
Date: April 16, 2013

To: Minnesota Swimming Board of Directors

From: Sandra Hibbard

RE: Web Coordinator's Report to 2013 MN House of Delegates

Website changes, updates, and new accomplishments were completed with the guidance and input of Bob Crunstedt, Cassy Shapley, and Sheryl McGuire, as well as information from the various chairs and coordinators who support individual LSC functions.

In addition to maintaining the "typical" flow of published data on the MSI website (such as meet information), my focus in my first year as Web Coordinator has been on:

- 1) Understanding needs of MSI as an organization and the needs of its groups of members (athletes, parents, clubs, officials)
- 2) Focusing on meets / meet support
- 3) Increasing communication and usability of the website

Understanding Needs...

The website was restructured slightly as a result of increased understanding of the various needs of MSI's stakeholders—gained primarily through conversations with staff, parents, and athletes:

- 1) More information is located under the Athlete tab, including:
 - a. Moving Team Records/MN Top 20 and the Zone Team under Athletes.
 - b. Creating Diversity and Disability pages under Athletes.
- 2) Information has been combined on some pages, including deleting the parent page (which had little new information) and moving any relevant information into Athletes and a new Safe Sport page.
- 3) Created additional new pages/tabs as needed for Safe Sport, Diversity, Disability, Meet Directors, Lost & Found.
- 4) Reorganized the Documents tab/page to segment information a little more (putting more frequently used information on top) and to create a top menu that hyperlinks to each section.
- 5) Increased links to USA Swimming for clubs, parents, and relevant documents.
- 6) Implemented Google Analytics in order to understand the flow of traffic to and through the website.

Focusing on Meets / Support...

Meets generate a high percentage of work and re-work for MSI's website. Much of the information around individual events is published multiple times; and even forms and other types of meet management and support documentation tend to be re-worked and re-published not only at the start of the new season but often multiple times throughout the season.

With most meets managed by volunteers—many this year who were inexperienced in meet management—my efforts have included improving documentation and communications to support meets. Key efforts include:

- 1) Working with Sheryl McGuire to revise meet financial forms that self-populate and calculate amounts, minimizing typing done by meet directors. Both .pdf and .xls versions now are available.
- 2) Under the Meets tab, created a new page for Meet Directors that provides:
 - a. An overview for meet directors of the flow of reports that need to be used/submitted to run a meet. This page also consolidates some of the resources available for meet directors, including MSI's guide to running meets, Ron Murphy's guide to running a MeetManager, and links to officials' guides (which can provide valuable information in understanding meet rules).
 - b. A venue for meet directors to evaluate meets from their perspective and post suggestions/lessons learned for other meet directors to take advantages. This has not yet been used by meet directors and should be promoted for the upcoming year.
- 3) Under the Meets tab, created a new virtual Lost and Found.
 - a. Four teams/meets have taken advantage of this since January; it is something to promote in the future to clubs *and* parents.
- 4) Published the 2012-2013 meet schedules via a .pdf that is linked to the event pages. This has been successful in driving viewers to the individual Event pages. However, it only includes scheduled meets.
 - a. In the 2013-2014 season, we will create a web page for the schedule in order to be able better to link unscheduled meets as well as those scheduled, and give a better overall picture of events for users.

Increasing Communications / Website Usability...

One of the key objectives for the website this year was to increase use of the some of the tools offered by TeamUnify, as well as some of those more generally available (such as Google forms).

- 1) Increased use of command buttons and news stories to draw attention to key events, actions required, and deadlines across a wide range of MSI activities.
- 2) Increased use of tables and icons to establish focal points ON web pages. For example, on the Officials' page there is an arrow icon designed to "point" viewers to new clinic dates and links to their event pages.
- 3) Incorporated Google forms in various functions, enabling quicker updates and access for multiple administrators as well as creating self-publishing information. Most self-published information is edited slightly and re-published (e.g. moving new job opportunities to the top of the list so the most current appears first).
 - a. Club Contacts now are published through Google.docs, increasing ability to make small updates.
 - b. Meet Evaluations are published through Google.docs, enabling summary information to be published while details are distributed to clubs, MSI officers, and staff as applicable (and maintaining submitter's identity confidentiality more easily). Since the form was implemented in December, 24 meet evaluations have been submitted.

- c. Coaches / Employment Google forms let organizations submit opportunities and have them almost simultaneously published. Since the form was implemented last August, 28 jobs have been posted.
- d. The 2013 HOD Meet Bidding was accomplished using Google forms; this also enabled an assessment of the information required for bids, resulting in a streamlined bid process and minimizing duplicated typing on submissions.

All legacy site information has been transitioned with the exception of validating some of the oldest meet results that seem not to have transferred from the old site to Team Unify.

Increasing Communications / Website Usability...

In the upcoming year, I intend to expand on:

- 1) **Increasing understanding of stakeholders** by using targeted surveys to refine understanding of stakeholders' needs and modify/develop information and access to meet those needs
- 2) **Continuing to support meets using available media tools** such as video (or webinar) tutorials on key elements for meet management, (i.e. step-by-step creation of a meet in MeetManager; reporting results during a meet or after a meet; creating MSI-required reports, etc.)
- 3) **Refining communications**, including:
 - a. Communicating more process around updates to records, top 20, and events, as well as other "services" on the website
 - b. Promoting some of the "services" being underused on the website
 - c. Exploring benefits of shifting club communications to TeamUnify
 - d. Incorporating social media (e.g. Twitter or Facebook)