Convention Education Committee Meeting
January 6-7, 2018

Participants: Morgan Weinberg, Jayne Spittler, Jamie Bloom, Gina Mensay, Andrew Tang, Michala Roan, John Hiester, Traci Johnson, Robert Broyles, Kate Scheuer, Robert Scandary, Nadine Johnson-Jesionek, Jessica Cooper

January 6, 2018- meeting began at 1pm CT:

1. Introductions & icebreakers around the room
2. Working with USA Swimming staff and USAS- understanding the relationship
   a. Relationship with U.S. Aquatic Sports- we run our Convention but they contract with hotel, AV, catering, registration, space allocation, etc.
   b. USA Swimming goes thru USAS for meeting space & all things logistics
   c. Gina's role is staff liaison with them based off of requests from committees
   d. USAS does this for all bodies- synchro, masters, diving, ++
   e. USAS will request schedule from us in April 2018 for September 2018 event
   f. Meeting space/AV will be requested at the same time
   g. Gina's role is logistics and her vision for this committee is content and making it a good experience
   h. Schedule could see changes with new leadership in organization
   i. Locations may give USAS monetary incentive to book hence why we return to specific cities; USAS contracted out thru 3 years- wait to contract further until we know how we want to restructure Convention
   j. Convention Review task-force is meeting to evaluate how to make Convention better thru 2021 date and understand changes that may happen in the future- Scandary recommended decisions to be made early enough to contract out
3. 2017 Debrief
   a. Lots of ideas, workshops and meetings but no one in charge of telling people when it isn’t a good fit or when it overlaps with too many other items
   b. Suggestion of requesting info from committees without sharing last year’s schedule ‘shell’, then plugging in from there
   c. Need for template “application” that has room set-up, AV, etc that cannot be changed once submitted by deadline- pre-defined options for room set up
      i. Jessica suggestion that this includes info for sched- title, speaker, description, etc
   d. AV priced by day not per session- so sessions with similar AV trying to be combined into the same meeting space
   e. Robert Broyles will bring idea for new scheduling to the board- once approved- we can request information from committees however we (and Gina) see best

Success/Keep:
- Sched software- huge success
  o Workshop Guide
  o Psych Sheet
  o Sched has more possibilities
  o Can check-in to sessions via sched so committees can get real-time attendance
- Send packet that helps committees have an effective meeting
- Happy2Help Desk
- First Timers Workshop
- Coaches/Officials
- Mental Health Workshop→ NT Athlete Committee ran this→ owned by other committees
• Russell Mark
• College Recruiting
• Daily Blog- on website, in blast, on social media
• Psych Sheet- may need updating/reformatting
• Lingo Bingo

Change/Start:
• Change First Timers Reception to something with our committee (dinner, happy hour, pow-wow, etc)
• Additional Rules & Regs education for all membership- combined session with athletes? Cheat sheet with important legislation (@ first timers/happy 2 help)
• Roberts Rules- stay combined with athletes or separate? Keep format the same or change?
• Give LSCs guidance on how to help their delegates get the most out of Convention- divvy up sessions; report back; share with LSC→ share with LSC Development
• Social Media- what’s the goal? Do we need Facebook/Twitter?
  o Focus on blog & Psych Sheet
  o Attendee email list can be added to sched to blast them to download
• Scavenger Hunt
  o Circulating photos
  o Leaderboard- swim lane graphic
  o Hint of the Day
• Other carnival games at H2H- darts; spin wheel
• Toilet Talk flyers- announcement on the back of stall doors

Stop Doing:
• Athlete Leadership Workshop
  o Needs alternative format
  o With new AEC initiative for leadership they will be doing separate program
• Workshop Guide

4. Meet the Candidates—will know more when new Nominating Committee chair is named
  a. Tabled for now and just be flexible
  b. Nominating Committee will take this once it is set

5. How Do We Want to Work & Communicate?
  a. People on other committees- how did they do things?
    i. Officials Committee- quarterly calls & one in-person meeting; conference calls, emails
    ii. Elections/Credentials- no conference calls; work all done at Convention
  b. How do we want to schedule calls?
    i. Bi-monthly (ish)
    ii. Conference Calls; no Skype
    iii. Doodle
  c. Pre-Convention Pow-Wow upon arrival on Tuesday
  d. Group Me for ongoing communication

6. Rose colored glasses-
  a. Why are you going? Ideal world... in the future
    i. HOD Governance
    ii. How do Zone Workshops in Spring effect view?
    iii. Get everyone on same page
iv. Understand governance of USA Swimming & how everything works
v. LSCs need more guidance on what it means to be a delegate and why they need to be at Convention
vi. LSCs need to interact with one another to get ideas, brainstorm, solve problems, etc
vii. Networking amongst staff, volunteers, LSC staff
viii. Knowledge sharing
ix. Athlete assistance to understand the sport
x. Can we have Convention every other year?
xii. Theme? Have session where strategy team from USA Swimming presents prominent items that are being worked on
   1. Segway into breakouts for specific audiences to narrow down into specific topics
xii. Do Zone Workshops take the place of Convention? Or subsidize in alternating years? Or lessen number of days of Convention since Zone Meetings accomplish a lot of the tasks
xiii. Offer unique experience that attracts people and makes them want to go

January 6th day ended at 5:45pm CT.

January 7th began at 9:00am CT.

7. Biggest Takeaways from Yesterday
   a. Everyone came together to get on the same page- shared ideas and different perspectives
   b. What we would want Convention to look like ideally
   c. Forward-thinking and idea generation
   d. Getting to know everyone and understanding committees involvement with Convention
   e. Stop items: deciding we don’t need to continue to do some of the things that are ineffective
   f. Toilet Talks- use strengths of all committee members
   g. Don’t give schedule out to get committees to pick sessions- ask for sessions first, then make schedule
   h. We aren’t afraid to try something new- keep innovating and making things better
   i. Having Gina in the meeting helps to build synergy with committee and what she needs to get done logistically
   j. Having key note speakers & a special opportunity for attending- make Convention more purposeful
   k. Opportunities to change Convention and mold it into something better- ideas to make Convention more fun and interactive

8. Should we take charge to run workshops?
   a. College Recruiting- catalyst for both ideas
      i. For athletes- ask AEC if they would do this- talk to Janelle/Van
      ii. For coaches- we should do this
   b. First Timers
      i. Discussion about purpose of first timers- tell people what to expect, what they are there for, different ways to participate in Convention
      ii. New information & tutorials for things that can help them get around
      iii. Let First Timers know that we are here to help throughout the week
c. Coaches/Officials Workshop
   i. Idea was to get coaches & officials in the same room since it had never been done before
   ii. Last year moderator lost control of panel and audience questions got out of hand
   iii. Yes- pursue idea and develop further

d. Rules Education/What to expect at HOD/Getting the most out of Convention
   i. Develop session that is Robert’s Rules ++ education about how USA Swimming is governed and how to be heard at HOD
   ii. How do I act & what’s the expectation of my role at Convention?

9. Assignments:
   a. College Recruiting- **Traci**, **Nadine**, **Jamie**
   b. First Timers- **Kate**, **Jamie**, **John**, **Michala**
   c. Officials/Coaches- **John**, **Robert S**, **Kate**
   e. Scavenger Hunt- **John**, **Michala**, **John**, **Kate**, **Traci**, **Nadine** (as available)
   f. Toilet Talk- **Andrew**, **Michala**, **Traci**, **Jessica**
   g. Blog- **Michala**, **Andrew**, **Jessica**
   h. Psych Sheet- **Jayne**, **Jamie**, **John**, **Jessica**
   i. Sched- **Jessica/Gina Mensay**
   j. Russell Mark- **Morgan**

10. What needs to be done before next call?
    a. By Mid-February- working groups must be able to fill out form
    b. Gina Mensay will put together form and put in Google Drive to look at for comments/suggestions (Qualtrics? Formsite?)
    c. Time of future conference calls- 9am PT, 10am MT, 11am CT, 12pm ET from now on

11. Scavenger Hunt
    a. By LSC
    b. Hint of the Day at H2H desk
    c. Plush Medley?
    d. Trivia
    e. Vendor related item
    f. Photo items
    g. Hashtag
    h. Finding Dory connection?
    i. Flat Medley
    j. Foundation buy-in; could mean visit from Foundation ambassador as prize

12. Logistics
    a. Receipts/Expenses- Morgan will send form
    b. Per Diem- Monday deposit
    c. Conflict of Interest Forms submit to Morgan
    d. Morgan will send out Doodle for next call this week

January 7th day ended at 12:06 CT.