

## Swimming: A Positive Experience for All

Session Date: Mar 6, 2022

Presenter(s): Trey Taylor, Tom Moore, Karen Harris

Description: Keeping the Masters experience positive for all: club, coach, and LMSC responsibilities.

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### Key Points:

- Shared the impact of COVID on clubs and the differences from site to site and impact of the pandemic may have unique impacts per site
  - Partnership between LMSC, Club and Coach
    - LMSC Newsletter
    - LMSC Volunteer Opportunities
      - Invite and welcome new volunteers
      - ALTS and other community services such as “Introduction to Masters Swimming” that generates excitement and breaks down the myths and false perceptions around masters swimming
      - Defined roles; rotation and succession planning for your volunteers
      - Ensure accessibility to meetings (in-person or via zoom)
    - LMSC Socials/In person events
      - Be inclusive to all members (location, ability) shows the fun mixed with all the efforts at workouts and builds team spirit and positive experiences
      - Awards for accomplishments beyond the competitive swimmers and recognizes our fitness swimmers too.
      - Rebranding the image has also brought in new members and can support the local LMSC with a percentage of sales.
    - LMSC and Club Social media
    - Club Socials / Pirates / Post-workoutget-togethers
    - Club Social Chair
    - Club Hosting Events
      - Meets                      Social Fundraisers
      - Clinics                      Ensure accessibility for all members (locations and cost)
  - Shared ideas for outreach and how to be welcoming to new swimmers
    - Welcome from the front door and they know they are in the right place and want you here
    - New swimmer welcome with smag and contacts
    - Discounted rate for new swimmers for a trial period and to try the various coaches and workouts
    - Greet everyone by name and treat everyone as an individual
    - Learning a new swimmers “why” for joining; pair and lane assignments can set a level of comfort and understandings; know their expectations
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### Summary: