



**DATE:** September 15, 2018  
**TO:** USMS House of Delegates  
**FROM:** Dawson Hughes, USMS CEO  
**SUBJECT:** **USMS 3.0 – Digital Transformation Workshop**

---

Please read the [CEO's Report](#) prior to viewing this document and watch this [5-minute video on Digital Transformation](#) that explains how it is being applied to USMS. Both contain valuable information and context that are important as you dive into the details of this document. For those planning to attend the USMS 3.0 – Digital Transformation Workshop, the [CEO Report](#), the [video](#), and this document will provide background information that will be critical to an informative and productive workshop. Also available on the [annual meeting site](#) is a glossary of [technical terms](#). This glossary provides definitions of terms used to provide clarity on specific technical functions being referenced.

As you already know from the [CEO's Report](#), in April, we executed on Phase 1 of the [digital transformation](#) and accomplished the goals we had set. The new web platform provides us with significantly modernized [website](#) capabilities, including [mobile responsiveness](#), the ability to customize content based on individual preferences and location, data analytics tools that have already greatly improved our understanding of the behavior of visitors on our website, demographic trends of our membership, and areas on which we should be focusing our marketing resources and efforts.

The USMS 3.0 – Digital Transformation Workshop will briefly cover background on the project and discuss the change in the philosophy on how USMS approaches our technology needs. The bulk of our time will be spent on the upcoming and future phases of USMS 3.0 and benefits they will provide for our members, volunteers, and USMS.

**Phase 2** – Membership Value and Benefits. You will begin to see the first of the Phase 2 projects released in the coming months. [Club 2.0](#) is a significant project that will be part of club registration starting Oct. 1. The other two significant Phase 2 upgrades are a new [email marketing system](#) and a modern online [community](#) (see below). These will start to be developed during the fourth quarter of 2018 and you will see components of both released throughout 2019.

- [Club 2.0](#) – explained in the [CEO's Report](#) (release scheduled during the annual meeting)
- An updated [email marketing](#) system to allow for more personalization of content, an integration to our membership database and preferences, and keeping pace with ever-changing spam and privacy regulations
- A modern online [community](#) that will replace the outdated and not secure discussion forums and improve communication both internally (for volunteers) and for members
- Greater integration with technology partners to simplify event registration and improve fitness logging through the use of [APIs](#)
- Offering a standardized LMSC [website](#) template that could automatically provide content specific to LMSCs



- Digital membership card for Apple and Android devices (release scheduled during the annual meeting)
- Sunset physical servers

**Phase 3** – Evaluate options to modernize our membership, event sanctioning, and event results databases in the form of a [Customer Relationship Management \(CRM\)](#) system. CRM will give us the ability to learn from and be significantly more responsive to our current and potential members. Our legacy system lacks much in the way of analytics, customized and automated workflows, and reporting that have become a required tool in servicing membership and intelligently allocating resources in the digital age. It also lacks the flexibility to adjust for new opportunities.

A modern CRM can serve as the membership database and be customized to support LMSC functions and sanctioning; streamline communication between National Office, LMSCs, Clubs and Members; and provide automated [workflows](#) to deliver information to the right people quickly. The CRM systems available align with our new philosophy of using off-the-shelf software ([SAAS](#)) and external experts for specific projects rather than building customized software, whenever possible. Like our new website, this software will be maintained and upgraded by the vendor so that USMS staff can focus on our mission and supporting our members.

During the workshop we'll preview [Club 2.0](#) (which is outlined in the CEO's Report) and release the new USMS digital membership card. We'll also outline the scope of the Phase 2 updates and go a little more in depth on Phase 3.

Modernizing technology isn't easy, as we've learned from entities that have gone through this transition before us. In the past, USMS chose to build custom software with expectations of a lifespan that it turns out weren't sustainable for the long-term. USMS has performed a great deal of due diligence in planning and preparing for our [Digital Transformation](#). And we have experts at our disposal to provide guidance to ensure our resources are being allocated effectively. Many of our National Governing Body peers are wrestling with the same modernization challenges.

We look forward to showing you the vision for the future and the benefits we'll be able to provide to our members, coaches, clubs, and volunteers. We will also set aside time for questions and feedback and as always, feel free to connect with the [National Office](#) before, during, or after convention with any questions.