



***U.S. MASTERS
SWIMMING***

LMSC Implementation of the USMS Strategic Plan

Agenda:

- 1) Strategic Plan Refresher
- 2) Membership Segmentation Exercise
- 3) 2016 USMS and Prospective Membership Data
- 4) LMSC Implementation
 - Membership Value (Case Studies)
 - Brand Clarity



Strategic Plan

- Mission
 - To promote health, wellness, fitness and competition for adults through swimming
- Vision Statement
 - USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible.
- Values
 - Health and Fitness
 - Fun
 - Learning
 - Respect
 - Excellence

Strategic Plan

- Planning Process
 - Task Force
 - Board, Committee Chair and Vice Chair, LMSC Chair and Vice Chair Input through surveys
 - Membership Survey
 - Prospective Member Market Research
 - Staff Retreat with members of the Task Force
 - Weekly Task Force meetings – April 2016 – September 2016
 - Board updates monthly



Strategic Plan

- Membership Value

- Deliver benefits and connect in ways that match our members' preferences
- Simplify USMS structure for the member and protect our valuable membership assets
- Robust Club, Coach and Event support
- Ensure consistent benefits and value and deliver to member based on their needs and interests





Strategic Plan

- Brand Clarity
 - Concise messaging that speaks to anyone considering swimming for fitness
 - Build brand recognition and affinity
 - Improve awareness
 - Grassroots and word-of-mouth marketing





Strategic Plan

- Innovation

- Research and develop initiatives that broaden the appeal of aquatic fitness and event participation
- Adaptability in the creation of programs and services with a consideration for scalability
- Technology will be evaluated where appropriate and feasible





Strategic Plan

- Partnerships (External)
 - Sponsors
 - Increased value for current sponsors in the swimming industry
 - Growth that is attractive to mainstream sports marketers
 - Partners
 - Formalize relationships (e.g. College Club Swimming, USA Triathlon, Ironman, YMCA) with measurable results





Strategic Plan

- Partnerships (Internal)
 - Strong partnerships between:



Clubs + Coaches + Officials +
LMSCs and Local Volunteers +
National Volunteers + National Office

=

Positive experiences for members AND volunteers

- Utilize the strengths of each component effectively and efficiently

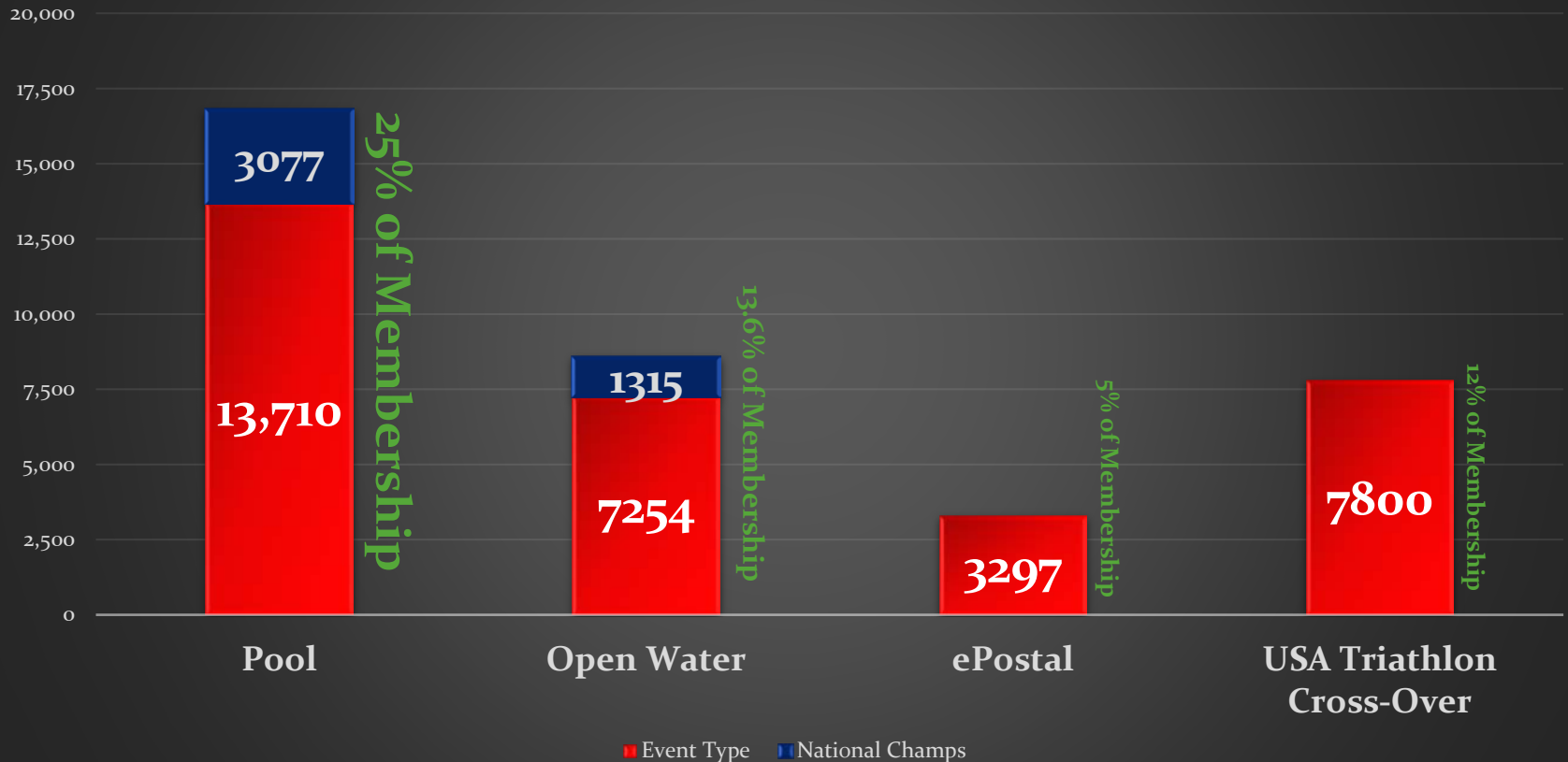


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Membership Segmentation Spectrum Exercise



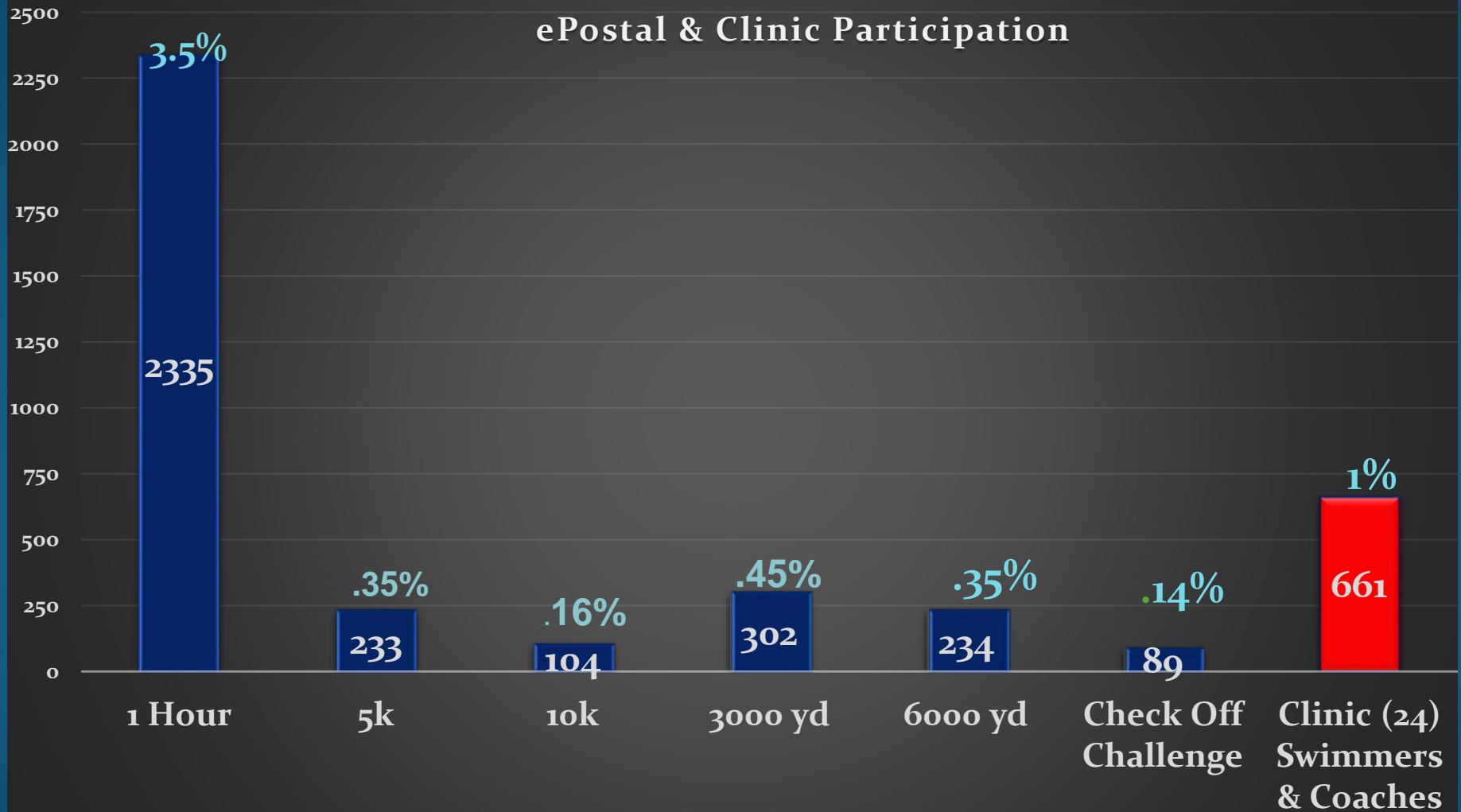
Event Participation



- Pool totals are unique swimmers
- Open water and postal has overlap with other event types
- Open Water includes 2015 and 2014 data for 1 mi and 5k respectively, due to cancellations
- 2015 USMS Members that also are members of USA Triathlon (does not include IRONMAN or other Tri events)

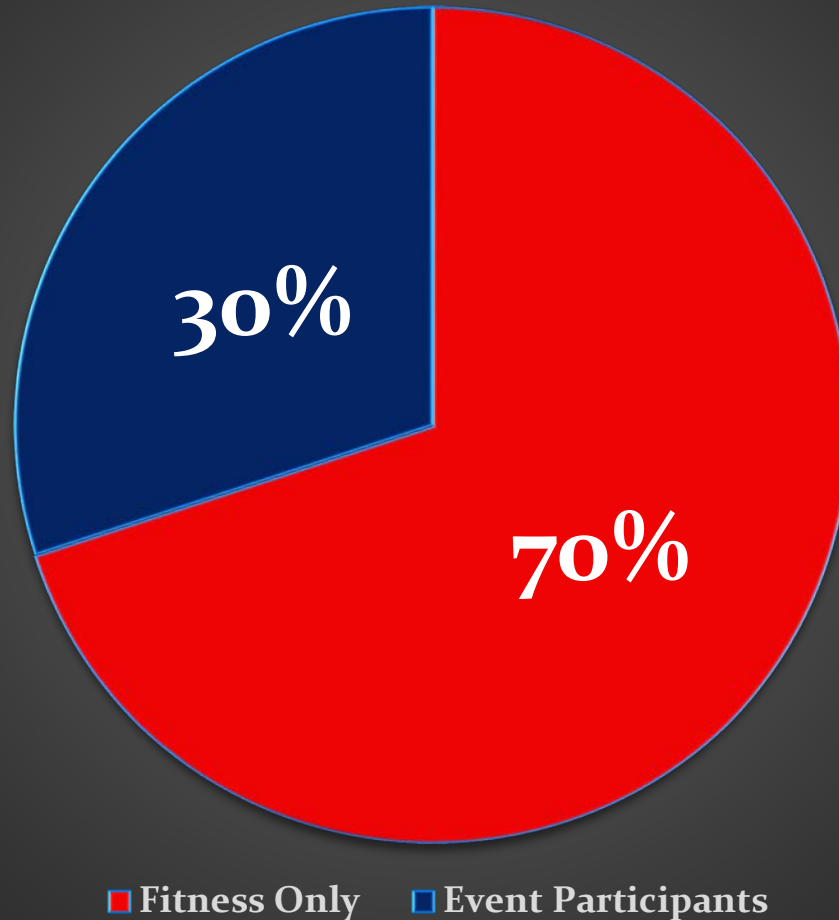


ePostal & Clinic Participation





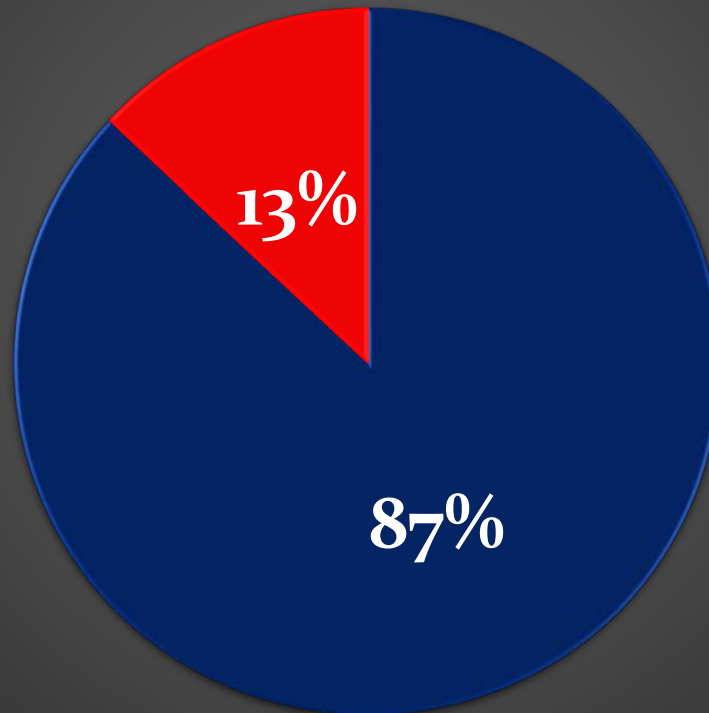
Membership Segments





Membership Segments

~150k Swimmers in USMS Programs



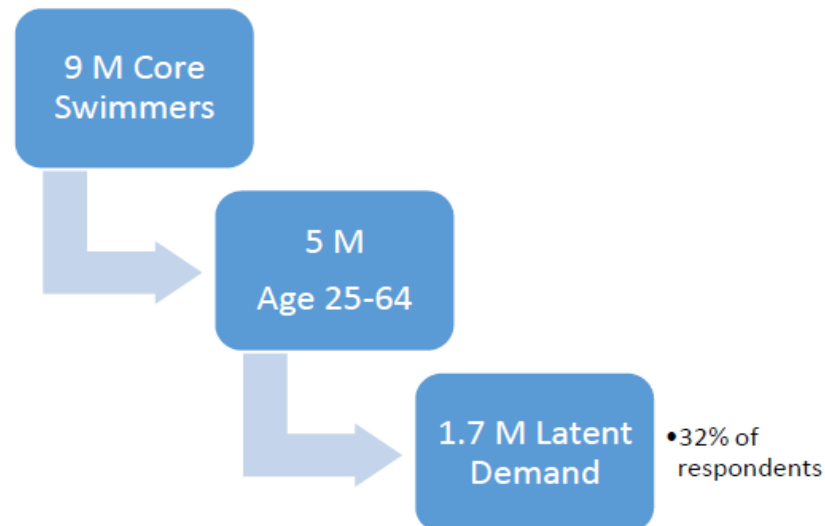
■ Fitness Only ■ Event Participants



Prospective Member Survey

Key Insights

- A total of 499 fitness swimmers were interviewed for this study. All were age 25 to 64, swim at least once a week and are NOT members of US Masters Swimming.
- There were good levels of interest in joining USMS. Around a third of these core swimmers said they were likely to join a US Masters Swimming group, leaving a latent demand for USMS of 1.7 million.





Prospective Member Survey

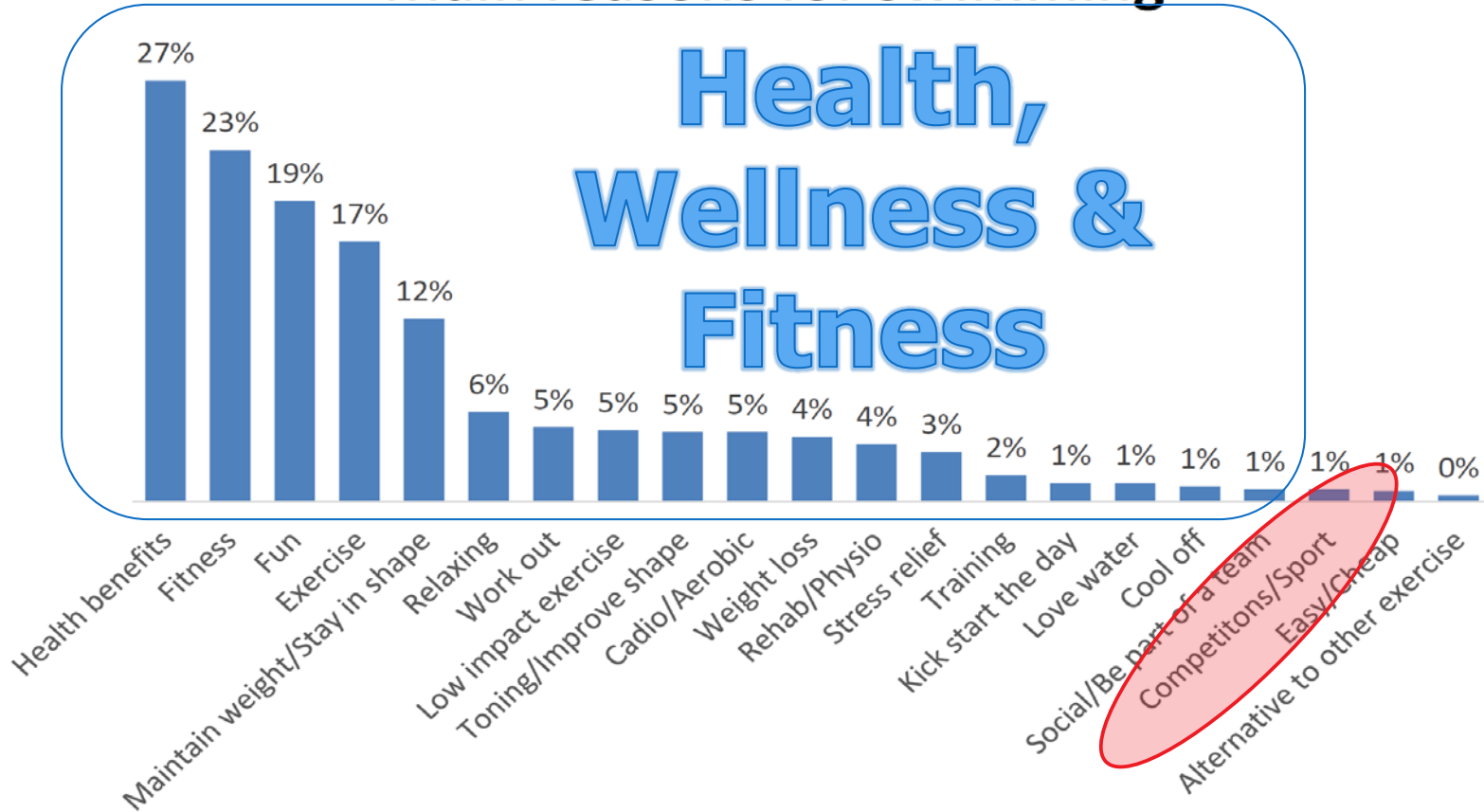
FAST FACTS:

- 44% aware of USMS
 - Over 50% don't know why USMS exists
(Most prevalent answers - competition and elite training)
- 32% said they were likely to join USMS in the future
 - 70% of those likely to join would like to attend a Stroke Development Clinic
- 56% swim 2-3 times per week
- 76% swim for 30-60 minutes (Mean: 45 minutes)
- Spend \$50 per month (highest spenders by age: 25-44)



Prospective Member Survey

Main reasons for swimming





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KNOW YOUR MEMBERS AND POTENTIAL MEMBERS



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Membership Value Implementation

Strategy: Enhance and customize value and deliver it to consumer segments based on needs and interests.



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Austin – 30



Swam for Division III College Team



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Reiko



Triathlete



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Mason



Running and Tennis have taken a toll



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Carissa - Member



Loves Relationships with Coach and
Teammates



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Jared - Member



Considering Participating in a Meet

Anaya - Member



Considering ALTS Certification or
Coaching – wants to give back



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Membership Value Summary

KNOW YOUR MEMBERS:

FITNESS MINDED

EVENT PARTICIPANT
(TRIATHLETE, OPEN WATER, POOL)

COMPETITOR
(LOCAL, NATIONAL, INTERNATIONAL)

ALTS/SSLF PHILANTHROPIST

COACH

VOLUNTEER



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Brand Clarity Implementation

Strategy: Simplify USMS branding and marketing to clearly communicate the essence of USMS brand and to build affinity.

Brand Perception:

Elite Swimmers

Competition

50+ Demographic

Actual Brand Identity:

Health, Wellness, Fitness, Fun

Events as Fitness Goal

(e.g. complete a mile, finish a Triathlon, swim for an hour)

18+ Demographic

Range of swimming experience/capability

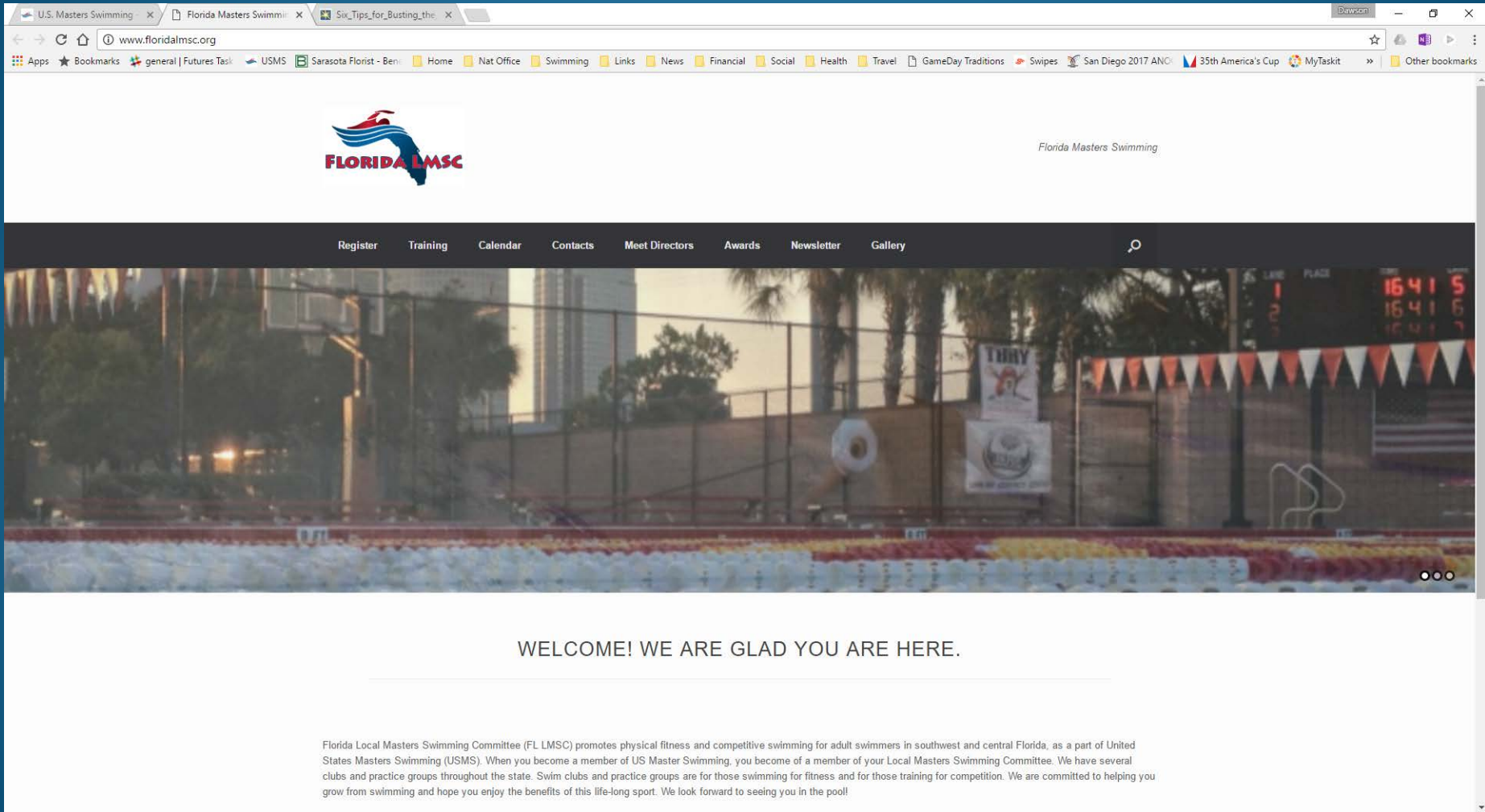


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LMSC IMPLEMENTATION OF STRATEGIC PLAN

- Mission
 - To promote **HEALTH, WELLNESS, FITNESS AND COMPETITION** for adults through swimming
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 - **Fun**
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WEBSITE



The screenshot shows a web browser window with the URL www.floridalmsc.org. The browser's address bar and tabs are visible at the top. The website's header features the Florida Masters Swimming logo on the left and the text "Florida Masters Swimming" on the right. Below the header is a dark navigation bar with the following menu items: Register, Training, Calendar, Contacts, Meet Directors, Awards, Newsletter, and Gallery. A search icon is located on the right side of the navigation bar. The main content area is dominated by a large, wide photograph of an outdoor swimming pool at dusk or dawn. The pool is surrounded by a chain-link fence, and there are banners and flags visible in the background. The water in the pool is calm, and the sky is a mix of blue and orange. Below the photograph, the text "WELCOME! WE ARE GLAD YOU ARE HERE." is centered. Underneath this text is a horizontal line. At the bottom of the page, there is a paragraph of text: "Florida Local Masters Swimming Committee (FL LMSC) promotes physical fitness and competitive swimming for adult swimmers in southwest and central Florida, as a part of United States Masters Swimming (USMS). When you become a member of US Master Swimming, you become a member of your Local Masters Swimming Committee. We have several clubs and practice groups throughout the state. Swim clubs and practice groups are for those swimming for fitness and for those training for competition. We are committed to helping you grow from swimming and hope you enjoy the benefits of this life-long sport. We look forward to seeing you in the pool!"



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NEW EVENT





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NEW CLUB/COACH





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Questions & Comments