

Proposal for Temporary Adjustment to Business Operations and Training.

Background:

Jets Aquatic Club is a 501(c)(3) non-profit organization. While this is a part-time activity for some, business operations occur during all 12 months of the year. The Jets are one of the area's largest running youth sports programs and one of oldest non-profit organizations in our area. Having served the community since 1958, the club has navigated through a litany of community and societal issues. Our organization does not receive federal dollars and is solely dependent on the revenues obtained from membership and program services, as well as donations from local supportive individuals like you and some supportive local companies.

Proposal:

Provide the membership of Jets Aquatic Club a quality product while maintaining business operations through the current unprecedented health crisis, pandemic COVID-19.

Purpose:

Our swim club is a full-time business with monthly operating expenses. Your Jets program, like nearly every year-round swimming club in the United States, is respectfully and prayerfully asking our members to continue with your membership during these difficult times, thus allowing the Jets to meet the current needs and ultimately to remain in existence. We need to make sure that our program is still around when people are ready to return and the financial commitment to the program will ensure that there will be a program to return to once we are on the other side of the current worldwide health crisis, COVID-19 pandemic.

Jets Affiliated Contributors:

Greta McClugage - Dietetics

John Dellorto – Novice Swimmers

Joe Foucha – College Swim Experience

Lilly Jones – General Contributor, Jets Experience

Lexi Vaughn – General Contributor

Walker Todd – College Swimming and Senior Group Swimming

Will Axsom – Elementary Education, HS Swimming

I. Themes from Meetings

A. Staff Meeting, 3/19/20:

1. General consensus is to continue to adopt to the CDC guidelines and adapt to the changes. There is no precedent for what is happening right now.
2. Club needs to continue to function via correspondence, social media outlets. Content will be created and delivered to the body each day.
3. Financial options should be provided to the members in regard to membership and every option should be regarded equally.
4. Allow Jets contributors access to send emails to program.

B. USA Swimming Sport Development Consultant, Mark Hesse:

1. Mark commended us on (1) being proactive and ahead of the curve on shutting down practices and maintaining Safety First and Foremost and (2) keeping entire base informed via email and GroupMe.
2. Mark echoed A-3 above and provided insight and real-life examples from other programs and a phenomenal financial plan created by a YMCA.
4. Encouraged me to remain calm and collected and make sure the BOD does the same. Reiterated that this scenario is unprecedented. Stated that people will be emotional so it is imperative that the BOD and Staff be unified in the stance after everything is decided. Kill the rumor mills with unity or the rumor mills will kill a program.
6. Everyone must be able to adapt and pivot as new revelations come.
7. Utilize online platforms to remain engaged. Do not shut down operations. Keep the swimmers active and involved, keep money coming in even if adjustments need to be made.

C. USA Olympic Coach/Professional Consultant, John Dusliere

1. Have a measured, but confident leader approach.
2. Start marketing Summer League and any clinics now and get some interest/income generating.
3. Board sells the membership on the fact that the staff are being tasked during the closed pool time to investigate and build a new structure that prevents this situation in the future.

Discussion for revised payment structure:

Structure moves to an annual fee that can be paid in a couple ways:

A- Full year up front

B- Biannually at maybe 2-3% extra.

C- 10 payments (instead of monthly) that would equate to what is currently charged at 12 months. This strategy provides impression of two free months generally in the two months where you have any sort of break or during long course which may retain more summer participants as it is considered free and/or already covered. (Months to consider: July, August, December, March, April).

D. Program Director Nu Wave Swim Club, Ross Hedrick.

1. Nu Wave took an offensive, pre-emptive approach by canceling workouts last Friday through this week.
2. Every day they have checked the latest recommendations from the CDC and USA-S and implemented them. Goal was to let things play out a little further and make decisions based on fact and not feelings.
3. Committed to supporting the staff. Paying staff their regular weekly hours as long as it possible. Avoid tapping reserves, not shutting down dues.
4. Utilizing multiple platforms to remain engaged. Three days per week, group-by-group live workout on Google Hangouts, Facebook Live, Insta.
5. Send a daily email blast including a dryland workout, 1-2 articles for athletes/parents to read, and a valuable, educational video from the swimming community to watch.
6. Coaching Staff sees no immediate need to make any major decisions for May and June at this time, but schedule will be evaluated and re-worked as needed.

II. Responsibilities and Tasks for the Jets Organization (Staff and BOD)

A. Take Care of Part-time Staff.

For a minimum of two pay periods, pay each hourly coach what they regularly make on weeks in which they do not attend a swim meet. Keep them Engaged.

B. Utilize the information provided by the individuals above to build a plan; present to families by Friday; and implement Monday.

C. Remain flexible to adapt to the changing environments, but plan to be out of water through April 30th at minimum.

- D. Evaluate the current meet schedule and adjust as needed.
- E. Work congruently and transparently to ensure best practices, relatable content, and allow the business to operate most productively.
- F. View Current Budget and evaluate what we can do financially at worst case scenario.
- G. Provide a strong product to our families in the interim through creative curriculum.

III. Proposed Temporary Training Plan set to begin Monday, 3/23/20.

A. Overview

- 1. Begin 3/23/20. This start date negates the previously scheduled break for next week.
- 2. Daily Email blast providing a brief update, creative content and a daily workout.
- 3. Through Social Media Platforms: Attention to each group by utilizing Jets affiliated contributors.
- 4. Provide families with an outline and brief explanation of the strategy by Friday close of business. This timeframe provides ample time for people to make their decisions.

B. Detailed Schedule

1. Full Program

- a. Daily email blast to include any updates; a daily workout; visual aids; educational article(s); and a video to watch online (original work -or- from an outside resource).
- b. Facebook Live – 30 to 60 second video on Facebook Live 2-3 times weekly. Greta to organize schedule and hold staff accountable to the schedule.
- c. Creative content posted on social media outlets: Facebook, IG, Twitter.

2. Fun & Fitness and Age Group 2

- a. John Dellorto and Greta McClugage will share overseeing these groups, will serve as point of contact for these groups. Will communicate directly with families, multiple times per week.

b. Dryland exercises and creative content provided regularly that is relatable to these groups.

c. bi-weekly fun, interactive activity via Google Hangouts or another platform.

3. Age Group 1

a. Vic Moore oversees this group, will serve as point of contact for this group. Will communicate directly with families, multiple times per week.

b. Dryland exercises and creative content provided regularly that is relatable to AG1.

c. Tri-weekly exercises fun, interactive activity via Google Hangouts or another platform.

d. Assign age group appropriate short readings for kids to read and reflect. Athletes should be prepared to ask/answer questions to coaches and/or parents.

4. Age Group Elite

a. Vic Moore oversees this group, will serve as point of contact for this group. Will communicate directly with families, multiple times per week.

b. Provide challenging, unique dryland exercises and creative content provided regularly.

c. Daily exercises fun, interactive activity via Google Hangouts or another platform.

d. Assign age group appropriate short readings for kids to read and reflect. Athletes should be prepared to ask/answer questions to coaches and/or parents.

4. Seniors

a. Walker Todd oversees this group, will serve as point of contact for this group. Will communicate directly with families, multiple times per week.

b. Provide challenging, unique dryland exercises and creative content provided regularly.

c. Daily exercises fun, interactive activity via Google Hangouts or another platform.

d. Assign higher level readings for high school aged kids to read and reflect. Athletes should be prepared to ask/answer questions to coaches and/or parents.

IV. Program Costs

A. With respect to the current climate, each family will have opportunity to make decisions based on their individual needs and give opportunity to do their part in keeping their children physically active and mentally stimulated.

B. As a show of solidarity and support in the decision making, I am humbly requesting that all Jets BOD members please remain paying the full cost of the program.

C. Payment Options as recommended by Mark Hesse and similar to those implemented by swim clubs and YMCA's around the country. Wording below is written to you as parents on the program and will then be presented as written below after approval from the board.

Proposed Cost Options in relation to the program summaries above:

- Option 1: Continue to support your Jets by continuing your monthly membership dues at regular group fees, please click here <Link will be created>. In exchange for your support during this critical time, we're offering \$15.00 in Jets Bucks per household and an additional \$5.00 in Jets Bucks per individual member for each month we are out of the water. Jets Bucks may be used for ancillary programming with Jets such as Jets hosted stroke clinics and also heat sheets at home meets. For more information and details regarding the Jets Bucks Program including a list of all programs, please click here <link will be created>.
- Option 2: Support your Jets by paying 75% of your monthly dues at regular group fees.
- Option 3: Support the Jets by providing a financial gift of _____ (Dollar Amount). With this option, you will be able to recognize your gift as a tax-deductible donation while continuing to support our organization.
- If you're unable to continue paying membership dues, we understand. We are happy to put your membership on a temporary hold until we resume swimming. Please click here <link will be created> to begin the process of changing your membership.
- If you registered for a meet or event that has been postponed or canceled, the costs of the event or program will be credited back to your account as a credit to use when we reopen. 12
- If you have questions or need to talk with Jets regarding your membership, please email vpm.moore@gmail.com.

In the event of a complete training shutdown:

- If you would like to continue to support your Jets by allowing your monthly membership dues to be used for donations, please click here <Link will be created>. With this option, you will be able to recognize your gift as a tax-deductible donation while continuing to support our organization.
- Another option to help us keep your swim program going is to continue paying your monthly membership dues in full. In exchange for your support during this critical time, we're offering \$25.00 in Jets Bucks per household and an additional \$10.00 in Jets Bucks per individual member for each month we are closed. Jets Bucks may be used for ancillary programming with Jets such as Jets hosted stroke clinics and also heat sheets at home meets. For more information and details regarding the Jets Bucks Program including a list of all programs, please click here <link will be created>.
- If you're unable to continue paying membership dues, we understand. We are happy to put your membership on a temporary hold until we resume swimming. Please click here <link will be created> to begin the process of changing your membership.
- If you registered for a meet or event that has been postponed or canceled, the costs of the event or program will be credited back to your account as a credit to use when we reopen.
- If you have questions or need to talk with Jets regarding your membership, please email vpm.moore@gmail.com.

V. Summary

Your Jets Aquatic Club is one of the longest active sports organizations in Northeast Arkansas. To continue with our unparalleled upward trend in performance over the past year and a half, it is crucial to maintain business operations and keep revenue coming into the program. We are on the right track with the current budgetary numbers and need to continue bringing in monthly revenue to continue operating not just at a higher level, but at any level. To ensure that Jets lasts through these tough times, BOD and general membership support is imperative and a necessity. The proposal above is in line with the current industry standards and was created after careful planning and research. It is the humble request of the Staff for Jets Aquatic Club that the board vote in agreement to implement the aforementioned adjustments into play. Upon voting yes, it is also requested that regardless of individual opinion prior to the vote, that all Board Members fully support our cause through unified front, positive dialogue and full financial support.