



U.S. Masters Swimming LMSC Development Committee

“LMSC Update”
Webinar 2022-04-14

Information Sharing & Community
for LMSC Volunteers



LMSC Update Facilitators

Tom Moore swims with Minnesota Masters Swimming in the Minnesota LMSC. Tom currently serves on the USMS Diversity & Inclusion committee as well as the USMS LMSC Development committee.

Linda Chapman swims with Puget Sound Masters in the Pacific Northwest LMSC. Linda currently serves on the USMS LMSC Development committee as well as serving as Chair of the Pacific Northwest LMSC.

Panelists



- **Dawson Hughes** is the CEO of U.S. Masters Swimming. Prior to joining USMS, Dawson spent six years at the [Orange Bowl Committee](#), a South Florida nonprofit sports organization that hosts the Capital One Orange Bowl. His career in sports began in San Diego, where he directed ticketing efforts for the [San Diego Padres](#) for seven seasons, followed by two years with the [Kansas City Royals](#) overseeing ticket sales and marketing. A native of Newport Beach, California, Dawson grew up in and around the water and began swimming year-round at the age of 8. He graduated from the [University of Michigan](#) with a bachelor of arts degree in political science and swam for [the Wolverines](#) for two years. After concluding his swimming career, he spent his junior year studying abroad at [University of New South Wales](#) in Sydney, Australia. Dawson, his wife Kelly (also a Southern California native) and their twins (a boy and a girl) now live in Sarasota Florida.

Welcome Everyone!



- The webinar will begin in a few minutes; please stand by as everyone gets connected
- All attendees will be muted throughout the presentation and un-muted for the Q&A segment
- You can submit questions to the moderator via the Q&A 'Chat' window



LMSC Update Facilitators



Tom Moore
&
Linda Chapman



Panelist



Dawson Hughes



LMSC Update

- New & Notable
 - Streamlines for Volunteers
 - Deadlines for LMSCs
- Upcoming Webinars / Recordings of past Webinars
- Information Share: Downstream & Upstream
 - Today's Downstream Topics:
 - “Membership Growth” and
 - “Relay 2022 Recap”
 - Upstream: What are your questions / comments / concerns?
- Community: “Live” group chat (with cameras on!)

New & Notable (1 of 4)

- Streamlines for Volunteers (now Monthly!) – April issue came out today, 4/14/2022
 - Letter from CEO Dawson Hughes
 - [Strategic Priorities](#) (Club Development, Event Development, Community Development, Local Focus and Support, Independent Swimmer Support)
 - [Local Member Value and Growth – Where to Direct LMSC Resources](#)
 - Club Development – [Relay 2022 Forum](#)
 - [Upcoming Webinars](#) ([LMSC Update](#), [ALTS Community](#), [Coaches Community](#), [Peer-to-Peer](#))
 - Volunteer working [Calendar](#)
 - [“Try Masters Swimming” Month is July](#)
 - National Volunteer Week April 17-23 – [USMS Volunteer Award nominations due July 1](#)
 - [Coach Appreciation Week May 2-8](#)
 - 2022 Elections – [Nominations due April 30](#)
 - [Jim and Anna Lea Matysek receive 2022 Ransom J. Arthur MD Award](#)
 - Volunteer Spotlight: Jeff Commings

New & Notable (2 of 4)

- Relay 2022 was held Friday 3/4 - Sunday 3/6, focusing on Club Development & Coach support
 - Presentations and Notes have been posted to the Forums section of the USMS Community <https://community.usms.org/swimming/relay-conference/f/forum>
 - *Click on a session title below to access the forum for that topic (to ask questions or make comments), click on “Presentation” or “Notes” link to download PDF*
 - [Kick-Off: Club Development](#) – [Presentation](#)
 - [Lead Your LMSC](#) – [Presentation](#)
 - [USMS 101](#) – [Presentation](#)
- [Club Opportunities](#) – [Presentation](#) – [Notes](#)
- [Targeting Facilities](#) – [Presentation](#) – [Notes](#)
- [Great Masters Coaching](#) – [Presentation](#) – [Notes](#)
- [Successful Admin Structures Panel](#) – [Notes](#)
- [LMSC Membership: Grow from Small to Medium](#) – [Presentation](#) – [Notes](#)
- [Support Your Local Coaches Panel](#) – [Notes](#)
- [National Club Development Support](#) – [Presentation](#)
- [Club Community](#) – [Presentation](#) – [Notes](#)
- [Importance of Club + Facility Relationship Panel](#)
- [Open Water Opportunities](#) – [Presentation](#) – [Notes](#)
- [Partnering with USMS Marketing](#) – [Presentation](#)
- [Coach Staffing and Compensation Models](#) – [Presentation](#) – [Notes](#)
- [USA Swimming Partnership](#) – [Presentation](#) – [Notes](#)
- [Swimming: A Positive Experience for All](#) – [Presentation](#) – [Notes](#)
- [Closing Comments](#) – [Presentation](#)

New & Notable (3 of 4)



- Upcoming Dates for Volunteers:
 - *Spring Nationals April 28 – May 1*
 - LMSC Annual Financial Statement and LMSC Annual Meeting Minutes both due April 30
 - IRS Tax filing deadline April 30
 - Election nominations open now until April 30
 - *5K/10K Virtual Championship May 15*
 - *FINA Worlds (Japan) 5/31-6/9*
 - *Long-Distance Open Water Championship June 11*
 - Short Course Yards – Top10 Submission deadline June 30
 - “Try Masters Swimming “ Month - July
 - *New Award: [Diversity and Inclusion Award](#), nominations due July 1*
 - Other Volunteer Award nominations due July 1
 - Open Water National Championship 2024 bids due July 1
 - *Sprint-Distance Open Water Championship July 16*
 - *Middle-Distance Open Water Championship July 31*

New & Notable (4 of 4)



- Published Minutes (<https://www.usms.org/admin/minutes/index.php>)
 - 3/14 Coaches Committee [Minutes](#)
 - 2/22 BOD [Minutes](#)
 - CEO Report
 - Approved Revised Investment Spending Policy
 - Approved Rules Committee recommendation to suspend 104.5.3C related to NQTs and the process by which they are calculated for LC Nationals only in 2022
 - Approved Strategic Priorities as presented
 - Approved Comp & Benefits recommendations on 2021 CEO bonus payout
 - 2/21 Legislation Committee [Minutes](#)
 - Approved motion authorizing chair to interpret and render opinions of behalf of the committee between meetings

Recent Webinars



Presentations and/or Recordings Available <https://www.usms.org/admin/minutes/index.php>

- April 7: **Peer-to-Peer for LMSC Coaches Chair** – [Presentation](#) – [Recording](#)
- March 31: **Peer-to-Peer for LMSC Diversity & Inclusion Coordinator** – [Presentation](#) – [Recording](#)
- March 29: **Education: “Event Hosting: How To...”** – [Presentation](#) – [Recording](#)
- March 24: **ALTS Community: “Lessons on Partnering with Volunteers and the Community”** – [Presentation](#) – [Recording](#)
- March 17: **Coaches Community: “Relay Reflections”** – [Recording](#)
- March 10: **LMSC Update: “Managing LMSC Finances and Spending LMSC Cash Reserves”** – [Presentation](#) – [Recording](#)
- March 5: **Peer-to-Peer for LMSC Treasurer** – [Presentation](#) – [Recording](#)
- February 24: **ALTS Community: “Becoming a More Effective ALTS Instructor”** – [Presentation](#) – [Recording](#)
- February 10: **LMSC Update: “More LMSC Great Ideas”** – [Presentation](#) – [Recording](#)

National Committee Meetings



You can join a national committee meeting as a guest with the approval of the committee chair
See the Volunteer Calendar (<https://www.usms.org/volunteer-central/volunteer-working-calendar>) for schedule)

Adult Learn To Swim (ALTS) Programming Committee

Championship Committee

Coaches Committee

Diversity and Inclusion Committee

Fitness Education Committee

History and Archives Committee

Legislation Committee

LMSC Development Committee

Long Distance Committee

Membership Committee

Officials Committee

Open Water Committee

Recognition and Awards Committee

Records and Tabulation Committee

Rules Committee

Sports Medicine and Science Committee

Webinars – Upcoming Calendar



<https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls>

- Thur 4/28 - Sun 5/1 *USMS Spring Nationals*

May – *Asian Pacific American Heritage Month, Jewish American Heritage Month*

- Thur 5/5 **LSMC Awards & Recognition Coordinator P2P** [Register](#)
- Thur 5/12 ALTS Community: “**Inviting ALTS Graduates to ‘Try Masters Swimming’**” [Register](#)
- Thur 5/19 Coaches Community: “**Try Masters Swimming Month is July / Making Your Facility and Workouts Welcoming**” [Register](#)
- Thur 5/26 LMSC Update: “**Volunteer Development**” [Register](#)

June – *Pride Month*

- Thur 6/2 **LSMC Communication Coordinator P2P**
- Thur 6/9 ALTS Community: “TBD ”
- Thur 6/16 Coaches Community: “TBD”
- Sun 6/19 *Juneteenth*
- Thur 6/23 LMSC Update: “**Leadership Development**” (Peter Guadagni)
- Thur 6/30 **LSMC Fitness Event Coordinator P2P** (TBD)

July – *Disability Pride Month, “Try Masters Swimming” Month*

- Thur 7/7 **LSMC Hall of Fame Coordinator P2P**

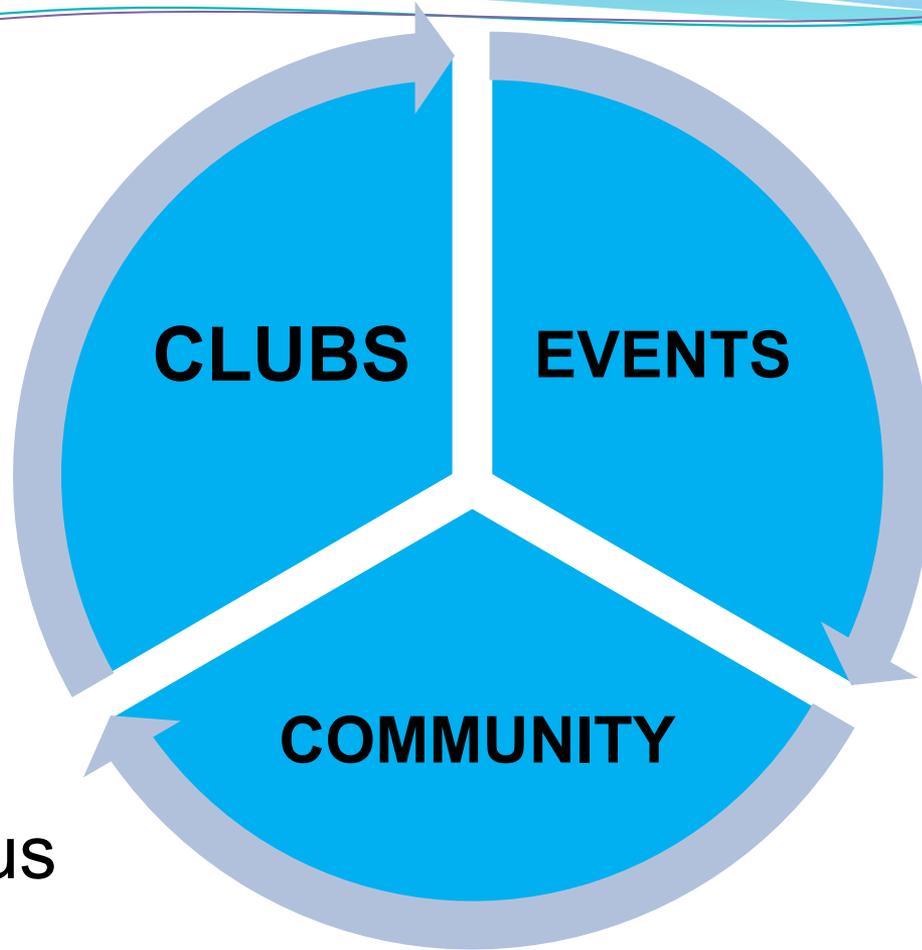
Information Share: Membership Growth

- [LMSC Focus of Resources](#)

LMSC's need a plan for reinvestment to provide value and services to members, encourage membership growth and retention, and to build local Masters Swimming communities. There are numerous best practices that encompass the various types of members we recruit to our programs. The focus of LMSCs needs to be on creating value by supporting clubs, events and community.

- Club Development
 - Subsidize programs
 - Coach Support
- Event Development
 - Pool Meets
 - Open Water Events
- Community Development
 - Adult Learn To Swim (ALTS)
 - Social Events
 - Marketing

**Strategic
Priorities**



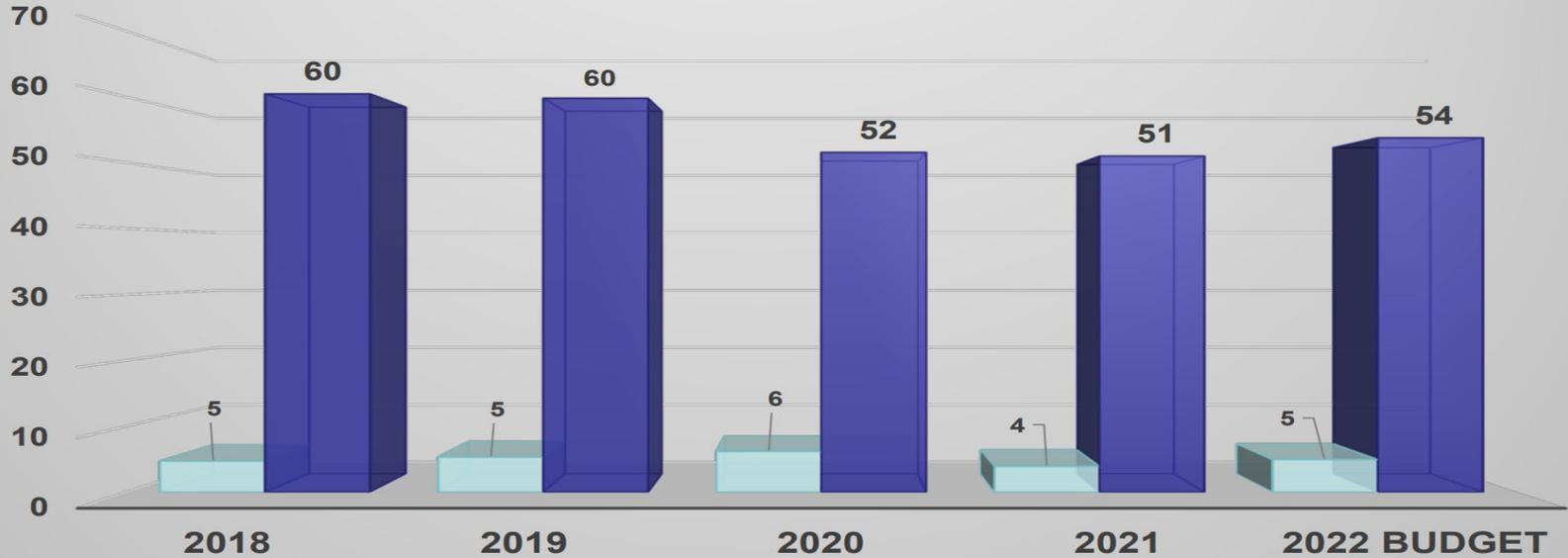
Local Focus

Membership



000s Omitted

College Club
Standard



Membership Segments



	Retention Rates				
	1st Year Member Event Participant	1st Year Member No Event	Renewing Member Event Participant	Renewing Member No Event	Total by age demo
Kids (18-29)	46%	36%	72%	52%	46%
Mids (30-49)	59%	45%	83%	66%	60%
Seniors (50-69)	66%	54%	92%	79%	75%
Super Seniors (70+)	73%	59%	94%	83%	83%
Total - by event participatio n	57%	45%	87%	73%	

- Club Stats:

- ~ 1000 clubs and workout groups (230 are Gold Clubs)

- Top 31 Clubs have 200 or more swimmers

- nearly 20% of membership is connected with these 31 clubs

- 2/3 of membership swim on a club of 50+ swimmers

Three Largest Age Groups



1987: 25-39

2021: 50-64

Relay Recap & Feedback

150 volunteer attendees

42 LMSCs represented

50% first time attendees at national meeting

88% rated Relay as Excellent or Very Good

Future Plans:

2023 Relay – Event Development

2024 Relay – Community Development

Panelist Wrap-Up

Questions for Dawson?

Information Share: Upstream

- Feedback and input
- Priorities for upcoming webinars?
- Questions / Concerns?
- Small group discussion for volunteers from similar LMSCs?

Community



- Group Discussion (with Cameras on!)

Peer 2 Peer Tentative Schedule 2021-22



- Thur 9/30 LMSC Membership Coordinator
- Thur 11/4 LMSC Secretary
- Thur 1/6 LMSC Leadership (Chair / Vice-Chair)
- Thur 2/3 Event Hosting (LMSC Sanctions, Officials, Safety, Records, Top10)
- Thur 3/3 LSMC Treasurer
- Thur 3/31 LMSC Diversity & Inclusion Coordinator
- Thur 4/7 LMSC Coach & Club Development
- Thur 5/5 LMSC Awards & Recognition
- Thur 6/2 LMSC Communication
- Thur 6/30 LMSC Fitness Event Coordinator
- Thur 7/7 LMSC Hall of Fame
- Thur 9/1 LMSC Community Service

Context & Acronyms



- FINA (federation internationale de natation) is the international federation which governs international aquatics competition
- USAS (United States Aquatic Sports) is the umbrella organization that allows US athletes to compete in FINA events. USAS consists of USA Water Polo, USA Artistic (nee Synchronized) Swimming, USA Diving, USA Swimming, and US Masters Swimming)
- USMS (United States Masters Swimming) is the national governing body for swimming for adults 18 and over
- LMSC (Local Masters Swimming Committee) is the “state” level governing body for regions throughout the US
 - USMS is divided into 8 geographic zones
 - USMS contains 52 LMSCs.