

SPMS Fitness Chair Report August 15, 2019

Thanks to Anita Cole who is a member of the USMS National Fitness Committee, I was able to call in to the USMS National Fitness Committee meeting held on June 24, 2019.

The National Committee concurred they are pleased with the Smarty Pants Vitamins Fitness Series but continue to have concerns as to how to reach the general fitness population to inform them of the benefits of joining USMS. This marketing effort appears to be at a standstill with no specific strategies or goals.

The Committee also noted that while the Swimming Saves Lives Grants assist with teaching adults to swim, the question remains as to how many of these recipients continue to stay involved with USMS. My understanding is that USMS has this data and should utilize it and perhaps consider conducting follow-up surveys/research to develop an overall marketing strategy if the goal is to increase USMS registration numbers.

There is a proposed recommendation from USMS to combine the Sports Medicine and Fitness Committees and a discussion occurred as to the benefits and/or detriments in doing this. The majority of the Fitness Committee believes this is a positive move with setting a possible goal of providing more informational type meetings, etc. I'm unsure what the Sports Medicine National Committee thoughts are but it does appear that the merging of the two committees is a positive move and will help to improve communication to USMS members.

My recommendation to Mark Moore and the Executive Committee is:

- If a SPMS member is on a National Committee, he/she should also be the Committee Chair for SPMS to ensure that communication from the National Committee filters down to SPMS members.

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