

# **USMS 3.0 - Surviving and Thriving in the 21<sup>st</sup> Century**

**-- Digital Transformation**

# USMS 3.0 Digital Transformation Workshop

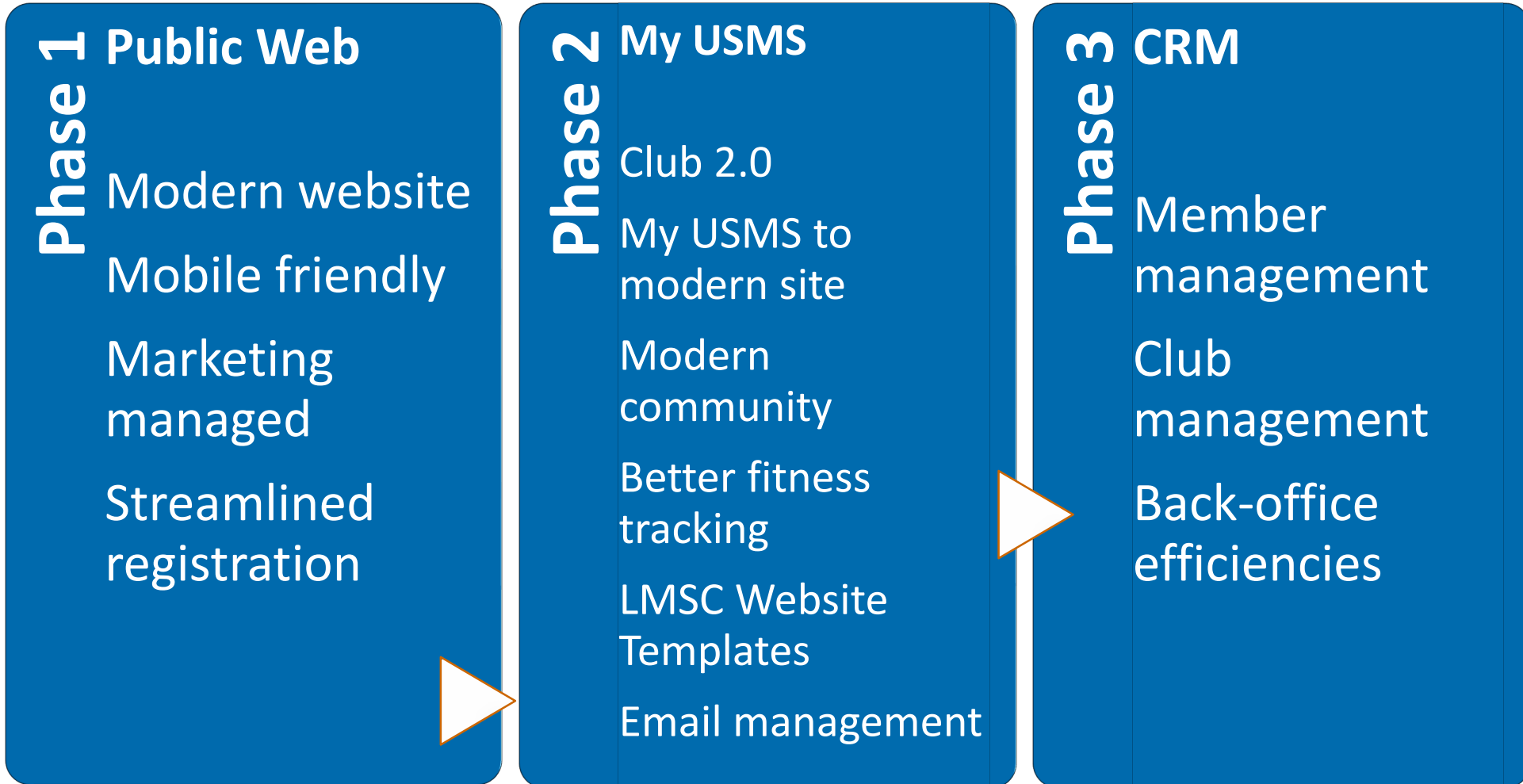
If you're sitting in this room, you have...

- Read the CEO Report
- Watched the USMS 3.0 Digital Modernization Video Overview
- Reviewed the Technical Definitions document

And

- You recognize that you're here representing the entire membership of U.S. Masters Swimming

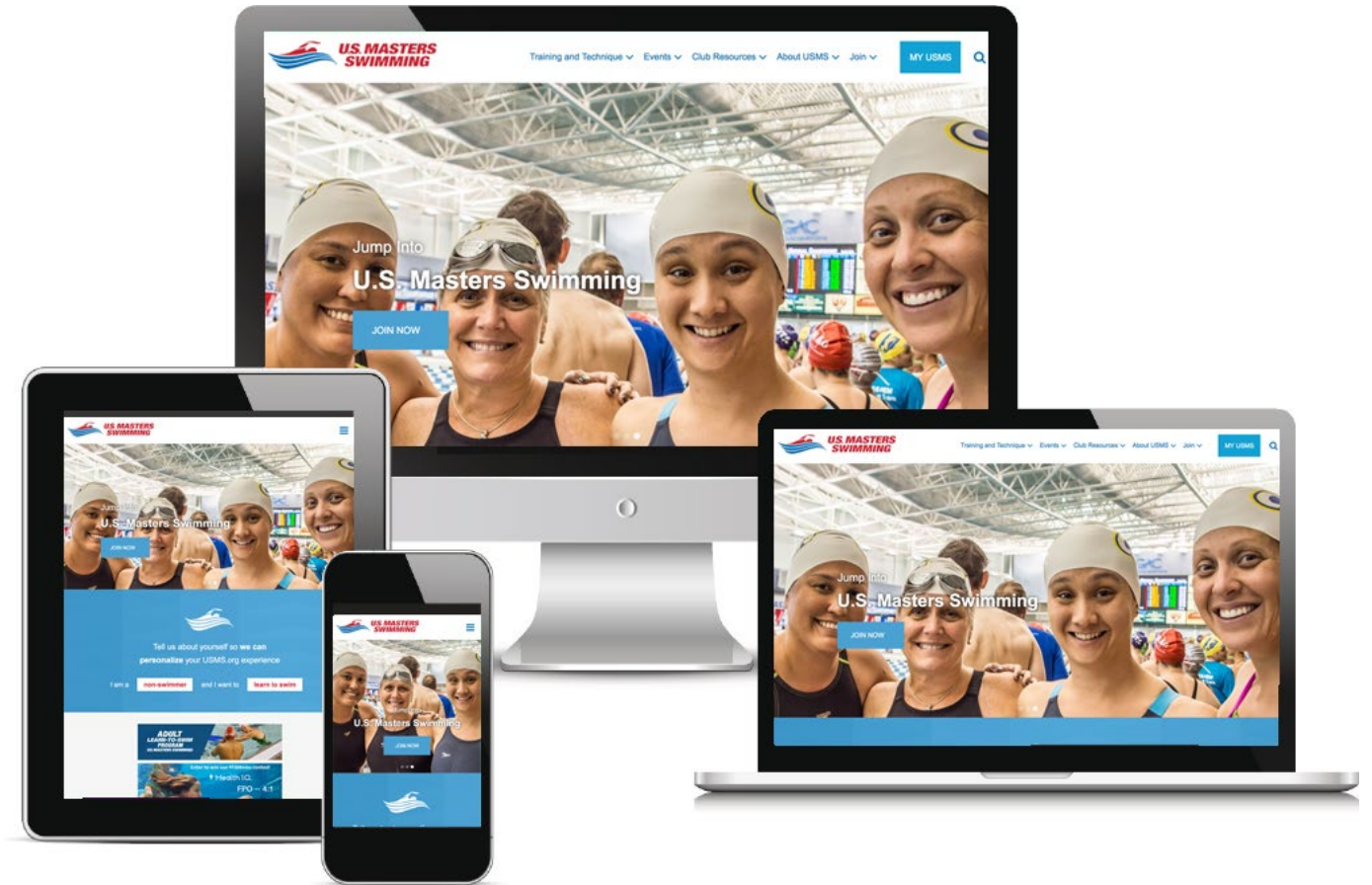
# USMS 3.0 Background



# USMS 3.0 – Phase 1

## New member focused

- Modern website
- Desktop, tablet, phone
- Streamlined registration
  
- Secure
- Cloud hosted
- Supports our future



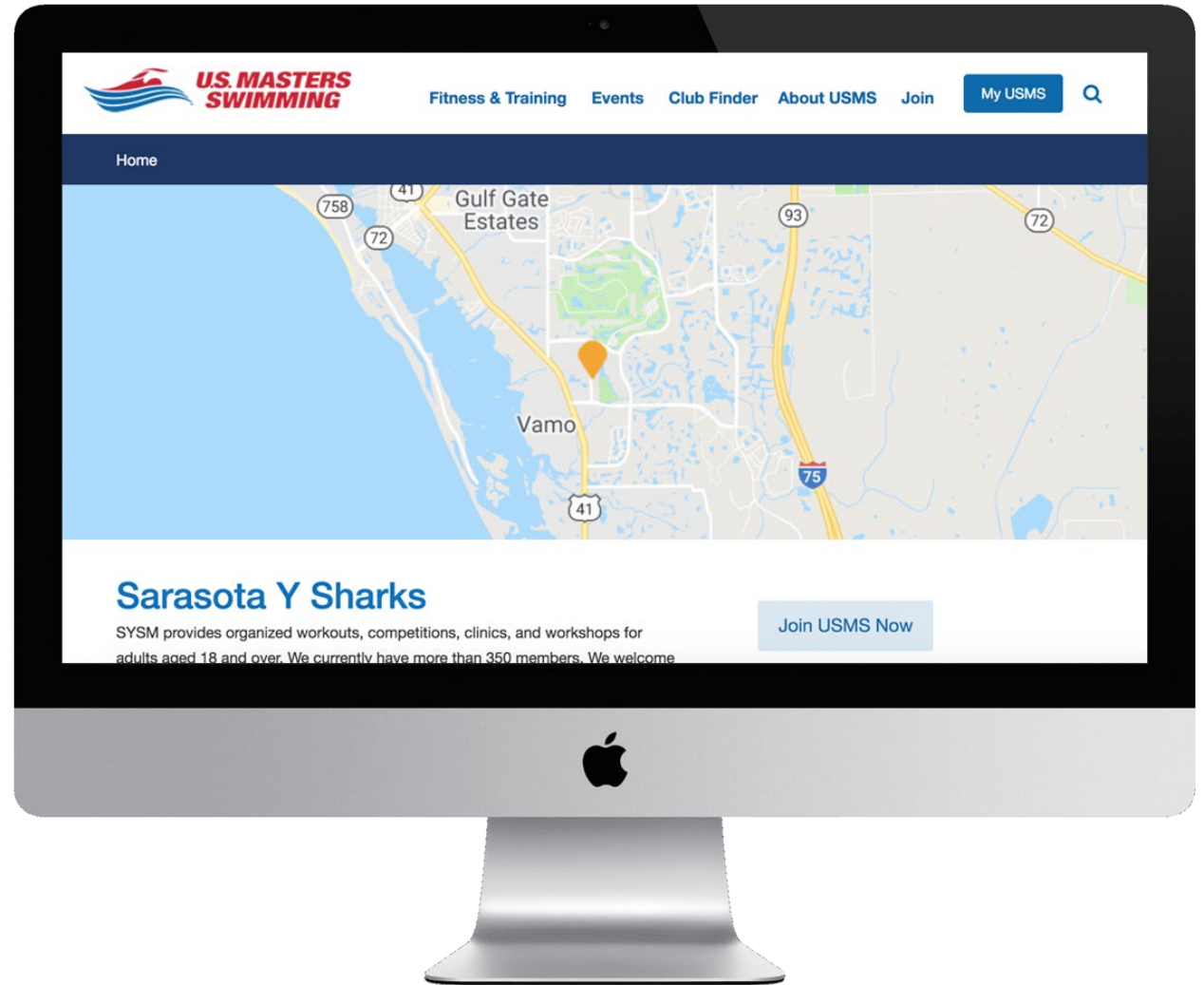
# USMS 3.0 – Phase 2

## Club 2.0

LMSC website template

Email Management

Community



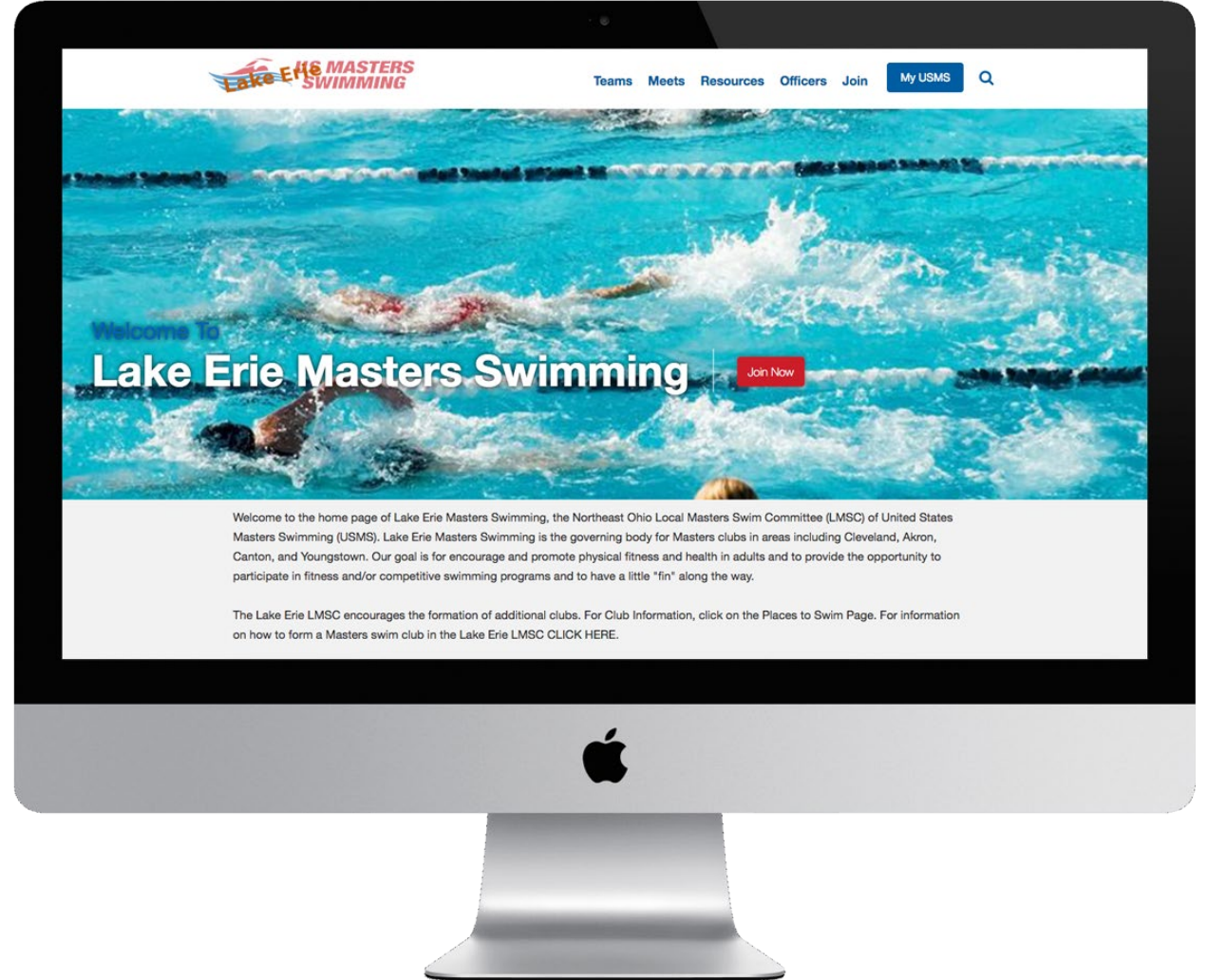
# USMS 3.0 – Phase 2

Club 2.0

LMSC website template

Email Management

Community



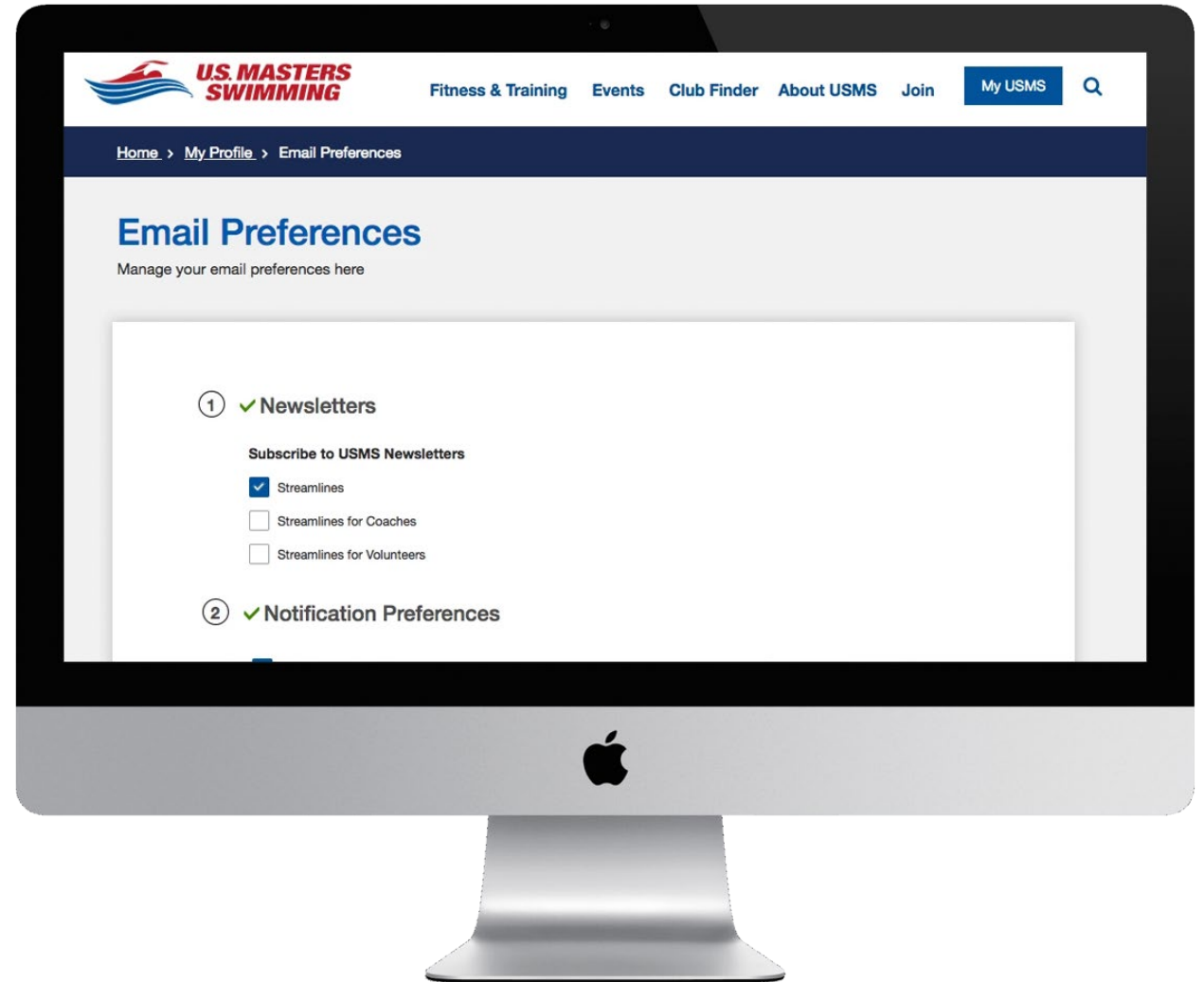
# USMS 3.0 – Phase 2

Club 2.0

LMSC website template

Email Management

Community





# USMS 3.0 – Phase 2

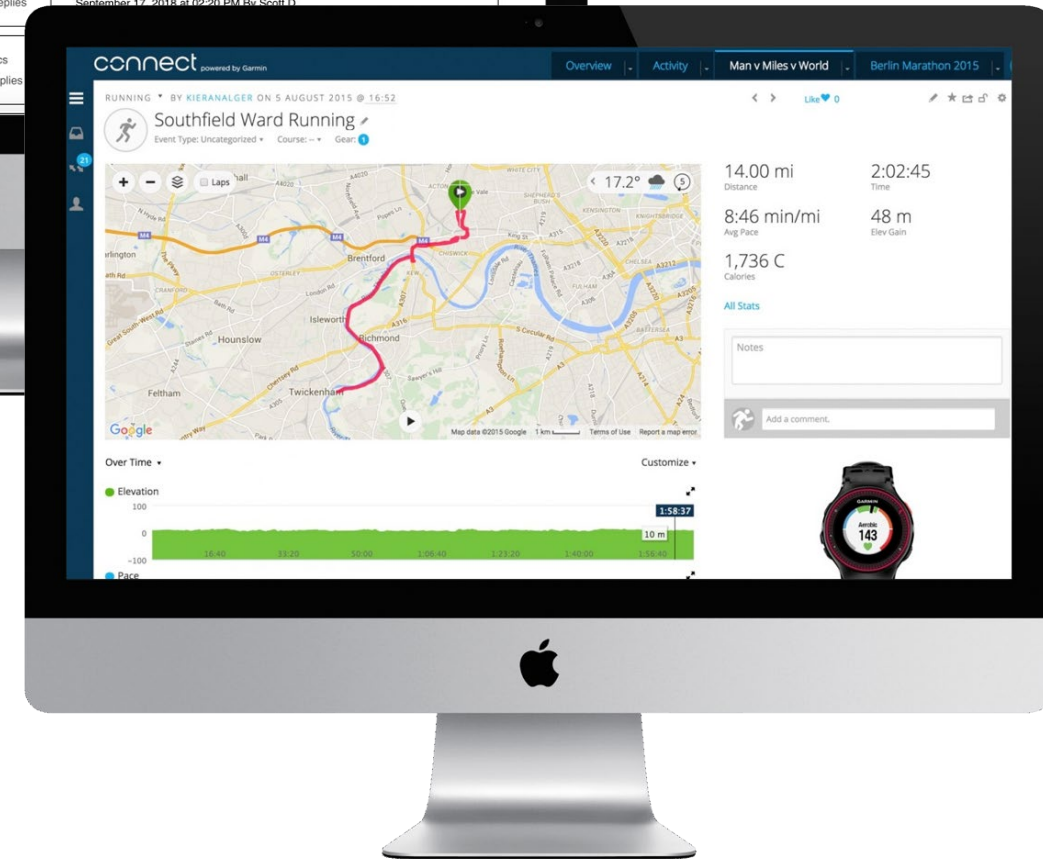
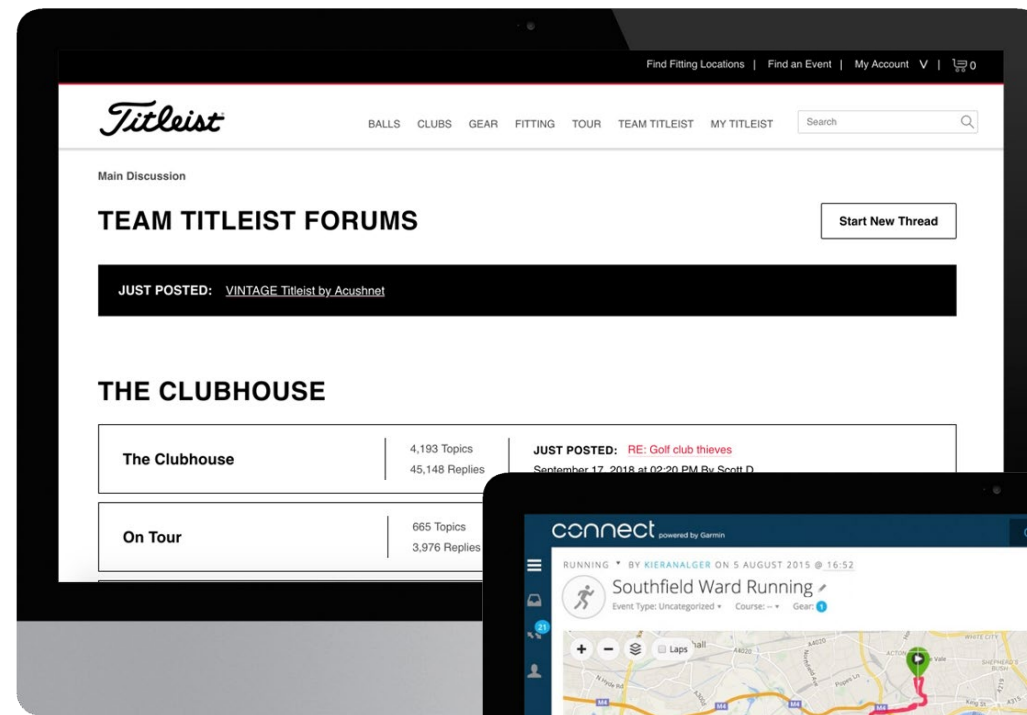
Club 2.0

LMSC website template

Email Management

## Community

- Retire our aging forums
- Replace with modern software
- Deliver better online member benefits





# Community Q&A – We want to hear from you

## Community ideas

- Members only content
- Better forums
- USMS coach workouts
- Fitness tracking
- Member profile
- Badging
- Club & event review
- Article commenting
- Dedicated volunteer areas
- Dedicated Board of Directors areas

## The USMS community touches all members

- The casual fitness member
- The competitor
- The club manager / coach
- The volunteer
- The board member

# USMS 3.0 – Phase 3+

CRM = Customer Relationship Management

Our customers are our

- Members
- Clubs
- Coaches
- Event directors
- Volunteers
- Sponsors

CRM is used to manage business functions, like...

Member  
registration &  
renewal

National  
sponsor  
solicitation

ALTS instructor  
certifications

Club  
management

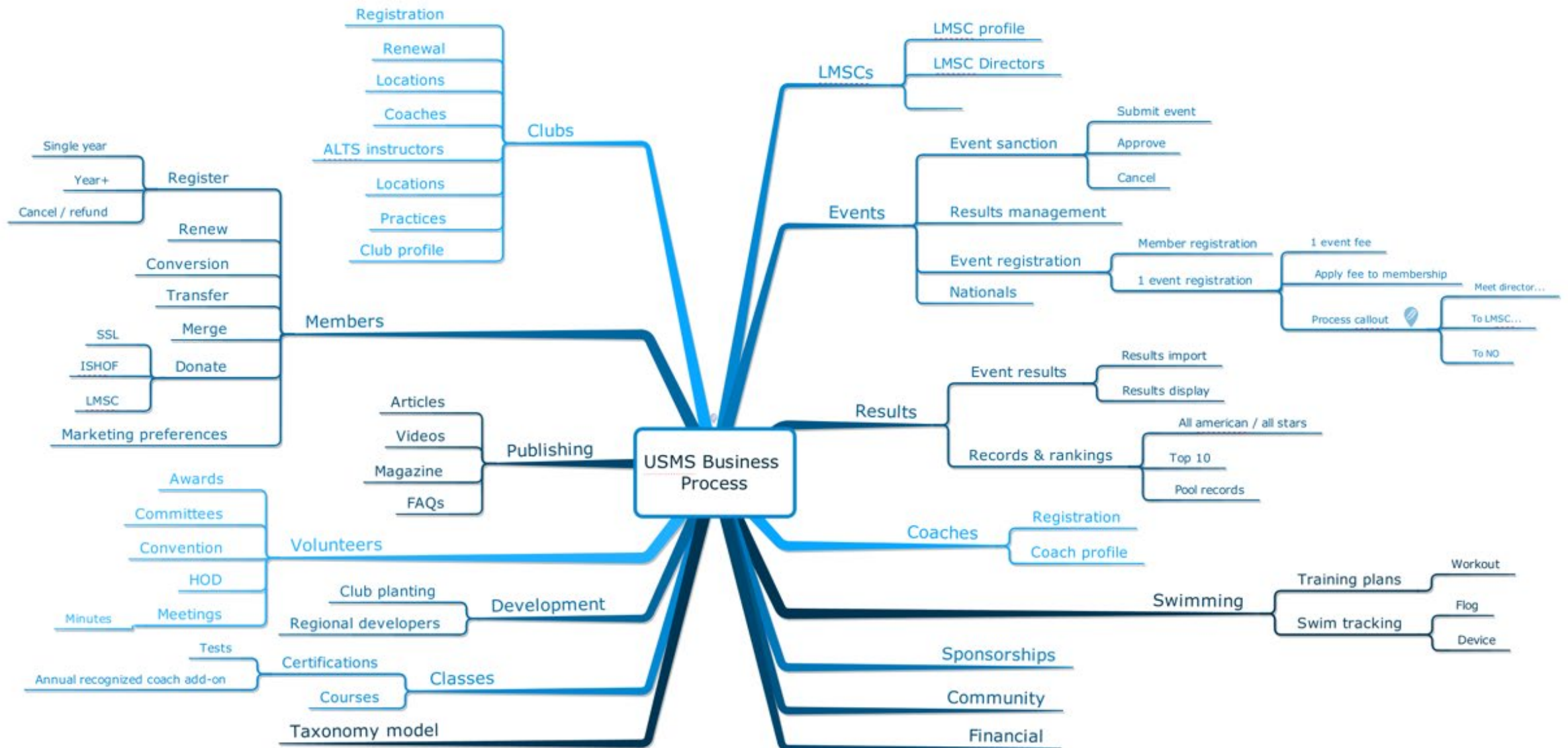
Event sanction  
process

Member support

Club / coach  
solicitation

Financial input

# A partial inventory of USMS business functions – What we do



# Crossing the chasm – How to get there

## Where we came from

- Volunteer directed
- Volunteer managed
- Paper based

People & Processes - Update & enhance

Technology - Leverage modern systems

Purpose - All, while maintaining the identity and vision of USMS

“Promote health, wellness, fitness, and competition for adults through swimming”

## Where we're going

- Volunteer directed
  - Professionally managed
  - Digital

# Digital transformation is hard

change

**Goal:** Balance operational change with organizational continuity – ‘who we are’

We have a lot of road ahead – a lot of opportunity to improve

Constructive feedback is always welcome

## Q&A

Questions / comments / concerns