Members:

**Members:** Richard Garza, Aubree Gustafson, Fares Ksebati, Claire Letendre, Clare Rudd, Luke Shaheen

**Board Representatives:** Chris Colburn, Daniel Cox

**Staff Representatives:** Kyle Deery
Objectives

1) Why are our members under 35 not a larger group?
2) What are some of the reasons members under 35 do not renew?
3) How do we attract and retain younger members?
NOT SURE IF DOLPHIN KICK MAKES ME FASTER

OR LOOK LIKE A DYING WHALE
Strategy

1) Analyze data from USMS on younger members.
   - Focus on non-renewals

2) Contact members under 35 that did not renew.

3) Contact coaches of teams with younger swimmers.
Percentage of Non-Renewals
Non-Renewals

- 18-34 age range made up of 35% of all non-renewals.

- Are we really losing members each year in the 18-34 age range?
  - 18,040 members not renew in 2015.
“SAY WHAT?”
Questions We Asked

• Why did you join Masters Swimming?
• What did you enjoy most about your membership?
• Why didn't you renew your membership this year?
• Did you know about available resources on the website (partner discounts, online log, workouts, etc.)?
• What could Masters Swimming have done differently to keep you as a member?
• Anything else you'd like to share that will help Masters attract and retain younger swimmers?
Discussion

- Why is the 18-34 age group so small?
- What are some reasons they did not renew?
Responses

“I joined for...coached workouts, to stay in shape, camaraderie, networking”

“I liked...the availability of workouts on-line, Swimmer magazine, competing”

I did not renew because...workouts didn’t fit schedule, moved and no pool near-by, lack of people on team my own age.

USMS...needs more publicity...college swimming discounts, etc."
Coaches
HOW COACH SEES US

HOW WE SEE COACH
Questions to the Coaches

- Name the top three reasons you feel younger members attend your practices/are part of your club.

- Do you actively recruit younger members, if so how?

- What do you think USMS could be doing to draw in or help retain younger members?
Think about why younger swimmers join USMS.
Coaches Responses

- Social camaraderie
- Competitive drive
- General fitness
- Open water and triathlon prep
Futures Task Force
Recommendations to USMS

- Strength of coaches engagement
- Tiered pricing structure
- Marketing tailored to young people
Dive into the future with us!