





The Club Recognition and Club Excellence Programs




Club Recognition Program: The Basics

The Club Recognition Program is a voluntary program to recognize clubs that demonstrate a commitment to long term club development, stability and success. Clubs must meet markers measuring business and organizational success, parent and volunteer development, coach development and education, and athlete development and performance. The program is entirely web based. A club's level of recognition is displayed on the USA Swimming website in the club search section. This program encourages clubs to strive toward basic and increasing benchmarks of achievement. Clubs enter the program by designating themselves as Coach Owned, Institutionally Owned or Parent Governed with the requirements varying according to designation.

	<p>Level 1: Level 1 clubs must demonstrate basic competence and achievement. For example, a Level 1 club has a mission statement and budget and is a legally established organization. It conducts basic parent and volunteer education and provides opportunities for coach development. At the athlete level, the club encourages participation in USA Swimming competitions and programs.</p>
	<p>Level 2: Level 2 clubs show higher levels of structure and achievement. For example, a Level 2 club engages in strategic planning and club leadership development. Specific parent education sessions are held and clubs are rewarded for coach tenure and contributions to the sport. Athletes achieve at the LSC level and clubs are rewarded for athlete achievement in IMX and the Virtual Club Championships.</p>
	<p>Level 3: There are higher expectations in all areas for Level 3 clubs. For example, the club engages in review and evaluation, is actively involved in the LSC and provides increased opportunities for education and involvement to assistant coaches. A Level 3 club has athletes at the Zone, Sectional or Junior National level.</p>
	<p>Level 4: Level 4 clubs are the most advanced in all areas. Examples of Level 4 achievement include financial planning for the future and owning or operating a facility. Has a strong management team that is fully responsible for implementing the club's strategic plan. Their staffs have considerable experience and tenure with the clubs and their athletes are competing and achieving at the national level.</p>

Club Excellence Program: The Basics

The Club Excellence Program is a voluntary program that identifies and recognizes clubs for their excellence in athlete performance. The program annually recognizes up to 200 outstanding clubs and provides monetary grants to those who qualify as Gold Medal or Silver Medal clubs. The main distinction between the Club Recognition Program and the Gold, Silver and Bronze levels is the performance achievements of the athletes. Clubs must apply to the Club Excellence Program annually by completing an application process. Clubs receive a banner recognizing their level of achievement as well as the right to use the Club Excellence Program logo in advertising and promotional materials.

	<p>Bronze Medal Clubs: Clubs ranked from 101-200 can be recognized annually as Bronze Medal Clubs. A Bronze Medal Club must have at least one 18 & under athlete qualify for and compete in the USA Swimming Long Course Junior Nationals. There is no grant assistance for Bronze Medal Clubs.</p>
	<p>Silver Medal Clubs: Clubs ranked from 17-100 can be recognized annually as Silver Medal Clubs. A Silver Medal Club must have at least one 18 & under athlete qualify for and compete in a Long Course Trials/National Team selection competition, the Long Course National Championships and/or the U.S. Open. A Silver Medal Club can apply for up to \$2,200 in grant assistance.</p>
	<p>Gold Medal Clubs: The top 16 clubs in the country are recognized annually as Gold Medal Clubs. A Gold Medal Club must have at least one 18 & under athlete achieve at least one Club Excellence Gold Medal world-ranking time standard and compete in a Long Course Trials/National Team selection competition, the Long Course National Championships and/or the U.S. Open. A Gold Medal club can apply for up to \$12,000 in grant assistance.</p>