2022 USA Swimming Annual Business Meeting

USA SWIMMING BOARD OF DIRECTORS MEETING

SAFE SPORT UPDATES – Liz Hahn
Safe Sport Recognition Program (SSRP) 64% of clubs of engaged in the USA Swimming Safe Sport process, 22% are SSRP and 42% are in process.
US Center for SafeSport have conducted a series of audits across different sports and NGBs. SafeSport has been fully engrained in USA Swimming's culture. Recommendation is that an additional staff member would be present moving forward when rub downs / massages are in process in addition to the existing MAAPP compliance which is in place.
Real Response Reporting – the anonymous reporting process is working well.
New Staff Members – two additional members have been added to the SS team and will be the primary point of contact for reports that come into to the SS department.
Joel Shinofield announced that Abby Howard will be departing USA Swimming following the ABM to assume a new role at West Point.

USA SWIMMINIG CREDENTIALLY POLICY
MSA: to Approve USA Swimming's Credentialing Policy to include in the Policy Manual. Will memorialize the current practice.

INDIVIDUAL DUES
MSA: Recommendation to pause of increases in individual membership dues following the ten-year plan of $2 per year. A freeze in fee increases may permit USA Swimming to focus more so on growth of the developmental side of the sport. A final increase will be considered at the 2022 HOD in regard to the Seasonal Membership. There will be some additional discussion regarding club dues and what that may look like moving forward.

ATHLETES' ADVISORY COUNCIL
Caitlin Leverenz Smith introduced the members of the AAC
The AAC have ensured compliance with the Ted Stevens Amateur Sports act and the UPOC Bylaws by representing all athletes. The AAC utilized weighted voting to the maintain the required 33 1/3% membership requirement for the newly formulated HOD. The ongoing challenges of ongoing education on what the AAC is, what the role is, what their engagement would look like.
AAC created effective feedback cycle to National Team Staff. The AAC continue to work collaboratively with the AEC (Athlete Executive Committee) to better represent all athletes. Priorities for 2022 and beyond include: continuing to ensure athlete voice with 33 1/3% athletes on committees and working groups AND effectively bringing the athlete voice to the Board of Directors. Tim Hinchey spoke about the potential opportunities for engagement between the AAC and the USA Swimming Foundation Board moving forward.

COACH ADVISORY COUNCIL
Jamie Bloom and Tim Bauer were introduced to present some suggestions for the Board's consideration. Tim started by complimenting the AAC.
Tim outlined that most coaches are passionately opinionated and open to providing feedback. Tim outlined the process to date, soliciting and collating feedback. A goal of the CAC will be to ensure appropriate coach representation on the Senior Committee, AG Development, Risk Management etc.

JUNIOR COACH MEMBERSHIP is an area that is critical to support clubs and coaches, essentially creating an apprentice role, eliminate:
      The age restrictions and go to 16 and over

USADA requirement
CPR requirements as they will always be under the supervision of a certified coaching member,
STSC In-Water Requirements

Proposed First Year Requirements
Safety Training for Swim Coaches (STSC) Online
Athlete Protection Training (APT)
Concussion Protocol Training (CPT)
Background Check (BGC), 18 years or older
Complete Starting Block Core

Obstacles to Communication
Coaches don't know, what they don't know:
USAS resources
Pathways to college swimming
X's and O's: season planning, meet planning, taper, dryland/in-water synchronization
Meet hosting
Admin duties: budgets/billing, scheduling, team communications, BOD interaction, team ownership.

Pathways To Fast Swimming Sub-Committee
Streamline Sectionals & above sanctioning at the national level to eliminate LSC complications
NGB responsibilities vis a vis NCAA
USA-S compensation/assistance for club coach int'l travel
"Is there a solution to loss of accurate World Rankings?

NGB Responsibilities vis a vis NCAA
How to proactively anticipate upcoming changes in NCAA waiting and being reactionary to changes?
Can we design USA Swimming structures in sync with NCAA changes vs 2-3 year lag time?

Pathway To Starting A Club Sub Committee
Struggles
Lack of resources for new club/coaches
Hard to find information
Lack of interest from the kids
Lack of interaction
Suggestions
Provide financial data on benefits for facilities while having team on site
Provide community/social data on benefits of learn to swimming, competitive swimming to facilities
Provide business plan templates for potential investors
Provide tourism data on benefits of hosting meets

ZONE DIRECTOR COUNCIL
Pam Lowenthal (CZ Non-Coach Director) and Ryan Gibbons (SZ Athlete Director) introduced the ZDC and reviewed the mission statement of the ZDC – being that connectivity between NATIONAL and the MEMBERS. Pam outlined efforts to provide a comparable competitive experience for athletes across all four zones for the athletes and families at the grass roots of the sport. The Sectional Business Manual remains a work in progress. The ZDC reiterated the necessity for a collaborative effort with the CAC, AAC and other committees. Ryan outlined the goal make the ZDC an increasingly valuable asset for the sport. Essentially by becoming proactively responsive, the ZDC can become a catalyst for change, a supportive tool accessible to the board, staff and committees. Ryan stated a critical component for this to be successful in ongoing transparent communication and idea sharing from of the stakeholders – the creation of institutionalized communication.

LONG-TERM STRATEGIC PLANNING
End 1.1: Develop plans to account for potential evolutions of the NCAA related services
Ends 1.2 & 1.3: Address long-term membership growth, recognizing intention of attracting more and diverse swimmers to the sport and ensuring club viability, sufficient access to water to meet future demand growth.
End 1.4: Develop long-term and holistic approaches to risk management and opportunity investment.
Concerns were shared re: the ongoing challenges with the changing scenery of conference realignment and diminishing collegiate competitive opportunities.

USA SWIMMING FOUNDATION
Learn-to-Swim Grants
Donor Athlete Partners
Community Impact Grants
Make a Splash Tour Program

Eric Skufca gave a financial update for the USA Swimming Foundation

FINANCE UPDATE
2021 Form 990 to be filed, reviewed by the board and accepted by the Audit Committee
2022 investment portfolio loss through 9/8/22 (beating the 1yr. and 3 yr. benchmarks). No investments used for operating revenue since early 2020. Eric Scufka and Kenneth Chung reviewed the financial, story and assumptions behind the numbers.

Current Budget vs Projection for 2022	
AREA	Variance Favor / (Unfav)
Sports Dev	(736k)
Event Ops	330k
National Team	215k
Commercial	147k
Finance and Ops	(681k)
Executive	(40k)
Business Affairs	953k
Total	189k
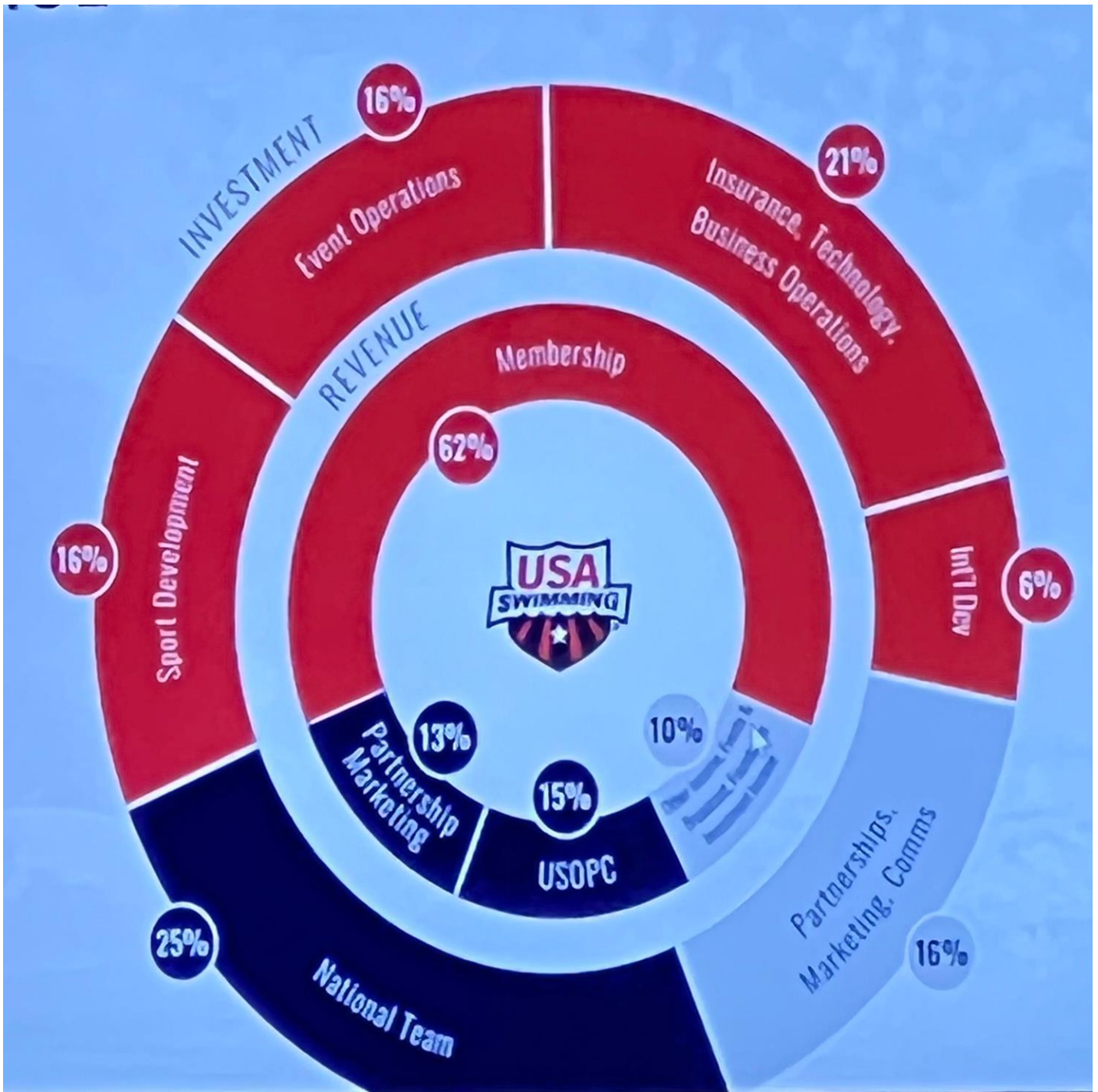
DIGITAL TRANSFORMATION

Patrick Murphy and Jake Grosser reviewed the Technology Map that connects all facets of the organizations: SWIMS, USA SWIMMING ACCOUNT, CLUB PORTAL and all other associated tentacles.

Registration stats to date

93,361 registrations

$18,207 donations to the Foundation

USA Swimming app available

Downloads: 25K+

USA Swimming website account and widgets updated

Features added since launch:

Account deletion feature

Duplicate check on the new member OMR flow

Changes to how/when data is saved in OMR to improve performance and data quality
Ping verification - IP adjustments

Timeline
October 3 - Meet Tracking (OTS)
October 14 - Sales Force Marketing Cloud Email System activated
October 17 - New ME activated
November 1 - SSRP submissions reopen
November 1- CRP submissions reopen
November 1 - Swim-a-Thon submissions reopen
December 5 - National Officials Certifications (OTS)
January 31, 2023 - extended expiration deadline for SSRP

STRATEGIZING OFFICIALS' CERTIFICATION AND EDUCATION

Current State: Challenges
Inconsistencies across Local Swimming Committees.
Lack of transparency and consistency.
Barriers to entry.

Goals
Address the varying needs of Local Swimming Committees.
Promote transparency, development, consistency.
Develop officials to a higher level.

Future State
Standard local level certification and advancement standards.
Best-in-class, accessible, officials' education.
Connect meet levels with level of experience and education.

Benefits
Confidence in the process and expectations.
Reliability in the quality of officiating.
Increase available pool of officials.
Lower barriers to entry and advancement.
Information is always accessible.
Tangible return on investment.

COMMERCIAL
Shana Ferguson outlined a new partnership between USA Track & Field and USA Swimming.

CONNECTED TV
A USA Swimming Application is forthcoming, an one stop shopping location for all matters associated with our sport. Accessible via smart TVs, devices etc.

GOLDEN GOGGLES 2022
Back at the Marriott Marquis, NYC

ENTERPIRSE RISK MANAGEMENT CYBERSECURITY
USA Swimming invests in cybersecurity to reduce financial and non-financial losses due to security incidents, mitigate increased insurance premiums, protect USA Swimming reputation regarding member data security
Cybersecurity program prior to 2020
Prevention approach
Process was characterized for projects and were often reactive
Program Maturity 2001 - 2020 - 1.83

IMPROVED PROGRAM CAPABILITIES 2020 - 2022
Network & systems security
Multifactor authentication (MFA)
Endpoint security
Governance, risk management, and compliance
Incident response plan
Security awareness training program
Security operations
Vulnerability management - workflow/remediation
Managed security event & incident management
Application security
3rd party app penetration testing (SWIMS)
Program maturity (current) 2020 - 2022 - 2.25

2023-2024 FOCUS AREAS
PROGRAM MATURITY GOAL - 3.00
Governance, Risk Management, and Compliance
Data Privacy (Retention Policy)
Data Protection
Data Loss Prevention technologies
Security Operations
Network Penetration Testing
Maturity - 3.00
Process characterized for the organization and is proactive
Majority of key attributes in place and institutionalized