

POTOMAC VALLEY SWIMMING

Administrative Division House of Delegates Report May 28, 2003

Registration

During the previous FY, the PVS contractor that handled registration failed to complete these functions in a satisfactory manner and their contract was not renewed. As of October 1, 2002, PVS contracted with Sumie Emory to serve as Registrar for PVS for a fixed monthly fee through the end of the current FY. No agreement has been negotiated for FY04, but she is providing PVS with excellent service and we hope that she will return.

Registration statistics through the end of April 03 are included with this report. While the total number of registered swimmers has increased by more than 10% over the previous year, this increase is suspect due to the registration problems last year. However, we are confident that all swimmers, coaches and volunteers who have attempted to register this year have been able to do so successfully.

Staffing

After the PVS administrative services contract with Tatoodles was not renewed, PVS began a complete review of its administrative and staffing needs. A major component of this review was for the Board of Directors to develop an understanding of the task requirements and time commitments that are required. After an eight-month review, the Board discussed a new staffing plan at its April meeting. The proposed plan includes provisions for up to four paid, part-time positions:

Registrar	Responsible for all registrations and meet reconciliation; reports to Admin VC.
Controller	Responsible for day-to-day financial management, checks, payments, etc.; reports to Treasurer.
Administrative Aide	Assist Board members with projects, lead person on specified programs; web site assistance; reports to Admin VC.

Equipment Manager Maintain all meet equipment; deliver, install, remove, instruct and service as needed; reports to Operations VC.

Office

Over the past 10 months, the Board of Directors has discussed the concept that PVS should open a business office as part of our effort to improve our visibility and image. However, since the staffing issue was being addressed at the same time, the Board has determined to defer consideration of opening an office until a later date. In the meantime, each of the part-time staff will be expected to perform their duties from their home. This is viewed as a temporary solution and leaves open the issue of where and how to maintain the permanent business records of PVS.

Marketing

As Administrative VC, I have been reviewing the way PVS presents itself and sells its programs within our marketing territory. With 20 years experience as a marketing consultant to sports groups in the Olympic movement, I hope that my previous work can be useful to PVS in the future.

PVS competes in an increasingly crowded marketplace of activities and sports where each of them wants to become the primary activity of their youthful participants as they grow up. Currently, marketing in PVS is limited to the efforts of individual teams plus USA-S when major events are held locally. Actually, our primary marketing is performed by the very active summer leagues that introduce 8 and unders to competitive swimming and encourage them to swim year round.

Major changes in the youth sports marketplace in recent years include the move to year round activity in more sports, the growth of newer sports such as lacrosse and crew, and the tendency of participants to make their commitment to a single sport at a younger age. All of this threatens the position of swimming as a premier activity and, in fact, after more than 15 years of steady growth, USA-S has recorded two consecutive years of declining registration. Expensive efforts to market swimming have produced mixed results due to the complexities of the sport, the lack of identifiable "stars", the lack of television coverage, and the lack of strong school community support.

PVS is one of the most successful LSC's in the country, with participation rates that far exceed the national average. But to maintain our strong participation base, PVS and our clubs will have to do a better job in the future or risk losing out to other sports and

activities. PVS already has taken some small marketing steps and will be considering numerous marketing proposals in the next year.

The overall goals of these marketing programs will be to build brand equity for swimming as a sport, increase the visibility of PVS programs in our market, and improve the image of competitive swimming vs. other sports.

The proposed marketing programs will have four areas of concentration:

- Sell PVS Teams and Build Primary Demand
- Attract Officials and Volunteers
- Promote PVS Athletes and Achievements
- Promote Championships and Special Events

The specific tasks that will be performed range from printing USA-S and/or PVS decals for swimmers, to new graphics and art for championship events, to public relations work aimed at more publicity for our best athletes.

USA-S is increasing dues for all members next year, largely to fund a new national marketing program. Many members see these efforts as risky because they focus on the expensive medium of television and are not targeted at potential participants. While a fan base is important, the Athens Olympics will take care of that during 2004. Our job as a LSC is to take advantage of the Olympic year and other opportunities (such as the National Championships this summer at UMD) to convert this interest into participation.

This challenge might be out of reach and way too expensive if we had to use a shotgun approach and advertise to the general public to find new swimmers. However, the PVS market has the largest and most dominate summer league programs in the country. Well over 200 teams with almost 25,000 swimmers are our target market. We know who they are and where to find them. Our goal is to convert them to year round swimming. And the way we do that is to provide them what they want in a swim program while we polish our image by promoting the upscale demographics and typically high achievement levels of our swimmers.

There will be a short discussion of this topic at the House of Delegates. Following the meeting, we will develop specific proposals, timelines and budgets.

Respectfully Submitted,

Bill Stephens, VC Administrative Division 03-04

Club Counts 4/30/2003

Clubs	Athletes	S1 Athletes	S2 Athletes	Non-Ath(Other)	Coaches	Officials	Total
AAC	266	0	0	0	7	5	278
ANSC	0	0	0	0	1	1	1
ARSC	16	0	0	4	2	0	22
AU	0	0	0	0	1	0	1
AVST	164	0	0	0	6	8	178
BSC	81	0	0	0	1	0	82
CODS	10	0	0	0	3	0	13
CUBU	921	0	0	5	30	45	1000
DCPR	36	0	0	1	1	1	37
DESI	0	0	0	0	1	0	1
FAST	94	0	0	0	9	5	108
FBST	135	0	0	1	11	7	152
FGAC	31	0	0	0	2	0	33
FISH	176	0	0	0	3	7	186
GAEL	3	0	0	0	0	0	3
GMU	14	0	0	0	1	0	15
HACC	272	0	0	1	8	7	288
HOYA	142	0	0	0	3	0	145
JCCW	13	0	0	0	0	0	13
JFD	90	0	0	0	7	1	98
MACH	245	0	0	0	6	10	261
MAKO	293	0	0	0	3	6	302
MMSC	0	0	0	0	0	3	3
MSSC	223	0	0	0	5	5	233
OCCS	384	0	0	0	15	7	406
PGKS	53	0	0	0	1	0	54
PM	264	0	0	0	17	14	295
RMSC	1082	0	0	5	44	50	1177
SNOW	173	0	0	0	5	2	180
TCSD	487	0	0	1	16	24	527
TESC	15	0	0	1	1	0	16
TIBU	36	0	0	0	2	1	39
TNT	77	0	0	0	1	0	78
UMD	4	0	0	0	3	0	7
VSC	175	0	0	1	12	14	200
WARD	0	0	0	0	0	0	0
YORK	549	0	0	5	17	16	585
UN	27	0	0	7	4	20	55

Athlete Membership Statistics - As Of: 04/30/2003

Age Group	New Female	New Male	Current Batch			Year To Date			Grand Total
			Total New	Renew Female	Renew Male	Total Renew	Total Female	Total Male	
8 & Under			0			0	543	394	937
9-Year-Olds			0			0	443	291	734
10-Year-Olds			0			0	420	287	707
11-Year-Olds			0			0	458	310	768
12-Year-Olds			0			0	437	320	757
13-Year-Olds			0			0	426	276	702
14-Year-Olds			0			0	358	241	599
15-Year-Olds			0			0	264	175	439
16-Year-Olds			0			0	195	163	358
17-Year-Olds			0			0	144	123	267
18-Year-Olds			0			0	89	79	168
19 & Over			0			0	42	73	115
Totals	0	0	0	0	0	0	3819	2732	6551