

U.S.A.S Convention 2013

Notes from Don Heidary for Pacific Swimming

Thursday

8:00 Senior Steering

Initial dialogue – Mike Unger overview

- Olympic Trials dates will be either July 3-10 or 4-11 (waiting on FINA to finalize)
- Last OT's had 1,800 athletes – goal is 1,200 – 1,400. Time standards will be set next Fall and will be LC only
- There is NO CHANGE to the breaststroke (pull-down) rule
- A new Backstroke foot pad has been allowed (will be made by Omega)
- Mixed gender relays will be introduced at World Cup meets (athletes wanted them)
- Underwater cameras – FINA has still not approved. They are used by USA and helped reverse a number of DQ's.
- Championship (circle) seeding for Distance events at World Champ type meets will be for the final two heats only - not the final three

Moved on to the AGENDA

1) Mission Statement

- The Mission Statement for the Senior Committee has not been updated in ten years. A few minor changes were made.

2) Sectionals

- Goal – to move 18&U swimmers to a national level
- Coaches questioned where the “stepping stone” is with the gap between Sectionals and Juniors so great
- Talked about the growth in numbers
 - There are 145,000 13-19 year-old swimmers in USA Swimming
 - Irvine Juniors had 1,300 swimmers (with the faster standards)
- Sectionals should be a 3 ½ day format
- Cuts will be driven by the size of the meet
- If meet size is over 800 (LC) or 1,000 with 2 course, an additional meet should be added
- We are currently running 10 meets with room to expand to 16

3) Time Standards

Juniors A cut will be two tenths faster per fifty (with the exception of a few longer events)

Bonus cuts will get even faster (relatively)

Note: some bonus event standards are equal to last year's A cut

There was discussion about a second Juniors

- There are 3,400 qualifiers

- Seniors and Juniors are basically the rung in the ladder

The committee is not pursuing a second Junior National meet because:

- They want a national meet
- They like piggy-backing off Nationals
- They like top swimmers racing each other

Frank Busch talked about developing a ten-year plan looking forward at building a competition model and maybe creating three meets in between Sectionals and Juniors

Discussion of improving the timeline for Winter Juniors

- Hold awards immediately after the events
- Announce only top 3
- Swim relay heats in AM (except top 3 heats) for 400 and 800 relays

Extensive discussion about LC Juniors event line-up

- Tuesday – will switch 200 Back and 400 IM with the IM being flighted – 5 women, 5 men, then alternating W/M fast to slow
- Wednesday – no change
- Thursday – 100 Back will be moved to the first event in prelims
- The two Breaststroke events will be switched - 100 moves to Monday and 200 moves to Thursday
- Finals will begin at 6:00

1:00 LSC Development – Business Meeting - Short agenda

Explored LEAP program (Level 2 and 3)

- Need to build in flexibility
- Be aware of cost
- Must complete all lower level items to move on to 2 or 3
- However, you can move on to higher levels prior to completing entire previous level
- General discussion of considerations for LEAP program (focusing on Level 3)

3:00 Club Development

Meeting began with a statistical review:

- There are over 340,000 year-round athletes
- 46% of all swimmers are male/56% are female
- There are 44,000 new swimmers in USA Swimming this year
- Overall retention is 74%, with 91% retention for 13 & over
- Outreach membership is up by 6,400
- Seasonal membership is slightly lower

- Number of officials is over 13,000 – all time high
- Number of coaches is over 17,000 – all time high
- Number of clubs is around 2,800 with 143 new in the past year
- Average swimmers per club is 122
- Approximately 2,000 clubs are at 150 members or less
- There are 404,000 total members: swimmer, coach, official, and non-athlete

Deck Pass

- Deck Pass has been very successful (on all metrics) and is being expanded
- USA Swimming is sending membership cards, plus poster, and sticker
- Perks will be added from sponsors

New Projects

- Coach-owner seminars
- Board President seminars (at Colorado Springs)
- On-line seminars
- Retention analysis

Club Recognition

- Only 56 at Level 4, with 1,000 at or working on Level 1
- You can now work on all levels
- You now can group all items in a general area (at all levels)

Boardsource

- Reminder that Boardsource is free to coaches and club BOD's of USA Swimming

Coach Mentor Program – Pilot program for 2014

- LSC applies for a grant of up to \$4,000
- Funding will support coach to spend 2-3 days with a mentor club

New Club Portal Information from USA Swimming

- Four performance reports have been added to each club's web portal
 - 1) Splashes by event (detailed for Club, LSC, and National)
 - 2) IMX performance
 - 3) VCC Reports – last four seasons
 - 4) Time Standard achievement by age (very detailed)

Retention Survey

- USA Swimming pulled retention rates for 11-12's is only 61%
- Club Development polled 50 teams with high retention rates and asked nine questions and will share that info with all clubs

Thursday

LSC Age-Group Chairs Workshop 1: 8:00-10:00 – ALL Q&A

Topic: Moving athletes from age-group to elite (Todd Schmitz sat in, also an elite athlete, and the coach of Tom Malchow from 8-18 yrs old)

Some thoughts/questions

“What did you focus on with younger swimmers?”

- The clear answer was fundamentals for each coach. They did not dramatically increase yardage until swimmers were age 12 to 13.

Programs must be willing to change or adjust to grow – even if 90% of what you do remains the same.

Move-ups

- Missy Franklin at 13 had 3 Olympic Trial cuts before she moved up to the senior/elite group.
- One coach was age specific: A/G to 11, Junior to 13, then Senior. Junior will only move to senior if they can train at a high level and are committed.

Double Workouts

- Varied – one club had Junior swimmers go 2 AM’s, another had Junior swimmer do one workout a day only and not start doubles until high school.

Dry land varied but generally included core work, med balls, bands, etc.

What are your yardage progressions?

- Todd said he focuses more on workout objectives than yardage. His senior group averaged about 6,000/wo.

He also said Missy was not given, and did not ask for, special treatment.

LSC Age-Group Chairs Workshop 2

Lengthy discussion on IMX

Building momentum

Promotes broad-based development

Meet qualifying is numeric and not by times

Many clubs are adjusting LSC meets to IMX format

Clubs are now using IMX scoring for awards and recognition, ex:

First Colony:

- Certificate for competing all events (qualifying)
- Patch – 1,500 for 12&U/2,000 13+
- Draw string bag – 2,500/3,000
- Back pack – 3,500/4,000
- Jacket – 4,500/5,000

Some clubs are setting IMX team records as well

New reports in the Club Portal on -

- Admin reports
- IMX reports
- Performance report

These reports show team trends and comparisons to LSC and the Nation

The ASPEN Group – Project Play

Founded by an ESPN writer

Funding from majors backers

91% of people say it is important but most experiences are not positive

Substantial evidence that youth sports improve academics and a higher percentage of high school athletes go on to college, and it delays or prevents drug, alcohol, and sex abuse.

Early specialization

- Few benefits
- Social, emotional, physical costs

Early sampling (of sports/activities) proves more productive

- Allows skill transfer

10,000 hour rule to master a skill

Deliberate play

- Promotes creativity

Long-term athlete development

- Many countries are developing plans

Swimming, Tennis, Hockey, Soccer were all at the meeting plus many other experts

The Age-Group Committee is developing a holistic planning document that should be finished by next year.

5:00-6:00: TOWN HALL MEETING with Chuck Wilgus (Executive Director) and Bruce Stratton (President)

Topics included: Their backgrounds, the USA Swimming dues increase (needed to provide key programs), challenges to USA Swimming (competition from other sports), moving Board of Review outside of the LSC, and challenge to facilities depletion

7:00-9:00 Western Zone Meeting

Took LSC role

Approved minutes

Disability update

Athlete reps

Address by Bruce Stratton and Chuck Wilgus

- Dues, the Insurance Company, USA Swimming's Business Plan, long-term planning

Zone Age-Group Meet (14&U format): 3,160 splashes, 21 records, 16 of 17 LSC's present, 55 officials,

- 2014 Meet will be 8/6-9 Federal Way
- Bids for 2015 – Maui, Hawaii was the only bidder (2015 goes to Maui)

Senior Zone Report – over 1,000 swimmers, 90 teams, over 5,000 splashes

National Committee Reports

- Membership – reminder of new coach certification through the Red Cross
- Senior – Sectional update (covered in Senior update)
- Scholastic All American (Joyce) – 1,350 applicants
- Diversity (Kent) – Code of Conduct update
- Disability – coaches clinic in Colorado Springs
- Age-Group – IMX Games (WZ in lowest participating Zone), Athlete Progression for coaches
- Officials – no open water competition in the WZ
- Governance – Biannual Convention only for voting, Convention days of the week proposed to be moved to Sun – Wed, HOD Voting Membership change to more representative of size of LSC

Nominations of Officers

- Western Zone Non-Coach Director
- Western Zone Swimming Championship Coordinator
- Western Zone Secretary/Treasurer

Unfinished Business

- Update by-laws to reflect new 14&U meet format

New Business

- Time standards for WZ A/G meet – motion accepted
- Sectionals – request for six Sectionals meets in 2015 – motion passed – will be taken to USAS BOD
- Proposal for officials mentoring. Invite two LSC officials to work at the two Zone meets. The proposal is to raise the Splash Fee by one dollar to pay for the hotel expense.
- Proposal to support officials who work/travel for the WZ meets - \$.50 from each splash fee
- WZ Diversity Camp (Kent) and a Diversity Summit funding proposal - ten cents per athlete from each LSC (a lot of dialogue – some had concerns about the fee). The motion passed as a one-time occurrence.

9:00-10:00: Sectional Meeting

Japanese Dual Meet Travel Trip – presented by Mark Shubert (approved)

A meet was attempted with NCSA that went poorly

This would be an All-star meet between Japan and Section All-Star team

Meet will alternate between Japan and USA

Proposing a two-year deal

First trip will be February 2014

18 max age, 18 women, 18 men

Meet in Japan will be SC meters

Would leave on 2/11 and return 2/17

Selection will be from SC Juniors, SC Nationals, and Sectionals

Financial – swimmer would have co-pay, Section is working on revenue generation to support the first two years

Sectionals – follow-up on Senior Steering Meeting and Section decisions on times and dates

- 2014 Sectionals – East LA hosted by Rose Bowl
- 2015 SC Sectionals – East LA, MLK weekend, hosted by a SoCal team
- 2015 LC Sectionals – July 15-20, open for bidding – 2 weeks ahead of Nationals

Times standards

The Senior Steering Committee is setting national Sectional times. Each section can adjust slower but not faster.

See previous notes on Sectionals (philosophy)

Times for January and July are reset at 5% and distributed soon

Will use USA Swimming OME

Friday

Coaches Meeting

Frank Busch – opening comments: The role and responsibility of the coach

Sectional legislation recap

- 3 ½ days
- 8-22 day ahead of national competition
- 800 swimmer count (1,000 for two courses)
- At least one 18&U final heat

USA Swimming dues Increase proposal

Western Zone Meeting #2

Speeches/Elections

Top Zone open-water swimmers (top 4 from each age group) will be offered a trip to open-water nationals

USA Swimming introduced a broad-based marketing campaign

Election results