

SPMS ad hoc Planning Committee

Conference Call – Thursday, November 29, 2012 8:00-9:00 p.m.

Minutes

Call to order

Minutes from the 7/12/12 meeting were approved

1) Chair's report

During the May meeting, the group had developed the first Strategies for the first 3 of 7 Objectives. The focus of this meeting was to complete the Strategies for the last 4 of the identified Objectives. This was accomplished (details under Old Business), and the committee commenced the discussion of Tactics. As previously agreed upon during the May meeting, any items under either Old Business or New Business that we were not able to address during this call have been carried forward, in order listed below, to the next and future meetings.

1) Old Business

- a) Prior to this meeting the discussion of Values, Vision, Mission, Objectives and the first 3 of 7 Strategies.
- b) Discuss final 4 OBJECTIVES, developing specific strategies designed to allow SPMS to accomplish each Objective.
 - i) **Providing educational information about the benefits of adult swimming (see July 12 minutes)**
 - ii) **Encouraging fellowship and camaraderie among Masters Swimmers (see July 12 minutes)**
 - iii) **Encouraging, coordinating and supporting the sponsorship of competitions and other events for Masters Swimming (see July 12 minutes)**
 - iv) **Maintaining active liaison efforts and cooperation with organizations and individuals with an interest in Masters Swimming**
 - (1) YMCA
 - (2) LGBT
 - (3) Sr.Games
 - (4) USAT
 - (5) Kaiser Foundation (and other medical providers?)
 - (6) Wellness programs for large corporations
 - v) **Partnering with the aquatics community and pool operators to enhance access to swimming pools for adult fitness and training.**

(1) SCPPOA membership –

(a) (Tactic suggestion...SPMSC to provide better direction as to what is expected from the liaison, such as who were the attendees, what are their positions in their cities, in other words, develop a check list of what is expected)

(2) City politicians

(3) SoCal Swimming

(4) LA County Lifeguards

(5) State Lifeguards

vi) Encouraging research in the sociology, psychology and physiology of Masters Swimmers

(1) Outreach to medical providers such as Kaiser, individual doctors, chiropractors, physical therapists

(2) Provide grant opportunities

vii) Providing the infrastructure to accomplish the above”

(1) Encourage SPMS members to utilize their personal skills and contacts to accomplish the strategies

(2) Develop check lists for volunteers to use in outreach efforts

(3) Develop marketing materials specific to SPMS for volunteers to use in outreach efforts

c) Tactics for accomplishing the Strategies

i) For Strategy 1

(1) Coaches

(a) Provide flyers on Masters Swimming in SPMS to local coaches

(b) Visit local coaches at their pools, showing that SPMS is interested in their programs

(2) Clubs

(a) Meet with the Board members of local clubs, both Masters and USA Swimming

(i) Ask what they would like to see and/or need from SPMS

(3) Individual swimmers

(a) Ask our members what they would like to see and/or need from SPMS

(b) Consistent publishing of our newsletter

(c) Timely updates to our website

(d) Consistently updated list of our clubs, their contacts, and other places to swim

(4) Volunteers

(a) Ask volunteers how we can get them engaged

(b) Develop and offer incentives for volunteers

(5) Facilities – TBD

(6) Health – TBD

(7) Competitors – TBD

(8) Cross training - TBD

ii) For Strategy 2 – TBD

- iii) For Strategy 3 – TBD
- iv) For Strategy 4
 - (1) Web link exchanges with other orgs
 - (2) Provide our liaisons with tools for outreach to other organizations
 - (3) Develop a menu of our services that to make available to other organizations
 - (a) List of clubs in their area(s)
 - (b) Other places to swim in their area(s)
 - (4) Encourage corporate sponsorships for open water series and SPMS championships
- v) For Strategy 5
 - (1) SPMSC to provide direction as to what is expected from the liaisons, such as
 - (a) what is expected of liaisons acting on behalf of SPMS (check list?)
 - (b) who were the attendees at meetings attended
 - (c) what are their positions in their cities/organizations
 - (d) who are the decision makers in their cities/organizations
- vi) For Strategy 6 – TBD
- vii) For Strategy 7 - TBD

2) New Business (to be addressed in an upcoming meeting)

- a) “SWOT” (Strengths, Weaknesses, Opportunities and Threats)
 - i) Review and comment on USMS’ SWOT
 - ii) Discuss SWOT as it applies to SPMS
- b) Discuss goals/objectives of a Strategic Plan for SPMS
- c) Write the Strategic Plan
- d) Business Plan
 - i) Short-, mid-, and long-tem
- e) Identify future projects for this committee
 - i) Review and update the Bylaws
 - ii) Review and update the Policies and Procedures
 - iii) Other

3) Other New Business

- 4) The next call is tentatively scheduled for the 3rd Thursday in January from 8:00-9:00 p.m.
- 5) Adjourned at 9:00