



U.S. Masters Swimming  
LMSC Community:  
"LMSC Inclusive Culture &  
Volunteer Development (+Awards)"

March 30, 2023 Online Meeting

LMSC Development Committee  
Monthly Meeting for LMSC Volunteers

# Welcome Everyone!



- The meeting will begin at the top of the hour; please stand by as everyone gets connected
- All attendees will be un-muted throughout the meeting. Feel free to turn your camera on!
- If you don't have a microphone, you can submit comments via the 'Chat' window



# Agenda

## Prior to starting recording (informal relationship building)

- Agenda Review
- Breakout Rooms for small group get-to-know-you “meet & greet” 10-15 minutes
  - Name / LMSC / current Volunteer Role(s)
  - Swimming History (when did you start, how do you train, how do you compete?)
  - Volunteer History (club level, LMSC level, national level)
  - Travel?

## Recorded Meeting (information sharing & discussion)

- Making your LMSC Board Welcoming to All – Virgil Chancy, Diversity & Inclusion
- Recognizing Volunteers (Awards)– Beth Nymeyer, Awards & Recognition
- Volunteer Development (Group Discussion) – Tom Moore, LMSC Development

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# Making your LMSC Welcoming to ALL: Creating an Inclusive Culture



- An inclusive culture means that ALL colleagues, staff, coaches, members, volunteers, and athletes are valued, treated fairly, and are encouraged to succeed.
    - LMSC leaders need to create an inclusive culture for all volunteers and ensure club owners and coaches are creating an inclusive culture for athletes at each club.
1. LMSC Meetings
  2. Workouts
  3. Events



# Making your LMSC Welcoming to ALL: Creating an Inclusive Culture



## 1. Creating an Inclusive Culture for your LMSC Meetings

- Physical
  - Access to meetings,
  - Ability to see presentation materials,
  - Ability to hear speakers (microphones/closed captions),
- Mental
  - Open to new ideas,
  - Fairness / Conflict resolution,
  - Training & Development
- Emotional
  - Diversity of volunteers, welcoming to all

***Think about these questions with respect to different “lenses” on your LMSC’s Diversity & Inclusion efforts***

- ***Organization: what can you do at the LMSC level? What can you ask Clubs to do?***
- ***Individual: what can each swimmer/volunteer coach contribute?***
- ***Programmatic: what programs can support these efforts?***
- ***Systems: what structures and checks & balances can you put in place to keep things on track?***

# Making your LMSC Welcoming to ALL: Creating an Inclusive Culture



## 2. Creating an Inclusive Culture for your Workouts

- Physical
  - Access to workouts & pools,
  - Appropriate locker rooms,
  - Ability to see pace clocks, see/hear coach instructions
- Mental
  - Open to different types of swimmers,
  - Fairness / Conflict resolution,
- Emotional
  - Diversity of swimmers & coaches, welcoming to all

***Think about these questions with respect to different “lenses” on your LMSC’s Diversity & Inclusion efforts***

- ***Organization: what can you do at the LMSC level? What can you ask Clubs to do?***
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# Making your LMSC Welcoming to ALL: Creating an Inclusive Culture

3. Creating an Inclusive Culture for your **Events (Clinics, Meets & Open Water)**
  - Physical
    - Access to events,
    - Appropriate locker rooms,
    - Ability to see information, see/hear event director instructions
  - Mental
    - Open to different types of participants,
    - Fairness / Conflict resolution,
  - Emotional
    - Diversity of swimmers & coaches, welcoming to all

***Think about these questions with respect to different “lenses” on your LMSC’s Diversity & Inclusion efforts***

- ***Organization: what can you do at the LMSC level? What can you ask Clubs to do?***
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# Making your LMSC Welcoming to ALL: Creating an Inclusive Culture

1. Are the leaders and the volunteers of your LMSC open to new ideas, regardless of where the new ideas come from?
2. Does your LMSC have a documented complaint and/or conflict resolution process that allows anonymous reporting of issues and concerns?
3. Is your LMSC able to attract a diverse collection of volunteers? Are you able to retain a diverse collection of volunteers?
4. How diverse is your volunteer corps, in terms of the categories we discussed today? What diversity & inclusion training have your volunteers and coaches completed? Are you planning to provide additional training in diversity & inclusion for your volunteers and coaches?

*Think about these questions related to not only your LMSC board but also events sponsored or supported by your LMSC (social events, meets, etc).*

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# Recognizing Volunteers in 2023



# National Awards: Peer Nominated

Ransom J Arthur

Dorothy Donnelly

June Krauser

Club of the Year

Coach of the Year

Kerry O'Brian

Diversity, Equity and Inclusion

Fitness Award

Open Water Service Award

Long Distance National Championship Award

Officials Excellence Award



# Dorothy Donnelly Award: Shine a Light on Outstanding Service

- + Perfect Award for local volunteers who have several years of service
- + Award winners often work in multiple capacities in their LMSC's
- + Brings spotlight to variety of volunteers
- + Anyone can nominate



# Tips for Writing a great nomination

Tell a story! Why is this person impactful?

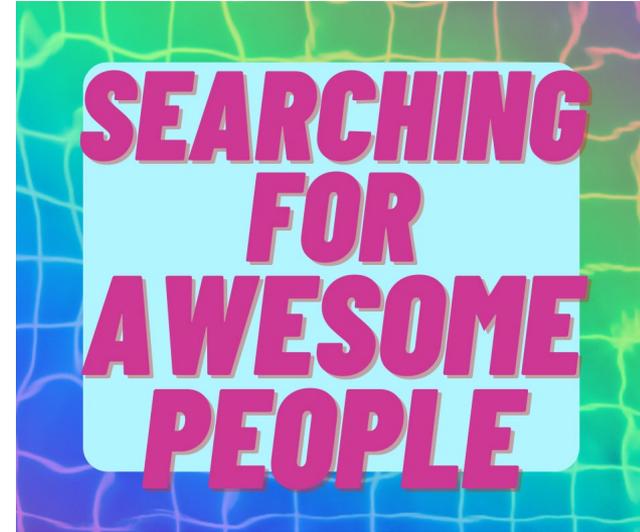
Give some data= years served, meets worked at, membership percentages grown

Details. We need to know more!

Your LMSC membership wants a feel good story.

Answer any questions asked on forms

Read the criteria carefully so you don't miss key points



# What are LMSC's doing in 2023?



greenvillesplash

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Lifetime Achievement Award

Swimmer of the Year

Open Water

Personal Achievement

Coach of the Year

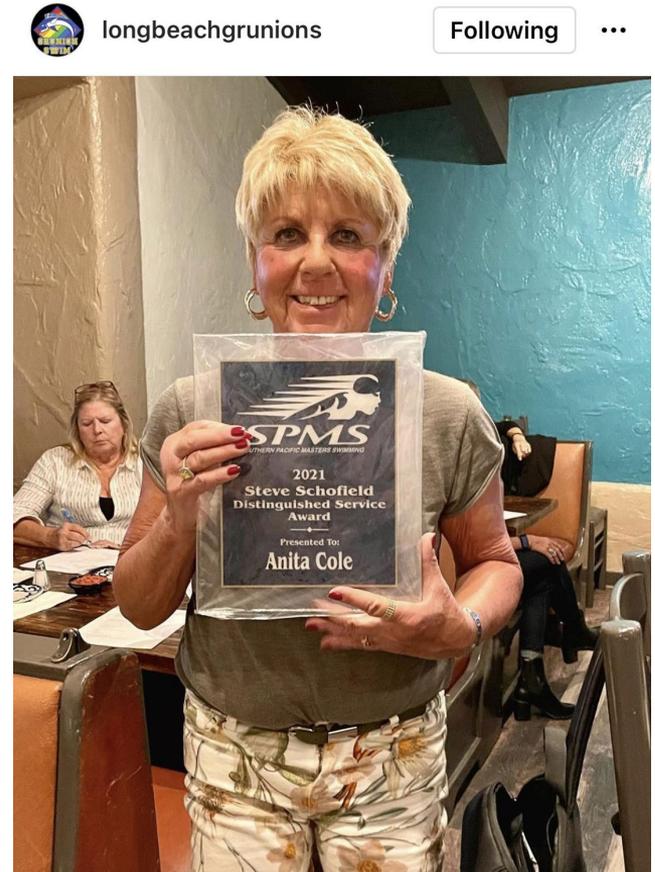


# Physical Awards

Plaques are the most popular

Certificates

Caps, trophies, towels, mugs, bags,  
jackets, gift cards and cash

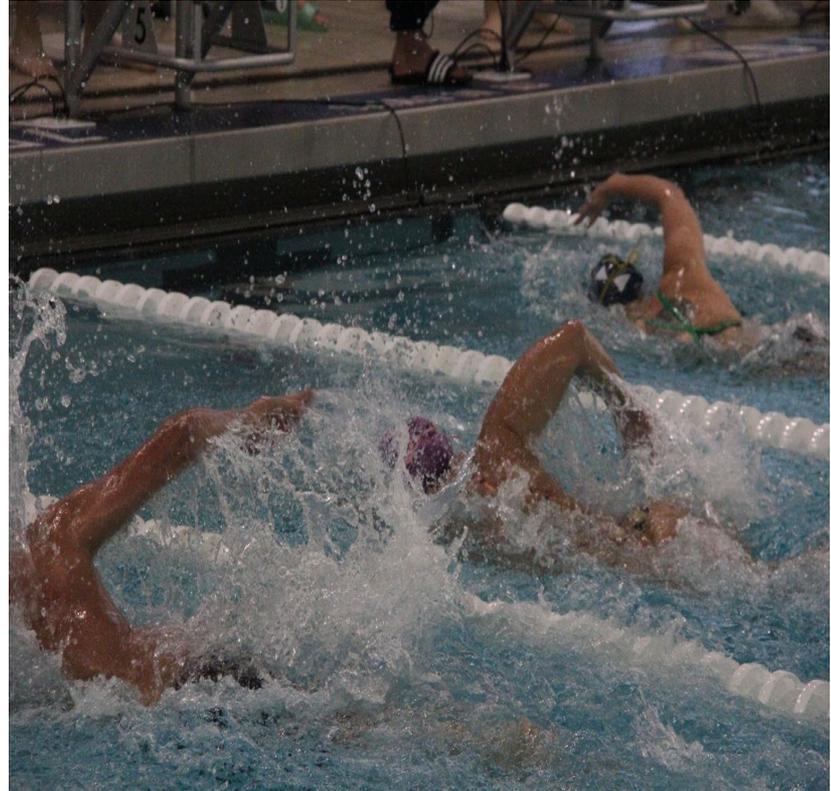


# Where do we recognize Awardees?

Swim meets and Annual meetings are the most popular

Websites and Newsletters

Digital media is under utilized, could be a great way to strategically reach more people, doesn't cost much



# Great Ideas for recognition in your LMSC

Volunteer vs. Swimming Achievements

Who makes a big impact but isn't first in the pool?

Achievable awards for the average swimmer: most splashes at meet, miles or minutes swam, most improved, best teammate, most encouraging

Officials awards



pacificmasters

Following



# Sharing ideas!

What awards does your club or LMSC have that you think are great?

How could you more effectively promote award winners?

What is an out of the box (physical) award you could consider giving?



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# Volunteer Development

- How do you find volunteers?
- How do you recruit volunteers?
- How do you retain volunteers?
- How do you reward volunteers?

Clear communication & make it fun when you can

Have well-defined roles, ask people to complete specific (smallish) jobs, don't overload existing volunteers, rotate positions regularly so no one gets 'stale'

Ask for help, but make it a clear & specific (and limited) ask

# Updates – LMSC Dev monthly email (1 of 4)

RELAY 2023: “Event Development”: In-Person collaborative meeting Oct 20-22 in Houston for LMSC Volunteers and Event Hosts

- LMSC Development Committee is working on the session plan and will be reaching out to potential presenters soon
- We are looking for some extraordinary events to highlight.
  - We are looking for events that are unique, or are amazingly well run, or are the most well attended in your region or that people rave about. These can be OW events, pool meets, social events, non-traditional competitive events (like relay meets!), hall of fame awards banquets, annual meetings, adult learn to swim, or clinics, etc. Any size, any duration, just something that more people should know about and more people should try to emulate.
  - Please contact Crystie McGrail at [crystie.swims@gmail.com](mailto:crystie.swims@gmail.com) with suggestions

STREAMLINES FOR VOLUNTEERS – March [Issue sent 3/22](#)

- Letter from President Peter Guadagni
  - [Relay 2023](#) is Oct 20-22 in Houston
  - This in-person volunteer event is intended to be an opportunity for you to network, share ideas, and collaborate around this year's theme of **event development**. We're looking to start new events, restart events, and grow current events, whether they're meets or open water swims, as a way to grow our membership.
  - [Helping LMSCs Plan page](#)
- Volunteer working [Calendar](#)
- USMS Launching new Customer Relationship Management (CRM) software on 4/1 to manage member data | [FAQ](#)
- Online Registration Scheduled Maintenance March 31 at 10 p.m. Eastern time to April 1 at 10 a.m. Eastern time
- Help Support Open Water Events in Your LMSC
- [Backstroke Changes to USMS Rules](#)
- [Breaststroke Changes to USMS Rules](#)
- UPCOMING WEBINARS ([Webinars Page](#))
- Volunteer Spotlight: Colette Crabbe, Oregon Masters

# Updates – LMSC Dev monthly email (2 of 4)

## UPCOMING DEADLINES AND EVENTS (<https://www.usms.org/volunteer-central/volunteer-working-calendar>)

- Sat 4/1 USMS Launching new Customer Relationship Management (CRM) software to manage member data | [FAQ](#)
- **Last Call: 2023 USMS Spring National Championship** entries close **Monday, April 3** at 11:59 p.m. Pacific time.
- Thur 4/6 **LMSC Treasurer Peer-to-Peer** | [Register Here](#)
- [Spring National Championship \(SCY\) April 27 – 30, Irvine CA](#)
- LMSC Annual Financial Statement and LMSC Annual Meeting Minutes both due April 30
- IRS Tax filing deadline April 30
- Election nomination period closes April 30
- Thur 5/4 **LMSC Event Support Peer-to-Peer (Sanctions, Safety, Officials, Top10, LMSC Records, LMSC Hall-of-Fame)** | [Register Here](#)
- Thur 5/25 **LMSC Community: “LMSC Coach Support and Club Development”** | [Register Here](#)
- Thur 6/1 **LMSC Coaches Chair & LMSC Club Development Chair Peer-to-Peer: "Working with Club Board of Directors"** | [Register Here](#)
- [2-mile Cable Open Water Championship June 3 Charlottesville, VA](#)
- Rule Book Amendment (Long Distance, Legislation, and Rules) deadline June 10
- Short Course Yards – Top10 Submission deadline June 30
- Other Volunteer Award nominations due July 1
- “Try Masters Swimming” July 1-31

## FUTURE VOLUNTEER MEETINGS

- [Annual Meeting September 8-10, Hybrid \(Virtual or In-Person in Houston\)](#)
- [Relay 2023: “Event Development” October 20-22, Houston Airport Marriott](#)

# Updates – LMSC Dev monthly email (3 of 4)



## RECENT MEETING MINUTES

- 1/22 Recognition and Awards Committee [Minutes](#)
- 1/24 Fitness Education Committee [Minutes](#)
- 1/29 Long Distance Committee [Minutes](#)
- 2/1 Diversity & Inclusion Committee [Minutes](#)
- 2/13 Coaches Committee [Minutes](#)
- 2/21 USMS BOD [Minutes](#)
- 2/22 LMSC Development Committee [Minutes](#)
- 2/26 Long Distance Committee [Minutes](#)
- 2/28 Fitness Education Committee [Minutes](#)

## RECENT WEBINARS – presentation links & zoom recording links

- 3/3 LMSC Leadership (Chair & Vice Chair) Peer to Peer | [Presentation](#) | [Recording](#)
- 3/16 Coaches Community: “Generational Coaching” | [Presentation](#) | [Recording](#)
- 3/30 LMSC Community: “LMSC Inclusive Culture & Volunteer Development (+Awards)” | [Presentation](#) | [Recording](#)

# Updates – LMSC Dev monthly email (4 of 4)

- Volunteer Meetings 2 Year Plan
  - 2023 Annual Meeting Sept 8-10 (Hybrid – virtual or in-person @ Houston)
  - 2023 Relay Oct 20-22, in-person only, Houston Airport Marriott
  - 2024 Annual Meeting Sept 13-15 (Virtual)
  - 2024 Relay Oct 18-20, Houston Airport Marriott
  - 2024 National Coaches Clinic Oct 18-20, Houston Airport Marriott

## *FUTURE COMPETITION EVENTS*

- [2-mile Cable Open Water Championship June 3 Charlottesville, VA](#)
- [Ultramarathon Distance \(> 9mi\) Open Water Championship July 8, Portland OR](#)
- [Marathon Distance \(6-9mi\) Open Water Championship July 15 Applegate Lake OR](#)
- [Summer National Championship \(LCM\) August 2-6, Sarasota FL](#)
- [FINA World Masters Championship August 2-11, Kyushu Japan](#)
- [Middle Distance \(1-3 mi\) Open Water Championship August 12, Lake Oahe, SD](#)
- [Sprint Distance \(1 mi\) Open Water Championship September 15, Lake Mission Viejo, CA](#)
- [Long Distance \(3-6 mi\) Open Water Championship September 16-17, Lake Mission Viejo, CA](#)

# Upcoming Webinars

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



## April – *Celebrate Diversity Month*

- Wed 4/5 *Passover Starts*
- Thur 4/6 **LMSC Treasurer P2P** [Register Here](#)
- Sun 4/9 *Easter*
- Thur 4/13 *Passover Ends*
- Fri 4/21 *Ramadan Ends*
- Thur 4/27 – Sun 3/30 USMS Spring National Championship, Irvine CA

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

- Thur 5/4 **LMSC Event Hosting (Sanctions, Safety, Officials, Top10, LMSC Records, LMSC HOF) P2P** [Register Here](#)
- Thur 5/25 **LMSC Community: “LMSC Coach Support and Club Development”** [Register Here](#)
- Mon 5/29 *Memorial Day*

## June – *Pride Month*

- Thur 6/1 **LMSC Club Development & Coach Support P2P: “Working with Club Board of Directors”** [Register Here](#)
- Thur 6/22 **LMSC Community: “LMSC Communication & Marketing”**



# Peer-to-Peer Webinars

*Session for volunteers with specific LMSC role to connect with similar volunteers in other LMSCs*

Upcoming Schedule (subject to change):

1. Thur 3/2 **LMSC Leadership (Chair /Vice-Chair) P2P**
2. Thur 4/6 **LMSC Treasurer P2P**
3. Thur 5/4 **LMSC Event Hosting (Sanctions, Safety, Officials, Top10, LMSC Records, LMSC HOF) P2P**
4. Thur 6/1 **LMSC Club Development & Coach Support P2P**
5. Thur 7/6 **LMSC Diversity & Inclusion Coordinator P2P**  
Thur 8/3 no session (Summer Nationals)  
Thur 9/7 no session (Annual Meeting)
7. Thur 10/5 **LMSC Membership Coordinator P2P & LMSC Communication P2P**
8. Thur 11/2 **LMSC Secretary P2P**



# LMSC Community Webinars

*Sessions for LMSC leaders to discuss issues and hear presentations from guest speakers*

Upcoming Schedule (subject to change):

1. Thur 3/30 **LMSC Volunteer Development & Inclusive Culture Support**  
Thur 4/27 no session (Spring Nationals)
2. Thur 5/25 **LMSC Coach Support and Club Development**
3. Thur 6/22 **LMSC Communication & Marketing**
4. Thur 7/27 **LMSC Standards & Leadership Development**
5. Thur 8/24 **Spending LMSC Cash Reserves / Building a Budget**  
Thur 9/28 no session (Annual Meeting)  
Thur 10/26 no session (Relay 2023)