

REGISTRATION 2002

In order to more efficiently process the 8,000 athlete registrations that come to the Middle Atlantic office each year, I am asking for approval from the Board of Directors for the following:

- 1) Electronic registration in which each club submits their athlete registrations to the office on a disk or via e-mail.
- 2) Mailing of the athlete cards to the clubs, rather than the athletes. Unattached athletes would receive their cards at their home address. No change for coach and nonathlete membership cards.

The USA Swimming Registration Program supports electronic registration for athletes and several LSCs, including the largest, have used it with great success. Switching to this method will require some education, both for the office staff and the person(s) handling the registration at the club level. The Club Import program, which is used to move the athletes into the registration database, is provided by USA Swimming. I have received information from Pam Lowenthal (Illinois); this includes instructions on how to produce the registration files and forms at the club level (using TM) and how to process and save them here in the office. Many, many man-hours can be saved by entering the athletes into the registration database electronically vs manually. As a side benefit, each club would have the ability to print out their registration forms next year, already filled out, and submit to the swimmer or parent for corrections upon renewal of membership. Unattached athletes and all our non-athlete members, including coaches, would continue to submit registrations in the current format and these would be hand-entered.

The table on the following page shows the monetary savings that would be realized if we mailed athlete registration cards to the clubs rather than individually to the athletes as we do now. Bulk mail is a cumbersome process; each piece must be exactly the same (weight, size) and envelopes must be printed with the bulk mail permit number, stuffed, sealed, sorted, counted, boxed, labeled and delivered to the bulk mail processing center, along with the bulk mail postage form. (It's your typical government form, double sided, with dozens of choices for several different categories of bulk mail.) The center nearest to the Naamans Road office is the Claymont post office, which is probably about 10 minutes away. (The PO that will be handling our mail delivery is the Edgemoor location.)

Most athletes never have a use for these cards. If one should arise and the card cannot be located, the office can send a new one. The club could distribute the cards to the athletes or keep them on file, as they see fit. (Some of our clubs have team offices, some do not.) The clubs would receive the athlete cards much more quickly than we are able to get them out to the athletes under the present system. Each club mailing would include a list of all athletes currently registered with that club. The office gets an average of 2-3 calls/e-mails per week from clubs inquiring about the registration status of one or more athletes. Processing of the registration fees would be much more timely (since the registrations documents/files will be processed more efficiently) and cash flow into the registration account would be enhanced.

Cost comparison - actual vs proposed

2001 Cost

8000 athletes @ \$0.155	\$1, 240.00
Bulk mail permit	\$ 125.00
Processing @ \$15.00/100	\$1, 200.00
Supplies (envelopes)	<u>\$ 256.00</u> (8000/500 x \$16.00)
TOTAL	\$2,821.00

2002 proposal

1 mailing to each of 75 clubs @ \$3.95	\$ 296.25
Supplies (envelopes)	free
Processing 4000 @\$15.00/500	\$ 120.00
Mailing 3950 @ \$0.34	\$1,343.00
Supplies (envelopes)	\$ 128.00 (3950/500 x \$16.00)
Process 4000 @ \$15.00/250	<u>\$ 240.00</u>
TOTAL	\$2,127.75

Yearly savings for proposed vs actual \$ 693.75