

## **USA SWIMMING: ANNUAL BUSINESS MEETING & WORKSHOP**

### **Coaching with Purpose- Strategic Thinking for Growth, Retention and Performance:** discussion and summaries:

- Growth is constrained by cultural shifts, competition from other sports, and lack of visibility in the community.
  - Barriers to growth include increasing facility costs, limited water time, and post-COVID engagement challenges.
  - To foster growth, it is essential to highlight the value proposition of swimming compared to other sports, improve marketing efforts, and build stronger community connections.
  - Relationship building with facilities and creating partnerships to secure more pool time is critical to scaling programs and ensuring long-term growth.
- Retention is highly influenced by athletes' experiences, parental involvement, and the overall team environment.
  - Key drivers include a strong team commitment, positive experiences, and maintaining swimming as a priority activity.
  - Challenges include balancing swimming with other activities, overcoming financial barriers, and effectively communicating the long-term benefits of the sport to athletes and their families.
  - To address retention, focus should be placed on delivering quality, value, and engagement, as well as supporting parental education and creating a fun, motivating atmosphere for swimmers.
- Performance hinges on managing expectations, creating cooperative environments, and supporting both athletes and coaches.
  - Challenges in this area include limited facility access, infrastructure shortcomings, and financial constraints, particularly at developmental levels.
  - There is an expressed need to improve coach support and education, while fostering senior athlete commitment.
  - Key recommendations include enhancing coach pipelines, improving access to high-quality coaching, and addressing the post-pandemic performance gap, particularly among younger swimmers.

### **Introducing the American Development Model ([link](#))**

Session review & open forum of the ADM tool for athlete development, practice group structure, and overall team development. The stated goals for ADM are:

- Give athletes, coaches, and parents a positive experience in the sport of swimming.
- Keep athletes, coaches, and parents engaged in the sport longer.
- Help increase the “pool” that our National Team athletes come from.
- Teach athletes life skills that will help them be successful in life.

The ADM focuses on an athlete-centered holistic, age-appropriate development that takes into account personal, emotional, cultural and societal experience focusing on 4 areas:

- **Competence:** Sport specific skills, improved health & fitness, healthy training habits
- **Character:** Respect for the sport, ethical and moral responsible behavior, integrity and empathy
- **Confidence:** Self- belief, resilience, mental toughness, positive self- worth
- **Connection:** Positive bonds and social relationships in and out of the sport

## **Additional ABM Workshop Meetings**

- Legislative Review Sessions, Western Zone Meeting & Election, USA Swimming Programming and Services
- House of Delegates Meeting: Club Leaders & Head Coaches should have received the 2024 House of Delegates Legislation Summary via email. Updated legislation and all USA Swimming rules can be found [here](#). Listed below is the recap: (currently effective except as otherwise noted)
  - The composition of the House of Delegates was approved. (Corporate Bylaws 6.1)
  - The rules for starting procedures were amended to allow Starters the ability to use any "stand" command when relieving athletes from their starting positions. (Articles 101.1.2, 101.2.3, and 102.12)
  - The rules surrounding Mixed Gender Relays were changed to allow lead-off times to count for relays with compositions other than two male and two female athletes. (Article 101.7.3)
  - The list of recognized events for 13-14 athletes was amended to include the 50s of Butterfly, Backstroke, and Breaststroke. (Article 102.1.2)
  - The rules regarding the Zone Senior Program were amended to allow each Zone to govern the conduct of the competition as they see fit. (Article 205.7) [Effective January 1, 2025]
  - The Code of Conduct was amended to include national origin as a class protected from Discrimination in violation of the Amateur Sports Act. (Article 304.3.2)
  - The rules surrounding the Coach Advisory Council (CAC) were amended to grant the CAC the authority to appoint the coach members of multiple national committees that have required spots for coach members. (Article 501.1)
  - The rule regarding the distribution of rulebooks was amended to clarify that non-athlete members must make a request for the physical rulebook, should they desire one. (Article 503.2) [Effective January 1, 2025]
  - The rules surrounding the wearing of wetsuits were amended to give more flexibility to Meet Directors to allow the use of wetsuits in Open Water competitions. (Articles 701.1 and 701.4)
  - The rules surrounding which meets are considered qualifying competitions for Open Water Junior National and National Championships were amended to allow additional qualifying competitions. (Article 705, multiple locations)
  - The Required LSC Bylaws Template was amended to update the name of World Aquatics and to utilize gender-neutral pronouns. (Required LSC Bylaws Template, multiple locations)
  - The annual registration fee for existing clubs was increased to \$225 per year and the registration fee for new clubs was increased to \$750 for their first year. (Resolution of the HOD) [Effective for the 2026 membership year]

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## **2025 GRANTS ARE NOW OPEN THROUGH DECEMBER 15, 2024**

- Learn to Swim Grants: [Apply for Youth LTS](#) | [Apply for Adult LTS](#) | [Read more](#) | [Learn more](#)
- Community Impact Grants: [Apply here](#) | [Read more](#) | [Learn more](#)
- Historically Black Colleges and Universities (HBCU) Grants: [Apply here](#) | [Read more](#) | [Learn more](#)

**UPCOMING PACIFIC SWIMMING GOALS:** Create LSC-wide communication network. New capabilities in SWIMS to obtain emails for the LSC to create email communications to all members of the LSC who have email addresses listed in their SWIMS account. (Previous capabilities only had access to club contacts listed on annual club registration). Ability to send LSC-wide notifications (all-star applications, camps, etc.) and available to "opt-out" of receiving emails.