



Club Development Committee

Meeting Minutes

May 6th, 2024
12:00pm, Mountain

(Action items in Red, Discussion points in Blue)

USA Swimming Mission: USA Swimming is the National Governing Body for the sport of swimming. We administer competitive swimming in accordance with the Olympic & Amateur Sports Act. We provide programs and services for our members, supporters, affiliates, and the interested public. We value these members of the swimming community, and the staff and volunteers who serve them. We are committed to excellence and the improvement of our sport. We are committed to providing a safe and positive environment for all members.

Committee Mission: To develop and implement programs that help build, support and educate USA Swimming member clubs.

USA Swimming Priority Results:

1. USA Swimmers achieve sustained competitive success at the Olympic Games and other high-level international competitions.
2. Members have and use resources for sustainable success.
3. There is growth in swimming participation and interest.
4. USA Swimming is recognized as the “Best in Class” National Governing Body.

Type of Meeting: Standard Meeting

Meeting Facilitator: Corey Manley (Staff Liaison)

Minutes: Corey Manley (Staff Liaison)

Roll call

Present: Jamie Platt, Andre Salles-Cuhna, Zach Nerwinski, Shelly Rawding, Olivia Tighe, Haley Foydel, Michael Switalski

Staff: Corey Manley (Staff Liaison), Karin Olmsted (Staff Lead)

Not Present: Emily Melina (Chair), Noah Berryman, Meredith Righter, Casey Bretz, Brent Arcey

Guests: Brendan Hansen (Staff Lead Emeritus)

Links:

- [Group Brainstorming Doc](#)
- [Contact Information](#)
- [Webinar Template](#)



I. Purpose

- Mission Statement
 - o *Committee Mission: To develop and implement programs that help build, support and educate USA Swimming member clubs.*

II. Short Term Group Updates

- Shorter term group discussed a variety of social post plans for the NextGen account, but unfortunately we have less ability to post here than previously believed
 - o USAS staff to follow up with NextGen team and discuss alternative options (stories, etc.) and present back to the group in June

III. Long Term Group Updates

- Discuss survey feedback
 - o Group provided helpful and constructive feedback that will be incorporated into the next version of the club analytics survey
 - o Of the main points, the group talked about customization of the sheet and having multiple options for data input. It would also be helpful if the questions asked were numbers that a 3rd party billing software may already export
 - o Corey to revise and re-send the spreadsheet for the group to critique again
- Show survey results
 - o Group liked that the information could live in SWIMS, but agreed the prototype dashboard had a lot of work yet to be done

IV. Next Steps

- Schedule May / June Call