

2019 U.S. Masters Swimming Annual Meeting — St. Louis, Missouri

Committee Name: Fitness Education	Session #: 1
Committee Chair: Mary Jurey	Vice Chair: Brian Cummings
Minutes recorded by: Emily Cook	Date/time of meeting: Thurs, Sept 12, 2:00 PM

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. None

Number of committee members present: 12	Absent: 2	Number of other delegates present: 42
Committee members present (list all, including chair and vice chair): Mary Jurey, Brian Cummings, Emily Cook, Karin Wegner, Ann Marshfield, Bridgit Bunch, Anita Cole, Lisa Ward, Skip Thompson, Andy Seibt, Lisa Watson, David Morrill		
Committee Members Absent: AJ Block, Mary Jo Driscoll		

Minutes

The meeting was called to order at 2:00 PM.

1. Mary Jurey (Chair) welcomed everyone. She stated the committee is best trying to serve the membership base in a very broad scope. Referenced statistics that most of our membership base swims for fitness. Discussed that the committee strives to improve how we best reach the fitness swimmers, keep them engaged, and create interesting events. Ideas and discussion from audience welcomed.
2. Idea sharing on goal to make USMS the go-to for potential new members when they look for fitness options.
 - i. Target of 300-350 new members to USMS through this strategy.
3. Jay Eckert summarized the Fitness Challenge Series (FCS).
 - i. FCS participation dropped after the 2018 Winter Fitness Challenge (WFC), but remained constant until the Summer 2019 Fitness Challenge, when participation notably increased. The bundle registration package is credited with the recent increase in participation, with at least 30 new USMS memberships resulting.
4. Credited the FCS promotion from the National Office. Emphasized making it a fun team event for the swimmers for the FCS to be successful. Referenced the data being collected through USMS registration to help inform future decisions, including the non-USMS membership registration option.
 - i. Mary Jurey (Chair) encouraged all in room to participate in FCS. Issued a “call to action” with an on-site sign up and caps immediately available this weekend.

5. Karin Wegner (member noted USMS does the FCS marketing, but proposed the Fitness Education Committee submit grassroots advertising campaigns. Campaigns from other fitness organizations were discussed, notably “before and after” campaigns.
 - i. Discussion ensued on developing “before and after” advertising further, with focus on individual stories, including video. The “This Is What A Masters Swimmer Looks like” campaign was referenced as a stepping-stone for this idea. The importance of showcasing all age brackets was noted.
 - ii. Audience member (Scott, Arkansas) suggested collaboration with other National Football League stars and/or other high profile athletes for before and after.
 - iii. Member of the table (white jacket) suggested that fliers at local establishments might reach non-USMS members better. Cautioned that social media would not necessarily reach all potential new members at gyms, etc. Audience member Charles said that hashtags (#) are not being used very much, and need to be used more to engage a greater number of people (members and otherwise) online.
 - iv. Ann Marshfield suggested templates available online for tactile materials, including QR codes.
 - v. Audience Member suggested an open house concept with multi-facility marketing, which may appeal to potential swimmers who are intimidated by the word “masters,” and ALTS students/candidates.
 - vi. Jay Eckert mentioned the Facebook Fitness Series events and groups pages and encouraged the use of them to share stories and market. Emphasized that the grassroots level is the most effective at this point.
 - vii. Audience member suggested “Safe, Simple, Painless...swim for life” as a promotional slogan.
6. Mary Jurey (Chair) addressed the Volunteer Task Force’s suggestion of combining the Fitness Education Committee and the Sports Medicine Committee.
 - i. Discussed combining storytelling ideas from Fitness Education with hard science from Sports Medicine. Concern about committee size if the two committees are combined. Audience Member Chris (Gold Coast) stated concern about mixing science with marketing. Emily Cook (member, New England) spoke about connecting social science and hard science, and trusting that a balance could be struck in limiting science input to water/swimming specific activities.
 - ii. Chip Glidden (member) clarified the Venn diagram of topics between Fitness Education Committee and Sports Medicine, and that overlap is the inspiration to working together, even if not combined into one committee.
 - iii. Audience member stated Fitness & Sports Medicine go together; suggested clinics with related speakers.
7. Ann Marshfield (member) proposed considering a partnership with a health system.
 - i. Mentioned Humana as a sponsor at the senior games. Some swimmers at the senior games are not USMS registered swimmers. Swimming at Senior Games is recognized but not sanctioned.
 - ii. Member at the table referenced Silver Sneakers as a potential partnership example.
8. Mary Jurey (Chair) mentioned emails she receives from people across the country who host non-competitive events and are looking for promotional help. Discussed if creating space on USMS.org for these events to help gain exposure.
 - i. Jay Eckert spoke to the role of the National Office in that. Jay referenced the USMS Calendar of Events as a better option.
 - ii. Swim.com suggested an outlet for advertising other fitness events.

- iii. Mary Jo Driscoll (member) suggested reviving the check off challenge as an “other” fitness event.
 - iv. Go The Distance was mentioned. Jay spoke that Go The Distance goes hand in hand with Swim.com and goal setting.
9. Sandy from audience questioned if the overall goal for the Fitness Ed. Committee should be to focus more on FCS v. other fitness events. Mary Jurey (Chair) stated that the committee will address both, with the FCS as a priority.

Meeting adjourned at 3:03.
