

USMS Coach and Club Resources + Coach Brainstorm

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COACH SUPPORT
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Presenters



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What resources are available for coaches?

- Education
- Workout library
- USMS.org
- Mentorship



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What resources are available for coaches?

Education:

- [Masters coach certification courses](#)
 - Levels 1-3
- [Clinic Course for Coaches](#)
 - Coaches learn how to conduct a USMS SDC
- [Adult learn-to-swim certification](#)
 - Teaches adults how to teach adults to swim
- USMS National Coaches Clinic
 - Biennial in-person conference and clinic



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What resources are available for coaches?

Education:

- *Streamlines for Coaches*
 - Bimonthly publication
- *Swimmer Magazine*
 - Monthly publication
- Community forums
- Peer-to-peer webinars
 - USMS LMSC Dev. and Coaches Committees



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What resources are available for coaches?

Website USMS.org:

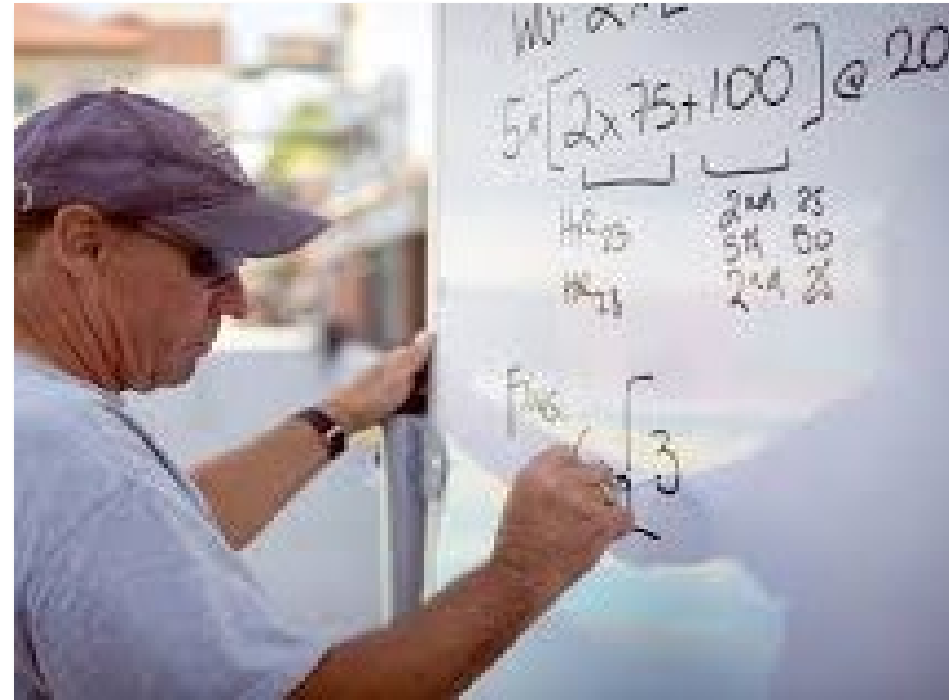
- [Club](#) and [Coach Central](#)
 - Building a Successful Swim Program guide
 - Development grant
 - Code of Conduct template
 - Job description template
 - Free banner
 - ALTS grant USASF
 - Insurance
 - Excess accident
 - Liability
- [30 Day Trial/Guest membership](#)



What resources are available for coaches?

Workout Library:

- High intensity
- Stroke and IM
- Limited mobility
- High volume
- Open water
- Basic training
- Triathlon training



What resources are available for coaches?

Mentorship:

- Club and Coach Services
 - [Bill's Calendly link](#)
- Mentee requesting help from a mentor
 - [Apply online](#)
- Ask your LMSC for help
 - [Many LMSCs have a Coaches Chair](#)
- Stand on the deck of another coach
 - [Club Finder](#)



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Wrap-Up / Questions & Answers

**Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)**

Coach Brainstorm

Bill Brenner – Sr. Director, Club and Coach Development, USMS National Office

Ian King – Ian King - Walnut Creek Masters, Pacific LMSC & LMSC Development Committee

Coaches (Group Leaders)

Jason Weis - Boston University Masters, New England

Ed Tsuzuki - Somerset County YMCA Masters, New Jersey

Aaron Schneider - Riptide Masters, Southern

Jeff Commings - Dolphins of the Desert, Arizona

Ken Brisbin - Long Beach Grunions, Southern Pacific



Breakout Session – Coach Brainstorm

Organized by Club Model

	Team	Size	Mgmt	# of Pools	Ownership	“Personality”
1	Long Beach Grunions	200+ Large (XL)	10 (Board)	3	Team Owned	Community & Support Fitness, Friendship, & Inclusion
2	Somerset County YMCA Masters	200+ Large (XL)	2	4	Institution	Fitness & Community Interval Training
3	Boston University Masters	100 Large (XL)	2	1	Institution	Challenging Workouts Younger (< 30) + Older (> 60)
4	Riptide Masters Swimming	77 Medium (Big)	2	2	Coach (Partnership)	Intense Training, Emphasis on Participation in Events
5	Dolphins of the Desert	62 Medium (Big)	1	1	Coach	70% Fitness / 30% Events



Breakout Session – Coach Brainstorm

Organized by Club Model

- Designate a note taker who will share out to the room
- Topic 1: What Are The Qualities of a *Great* Masters Coach?



Breakout Session – Coach Brainstorm

Organized by Club Model

- Designate a note taker who will share out to the room
- Topic 2: What Do Coaches Want / Need?
 - What Do Coaches Want / Need from USMS?
 - What Do Coaches Want / Need from their LMSC?
 - What Do Coaches Want / Need from their Club?

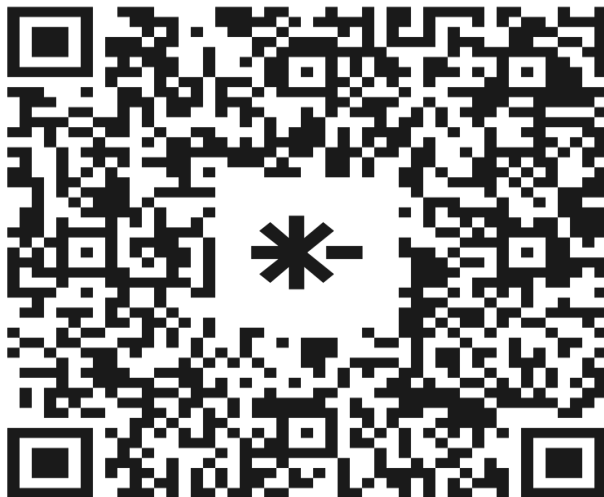




Session Leaders

Bill Brenner— is the Sr. Director Club and Coach Development of U.S. Masters Swimming. He has over 40 years of experience coaching swimming at the age group, college and Masters levels. A USMS certified level 4 Masters coach, Bill has been involved in the evolution of the USMS Masters coach certification courses curricula and has taught hundreds of classes to thousands of Masters coaches. Bill established the USMS Adult learn-to-swim certification program and serves as an ALTS lead instructor. With the knowledge acquired from coaching 100's of Masters swim clinics over the years, Bill wrote the USMS Clinic Course for Coaches, teaching Masters coaches how to run a successful USMS stroke development clinic. Bill serves as an ambassador and advocate for USMS by visiting hundreds of existing clubs and workout groups, establishing new Masters programs, speaking at national aquatics conferences and maintaining relationships with strategic partners such as USA-Swimming, USA-Triathlon, Y-USA, LifeTime Fitness and the Kroc Centers. Prior to joining USMS as a staff member, Bill served USMS as a volunteer at the local and national levels. He has been a swim meet director, support team staff member and coach at the Sarasota Sharks Masters. Bill enjoys sharing his passion for swimming with others by encouraging adults to swim for life.

Bill – bbrenner@usmastersswimming.org



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