

September Meeting Minutes. 9.10.24

Present: Jaime, Emily, Shelly, Noah, Olivia, Zach,

Staff: Karin, Noah

Not Present: Mike, Andre, Meredith, Casey, Haley

Guests: n/a

Quick recap

The committee discussed evaluating and prioritizing programs to support USA Swimming clubs, emphasizing the need for a structured approach to understand and meet diverse club needs. The team highlighted the importance of better communication, collaboration within the organization, and implementing effective marketing strategies to enhance club recognition and support.

Next steps

- Karin to create and send out a spreadsheet listing all current USA Swimming programs and services within the next week and a half.
- Jamie to set up a Doodle poll to determine the best time for future committee meetings.
- Karin to look up and email the list of committee members attending the upcoming workshop.
- Karin to send out information about the club dues increase proposal to committee members for sharing with fellow coaches.
- Jamie and Zach to revisit and revise their survey strategy for better response rates.
- Karin to work on compiling meeting minutes from the previous meeting.
- Committee members to review the programs and services spreadsheet once received and prepare to discuss at the next meeting.

Summary

Committee Mission, Responsibilities, and Program Management

Jamie initiated a discussion about the committee's mission and responsibilities, suggesting that the committee should evaluate its mission and responsibilities annually, prioritize initiatives, and support the development and implementation of programs to strengthen the USA Swimming club system. Jamie proposed a new approach to managing various programs by dividing tasks among smaller groups, with Emily focusing on evaluating programs and Brent assessing the strengths and weaknesses of existing programs. Jamie emphasized the need for a simplified yet complex approach to manage the numerous moving parts involved in the process.

Improving Club Support and Resource Allocation

Jamie proposed a methodical evaluation and engagement with programs aimed at helping clubs improve. He suggested creating a matrix to better serve different regions and club sizes, and to provide counsel and assistance for the development and implementation of programs that support clubs. Karin agreed, noting that different clubs have different needs and that some programs may not be suitable for all clubs. She suggested that the committee could help identify gaps in resources and services for clubs. The team agreed to focus on identifying areas where clubs need more support and resources.

Evaluating Programs and Services for Improvement

The team discussed the need to evaluate and prioritize existing programs and services, with a focus on identifying gaps and potential improvements. They agreed to start by creating a spreadsheet of all

programs and services, including their purpose, target audience, and outcomes. The committee would then review this list to determine which programs fall under their responsibilities and which could be strengthened or improved. The goal is to create a more structured evaluation process and identify areas for growth or improvement. The team also discussed the potential for collaboration with other committees and the need for more business-oriented resources.

#### Low Survey Response Rate Discussion

Karin, Jamie, and Zach discussed the low response rate to their survey template for long-term projects. Jamie expressed concern about the lack of clarity on the benefits of the survey, suggesting that a reward system might be necessary to encourage participation. They considered offering swag for those who submit the survey. The team also discussed the possibility of conducting the survey locally to gauge its effectiveness before implementing it nationally. Karin suggested that the survey could be reintroduced within the next month when the dust settles and practices are in full swing. The team agreed to explore these ideas further.