

## LMSC Development Committee Meeting Notes 8/22/10

**Subcommittee—Membership Retention:** The LMSC development Committee has recommendations for membership retention, but they will not be prepared and ready to present at Convention. It will be difficult to recognize long-standing US Masters Swimming members on a national level because membership records are incomplete and scattered prior to 1998. It was suggested that an exit survey would be helpful for those who choose not to renew their membership. This would include an area for a short narrative asking the member why they are not continuing their membership and asking if they think they'll come back. The exit survey could possibly be implemented for the next registration year. The survey could be sent out by Traci Grilli or Anna Lea Matysek to those that have not renewed their membership by a certain date in 2011. Barb Protzman said that the national office already sends out an email to those that have not renewed by a certain date. Online registration was brought up and we concluded that it has been in existence for about 2 years in most LMSCs. The subcommittee's recommendations would be to start with the exit survey and then suggest a recognition program for long-standing US Masters Swimming members. Our recommendation for whether the recognition program would be run on the national or local level has not yet been decided.

Doug will approach Ed Tsuzuki and Anna Lea Matysek with our recommendations and we'll go from there.

**Treasurer Survey:** Based on timing, we will suspend work on this survey until after Convention.

**Registrar Survey:** The results are available for this survey but have not yet been downloaded and converted to PDF. The data is easy to download and format so we have excellent data easily available to back-up our recommendations. We received 35/52 responses.

Doug will run the report and send to the committee to review.

**Convention Workshops:** One final change has been made to the Convention workshop schedule. For 2011, discussions have already begun on topics. We will want to offer our recommendations this spring on what workshops we think would be valuable for Convention 2011.

**Workshop liaison:** Each workshop will require an LMSC development liaison to assist the presenter. Basically, the liaison will introduce the speaker, hand out any papers the presenter has provided, help with recording of the workshop, pass around the attendance sheet etc. Doug will send an e-mail asking committee members which workshop they can assist with.

**Record workshop:** Chris Lundie may record each workshop so that it may be shared with those who could not make it to Convention this year. The workshop will be recorded by a

person assigned to do so. Chris will edit the recording. This is still being discussed; we have received a preliminary OK from the national office.

Create workshop evaluation form: Lori Payne will craft this and send it over to Doug to review and distribute to the committee. The form will be short and direct and will be passed out at 1 pm on Saturday before HOD and will be collected before we can move forward with HOD. Doug will check with Ed Tsuzuki to ensure it's Ok to pass the forms out at the start of the 1 pm HOD.

The survey will be 5-10 questions. The national office will put the results into Survey Monkey so that we have access to the data. CJ Rushman may already have this planned; Doug or Lori will check to see if this has already been developed. Doug will also look at Survey Monkey to see how we could have the data entered into the program.

The questions will:

- 1) List the workshops. All questions will be asked for each workshop.
- 2) Include a spot for notes/comments
- 3) As what was gained from attending the workshop
- 4) Ask how helpful the workshop was on a scale of 1-5 (1 not very; 5 very helpful)
- 5) Ask how the information would be applied to the LMSC
- 6) Is the knowledge gained immediately actionable?
- 7) Suggested topics for future workshops
- 8) What would you have changed in the workshop?
- 9) Spot for additional comments

**Convention Preparations:** Doug Garcia and Doug Adamavich are working on the format for the Convention presentation. Doug Garcia said that once he receives the materials, it will not take long to put the presentation together. Doug Adamavich is working on the agenda and Chris Lundie will help out with the slides.

Agenda items include: past committee accomplishments and future committee goals.

**Miscellaneous:** All LMSC Development committee members are going to Convention except for Doug Garcia.

**Next Meeting:** Sunday, September 12 8 pm ET.