



MINNESOTA
SWIMMING

Member Services Director/Registration-Membership Coordinator Report
2015 House of Delegates Meeting
April 19, 2015

Supplementary to this report I have provided the following MSI statistical membership data:

- Mid-year membership statistics from the beginning of the membership year (9/1/2014 through 3/31/2015)" This includes numbers of athlete, non-athlete, and clubs. Statistics on each club are included.
 - 2016 Registration and Membership Fees. The club fee schedule is included and has not changed. The USA Swimming fee increase began in 2015 for athletes and non-athletes with a \$2 per year for the next 10 years, culminating in 2025.
 - 2014 USA Swimming Membership Highlights with this report.
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In the first half of 2015 Minnesota Swimming's membership numbers have shown a slight downward trend from last year. Our sport continues to attract and retain a steady stream of young people into swimming. We need to continue to promote our sport and attain numbers that show growth each year. Our membership is still large and we must continue to provide sufficient opportunities for our athletes to compete in order to help improve the overall retention of our athletes. Our 11-12 year old group continues to be the largest group of athletes. As these athletes transition from age group to senior level swimming they make important choices. While some attrition is expected, Minnesota Swimming, in conjunction with our member clubs, must strive to create consistency and growth in our membership numbers as athletes grow in their programs. The foundation of our organization continues to be strong with an active Board of Directors, a growing and active athlete group and our committees who all help drive our sport in positive ways.

Our athlete representatives and committee have been very instrumental in providing the athlete point of view on a number of board related issues and initiatives. They are increasingly active in keeping the athletes informed, as well as seeking their opinions on various topics affecting the athlete community.

Our technical planning committee is tasked with the job of developing the competition platform in Minnesota Swimming that will give our athlete the best opportunities to reach success. They continue to try to answer the tough questions about the growth in our sport, where we have been and where we want to be in the future. The committee has clearly raised the bar on things such as our time standards and the Championship Meet Series. The Technical Planning Committee, along with Age Group and Senior Committees, will be committed to work together to address all concerns, as we continue to go through our four year competitive plan.

As we have seen our outreach memberships increase, we need to continue to develop increased awareness programs to allow more participation of our diverse and under-represented athletes. We have increased the participation of adaptive athletes in our swim meets and need to continue to recognize this population of athletes.

As an LSC, we continue to become more high profile at the national level with our athletes and members participating on National Committees. We have had several board members, committee members, and staff who have participated in workshops held by USA Swimming over the past year. Our athletes continue to attain high levels of achievement and success at national levels, including our zone team athletes, as well as Academic All-American status. We have several of our Minnesota Swimming clubs who have been recognized in the USA Swimming Club Excellence or Club Recognition Programs. You will find their achievement logos on their websites. Note that any club can achieve Club Recognition, which recognizes programs that display a commitment to long term club development, stability & success. Both programs are voluntary, but available to all clubs. We are holding a Club Leadership and Business Management School this year in conjunction with our House of Delegates. This important class is critical to new clubs, club changes in coaching and/or board members and existing clubs who have not taken this class recently. We try to host this every 2-3 years in the interest of providing our clubs with the best learning opportunities available.

The Safe Sport initiative progresses from USA Swimming to the zone level to the LSC Level. USA Swimming's Safe Sport Program has had many acclaims and has led the way in this area for the National Sports governing bodies. We have a Minnesota Swimming Safe Sport Chair who continues to participate in training programs offered by USA Swimming and pass them on to our members. He is also the contact person for anyone with questions in this area. Athlete protection training is available to all members, including parents and athletes and is a vital part to the education of our swimming membership.

I wish to sincerely thank everyone who sent thoughts, prayers and well-wishes while I was out of the office last fall on Medical Leave. I would especially like to thank my co-workers (Sheryl, Becky & Bob) for helping "pick up the pieces" in trying to maintain a smooth service delivery in my absence and until I was able to do much of my work from home and then transition back to the office. I also would like to thank Jim Hanton and Terry Peterson for their continued support. I truly appreciate all their help and confidence that was felt from the swimming community!!

Success is not only measured in the pool, but it is a series of life lessons on how dedication and discipline create opportunity, as well as how a loss can be turned into a gain. We strive to provide our athletes success both in and out of the pool.

Respectfully Submitted,

Cassy Shapley

Member Services Director

Membership/Registration Coordinator