

Notes: USA Swimming Board of Directors Meeting – January 20, 2007

The USA Swimming Board of Directors met in Colorado Springs on January 20. Announcements and areas of discussion include:

- Jill Sterkel is a member of the ASUA Technical Committee.
- Jim Sheehan was approved as the nominee for Referee for FINA List #14.
- No date has been set for a General Chairs' Workshop; it is becoming increasingly difficult to find a compatible date for such a diverse audience of participants.
- AEC: The AEC is focusing on accountability at all levels; this includes Zone Athlete reps and committee members. The AEC is in communication with the European Athletes' Union and its efforts on the international level.
- USSIC: Based on the findings in the Counsilman study, there will be a resolution forthcoming to increase the depth for teaching racing starts to 6 feet. Counsilman will continue to study head velocity; this is taking longer than anticipated. Anticipated approval is forthcoming from Rules/Regs and Safety Committees at which time the change will become immediate. This will then go to the HOD in the fall for formal approval. Discussion followed on the impact to our membership; the general consensus was that this would have very little impact since most clubs are already teaching racing starts from the deep end of the pool.
- IRC: The IRC met in Colorado Springs yesterday. The meeting included strategic planning (mission, vision, objectives, activities) along with five focus points: "clean" sport, equitable sport, well governed sport, well promoted sport, and autonomous sport.
- Underwater cameras: A motion was made and approved to pilot the use of underwater cameras at this summer's LC National Championships with the goals being to collect data for study by the officials committee and others as well as to advance the technology in this area. The data gathered will **not** be used in judging swimmers.
- *Make a Splash*: This is a sustaining program. Programs being implemented in 2007 include Sponsor a Swim Lesson (minimum of 16 lessons at \$6 per lesson; will financially support the provider), Discovery Education in-school water safety promotion (25,000 schools will be targeted, 10,000 of which will be in minority areas. There will be a sweepstakes to win a "trip to Nationals."), Make a Splash – Atlanta, and PRIDE promotional screenings (March 23 release).
- LSCs: The meeting ended with members of the BOD engaging in a brainstorming session regarding *LSCs – Our View for Their Future*. A document summarizing the objectives and responsibilities of LSCs, Club Development Services for LSCs, and services currently provided by LSCs was distributed and reviewed. (This document will be shared with the CZ General Chairs during their April conference call.) Additional discussion comments included:
 1. LSCs should be promoting the sport and building membership.
 2. LSCs are sometimes underutilized in National promotions.
 3. Is it time to look at realignment of the LSCs? Should geography, population, facilities and socioeconomics be considered when realigning LSCs?
 4. Is it time to look at LSCs partnering or working together to combine some administrative functions, advertising, TV time, and purchasing of equipment. There needs to be more collaboration among LSCs to deal with common issues, build pools, etc.
 5. How do we benchmark the success of an LSC? We need a way to appraise progress – an "LSC report card." Should there be an LSC recognition program?
 6. Should the LSC be a mentoring/consulting model instead of a governance model?
 7. There needs to be a consistent operational model/handbook for LSCs.
 8. Increase interZone communications.
 9. It's important for coaches to be involved in the LSC leadership.
 10. The goal should be to promote swimming to the highest level regardless of the size of the LSC.
 11. LSC education is the key. There is a lack of timely education.
 12. State alignment of the LSC builds a feeling camaraderie.
 13. LSCs should communicate facilities activity within their LSC to the USA Swimming facilities staff.
 14. LSCs need to lobby universities for the use of facilities.
 15. The LSC population density and the presence of universities directly affect the LSC.
 16. LSCs need to become political forces.