



## Telling the PVS Story

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November 12, 2007

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## Today's Discussion

- Association Context
- Problem Statement
- Proposed Solution
  - Quantitative Analysis
  - Survey
  - Information Packet
- Resources Needed
- Potential Inhibitors
- Topics for Discussion
- Immediate Next Steps

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## Association Context

- Potomac Valley Swimming is operating in resource constrained environment for competitive swimming in the Washington, D.C. Metropolitan area:
  - From 2002 to 2007, membership has grown 43% from 5,647 to 8,053 athletes
  - Growth in aquatic facilities suitable for competitive swimming during the same period has been minimal
  - For the current season PVS has less access to one of the premier aquatic facilities in our area

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## Problem Statement

- PVS is experiencing trouble in retaining aquatic facilities for high quality competition
- Why?
  - Increased competition for aquatic facilities by other patrons of the aquatic facilities
  - Decision makers governing aquatic facilities may be unaware of how PVS serves their constituents

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## Proposed Solution

- Tell the story of how PVS serves the needs of the community
  - Provides the Executive Director and Board members information to engage key stakeholders of aquatic facilities and government bodies
    - Document PVS needs for aquatic facilities
    - Document benefits (impacts) of meeting (failing to meet) PVS needs
- Provides information to construction proposals for future aquatic facilities

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## Solution Steps

- Quantitative analysis of PVS membership
  - Geographic based analysis, e.g.,
    - Membership distribution across municipal counties
    - Meet attendance by municipal county of residence
      - Tying Hy-tek Meet Manager data to PVS registration data
    - Geographic distribution of competition
- Membership survey to establish needs
- Information packet to targeted stakeholders, such as decision makers in key recreational service organizations and members of local government.

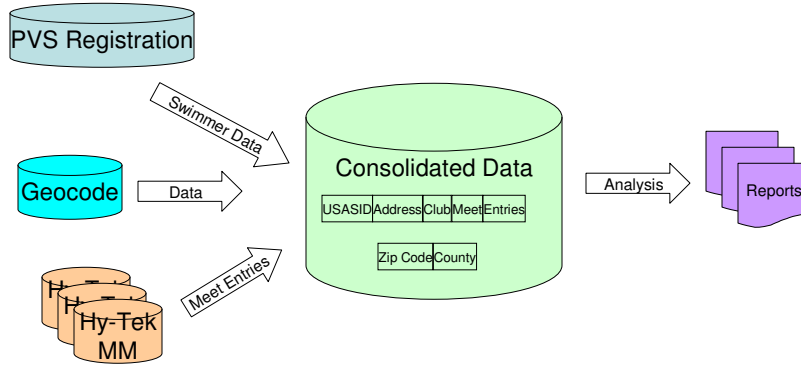
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## Solution Steps



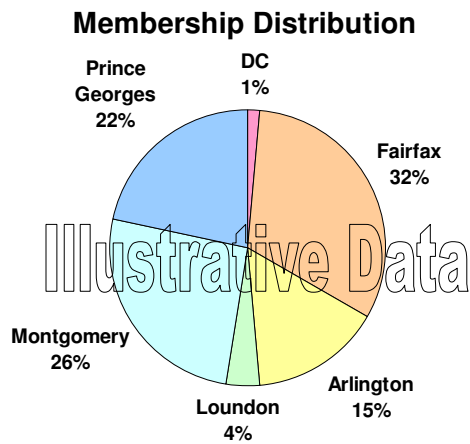
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## Illustrative Analysis



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## Illustrative Example



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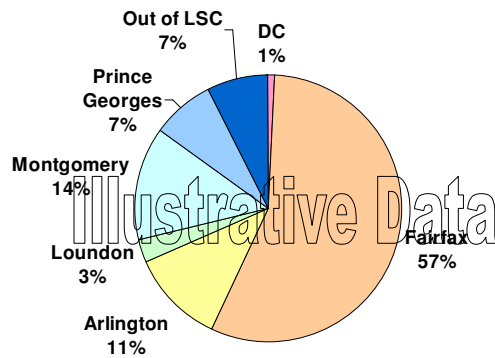
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## Illustrative Analysis

### Overall Meet Composition



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## Illustrative Analysis

- Quantification of issues currently facing PVS
  - Reassignment of teams to other facilities, e.g., the number of Fairfax County members reassigned from a pool in Fairfax County to a pool in another jurisdiction.
  - Over subscription of meets, e.g., number of times a Meet Director turned down entries
- Other use for collected data: Gauging number of officials by club
  - Extracting and consolidating Meet Manager data provides an alternative method for counting number of swimmers in a club
  - Swimmer count will reflect actual meet participation versus club registration, i.e., counts will not reflect swimmers in clubs' "learn to swim" programs
  - Addresses concern expressed about including "learn to swim" participants in determining number of officials for a club

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## Survey

- Survey PVS membership to identify needs/concerns.
- Areas for data collection
  - Demographics
  - Competition experience
  - Swim team viewpoint (optional)
  - Coach perspective
- Survey methods
  - PVS web site (preferred)
  - Electronic mail format
  - Paper response (least preferred)

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# Information Packet

- Combination of human interest and quantitative data illustrating how PVS serves our membership.
- One possible framework for the packet is to tell the PVS story from different perspectives, i.e., "The Faces of PVS". One possible set of perspectives:
  - 8&U swimmer
  - 9-12 swimmer
  - 13&O swimmer
  - PVS Alumnus (high school graduates)
  - Outreach swimmer
  - Parents
  - Coaches

**See Appendix for additional details**

- Packets could also serve as marketing material for PVS clubs

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# Illustrative Story

## The Story of One Mini-Swimmer

This is a story of one swimmer in Potomac Valley Swimming (PVS), a non-profit organization located in the Washington, D.C. Metropolitan area, serving the area's youth in competitive swimming.



Suzy is an eight-year-old swimmer living in Montgomery County Maryland. She attends swim practice on Tuesdays and Thursdays after school for one hour at the Quince Orchard Swim and Tennis.



Besides swimming Suzy plays on a soccer team and goes to her friends' house for play time. However, swimming is Suzy's favorite activity. She likes swim practice because her coach, Miss Maureen, makes practice fun. Swim practices combine work on swim strokes, like freestyle and backstroke, with games, such as kickboard races and after practice ice cream socials with her team.

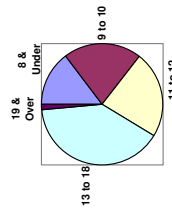


About once a month, Suzy has an opportunity swim in a meet that brings together other PVS teams. In these meets Suzy has an opportunity to show the progress she has achieved to her coaches and parents. Her favorite meet, which she has attended since she was six, is a meet in early December at the Providence RecCenter. She likes this meet because Santa Claus comes out to greet all the swimmers before the start of the meet.



It was at this meet, Suzy came in 2<sup>nd</sup> place for the 50 yard breaststroke and dropped one second from the last time she swam this event. She had been working very hard with Miss Maureen for two months to improve her technique in the breaststroke kick.

Suzy is just one of 1,200 8 & Under swimmers who were registered with PVS in 2007.



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## Resources Needed

- Access to PVS Registration Data:
  - Membership USASID, Mailing Address
  - Other data as further other perspectives are identified, e.g., age, gender, ethnic background
- PVS Meet Sanction Data
- Zip Code to County mappings (Issue: some zip codes span more than one county)
  - <http://www.PopularData.com> (Open Source Resource)
  - Geocoding addressing software (optional, depending on accuracy desired)
- Hy-Tek Meet Manager databases for all PVS sanctioned competition
- PVS mailing list and web resources for survey
- Assistance in creating the information packets

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## Potential Inhibitors

### Data Analysis

- Amount of data required for a 5 year analysis
  - Estimate: 60 meets/year with 400 athletes/meet implies 24,000 records per year or 120,000 records for 5 years
  - Amount of data may adversely impact the ability to run the analysis on a laptop
  - Current officials tracking database contains about 3,400 records for one year
- Privacy concerns over data extracted from PVS registration data may prevent street level geocoding to determine county.
- Unknown cost for street level geocoding

### Survey

- Survey distribution method will dictate data collection method
  - Manual data collection will drag out survey analysis
- Response rate: Representative sampling of PVS members

### Information Packet

- Logistics: Photography (Taking photos, permission to use recognized faces), writing the stories, publication

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## Discussion Topics

- Do we include Masters Swimmers in any of this work/analysis?
- Topics related to the PVS Stories
  - Story about specific individual or a composite of several individuals?
  - Do we include a story on Masters Swimmers? Instead of "Faces of PVS" the stories are "Faces of Competitive Swimming".
  - A contest for submitting the stories' content?

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## Immediate Next Steps

- Obtain swimmer data extract from PVS registrar
- Geocode swimmer residence information, i.e., determine County of residence.
- Extract and consolidate data from Hy-tek Meet Manager database
- Conduct first pass analysis of collected data
  - Assess accuracy of zip code mapping of County name
  - Initial demographic analysis
  - Meet demand analysis
- Plan for survey

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## Appendix

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## Information Packet: Story Outlines

- 8 year-old & Under Story
  - Why Parents' picked swimming?
  - What is the typical practice?
  - What do coaches stress in 8&U in practice?
  - What do 8&U like about swimming?
  - What do 8&U like about meets?
- 9 year-old to 12 year-old Story
  - Why Parents' picked swimming
  - What is the typical practice?
  - What do coaches stress in 9-12 in practice?
  - What do 9-12 like about swimming?
  - What do 9-12 like about meets?
  - What are the social activities resulting swimming?
    - Bowling
    - Sock Hops
    - Sleep over with swim friends

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## Information Packet: Story Outlines

- 13 year-old &Over Story
  - Why Parents' picked swimming?
  - What is the typical practice?
  - What do coaches stress in 13&O in practice?
  - What do 13&O like about swimming?
  - What do 13&O like about meets?
  - What are the social activities resulting swimming?
    - Travel Meets
    - Hang out with Friends
  - What are the opportunities offered by swimming?
    - Learning to balance Life's demands (school vs swimming vs family life)
    - College Scholarships
    - Jobs (Assistant coaching/Life guarding)
    - Life-long hobby
    - Health benefits

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## Information Packet: Story Outlines

- Out Reach Story
  - Why Parents picked swimming?
  - What do swimmers like about swimming?
  - How has swimming helped them in school, family life, etc?
- PVS Alumnus Story (19 year-old & Over)
  - What did they get out of swimming?
  - What doors did it open?
  - What fond memories do they have as PVS Swimmers?
  - How is swimming part of their current life?
- Parent Story
  - What is great about swimming for kids?
  - How do help swimming?
  - What is volunteering experience like?

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## Information Packet: Story Outlines

- Coach Story
  - Full-time and/or part coach story or both?
  - What is the typical day?
  - What do you do to prepare for coaching?
  - What is a practice like?
  - Besides swimming technique, what else is stressed in your club's program
  - What makes coaching swimmers a good vocation or avocation?

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## Sample Survey Questions

- Demographics
  - Zip code of residence
  - Membership details, e.g., number of swimmers, ages, etc.
  - Team affiliation
  - Primary/Secondary recreation activities
- Competition Experience
  - Short Course/Long Course Participation
  - Number of meets attended per month
  - Convenience of meet locations relative to residence
- Swim Team
  - Swimming experience (lessons, transfer) prior to joining PVS team
  - Source of information on PVS teams (word-of-mouth, bulletin board, web, etc.)
- Coach Perspective
  - Number of swimmers turned away due to size limitation

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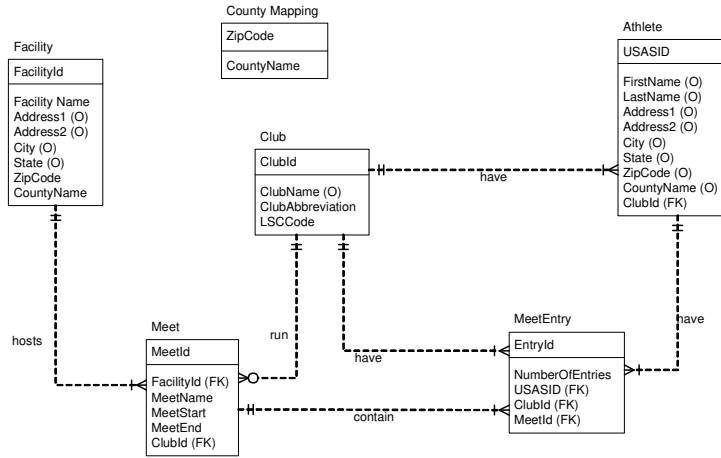
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# Proposed Data Model

## PVS Demographic Study Data Model



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