

**GENERAL SYNOPSIS (The Big Picture in 3-4 sentences):**

Presentation by Larry Herr and Patrick Murphy (sp?) from the USA Swimming Staff on different reports and tools available to clubs and LSCs.

This is new/different than the reports on the ‘club portal’ – new stuff is powered by Microsoft BI. Lots of different report options and statistics to compare. Folks that are interested would be best served simply by playing around with it for a while.

Admittedly some ‘funky data’ in there (inevitable with big data sets I guess?) that can produce some weird looking results – just use common sense.

Every speaker cautioned to be mindful of the ‘scale’ on different reports. Scales generally adjust to the range of numbers displayed and aren’t consistent from one report to another. Looking at it visually you might think there are just as many kids in WI as nationally for example...

**POSSIBLE MAIN POINTS OR TAKEAWAYS FOR...**

<p><b>LSC Board/Committee Members</b></p> <p>Lots of data to explore when we’re looking at comparing our LSC to others around us or nationally.</p> <p>Comparisons on:          Performance          Retention          Age/gender/ethnicity demographics          Etc</p>	<p><b>Teams in Wisconsin</b></p> <p>Same as for LSC Board</p> <p>Ability to ‘drill down’ and get very specific at the club level. Could use to evaluate success and or growth of club based on really any sorts of metrics you’d want.</p>
<p><b>Coaches</b></p> <p>Same as what’s listed for teams...</p>	<p><b>Officials</b></p> <p>I believe they have membership state on that as well – could compare our number of officials to national average, identify clubs with less officials per swimmer, etc.</p>
<p><b>Athletes</b></p> <p>Interesting if you like stats, etc but probably not as useful to compare your personal results as the ‘regular’ way through the USA web...</p>	<p><b>LSC Others</b></p>

ADDITIONAL NOTES OR INFORMATION CAN BE ADDED ON FOLLOWING PAGES