

Leadership Summit 2017

Report submitted by Lori Payne

Goals for 2017:

1. Make USMS more user friendly to reflect better organization in and amongst the LMSC's , such as breaking out the specific parts of the LMSC-building a standard template, like the wheel with spokes with LMSC the cog and the arms are pool events, open water, coaches and club etc
2. SOCIAL aspect of LMSC emphasized as a game changer to the LMSC.
3. Adding quick links to the main USMS website to find things, without having to link and link and search.
4. More emphasis on the everyday fitness swimmer. The competitive value of 13% of our membership was questioned. Majority of outside folks don't join because they think they have to race. Too much emphasis put on racing?*
5. Include the USA Swim and the USAT community in our news and Facebook posts. Find the local leaders of said groups and ask to add to email and friend list.

Volunteers:

1. How to attract and keep volunteers. Tier training of old and new volunteers, so everyone knows how to do many things.
2. How to reduce barriers to enjoy swimming again without pressure of racing.* (Volunteers to downplay racing)
3. Redefine the newsletter, social media etc, to be more focused on making each event FUN, not a race.

Roundtable Exercises:

1. Similar size LMSC's discussed how to increase size, offer more social events (attached to meets/open water) and be less threatening
2. Opposite size LMSC's discussed best practices to have everyone feel inclusive, and not get lost in the shuffle and workout.
3. Suggestions:
See it: perspective of others and courage to see and change.
Own it :Learn from good and bad examples to equal positive results.
Solve it: deal with obstacles.
Do it: follow through with top priorities because results equals trust of membership.