 **Member Services Director Report**

 **June 19, 2018 Board Meeting**

Since our last Board Meeting I have been involved in a variety of activities. Some are highlighted below:

* In addition to processing countless athlete memberships in the SWIMS database this month, I have worked with clubs to update their membership applications and contact information. We continue to see a significant number of athlete membership transfers. Transfer forms/fees are required for athletes transferring their affiliation from their former team to a new team if they were affiliated with that team in the current or prior membership year. This doesn’t happen automatically just because a new team registers the athlete.
* I worked with many club meet directors and entry persons to complete Registration Reconciliations for sanctioned swim meets, many of which required multiple revisions. 48 meets have been reconciled for membership and other registration issues this season.
* I continually make changes and corrections to the SWIMS database in order to maintain accurate data on all athletes, non-athletes and club records. So I often refer to the term “SWIMS” regarding membership data. Many have asked “What is SWIMS”? It stands for “**S**wimming’s **W**eb-based **I**nformation **M**anagement **S**ystem” and is considered one of the premier databases within the technology world and has won many awards. This database serves its 400,000 members, which includes our athletes from the age group level through the Olympic team, as well as coaches, officials and volunteers. It contains all their membership and certification data, as well as times from all USA Swimming sanctioned, observed and approved meets, as well as results from NCAA meets. Searches may be done for Individual times, rankings, power points, etc. We strive to keep this data as clean and precise as possible. What is in SWIMS is considered the default to any other swimming software database programs. So the importance of clean data goes down to the club level when swimmers are registered or times are loaded from swim meets. It is very important to be as accurate as possible on all data going into SWIMS. In preparation to the new MDV (Member Data Validation) program that should roll out in September, this will dump some of the inaccurate data back into the hands of the club registrars. Every time they want to send a registration file, they will get errors bounced back to them if there are inconsistencies. If requested, I will send clubs their club roster from SWIMS so they can start cleaning up the discrepancies on either end and so their member records will match what is in SWIMS. Please let me know if you want a current SWIMS club roster for your club.
* Also in September, USA Swimming will be offering 2 new membership categories.
* Junior Coach Membership: This membership will focus on current or former swimmers, ages 16 and 17, who wish to serve as assistant coaches on-deck and at swim meets. Presently, USA Swimming requires coaches to be a minimum age of 18, so the addition of this category will require supervision by a member coach 18-and-over at all times, as well as extensive pre-employment screening. Junior coaches will be able to transition to full coach members when they turn 18, by completing the background check. This is optional for teams to implement.
* (Athlete) Flex Membership: Flex members, designed for the entry level athlete, are available for $20 for a year round membership. Flex Members are eligible to compete in only two sanctioned competitions per registration year. Flex members may not compete at or above the LSC Championship level. An athlete member shall not be registered in more than one LSC simultaneously and Flex memberships are not transferrable between LSC’s. Flex members who wish to transition to the Annual athlete membership category within the same calendar year, will be able to credit the Flex athlete membership cost to the Annual “Premium” athlete membership cost. This membership is optional for both the LSC and the club.

Respectfully Submitted,

Cassy Shapley

Member Services Director

Registration/Membership Coordinator