

SIGNING UP FOR MEETS HAS NEVER BEEN SO EASY

IMPROVING MANAGEMENT AND SAVING TIME WITH ACTIVE'S MEET & TEAM SUITE



Find out how you can simplify your swim club management:

[ACTIVEswim.com](https://www.ACTIVEswim.com)

For head coach of the Bowling Green Swim Club, Carolyn Strunk, putting together a meet schedule has never been so easy. With the use of ACTIVE Network's swim suite, she focuses on her swimmers, rather than swimming through piles of paperwork.

Q&A with Carolyn Strunk of Bowling Green Swim Club

HOW WAS YOUR TRANSITION TO ONLINE REGISTRATION?

It took us a long time to get our Board comfortable and ready to use online registration. In the past, everyone registered on paper and sent in checks. There is always a worry about only having electronic files, however I can still download all of my data and have it on file, outside of ACTIVE's system. This is a big reassurance for us.

When we made the transition to online registration, I did a step-by-step demonstration for the parents. Overall, the implementation process was pretty smooth. ACTIVE's customer service did a really great job.

HAVE YOU SEEN AN INCREASE IN REVENUE?

Yes, our revenue has been more steady. It helps that we are able to offer a four-part (installment payment) option. The system is set up well to do so. In the past, we scrambled for money. Now we see a more continuous and stable cash flow.

WHAT ARE SOME FAVORITE FEATURES OF YOUR ACTIVE PRODUCTS?

We love the Online Meet Entry system and so do our families. It has made signing up for meets so much easier. Using Online Meet Entry means our swimmers don't have to sign up for meets at initial registration. I am able to send a mass email using Team Manager. I give my families a small window for signing up for the meets. They love getting the email reminders and having the ability to pay online. At least half or more of our swimmers are paying upfront online for meets.

The Board loves the system because we don't have to chase people down to pay. Once the payments are in, we export the lists to our treasurer, which makes the process much less time consuming. Having our swimmers register online is ideal. All of our important information is in one place and registrants can make their payments directly online. About 95% of families use the online payment functions. Only nominal amounts are collected through check. Our treasurer uses the email features, specifically for reminders of payments due. With all of the information online, she doesn't have to print every statement. Utilizing this system cuts down on a lot of paperwork for us.

WHAT WOULD YOU SAY TO SOMEONE CONSIDERING USING ACTIVE'S ONLINE REGISTRATION?

Don't wait five years like we did. Bite the bullet and do it. You have to be smart about understanding your upfront costs and creating your budget. The benefit outweighs the cost.

HOW MUCH TIME HAVE YOU SAVED BY USING ACTIVE'S PRODUCTS?

I can't even put a number on it. I no longer spend time making sure I've changed dates on forms or corrected wording. I used to spend time going to copy centers and mailing packets. Four of us would create an assembly line to get the packets together. If I went back and looked at everything from my old computer files, it would be amazing how much I now email instead of print.



WHAT DO YOU DO WITH THE TIME YOU'VE SAVED?

I am now able to devote more time to our weight programs and dryland workouts. I can focus on building the club and growing stronger and faster swimmers.

“ I am now able to devote more time to our weight programs and dryland workouts. I can focus on building the club and growing stronger and faster swimmers. ”

Carolyn Strunk, Bowling Green Swim Club



WHAT ARE YOUR FAVORITE MEET AND TEAM MANAGER FEATURES?

Hosting a championship meet is so much easier using Meet Manager with two computers. It saves so much time. It is hard to work a meet with the '8 and Under' group that often miss the pads. If another computer is running, one person can work on making edits and adjustments while the other moves forward with the meet. It really helps with time management issues. I also like the integration with our online registration software and Team Manager. I am easily able to import data from one system into the other.

DO YOU USE THE MEET MOBILE APP?

We began using Meet Mobile in the middle of one of our meets this past summer. The parents loved it. They flipped through the results and immediately texted me to tell me how much they like it. The information is fast and specific. Everyone likes that they don't have to wait around for a half an hour to see if they've placed for the finals.

WHAT'S YOUR ACTIVE, CAROLYN?

Reading. I'm a fast and active reader. I've already read two books in the past few days.

Find out how you can simplify your swim club management:

ACTIVEswim.com