

USMS Convention — Jacksonville, Florida 2018

Committee Name: Fitness Education

Session #: 1

Committee Chair: Mary Jurey

Vice Chair: Brian Cummings

Minutes recorded by: Kristina Henry

Date/time of meeting: 9/27/2018 2pm ET

Actions Requiring Approval by the HOD:

1.

Motions Passed:

1.

Number of committee members present: 9

Absent:

Number of other delegates present: 27

Committee members present (list all, including chair and vice chair): Brian Cummings, Lisa Watson, Lisa Ward, Ann Marshfield, Fares Ksebati, Brigid Bunch, Andy Seibt, Karin Wegner, Skip Thompson (ex-officio).

Committee Members Absent:

Minutes

The meeting was called to order at 2:00 pm ET.

1. Brian Cummings (IN LMSC)

SmartyPants Fitness Series (30-minute swim) was very successful with 1,273 entries. Initial goal was to increase involvement, have fun through several events throughout the year. Not competitive and cheaper than a meet with the ultimate goal being to increase USMS membership. Coaches need to be on board. Thirty-minute swim had many people participate but not register. Perhaps having a registration mechanism available when swimmers register with USMS. \$8,700 was raised and was launched to encourage fitness swimmers and build membership not to be a fundraiser. Designed to capture new members. The winter postal is an opportunity to have a USMS-sanctioned event with proceeds benefiting your club and/or a charity of your choice.

2. Casey Keiber (USMS Coordinator, Events and Programs)

Summer Fitness Challenge — 2 K swim

Fall Fitness Challenge — 1-mile swim

No metrics yet, but did gain new members through event (almost seventy-five).

Very effective tool for fitness swimmers. Welcome tech, IT, marketing ideas. It is an evolution and multifaceted effort.

3. Lisa

Promote participation within LMSC through social media and newsletter. Access to see who participated by LMSC (via flog).

4. Ann Marshfield (MO LMSC)

We need to promote it more and document it so swimmers can see improvement. Make recording optional. Access.

5. Brigid Bunch (AZ LMSC)

Fitness Challenge was very successful for their LMSC. A lot of people participate for insurance purposes.

6. Molly Hoover (IL LMSC)

Promoted it, had interest, but found it cost-prohibitive for non-members. Perhaps off a thirty-day waiver for non Masters swimmers. The USMS promotional materials were fantastic.

7. Bill Meier (MA LMSC)

Never used the word “Masters” but made it a winter challenge to get fit.

8. Megan Lassen (NC LMSC)

Sell it to non-Masters swimmers, and agree with Molly (offer a special thirty-day membership).

9. **Karen Harris (Pacific LMSC)** 2 K postal worked for fitness swimmers. Not a one-day thing, not one size fits all. Lower level membership? Used as a fundraiser for Bridge to Masters or SSL. Made it an impromptu swimathon.

10. IDEAS:

- a. Offer different badges for each challenge to gauge improvement.
- b. Me against me of yesterday. Analytics (collecting data) show improvement and
- c. aging, how one does against average person/against their age. Might encourage
- d. greater participation.
- e. Link to a charity other than Swimming Saves Lives?
- f. Maybe not a fundraiser? Swimmers are swimming anyway, may be disinclined to
- g. participate.
- h. Promote as a day for someone to bring a friend and show them what Masters
- i. Swimming is about. Invite people to your atmosphere to see what you do.
- j. Kentucky promoted it as a *friendraiser*, which raised money and introduced
- k. people to Masters swimming.
- l. Linda Bostik (Palm Beach Masters) made the Fitness Challenge an after practice
- m. event. About 30% participated. New swimmers on her team were more inclined
- n. to participate. Is it to help fitness swimmers achieve goals? Is it a fundraiser?
- o. Overall, a good event.
- p. Extend the timeframe.
- q. What is the motivation?
- r. Which demographic are we targeting?
- s. Create an app.
- t. Make it a contest (most participants, etc. etc.).

Tasks for the Upcoming Year

- 1.

The meeting was adjourned at 3:00 pm ET.
