

## SPMS Marketing and Program Development Report for January 17, 2019 Meeting

My main goal for this month is to have every 2018 member renew for 2019. I have heard some swimmers are having trouble with this registration process. I created a "Quick Tip to Grow Membership" suggesting coaches have the appointed Club Membership Volunteer assist 2019 USMS "On Deck Renewals" for swimmers who show up to swim at a practice, but have not yet registered for 2019. Dan has emailed this "Quick Tip to Grow Membership" to the 107 SPMS Club Contacts. Thank you, Dan.

There is a new pool in El Segundo. I called to encourage the establishment of a Masters Swimming Program at the new El Segundo Wiseburn Aquatic Center. I was informed that there are already three proposals from Masters Swim Clubs as well as one Masters Water Polo Club. These proposals will be submitted to the council for approval or selection.

I have been in contact with newly appointed Club Membership Volunteers brainstorming new ideas for recruiting new members and retaining the current membership. I have mailed marketing supplies to those who have requested items. Some clubs are giving goodie bags to new members. In these goodie bags are USMS and SPMS small marketing items. This seems to be popular among the new members. Liz Carlin started this welcoming tradition among our Grunions. Thank you, Liz.

An innovative SPMS App to benefit all Masters Swimmers is being developed by Dan Wegner who wants to make every aspect of our swimming life related activities and details just a push notification away.

Thank you all for your help in marketing and growing our adult swimming programs.

Anita Cole  
SPMS Marketing and Program Development Chair