

Swimming: A Positive Experience for All



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CLUB DEVELOPMENT
— DENVER —

Welcome!

Meet your panelists:

Trey Taylor, National Coaches Committee
North Carolina Masters

Tom Moore, Diversity & Inclusion Committee
Minnesota Masters

Karen Harris, LMSC Development Committee
Pacific Masters

Introduce yourself to your neighbor!

- Name
- Club
- Location (City, State)
- Role – LMSC, Coach, etc.
- Why you are here



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Meet our Panelists

- **Trey Taylor** – Trey Taylor is the head coach of the Gaston Gators in Gastonia, NC. Coach Trey is a USMS Certified Level 4 coach, USA Swimming Certified, ASCA Certified, and winner of the USMS Kerry O’Brien coaching award. As a coach, he has had multiple USMS National Top 10 Times (individual and relays), and has served as Head Coach for the US Master Swimming High Performance Camp. He is the Vice Chair for the NC Masters Board, serves on the USMS National Coaches Committee and the USMS Steering Sub Committee on Coaches Education.



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Meet our Panelists

- **Tom Moore** – is the former chair of the Minnesota LMSC. Tom is a certified ALTS instructor and was Co-Meet Director for the USMS 2017 Long Course Nationals in Minneapolis. He has received the Ted Haartz US Masters Swimming Staff Appreciation Award and the Dorothy Donnelley Service Award. He has served on the Governance committee and as an at-large director on the USMS Board of Directors and is currently serving as a member of the Diversity & Inclusion committee as well as the LMSC Development committee.



Meet our Panelists

- Karen Harris – is the former board president of Richmond Swims, the non-profit that runs Richmond Plunge Masters and the USA swimming age group team. Karen is a certified ALTS instructor and Level 2 Coach. She is a Dorothy Donnelley Service Award recipient and Pacific Masters Contributor of the Year (2020). She is a current member of the LMSC development committee, Pacific Masters Coaches and Clubs Committee, and a former member of the Pacific Masters Marketing and Membership Committee.



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Agenda

- Introductions
- Making Swimming a Positive Experience For All
- LMSC
- Club
- Coach
- Resources



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Making swimming a positive experience for all

- Impact of COVID on clubs
- Assumptions may be different now
- Partnership between LMSC, Club, and Coach
- Treat each swimmer as an individual
- Share ideas for outreach & how to be welcoming to new swimmers



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LMSC



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LMSC

- Newsletter
- Opportunities to Volunteer
 - Invite & welcome new volunteers
 - ALTS or other community service
 - General Volunteer Service (defined roles, rotation or succession planning)
 - Ensure accessibility to meetings (in-person or via zoom)
- Socials/In Person Events
 - Awards
 - Clinics
 - Be inclusive to all members (location, ability)
- Social Media



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Q&A

Club



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Club – Make It Social

- **Socials / Parties / Post-workout get-togethers**
 - Making sure you remain social in a distanced world
- **Social Media**
 - Assign a specific volunteer
- **Hosting Events**
 - Meets
 - Clinics
 - Social Fundraisers
 - Ensure accessibility for all members (locations & cost)
- **Social Chair**



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Club – Finding & Welcoming New Members

- Building a Relationship with the Facility
 - Welcome from the front door
- New Swimmer Welcome
 - Swag and Contacts
- Discounted rate for new swimmers



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Q&A

Coach



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Coach – Welcoming New Swimmers

- Greet everyone by name
- Treat everyone as an individual
- New Swimmer Welcome
 - Customized Message to Interested Swimmer



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Coach – Setting The Right Expectation

- Learning a new swimmers “why”
 - Goals
 - Socialization
 - Exercise
- Pairing and Lane Assignments
 - Determining a swimmer’s skill/comfort level
- Expectations
 - Gear
 - Other





Q&A

Resources



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Events & Resources

Virtual Events - Fitness Series, ePostals

ALTS grants

Coaches Resources – clinics, marketing, etc

Peer to Peer Webinars



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Thank You!