



LSC Flex Membership Facts

Background

- The Flex membership is \$20 (\$10 to the LSC; \$10 to USA Swimming) with USA Swimming covering the cost of the insurance and benefits such as a welcome edition of *Splash* magazine
- Flex, like the year-round athlete membership, is for a calendar year period. Also, like the year-round membership, individuals applying for Flex membership on or after September 1 of the current year will receive membership through December 31 of the following year.
- Depending on the program(s) a team offers, Flex members could progress from swim lessons to pre-team and then transition to year-round swimming all within the same year.
- The Flex membership is available to individuals age 18 and under (however, the expectation is that these programs will primarily serve 12 & under swimmers). This category could fill the current void between swim lessons and swim team for 5-7 year-old swimmers. Other youth sports provide participation options for this age range.
- Swimmers who move to the year-round athlete membership category within the same membership year will be able to credit the cost of the Flex membership toward the cost of their year-round membership.
- Swimmers may participate in two (2) USA Swimming sanctioned meets per membership year for meets below the LSC Championship level.
- In order for a club to offer the Flex to its member, the LSC must allow the membership in that LSC, which may require a vote of the LSC House of Delegates.

Technology

The USA Swimming IT department has been working with our software consulting company, Statera, to implement the changes to SWIMS to be ready for the 2018-19 membership year starting Sept. 1, 2018. Key features include the following:

- Allow for creating a Flex membership as either a New membership or a Renewal.
- Allow for upgrading a Flex membership to a year-round membership. The new 'Upgrade' action is only available on Flex Memberships.
- Upgrades can only occur for a Flex membership being upgraded to a year-round membership.
- The system will not allow a year-round membership to be created for a registration year if a Flex membership is already in place for an athlete. In this case, the Flex has to be upgraded to Year-Round.
- An additional process is being added to Meet Recon to limit participation in two (2) USA Swimming sanctioned meets per membership year.
- Upon times being loaded into SWIMS, an additional check will be run to determine if a Flex member has already competed in two sanctioned meets. If they have, those times will not be loaded into SWIMS.
- Functionality to allow the Flex membership fee to be credited toward the cost of their year-round membership.

Marketing

The USA Swimming Commercial division is working on a creative campaign that highlights kids and National Team athletes enjoying other activities while they continue to swim. It has a similar "look" of the SwimToday campaign with some new fun twists.

- SwimBiz will feature a Flex Workshop on April 8 and a "sneak peek" of the campaign
- Webinars and video assets will be available to LSCs and clubs
- Materials will be provided to teams and LSCs to answer questions and help implement (April-June)
- A consumer-targeted campaign will roll out in July with a focus on attracting parents and kids
- A fun, new TV commercial will launch on the NBC broadcast of the Phillips 66 National Championships in July and be able to be used by clubs online
- Digital, public relations & social media support will be part of the campaign