

April 19, 2018 SPMS Marketing and Club Development Report

In March there were three new Club Swimmer of the Month nominations. Gary Ladinsky from Conejo Valley Masters, Matt Berkman from Mission Viejo Masters, and Yvette Mankerian from Silver Peak Performance Masters were all recognized for outstanding qualities.

I was able to help a few swimmers locate appropriate clubs via emails and was able to share club development ideas with coaches on deck at both the March 18 Matt Biondi Swim Meet and the April 8 UCLA Swim Meet. I shared stickers, luggage tags, and brochures with coaches in attendance as well as some swimmers.

The next SCPPOA lunch meeting is in September. I will join SCPPOA in August for the 2018-2019 fiscal year. SCPPOA has a new website with a new pay method called "square up.com" as of last week. Unfortunately I was using old website and paid by PayPal which was accepted, but later rejected. I paid on the day of transition. The emails I sent to SCPPOA contacts were eventually forwarded to new contact person Dana Lopez at UCLA who eventually called me, but too late for me to attend the meeting on April 6.

USMS has a new website which is better than the previous website, but still has its flaws. For example, every time I try to enter a swim practice in my swim fitness log, I must put in my username and password without any way to save it. Separate registrations are required for forums and workouts, etc. Navigating the website is not as streamlined as I hoped it would be. USMS has no immediate future plans for a USMS app because of recent time and money spent on new website.

SPMS has the opportunity to be in the cutting edge of technology via an SPMS App. We could be the first LMSC to have an app.

Some functions that can be done with the mobile app include the following:

Member only content

GPS location

Camera for videos and photos

Webinars

Push notifications

Launch "Go to Meeting"

Attendance tracking

Swimmer times database

Swim meet details

Annual punch pass

Volunteer management

Committee meetings including notifications and voting

Surveys

Payments and donations

Replace the need for constant emails including news, newsletters, and upcoming events

Help the SPMS Clubs to streamline communications with their members as well as other LMSC members

App can be interactive with member users, not just stagnant like the website where reader has no input

Update personal profile feature

Stay “logged in”

We are fortunate enough to have the talented and generous Dan Wegner who is willing to build us an app for a reasonable price. He has valuable knowledge with much of the relevant data on hand to create an appropriate app.

Just think we could register for a meet on our app and the morning of the meet the app could facilitate your check-in and then give you driving directions to the swim meet, later giving you your heat and lane, and your swim times/results in real time. Info and tasks would all be simple and streamlined for the user.

Perhaps you are on vacation and feel like a swim practice. The app knowing your location and all of the places to swim data could tell you what time to show up at convenient nearby pool with Masters workout. There would be no need for browser search and completing form on USMS website to find a pool within 25 miles and then to look up times and days of workout. The SPMS app would direct you to the nearby pool on time.

An app could send out flash messages or “push” notifications as needed. Perhaps a street is closed on usual route to pool having meet due to construction or marathon or whatever.

The App could assist coaches with attendance at workouts. The App could accept payments and donations. The App could streamline so many of our browser searches on USMS, SPMS, and local swim club websites. Coaches could video and time swimmers using app camera.

Fitness swimmers could make their own goals in a fitness log. They might not be interested in speed of stroke with distance, but just time spent exercising. Perhaps the time spent swimming each session could be what they record with a goal of a certain number of hours per month or year or whatever. Create your own personal challenge on our app to suit your own needs. Our SPMS Clubs, coaches, and individual members would all enjoy benefits of an app. An open line of sharing and communicating between clubs would be facilitated. A punch card could be possible with an app. Webinars and stroke clinics and conference calls would be possible and initiated by “push” notification from app. There are so many more features we could have on an app that do not exist on a website. Apps are interactive, not stagnant.

Building a sample app with various features using online available companies appears to cost upwards of \$30,000. Dan has quoted a tentative \$10,000 to build our custom app plus an annual lease fee of \$5000 for continued additions to functions in app and maintenance.

An App would add a level of sophistication, modernization, privacy, and perception of greater worth in being an SPMS Member.

To further market Masters Swimming I am constantly trying to reach the fitness swimmer in a meaningful way. I am thinking an addition of a health check symbol such as a stethoscope, a nutrition symbol such as a table place setting with plate and knife and fork, and the swimmer in motion as the symbol for the perfect exercise might get across the meaning and importance of Masters Swimming. This is an effort to catch the eye of the fitness swimmer swimming to stay healthy. To live longer check your health with a health professional, learn to eat proper nutrition, and swim under direction of a USMS professional coach. Perhaps under our current logo we could begin adding three simple pictures indicating health, nutrition, and swimming for exercise!

Please feel free to share your ideas with me. I like change.

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