

Committee Name:	Coaches Committee	Session#:	Report #:
Committee Chair:	Ken Brisbin	Vice Chair:	Chris McPherson
Minutes recorded by:	Chris McPherson	Date/time of meeting:	Sept 13, 2021 5p PST

Motions Passed: None

Roll Call

Number of committee members present: 14	Absent: 2	# of other delegates present: 2
Committee members present (list all, including chair and vice chair): Ken Brisbin (Chair), Chris McPherson (Vice-Chair), Scott Bay, Bill Brenner, Steve Hall, Michael Hamm, Terry Heggy, Laurie Hug, Susan Ingraham, Bob Jennings, Wilson Josephson, Carol Nip, Elise Shank, Trey Taylor.		
Guest Speaker: Dawson Hughes (CEO)		
Not present: Molly Hoover, Chris Campbell (VP)		
Others present: Nadine Day, Virgil Chaney		

Minutes

The meeting was called to order at 5:02 p.m. Pacific Standard Time.

1. Guest Speaker, Dawson Hughes

Introduced and described a new strategy from the USMS National Office concerning Club Development.

- a. Research being done on thriving USMS clubs to find commonalities; what factors make these teams "successful." Looking at approximately 100 clubs with pre-pandemic membership numbers over 75; main **goal of this effort is to get more of our clubs to attain that same level of membership numbers.**
- b. Strategy will focus on 3 items:
 - i. The Pool- will create database of good facilities with no masters' teams or small ones that could grow. How do we spur growth there?
 - ii. The Coach - consider how to recruit the right people to be coaches (look at charisma, entrepreneurship qualities, etc.); look at certification and mentorship programs.
 - iii. Team Administration - provide support for coaches regarding registration, creating volunteer board, lane space rental, communication with facilities, etc.
- c. Board has already approved this effort and budgeted for it.
 - i. USMS will repurpose \$50,000 (ex. \$5000 to 10 different clubs) as an investment from the national budget. National office hopes to partner with LMSCs to assist with costs for a 3 to 6-month growth effort. Hoping to start and grow clubs to large memberships.
 - ii. USMS will invest in this strategy for 4 to 6 years before evaluating if new approach is working.
- d. Questions from Coaches' Committee
 - i. Any strings attached on how to spend the money given to the teams/coaches? No.
 - ii. What are the metrics? How do we measure the return on the investment? For new teams v. existing teams?

2. Committee Reports

- a. Web Workouts (Molly): Molly, Laurie, and Steve are now starting the application process for new online coaches for 2022.
- b. Worlds Coaching (Bob): Nothing new to report.
- c. National Coaches Clinic (Trey): Nothing new to report.
- d. Awards (Bob): Nothing new to report.
- e. Education (Bill/Chris M): As of today, 150 people have taken the Level 1 online certification course; 93 of these individuals are now certified after attending the mandatory follow-up Zooms, and another 20 are signed up for the Zoom at the end of September. The certification task force met last week with Dawson and reviewed ideas/suggestions for the online course and Zoom session.
- f. Level 4 Applications (Scott): The results took a bit longer than usual in order to get some technical issues ironed out, however, all three applicants were awarded the Level 4 certification. Congratulations to the new Level 4 Coaches: Lisa Brown, Susan Ingraham, and Celia Wolff.
- g. LMSC Communication (Molly): Nothing new to report.
- h. Mentoring (Chris M): Much progress in the past few months. Have communicated with mentor and mentee applicants, and selections will be finalized during Coaches' Mentoring subcommittee meeting this Monday. Mentees were interviewed via Zoom to determine how much and what type of assistance they will need. Upcoming tasks include scheduling the Mentor Coach training meeting for October, then creating optimal mentor-mentee matchups to be accomplished Nov-Dec.
- i. On Deck Coaching (Elise): Almost all on-deck coaching spots are filled for LC Nationals, but please sign up if you are attending. We may need coaches for Wednesday afternoon warm-ups, too.
- j. Open Water (Elise): The Open Water National Championships take place this weekend in Texas. There are 80 swimmers registered for the 1-mile swim, 90 for the 5K, and 35 who are doing both swims.
- k. Publications (Terry): Nothing new to report.
- l. Peer to Peer Calls - (Trey) - Need to create a strategic plan to get the word out about these helpful webinars; it is not enough to just include the notice in Streamlines for Coaches. The next Peer-to-Peer, "Water is the Great Equalizer," will include the interview of Marty Hendrick that was recorded prior to him leaving for Tokyo to coach his Paralympic swimmer. We are still alternating months with the LMSC Development Committee, but is that the best route? Could we have one every month? Coaches have needs that are different than the LMSC Dev. Committee. A regular schedule of webinars with longer notice beforehand would probably work best.
- m. Sports Medicine (Terry): Nothing new to report.
- n. Diversity (Wilson): August meeting was the recap. Did not meet in September; nothing new.
- o. ALTS (Mike): ALTS is "coming out of hibernation." Have 4 scheduled events for 2021 in Northern California, Louisville (x2), and Minneapolis. Grant program is not yet set for 2022; working with USA Swimming Foundation. Applications for grants will be open from October through December 15th. Grants will be awarded in January, and money will be given out by February. There is a plan to have a mentor/mentee program for ALTS. If you have any item to donate to the auction block for the Golden Goggles (Dec. 7), the money raised goes to the USA Swimming Foundation; contact is Jay DeFinis.
- p. Fitness (Kenny): Nothing new to report.

3. Old Business

LMSC Coaches Chair Description still not posted, while all other positions can be found on the website.

4. New Business

Dawson's presentation (see above, as was done at beginning of meeting).

5. Final Roll Call

The meeting was adjourned at 6:05pm PST.