

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
 - Workshop Guide
 - Psych Sheet
 - Sched has more possibilities
 - 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?
 - Focus on blog & Psych Sheet
 - Attendee email list can be added to sched to blast them to download
- Scavenger Hunt
 - Circulating photos
 - Leaderboard- swim lane graphic
 - 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
 - Needs alternative format
 - 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?
- xi. 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
- l. Looking at Convention to determine what it's purpose is? Governance? Education? Networking? Need to define this.

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**
 - d. Having a Better Convention/Roberts Rules- **Jessica*, Andrew, Michala, Jayne**
 - 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.