Meeting summary for October Club Development Meeting (10/21/2024)

Present: Platt, Arckey, Melina, Salles -Cunha, Rawding, Bretz, Nerwinski
Staff: Gold, Olmsted, Gibbs
Not Present:, Tighe,
Guests: Gold

October Agenda:

- ***Club Development Committee Mission, Responsibilities & Engagement***
- ***Short Term Projects***
  - ○ ***Website Update Webinar with TU – update***
  - ○ ***Annual Calendar for Club Development***
- ***Long Term Projects***
  - ○ ***Discuss survey template – Middle Atlantic Progress + Beta Testing***
    - ▪ ***How can we do it better?-***
  - ○ ***Collaboration and weaving the 2026 Club programming into our fabric***
    - ▪ ***What other committees do we work in concert with***
  - ○ ***Evaluation tool?***

The team discussed the idea of an annual calendar to better organize and prioritize tasks, and the need for a more comprehensive and detailed approach to their project, with a focus on understanding the customer's needs and pain points. They also discussed the development of a new club success program and the need for a reporting tool to track its progress, and the importance of collaboration and evaluation in the development of new programs. Lastly, they touched on the upcoming website update with Team Unify and the need for ongoing program evaluation, particularly for the 2026 club programming initiatives.

Next steps

• Jamie to continue developing the annual calendar for the committee.

• New Club Success subgroup (Mike, Shelly, Emily, Zach) to meet weekly on Mondays at 11:30 AM to work on the program.

• App Functionality subgroup (Brendan, Andre) to meet with Patrick to discuss app development possibilities.

• Karin to schedule recurring meetings for the full committee on the third Monday of each month at 2:30 PM Eastern time.

• Karin to prepare a report on current data collection and activities for new clubs to share with the committee.

Summary

Annual Calendar and Survey Discussion

Jamie proposed the idea of an annual calendar to help plan and organize the year's activities. The group discussed the potential benefits of this, including better organization and prioritization of tasks. They also discussed the possibility of splitting up tasks among the group to improve efficiency. The group then turned to the topic of the Middle Atlantic Beta Testing of their survey, which had a low response rate. They discussed potential reasons for this, including timing and the need for more engagement. Michael suggested breaking the survey into smaller, more manageable parts, while Shelly and Andre questioned the trust in USA Swimming's ability to utilize the data effectively. The group agreed to circle back and try again, with the possibility of further investigation if the response rate remains low.

Improving Project Approach and Communication

The team discussed the need for a more comprehensive and detailed approach to their project, with a focus on the importance of understanding the customer's needs and pain points. They agreed on the necessity of a more structured and organized process, with clear roles and responsibilities assigned to each team member. The team also emphasized the importance of effective communication and collaboration, with regular check-ins and updates to ensure everyone is on the same page. The conversation ended with a commitment to implement these changes and monitor their progress.

New Club Success Program Reporting

Karin, Mitch, and Jamie discussed the development of a new club success program and the need for a reporting tool to track its progress. They agreed that the program

is in its early stages and that defining the reporting requirements is crucial. The team decided to start conceptualizing the reporting tool by the end of November, with the aim of presenting it to the board in December. They also discussed the importance of collaboration with other committees and the need for feedback from the board to ensure the program meets their needs. The team agreed to focus on defining the reporting requirements and the scope of the project before moving into development.

Organizing Tasks and Improving Reporting

Jamie proposed an annual calendar to better organize and prioritize tasks, and suggested splitting tasks among the group for efficiency. The group discussed the low response rate to their Middle Atlantic Beta Testing survey, with Michael suggesting breaking it into smaller parts. The team agreed to try again and investigate further if the response rate remains low. They also discussed the development of a new club success program and the need for a reporting tool to track its progress. The team decided to start conceptualizing the reporting tool by the end of November, with the aim of presenting it to the board in December. They agreed to focus on defining the reporting requirements and the scope of the project before moving into development.

Improving Project Structure and Communication

The team discussed the need for a more comprehensive and detailed approach to their project, with a focus on the importance of understanding the customer's needs and pain points. They agreed on the necessity of a more structured and organized process, with clear roles and responsibilities assigned to each team member. The team also emphasized the importance of effective communication and collaboration to ensure the project's success. They ended the conversation with a commitment to work on these aspects and reconvene to review progress.

New Program Development and Collaboration

Jamie, Karin, and the team discussed the need for collaboration and evaluation in the development of new programs. They identified three main areas of focus: collaboration for increased app functionality, new club success, and mentor coaches. The team agreed that these areas require different groups to work on them, with one group focusing on collaboration for the app, another on new club success, and a third on evaluation. They also discussed the importance of understanding what success

means for different clubs and the need to present resources in a timely manner. Mitch suggested starting with the framework Karin has put in place for new club success and leveraging existing programs like the coaching network and the revision of the CLBMS courses.

Developing Club Success Tracking Report

Karin and Ty discussed the development of a report to track club success, which would be different for each club due to their unique characteristics. They agreed on the need to identify key variables that correlate with success, such as retention year over year, participation in meets, and the number of meets attended. They also considered the possibility of incentives for clubs to encourage member participation. The team services were identified as a potential source of information on what criteria should be included in the report. The goal was to create a benchmark for each club to assess their success.

Improving App Functionality and Club Success

The team discusses three main focus areas: improving app functionality for coaches, developing a new club success program, and creating evaluation mechanisms for programming. They plan to form separate groups to work on each area. Karin has a framework for new club success, and they aim to identify key variables for measuring club success like retention and meet participation. The team also touches on the upcoming website update with Team Unify, the importance of marketing their website, and the need for ongoing program evaluation, particularly for the 2026 club programming initiatives. They decided to continue the current structure with separate groups working on the app and evaluation, and plan to set up meetings with relevant teams to ensure progress.