

USMS CONVENTION – DALLAS, TEXAS - 2002

Committee Name: Block #3 Teaming together . . . to spread the word!

Agenda item # 17

ACTION ITEMS

Efforts should be made to work together with the other committees within the Block. The task for the coming year is for the committees to incorporate the ideas generated into their committee business.

Committees present: Communications, Marketing, Publications, and Registration.

MINUTES

The meeting was called to order by President Jim Miller at 8:38 AM.

Three questions were proposed to the block that they were to take back to their committee meetings and discuss. After conducting their individual committee meetings the committees reported back to the delegates. The committees shared the ideas generated as follows:

The mutual buzzwords that come to mind with these committees are: communication, promotion, marketing, membership, information, recruitment, and the value of membership

Question #1 GROWTH – DEFINE THE MARKET WE'RE MISSING.

Publications – The biggest group missing are college age kids – come up with a recruiting poster. Also we need to capture USA-Swimmer's interest while they're young. Finally, promote to AARP.

Communications – Missing are those swimmers who feel they have to be "good" to participate, college swim coaches, parents of athletes, and pool supervisors.

Marketing – All of their conversations and strategies operate around these topics. One of the markets to exploit requires some change: all of the hundreds of thousands of swimmers who go to pools.

Registration – Fitness and lap swimmers are a huge market that is untapped.

Question #2 HOW DO WE COMMUNICATE THE VALUE OF UNITED STATES MASTERS SWIMMING?

Publications – Promote posters, articles and ads in other publications. The message we should communicate is that we don't necessarily live longer but that our quality of life is better.

Communications – Increase visibility with articles in local publications and presence at health fairs, marathons, triathlons and expos. We need links from other related web sites. Create a document to distribute regarding our web site. We need pictures on our website. Examine the key themes.

Marketing - Through the grass routes level, as it pertains to marketing, and through our traditional channels.

Registration – Convince people that belonging to USMS will generate information that they would not otherwise obtain. Even if they don't compete, the information will be more beneficial.

Question #3 HOW DO WE TEAM TOGETHER TO STRENGTHEN THE WEAKER LINKS?

Publications – Publications needs to work with Marketing and Communications. They are a "support" committee and need to be more proactive in contacting the other committees and LMSCs and offering their services.

Communications – Develop outreach tools. Send regular emails to membership (National). Create an "info video". Develop templates for newsletters and websites. Develop a handbook to aid LMSCs who need support.

Marketing – Registration information changes- be more descriptive of the program. Keep "Places to Swim" updated. PR Training Seminar for next convention. Again Rich mentioned that his meeting discussion and minutes covers this topic.

Registration – Regarding a "unified message" – have a stack of publications that could be mailed out when calls are received by the local registrar and make this uniform across USMS.

From the audience, Arni Litt mentioned that, regarding question #1, a market we are missing is the athletes who are active in other sports.

Minutes prepared by USMS Secretary, Sally Dillon