

Swim Biz Conference March 29-31,2015

Email, Twitter, Facebook Communication

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Nation's Capital Swim Club (NCAP)

- 1,855 Registered USAS Members
- ≈800 “Developmental” Non-USAS Members
- 16 Facilities – None Club Owned
- 28 Full-Time Coaches
- 55 Part-Time Coaches
- 1 Location with Learn to Swim School
- 5 Locations with Developmental Program
- 3 Owners – Coach Owned Team (T. Ugast)



Nation's Capital Swim Club (NCAP)

- “Head Coaching Staff”

American University
Head Coach Tim Kelly

Lee District
Head Coach Jeff King

Burke
Head Coach Pete Morgan

Prince George's
Head Coach Michelle Jordan

Claude Moore
Head Coach Robbie Robins

Tysons
Head Coach Marilyn Mangels

Georgetown Prep
Head Coach Bruce Gemmell

Holton Arms
Head Coach Mary Dowling

Germantown
Head Coach Rob Washburn

West
Head Coach Jeremy Linn
Freedom Center, Manassas Park, WARF
Vint Hill



Nation's Capital Swim Club (NCAP)

- 10 “Sites”
 - Each with “Head Coach”
 - Vary in size from 110 to 350 swimmers
 - Programming is dictated by pool availability
 - All sites vertically integrated
 - Developmental to Sr Level
 - “Partner Sites” (Geographically)



Nation's Capital Swim Club (NCAP)

- Integrated Approach
 - Monthly Staff Meeting – Head Coaches +
 - Sr Level Coaches
 - Age Group Coaches
 - Priority Team Meets ≈ 1 per quarter
 - Team Travel Meets
 - AG: Competitive & Non- Competitive
 - Senior Travel
 - Team Training
 - Team Functions / Outfitting



Nation's Capital Swim Club (NCAP)

- What do we communicate?
- Why do we communicate?
- When do we communicate?



Nation's Capital Swim Club (NCAP)

- What do we communicate
- 2 Levels of communication
- Administrative
- Individual Site Level



Nation's Capital Swim Club (NCAP)

- Administrative
 - Beginning of Year Plans
 - Safe Sport Information
 - Outfitting information
 - Code of Conduct
 - End of Year results
 - Volunteer Planning
 - “Thank You’s”



Nation's Capital Swim Club (NCAP)

- Site Level (Coaching Staff)
 - Individual Group Plans
 - Social Events
 - Meet sign Up information
 - Weekly practice updates
 - Meet results
 - Nutrition Ideas



Nation's Capital Swim Club (NCAP)

- How do we use Social Media
 - Twitter- “shout outs” to all
 - Facebook-Informational
 - Website- both of these
 - Website is general and then can be drilled down to each site for particular information.



Nation's Capital Swim Club (NCAP)

- Why we communicate?
 - Reduces questions that coaches must answer before and after practice.
 - Bonds the site closer- Parents and swimmers feel connected to what is going on around them.
 - Even though we are a very large team, we try to make each site autonomous in some respects.



Nation's Capital Swim Club (NCAP)

- When do we communicate?
 - As often as it makes sense.
 - Administratively- once or twice a month.
 - Site level- once or twice a week if not more.



Nation's Capital Swim Club (NCAP)

- What makes it work?
 - Young athletes and coaches that drive the communication
 - Dory Halbe- Asst. coach under Bruce
 - Jessica Fry- Asst. coach under Robbie
 - Andrew Gemmell- Post Grad in charge of Twitter
 - Karyn McCannon- Helps me administer the Club.

