

SESSION # 1

Report to be given on: Fri ___ Sat ___ (check one) (Fill in Session # if you have more 1 meeting)

Committee Chair: Hugh Moore

Recorder: Cindy Hawkinson

Action Items

MSC to host the MACA website on the USMS server

Attendance

Number of committee members present: 6 Number of committee members absent 7

Total number of delegates attending the meeting: 44 .

Minutes

Meeting called to order at 9:12 a.m. by Chairman, Hugh Moore.

I. Committee members were Introduced.

II. Webmaster Report – Jim Matysek

Jim noted that the USMS Website has been moved to a dedicated server. USMS also offers free hosting to LMSCs and Zones. We currently have 18 web sites on the server including the main USMS site, 3 zone sites, 13 LMSC sites, and a support site. Any LMSC or zone can host their website on the server. Jim will be traveling to the National Office to meet with Tracy and Esther and to install current registration list on the web. A records database is also being created with all records since 1972 and will be hosted on the website.

A discussion of on-line registration for USMS was held. Roadblocks to doing this now include the lack of a USMS merchant account and the associated fees and labor required to monitor it. We will also be creating certain member-only areas of the web site that will require members to log in to access. An example is a workout of the day section that the coaches committee agreed to create with tools developed by the webmaster.

Appropriateness of hosting non-USMS sites was discussed. The following criteria for consideration has been developed by the committee:

1. What is the organization's impact on USMS?
2. What is the level of USMS member involvement?
3. What is the financial status of the organization?
4. How could hosting this site on USMS website benefit USMS?

M/S/C to host the MACA website. It was noted that any other such proposals will be considered on a case by case basis.

Jim noted the steps that he takes to reduce spam being sent to aliased email accounts. Any email address listed on a website is subject to spam. However, you will not get spammed as a result of just getting a usms.org email alias. USMS website has tools in place to prevent spam email sent to aliases. MAPS is also available to keep spam out, however, it will deny some email that you would like to get. The committee is not pursuing subscribing to the MAPS lists at this time as this would block legitimate business email.

A "Hits" chart from website was distributed showing the usage of the website.

Concerns have been raised about the 'attacks' on the discussion forums under the cloak of anonymity. We monitor for offensive postings and remove any that appear. M/S/ to require user registration prior to posting on discussion forms. Further discussion centered on turning off 'anonymous posting' and how to differentiate good from bad. A straw poll of the audience showed a 2/3 majority in favor of the motion. M/S/C to table the motion.

III. SWIM Magazine Editor Report – Bill Volckening

Bill reports he had a performance review with the Executive Committee and added some items to the job description, including Newsletter of the Year; National entry formatting for LC & SC, and working with SwimInfo website. His mid-year report provided a framework for how the USMS Editor position fulfills all the objectives of the

USMS Strategic Plan. His end-of year report and letter in SWIM Magazine reported specific tasks listed by his job description. Bill shared his vision to have the position expand beyond SWIM Magazine, including soliciting outside publications to feature inspirational stories about USMS swimmers with the intention of promoting USMS through these stories. The SWIM magazine cover has evolved to better represent the interests of USMS. Long Distance Postal Entry Forms have been included in the magazine, resulting in a substantial increase in the 5K/10K Postal Swim Participation. The task list of the USMS Editor position has expanded during the last year because USMS now has full editorial control. Previously, 13 pages were allotted for USMS content, now we may use the entire magazine, if needed. The USMS Editor sees his role as liaison between USMS and SWIM magazine.

Bill feels many readers do not identify themselves as competitors but swim for other reasons. He also presented ideas for new columns and sound-bite information:

- How they swim? Feature swimmers of all aspects of the Masters swimming community.
- Ask Dr. Swim – working in concert with the Sports Medicine Committee Q&A column.
- The Self-Coached Swimmer – David Grilli's column and might work with him or do a column like this.
- Web Resources
- Sports Psychology column
- Long Distance- would like to report information in a more timely fashion
- Entry forms for the 5K/10K and 1-hour postal swims will be printed in SWIM.

Nancy Ridout noted that the Executive Committee would like the Magazine Editor to take a bigger leadership role in SWIM magazine. Specifically, he will review all pages before publication, including those not generated by USMS. Bill reported that he has discussed this request with SWIM Magazine Editor-in-Chief, Phil Whitten, who is fully supportive of the idea.

IV. Swim Editorial Calendar

Deadlines for 2002 and an editorial calendar are available upon request.

V. National Office Communications

An ongoing project for the next year will be exploring ways to aid the national office in communicating with the Board of Directors, House of Delegates, LMSCs, and clubs.

VI. Email Distribution Lists

Another project for the next year will be developing and maintaining distribution lists.

VII. LMSC Communications

Earlier this year Julie Paque-Heather suggested that the committee should develop seminars to help LMSCs improve communication. This will be another project for the committee

VIII. Tasks for Upcoming Year

Tasks are listed above in items IV-VII. The committee will also develop methods for exchange of newsletter and magazine articles. In addition to the tasks listed above, the committee will recommend to the new Executive Committee that members assigned to the committee include SWIM Magazine article proofreaders as well as volunteers with skills to support both written and web-based communications.

Adjournment

The meeting was adjourned at 10:30.