



Report from IT Officer to 2019 NZMS AGM

The past year/18 months has been focussed continuing the implementation of the new online membership system and establishing associated new processes.

1 Membership Database

1.1 Current Status

NZMS are now well advanced with the implementation of the online system (hosted by Swimming NZ) to manage our membership.

Most of the day to day tasks that I was managing initially have now been handed over to Mike Bodger. There is a good level of engagement with the system by the secretaries/administrators for most of our larger clubs.

Members interact with the system via their 'My Page' portal. Through this portal, members can access and update their details, renew their annual subscription, enter for swim meets and view their results from previous meets. Feedback from members is that they find this portal rather 'old-fashioned'. Swimming NZ advise that they are planning a revamp which will give it a more modern look and feel.

I continue to provide system support to Mike, club secretaries and members as required. Requests to set up members with access to the system, or to reset their passwords, are the most commonly received requests.

1.2 Year End Rollover

The online system runs on a 1 July – 30 June subscription year with a rollover process which occurs on or around 1st July each year. Since the 2018 AGM we have been through two rollover cycles.

The July 2018 rollover experienced a number of issues with NZMS clubs not being updated correctly for the new subscription year. This was due to a number of factors:

- Several key Swimming NZ staff had left the organisation since the previous year's rollover process. Only one staff member remaining had any experience with the process.
- Swimming NZ scheduled their National Championships for the first week in July, meaning that they had little or no resource available to work with the system vendor (APT Solutions) on the issues.
- We had no experience with this process and therefore did not know about some key preparations steps which have to be performed.
- NZMS clubs and members are configured differently to other Swimming NZ clubs, and as this was the first rollover to take place for NZMS it was an untested process.

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The issues were resolved successfully within a couple of weeks.

By contrast, the July 2019 rollover process went smoothly. We were informed about and completed all the necessary preparation steps. There was good engagement and assistance from club secretaries/administrators in the process. Swimming NZ did not have a major event on the same week and were therefore able to give it their full attention.

Now that we are familiar with the rollover process and have experience with it, I expect the process to go smoothly in future years.

1.3 Online Joining

It is now possible for new members to join up directly to NZMS clubs through the online system. They are able to select the club they want to join, enter all their personal information, set up their login details for the My Page portal and pay their annual subscription fee all in one process.

This significantly reduces administration for Mike and club secretaries, as well as improving the accuracy of the data in the system by capturing this directly from the new member.

1.4 Future Development

John Fisher and I have meetings once or twice a year with Swimming NZ and work through any issues and new initiatives for the ongoing implementation. We have established a good working relationship with them.

Our top prioritised items are:

- Resolve the issue with the password reset functionality for My Page whereby the email does not always get through to the member. This is especially a problem with xtra email addresses. This creates unnecessary administration for Club/NZMS Secretaries, having to manually reset passwords.
- Improve integration between the NZMS website and the online system (eg events calendar, club contacts, My Page portal).

2 Meet Manager and Online Swim Meet Entry

2.1 Online Swim Meet Entry

This year's National Long Course Championships is the 10th meet for which we have processed entries through the online system. This greatly simplifies processes for both myself and the host club meet administrators.

Member details are automatically brought through from the online system into Meet Manager, improving quality and consistency of data, reducing data entry and the risk of data being entered incorrectly. Members must be financial to enter so we no longer have a last-minute rush around trying to match up entries with membership records and verify financial status with club secretaries.

We are now channelling members to use the My Page portal for meet entry wherever possible. We need to provide support to those members who do not have computer access – for the most part these are a small number of our older swimmers who are well known to us. This may mean enlisting more support from club secretaries in processing entries for

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their older members, or perhaps it could be a role that the Swim Officer performs to support the host club meet administrators.

2.2 Meet Manager Operations

We have had some issues with the processing of relay entries and results at several of our meets – primarily that the teams have not been placed into the correct age groups based on the combined swimmer age. This affects both placings and scores and can have a bearing on the overall club scores and trophies awarded for the meet.

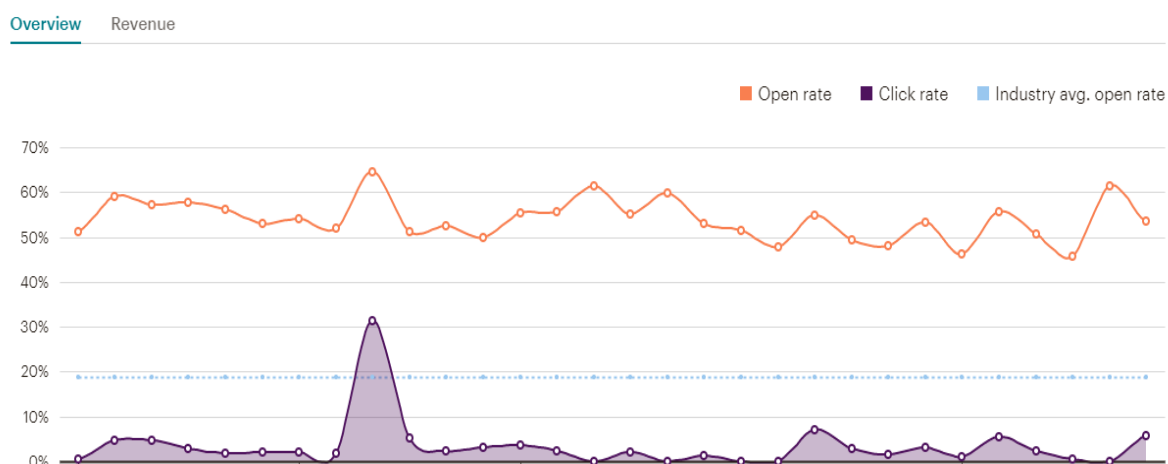
This is an area where Masters meets differ from swim club meets, so we need to ensure that the Meet Manager operators for the meet are familiar with Masters processes.

3 Email Communication

We continue to use Mail Chimp for sending out bulk emails to NZMS members. The online system does not have any bulk email functionality. This does necessitate some manual work to update details from the online system to Mail Chimp as members renew or join which requires some database and technology knowledge. For the small number of members and low level of member movements, it is not worth investing time or money into developing a more automated solution.

We continue to have an average open rate for our email campaigns of around 56%. This compares very favourably to the industry average of not-for-profit organisations of 18.7%. The graph below shows the open and click rate since July 2018. The highest open and click rate was for the email with information about the 2018 NZMS Top 10 listing, sent in February 2019, which had a 64.4% open rate and a 31.4% click rate.

On average, 1 or 2 people unsubscribe from the mailing list each time we send out a campaign.



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4 Top Ten and Top Club

As usual, I compiled the Top Ten swimmer listing for FINA and NZMS Top Club points using the Meet Manager databases for the sanctioned meets. The Top Ten listing also incorporates NZMS records which have been set at recognised overseas meets, and self-reported results from one overseas based swimmer.

The Top Ten list has been published on the NZMS website as a 'zip' file which can be downloaded and contains the Excel spreadsheet which I create. This allows members to slice, dice and filter the list in any way they want. As noted above, the email about the Top 10 List gained the most engagement with members over the past year.

North Shore Masters were again the overall top club on points at sanctioned NZMS meets for 2018.

Report ends

Liz Davidson
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