

Chris Campbell - Candidate for Vice President of Community Services



The Election Committee has deemed that Chris Campbell is a member in good standing of USMS. The candidate has indicated he is planning to attend the USMS National HOD Meeting for this election year and, if elected, is planning to attend all HOD Meetings during his tenure in office.

The candidate is running for reelection and is not required to provide a letter of nomination or letters of recommendation.

The candidate provided the following responses on the Candidate Questionnaire/Consent-to-Run Form:

Section Two: Candidate Qualifications

- I am a member in good standing of USMS in this election year:* Yes _____ No
- I am planning to attend the HOD Meeting for this election year:* Yes _____ No
- I am planning to attend all HOD Meetings during my tenure in office:* Yes _____ No
- I have attended 1 or more HOD Meetings in the past five years?* Yes _____ No

Please list the USMS National HOD Meetings you have attended, including the dates of attendance:

2008 Atlanta, 2009 Chicago, 2010 Dallas, 2011 Jacksonville, 2012 Greensboro, 2013 Anaheim, 2014 Jacksonville, 2015 Kansas City, 2016 Atlanta, 2017 Dallas, 2018 Jacksonville, 2019 St. Louis, 2020 Virtual

Section Three: Questions

Why are you interested in this position and why do you believe you would be a good candidate?

I have served on the USMS Board of Directors as the Vice President of Community Services since 2019. I was elected to the Board of Directors as the At Large Director for the Oceana Zone in 2018, relinquishing that position to stand for election to the position of VP Community Services. I have also served on the USMS Coaches Committee from 2009 through 2019. I also served as the Coaches Liaison to the Recognition and Awards Committee from 2016 through 2018. I believe that my USMS Committee and Board of Directors experience, and my expertise as a USMS Level 4 Coach and Certified USMS Official provide me great insight into the needs and desires of the USMS membership at the local, LMSC and National levels.

Continuing to serve in position of VP-Community Services allows me to bring my strengths to bear in the service of USMS and its membership better and with more significant impact.

What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?

The major issues facing USMS at this time concern membership growth and recovery.

1. Most obviously, USMS needs to recover the membership lost due to the COVID-19 pandemic. Often, the primary drivers behind these losses are the restrictions and guidelines levied on our Clubs and Teams by States, Counties, Municipalities and Facilities. While we all wish to return to the water, we are obliged to follow their rules to curb the pandemic and keep our members safe. The problem is that every Club faces different conditions and challenges, making a consistent “one size fits all” approach virtually impossible. Hence an unprecedented degree of creativity and innovation is required to connect with and to provide service to our membership. Outreach to our Coaches is vital. Since they are the primary interface between membership and the National Organization, providing service and support to them, and empowering them is paramount.
2. Once the pandemic eases, and our organization begins to return to more normal operations, the real challenge begins—how to grow our membership, not only in terms of our outreach to underserved communities through our diversity initiatives, but especially with respect to our under 30 population. These swimmers represent our future. While College Club Swimming provides a wonderful introduction to USMS at the college-aged level, the issue then becomes one of member retention. The obvious roadblocks are that we all find ourselves heavily engaged upon graduation—we’re relocating, starting new jobs, families. There are a lot of distractions. At a more subtle level, however, USMS needs to improve at engaging and empowering our younger members. As an organization, we need to do a better job training our successors. Generationally, our leadership has a much different value system than our younger membership, especially in this age of accelerated technology. What is important to us Baby Boomers may not mean as much to a Millennial. Certainly, any such differences will never be appreciated, let alone understood without affording our younger members the opportunities to voice their concerns and share the lead in determining the path forward for USMS. USMS Leadership needs to trust them. There may be some missteps, but those are part of the process. As leaders, we must have faith in our followers. Otherwise, our organization stagnates.
3. Speaking of technology, USMS finds itself amidst rapid and dramatic change. Change can be frightening. Given the scope of the changes facing our organization—the implementation of new technologies to connect with our membership, our drive to attract more members, especially those younger and from underserved communities, and the need to understand and appreciate the diverse values that they bring, we face an intimidating task. We need to reach our potential new members, tailoring our messaging content to be more relevant to them, while staying connected to our existing membership. As we onramp new technologies, many of our existing members are having issues keeping up with these transitions. I have been asked on several occasions for guidance, and if tutorial materials are available on the web, particularly videos and written instructions. While we seek to use new technologies and methods to reach new membership, we must also work to help bring our existing membership, especially those who may be less tech-savvy, along the way to the future.

Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:

Coaches 2009-2019

Chairs: Chris Colburn 2009, Craig Keller 2010-2011, Scott Bay 2012-2016, Bob Jennings 2017-2019

Recognition and Awards 2016-2018

Chair: Ray Novitske

Please list any other experience that relates to your qualifications for the position.

I have been a Masters Coach with Mountain View Masters since 1998, attaining USMS Level 4 Coaching Certification in 2015. I have served as MVM Head Coach from 2006-2009, as Co-Head Coach in 2012, and as Interim Head Coach in 2016. I was Pacific Masters Swimming Coaches Chair from 2006 through 2009. A USMS Member since 1988, I was the Pacific Masters Coach of the Year in 2010, recipient of a Kerry O'Brien Coaching Award in 2011, recipient of a Dorothy Donnelly Service Award in 2012, and recipient of a Pacific Masters Appreciation Award in 2017. In 2017, I became certified as a USMS Stroke and Turn Judge and Starter. In 2018, I was elected to serve as the USMS At-Large Director for the Oceana Zone. In 2019, I became certified as a USMS Referee. I have participated in 31 USMS Nationals, FINA World Championships, and National Senior Games as a swimmer, coach and official as of April 2021.

Please list any other information you would like included.

I have been employed as a Satellite Systems Engineer since 1985. I was one of the original 4 members of the Morrison Swim Club in 1973, and I was the first male from this Team to compete collegiately (Northwestern University Varsity Men's Swimming 1979-1981).

Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting

A long-time member of USMS as swimmer, coach and official, I believe in the passion, creativity and expertise of our USMS membership. I firmly believe that the power and authority to administer and govern USMS derives from its volunteer base, flowing up through the LMSCs and Committees to the USMS Board of Directors. Clear, open and respectful communication between all levels is crucial to the growth and evolution of USMS. This is especially relevant during the uncertainty surrounding these Pandemic times, as USMS seeks to recover its membership, to continue to grow, and to modernize its organizational infrastructure.