

USMS Sports Medicine and Science Committee

Zoom call, Thursday May 14, 2020 8:00 pm EST – 9:30 pm EST

The meeting was called to order by Christopher Rieder, Chair

1. Roll Call

In attendance:

Member	Able to attend
Aaron Schneider	N
Arlette Godges	Y
Chris Campbell	Y
Christopher Rieder – Chairperson	Y
Clare Kubiak	N
Daniel Paulling	Y
Jane Moore, MD – Vice Chairperson	Y
Jessica Seaton	Y
Jim Miller, MD	N
Kris Goodrich	Y
Megan Carlson	N
Melodee Nugent	Y
Rich Williams	N
Robin Tracy	Y

2. Current Subcommittee Projects:

- Sports Medicine Blog
 - Jessica Seaton is currently the lead on this project and there was discussion regarding moving forward with this type of communication, or changing the mechanism. Daniel Pauling is going to research the popularity of the blog, using similar web tools to SEO, in order to afford the committee discussion points towards the evolution and need for this or other modes of communication to our members. Jessica is going to train Christopher Rieder and any others interested in learning how to make changes to this communication vehicle.
 - “Over the past year, the Sports Medicine and Science Committee blog got 40 pageviews, according to Google Analytics. I figured it wouldn’t be a big number but didn’t expect it to be that low. The blogs just aren’t a highly trafficked section of the website.” from Daniel Paulling.
- Convention Presentation
 - Discussion ensued regarding the method of presentation for the virtual National meeting and the need. Chris Campbell is going to make the committee aware of the discussion at the 5/18/20 board meeting regarding presentations and responsibilities for the Sports Medicine and Science Committee. Further communication will be forthcoming.

- Nationals Booth staffing
 - The Topic was tabled pending further guidance from the Board of Directors and National office regarding National meets.
- Committee – charter
 - Attached to these minutes in Appendix A.1 and 2 are drafts of past Committee charters, provided by Dr. Moore. The guidance from Chris Campbell was to condense these to 1 & ½ pages to define the purpose and achievable outcomes for the Committee. Each member was asked to edit the attached documents using a “track changes” method and submit to the Chairperson by 5/31/20. The chairperson will consolidate these changes and submit back to the committee for approval. Once approved the resultant document will be sent to Chris Campbell and the national office for approvals/edits.

3. Research study requests

- There are no new requests for the committee to consider at this time.

4. New Business

- COVID-19 (SARS-CoV-2)
 - There were no items for publication at this time regarding the listed topic.
- Advice for Older swimmers (>65)
 - This topic was brought to the committee by Melodee Nugent courtesy of discussions with a swimmer from the upper Midwest. A lengthy dialogue was engaged from all members regarding how the Committee can address this request. The action items are:
 - Arlette Godges to provide some of her articles that she has written in the past for other organization,
 - Melodee Nugent is going to provide more details from the original requestor, and
 - Daniel Paulling is going to work on helping to create an MD only Peer review list of swimmers who have time to read and edit any information that the Sports Medicine Committee will publish regarding this topic.

5. Questions/Comments from new and current members

Next meeting date June 16th 8 pm EST Zoom call

Join Zoom Meeting

<https://us02web.zoom.us/j/4914893955>

Meeting ID: 491 489 3955

One tap mobile

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Appendix A

A.1. Committee Definition

507.2.17 Sports Medicine and Science Committee – The Sports Medicine and Science Committee shall educate members and the public on topics of sports medicine and science. The committee shall stimulate and encourage research pertaining to Masters swimming. The committee shall consist of the committee chair and sufficient members to execute the committee function.

Committee member activities generally include:

1. Arrange for and host a sports medicine presentation at convention. The topic should be of interest to swimmers.
2. Work with Swimming Saves Lives Foundation to create educational displays and arrange health screening services for national championship meets.
3. Respond to requests from US Masters Swimming Editor-in-Chief. These requests may be to write or review articles or to respond to questions submitted by swimmers. These are usually time sensitive requests.
4. Respond to specific questions or requests for information or articles from other committees.
5. Serve as a member of the US Masters Swimming Health Network
 - a. Respond to questions from US Masters Swimming members submitted to the National Office and forwarded to the committee chair.
 - b. Provide input and information as needed in areas of expertise.
6. Review research projects requesting grant funding from the US Masters Swimming Endowment Fund.
7. Participate in three to six conference call meetings held throughout the year.
8. Attend the in-person meeting held in September at the US Masters Swimming Annual Meeting (convention).
9. Other activities as planned by the committee.

Committee chair activities include:

1. Schedule, prioritize, and communicate information related to the committee activities listed above as well as participate in all of these activities.
2. Produce and distribute agendas and minutes for all committee meetings.
3. Manage the US Masters Swimming Health Network.
 - a. Maintain database of members.
 - b. Distribute questions to appropriate members.
 - c. Review responses.
4. Participate in activities of the Community Services Division (Coaches Committee, Fitness Committee, Sports Medicine & Science Committee, Vice President of Community Services) of US Masters Swimming.
5. Work with the US Masters Swimming Championship Committee as USMS Medical Coordinator to ensure adequate preparation for medical needs at National Championship meets or appoint an appropriate health care professional to assume these duties.
 - a. Review championship meet bids.
 - b. Work with meet liaison and meet director to ensure required medical arrangements are in place for each meet.
 - c. Attend or appoint USMS Medical Coordinator to attend each national championship meet.
6. Other activities as needs arise.

Committee vice-chair activities include:

1. Assume the duties of the chair when the chair is unavailable.
2. Other activities as requested by the chair or planned by the committee.

3. Develop familiarity with committee and committee chair activities and consider succession to committee chair position.

Time required:

1. Committee members – about 6 hours of meetings/conference calls plus other activities – average probably 1-2 hours/month – 12-15 hours/year.
2. Committee chair – as above - average probably 2-3 hours/month – 25-30 hours/year.
3. Committee vice-chair – as above – average probably 1.5-2 hours/month – 18-24 hours/year.

Jane Moore, MD

US Masters Swimming

A.2. US Masters Swimming Strategic Plan

September 2011

Summary

Mission

To promote health, wellness, fitness and competition for adults through swimming

Vision Statement

USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible

Values

1. We value HEALTH AND FITNESS, constantly challenging ourselves to achieve, in competition and in accomplishing our own goals.
2. We value RESPECT for our teammates, competitors, coaches, employees, and volunteers.
3. We value FUN, enjoying camaraderie with our fellow swimmers and embracing swimming as a joyful and satisfying avocation.
4. We value LEARNING through coaching, programs, and communication.
5. We value EXCELLENCE in safety, education, innovation, performance, leadership, and the provision of services and programs.

Strategies

1. Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment.
Measures for success:
 - a. Written materials for role definition and training program
 - b. Funding allocated to support training
 - c. Training rolled out to volunteers and LMSCs
 - d. Key LMSC positions identified and filled by different volunteers in each LMSC
 - e. Volunteer satisfaction survey
 - f. Increased programs for recognition of volunteers
2. Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure.
Measures for success:
 - a. Improved membership retention rate
 - b. Increased rate of membership growth
 - c. Accelerated growth of non-competitive members
 - d. Increased utilization of USMS services by members
 - e. Increased utilization of non-competitive products
 - f. Number of new products and services delivered
 - g. Accelerated growth of USMS coach certifications
 - h. Accelerated growth of Clubs and Chapters
3. Increase awareness of and strengthen the U.S. Masters Swimming brand and image in targeted markets.
Measures for success:

- a. Accelerated growth in new (first time) members
 - b. Accelerated growth in new (first time) facilities offering Masters programs
 - c. Accelerated growth in non-competitive members
 - d. Accelerated use of USMS non-competitive products, like the USMS Fitness Logs (FLOGS)
 - e. Improved survey results of Masters image from non-competitive members
4. Engage and activate partnerships with organizations that align with the USMS mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, building USMS membership and improving access to swimming facilities.

This strategy is based on the belief that partnerships can occur on both the national and local level, depending upon the types of partnerships. The following are the types of partnerships that are encompassed by this strategy:

- a. Aquatic Partnerships: we have similar or shared business goals such as interest in facility programming, education, or event enhancements.
- b. Commercial Partnerships: collaborating with for-profit businesses, USMS can promote fitness and health through swimming.
- c. Strategic Partnerships: USMS may provide value and gain value in advancing our respective missions and business models.
- d. Sponsor Partnerships: companies recognize value in advertising and/or becoming a sponsor of USMS. Additionally, sponsor partners may provide value in kind product and services that can be used to enhance the member, club and event experience.
- e. Regional/Local/Community Partnerships: Zones, LMSCs and clubs build relationships locally with, for example, universities/colleges, municipalities, and YMCAs to help USMS achieve its mission and vision.
- f. Media Partnerships: provide publicity opportunities for USMS to share stories and extend the USMS brand.
- g. International Partnerships: build political relationships for fostering and exchanging goodwill.

Measures of success:

- a. Increase the number of facilities offering a USMS program
- b. Increase the number and percentage of Masters coaches certified
- c. Document and promote media stories featuring USMS
- d. Secure international committee appointments when available
- e. Establish formal joint membership arrangements with other sports organizations
- f. Establish USMS programs with both non-profit organizations and for-profit businesses

Sports Medicine & Science Committee Goals

(These are not really specific, time-limited goals, but describe the main work of the committee in each strategic area.)

Strategy #1: Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment.

- ~~1. Develop definition of committee with chair and member responsibilities and time required.~~
- ~~2. Compile and share list of all committee policies.~~
3. Hold regular meetings through the year to accomplish committee work and keep committee members updated on activities.

Strategy #2: Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure.

1. Manage the US Masters Swimming Health Network
 - a. Maintain a database of members, areas of expertise, and contact information
 - i. Distribute questions to members with appropriate expertise
 - ii. Review responses and return to swimmer who submitted the question
 - b. Develop web-based version of the network
 - i. Interested professionals can enter their information with areas of expertise
 - ii. US Masters Swimming members can search for professional with expertise in area of member's concern; member can contact professional directly for information
2. Work with Swimming Saves Lives Foundation to provide health-related screening services and educational displays at national championship meets.
3. Educate members on topics of sports medicine and science
 - a. Arrange for and host a sports medicine presentation at convention on a topic of interest to swimmers.
 - b. Respond to requests from US Masters Swimming Editor-in-Chief
 - i. Review health-related articles prior to publication
 - ii. Respond to questions submitted by swimmers – or refer to appropriate expert for response
 - iii. Write articles as requested
 - c. Respond to requests from other US Masters Swimming Committees for health-related information or opinions
4. Review sports medicine and science-related research projects requesting grant funding from US Masters Swimming.

Strategy #3: Increase awareness of and strengthen the U.S. Masters Swimming brand and image in targeted markets.

1. Search for opportunities for US Masters Swimming to participate in events related to health, sports medicine, or science; review information and recommend participation, if appropriate. (Example – World's Largest Swimming Lesson)
2. Compile information on health benefits of swimming and database of related resources to allow US Masters Swimming to easily serve as the premier resource for adult aquatic fitness.

Strategy #4: Engage and activate partnerships with organizations that align with the USMS mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, building USMS membership and improving access to swimming facilities.

1. Research national health, fitness, medical, science, or research organizations that are potential partners; provide information on mission and goals of organization, costs and benefits of potential partnerships

Other Committee Work

Annual report

Annual budget