HOW TO BUILD A SWIM PROGRAM FOR LONG TERM SUCCESS

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COACHING BACKGROUND

• Parents were college professors—so teaching in background

• Coaching background

• MOR Accomplishments

• MOR Mission—“Developing Champion Athletes and Citizens Through Commitment to Excellence in Swimming”

• All decisions related to this
HOW DO YOU GO FROM 6 SWIMMERS TO 550?

• Vision
• Structure
• Staffing
• Parent Education
• Goal Setting
• IM focus
• Meet focus

2001 Team Picture
• **Long Term Success requires a consistent philosophy**

  • **Catch Phrases for Staff/Program**
    - **Under promise and Over deliver**
    - **Offer more to each athlete each year they are in program**
    - **Fun and Technique early**
    - **Treat all athletes/groups equally but not same**
    - **Consistent policies re: sites/groups**
      - **No Switching of sites**
VISION

• CORE BELIEFS
  • COACHES MUST SEE WHAT IS POSSIBLE FOR KIDS AT ANY AGE—DOC’S X-FACTOR
  • GOAL SETTING IS KEY AT ALL AGES
  • LESSONS LEARNED LAST LIFETIME AS DO FRIENDSHIPS
  • CHALLENGE KIDS….WHEN THEY ACHIEVE CHALLENGES, THEY ARE PROUD THEY DID IT!
  • CHALLENGES ARE OPPORTUNITIES—DEPENDS ON HOW YOU LOOK AT IT.
STRUCTURE

- Coach Run
  - Almost everything
    - Entries-obvious
    - Schedules
    - Travel
    - Social events
    - Fundraising
    - Swim meets
    - Billing

- Swim Coaching
  - Coaches answer questions
  - If contentious-no email
  - Meet with Assistant and me
STRUCTURE

- 3 Sites
  - Raleigh/Cary
  - North Raleigh
  - Clayton

- Bring Program Closer to Clientele
  - Executive Board
    - Looks at Financials and where to invest $
    - Not elected
    - Provides Services/Expertise
      - Accounting
      - Financial Planning
### MOR SWIM TEAM PROGRAM 2013 - 2014: AGE GROUP SWIMMING DIVISIONS

<table>
<thead>
<tr>
<th>PRACTICE GROUPS</th>
<th>AGE RANGE</th>
<th>PRACTICES OFFERED PER WEEK (SUGGESTED ATTENDANCE)</th>
<th>DRYLAND EXERCISES</th>
<th>TECHNIQUE vs. CONDITIONING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Group 1</td>
<td>5-9 years</td>
<td>3 practices offered per week. (Recommend at least 2)</td>
<td>Stretching and light calisthenics</td>
<td>80% technique/ 20% conditioning</td>
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<tr>
<td>Age Group 2</td>
<td>9-11 years</td>
<td>4 practices offered per week. (Recommend at least 3)</td>
<td>Stretching, calisthenics</td>
<td>70% technique/ 30% conditioning</td>
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<tr>
<td>Age Group 3</td>
<td>9-13 years</td>
<td>6 practices offered per week. (Recommend at least 4-6)</td>
<td>Stretching, calisthenics, tubing and running</td>
<td>45% technique/ 55% conditioning</td>
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### MOR SWIM TEAM PROGRAM 2013 - 2014: SENIOR SWIMMING DIVISIONS

<table>
<thead>
<tr>
<th>PRACTICE GROUPS</th>
<th>AGE RANGE</th>
<th>PRACTICES OFFERED PER WEEK (SUGGESTED ATTENDANCE)</th>
<th>DRYLAND EXERCISES</th>
<th>TECHNIQUE vs. CONDITIONING</th>
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<tbody>
<tr>
<td>Senior 1</td>
<td>13 and Older</td>
<td>6 practices offered per week. (Recommend at least 5)</td>
<td>Calisthenics stretching, running, and med balls</td>
<td>25% technique/ 75% conditioning</td>
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<tr>
<td>Senior 2</td>
<td>14 and Older</td>
<td>9 practices offered per week. (Recommend 7 to 9)</td>
<td>Calisthenics, stretching, running, and weights</td>
<td>10% technique/ 90% conditioning</td>
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<tr>
<td>Sr. Development</td>
<td>13 and Older</td>
<td>4 practices offered per week. (Recommend at least 2)</td>
<td>Calisthenics, stretching, and running</td>
<td>60% technique/ 40% conditioning</td>
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<tr>
<td>Pre-Senior</td>
<td>13 and Older</td>
<td>6 practices offered per week. (Recommend 3-5)</td>
<td>Calisthenics, stretching, and running</td>
<td>60% technique/ 40% conditioning</td>
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DEVELOPMENTAL PROGRAMS

• 4 PROGRAMS
  • Fall Swim League
  • Winter Swim League
  • MOR IN May
  • Swim America

• Brings in swimmers for lesser commitment
• Exposes swimmers/parents to MOR
• Revenue source
• Staff Development resource
STAFFING

• **Hire Staff who are honest, hardworking, care about kids**
  • **No one cares how much you know, until they know how much you care**

• **Hire Staff who have skills you do not have**
  • **Makes it easier to delegate**

• **Assign Staff different areas**
  • **All Full-time (8) Coaches, supervise part time**
  • **Cara handles majority of fundraising**
    • Swim-A-Thon—$39,000 raised this year
    • Team Banquet
    • Meet director
  • **Monroe handles website & sending entries**
  • **Jonathan handles payroll and Graphics**
  • **Adam handles Developmental programs**
  • **Fish handles Video equipment & USA Swim Recognition**
  • **Kyle handles Travel**
  • **Billy handles Coach Certification requirements**
  • **Beth handles the billing/accounts**
STAFFING

- **Have an office where all full time work**
  - Key for consistency and staff communication with each other
  - Share ideas
  - Help solve problems
- **Weekly Staff Meeting**
  - Have fun with staff
    - Lunch
    - Staff Christmas Party
  - Argue but walk out with same message that we came up with
  - Just added video/education topic 1/2 weeks... do at beginning
- **Always publicly support staff**
PARENT EDUCATION/COMMUNICATION

- **Brochure**
  - Advertise
  - Summer league recruiting - Get the word out
  - Free summer league clinics

- **New Parents Meeting in August**
  - Explain swim program and how to progress
  - Swim meets and entry procedure
  - Goals
  - Financial obligations
  - Fundraising
  - Swim Meet volunteering
  - How to communicate with staff

- **Practice Group Parent meetings - September & April**
  - Go over above again
  - Specific goals for practice group
  - Importance of Meets
  - Season plan
PARENT EDUCATION/COMMUNICATION

- MOR Day Picnic
- Meet Volunteers
  - Stress desire to time at MOR Meets
  - Free Speedo T-shirt
- Weekly Newsletter
- Team Banquet
- Education Clinics/Info
  - Alan Goldberg
  - USA Swimming Staff
  - 13 Steps to Being a Winning Parent
GOAL SETTING

- **Business**
  - Recruiting/Membership #'s
  - Staff Payroll
  - Expand sites
- **Staff**
  - Technical and Training Goals
- **Performance**
  - Team Goals
    - Scores
    - PBT %
    - DQ #'s
    - Technical Proficiencies
    - USA Swimming Club Excellence & Virtual Club Champs
GOAL SETTING

- **Athlete Goals**
  - AG I/II
    - More general
    - Technique oriented
  - Sr. Development
    - Find what they want out of it
  - AG III, Sr. I, Sr. II
    - Large multiple page goal packet
      - Meet/Practice schedules
      - PBT, Goal time
      - Mental, technical, pace goals for practice
    - AG III meet with athletes in small groups
    - Sr. I/II meet with athletes individually

- **Fun Activities**
  - Ropes Course
  - Surfing lessons
IM DEVELOPMENT FOCUS

• **IMX before there was IMX**

• **Give the tools to be prepared to swim any stroke so as body matures they have the knowledge to take advantage of the talents they grow in to**

• **Crossover turn**
  - Teach at AG III
  - Require at Sr I/II

• **Event Selection**
  - Enter all 200 strokes often
  - Train a different stroke as primary stroke each year 9th-12th grade
  - End of year fun meet to swim off events shaved

• 3 main points for IMer’s to know
  - Pull a lot of weak stroke
  - Be able to do weak stroke turns as well as those for whom it is their best stroke
  - Know paces for weak stroke as well as you do for primary stroke

• **Sr. II IM preparation**
  - **Success in last 5 years**
    - 5 girls under 4:20
    - 7 boys under 4:00
    - Also had NC HS champs in boys/girls 50 free last year so you coach what you have."
**IM DEVELOPMENT FOCUS**

**Weekly Cycle - 59,000-65,000/week**

**Sr. II Short Course Season Plan:**

**Training Cycles**

| 3x | **1-AEROBIC** | 3000 for time |
| 2x | **2-AT/VO2 max** | 6x400 IM on 6:45, then 5, then 4 |
| 1x | **3-LACTATE** | 6x200 STROKE ON 9:00, then 5, then |
# IM Development Focus

**Weekly Cycle - 59,000-65,000/week**

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<td><strong>AM</strong></td>
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<tr>
<td></td>
<td>Strokes</td>
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<td>Power Stations Tubing etc</td>
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<td>Long Course Sprint/MD/Distance</td>
<td>Free/IM Kicking Dryland&amp;Wts</td>
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<tr>
<td><strong>PM</strong></td>
<td>Distance Free Wts.</td>
<td>Weak Stroke Kicking Dryland</td>
<td>IM Kicking Wts.</td>
<td>Stroke/IM Kicking Dryland</td>
<td>Fly Day Kicking Relays</td>
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MEET ENTRY FOCUS - KEY!

- Get large % of kids to meets-not for points but for learning
- Keep them in meets in summer, not just summer league
- We run 10 meets/year
  - 8 of them are some type of developmental meet
    - 8-u, BB and below etc.
    - Allows kids to be successful at that level and gain confidence prior to moving up to ‘A’ level meets
    - 13-O also get chance to succeed
    - Gives them goal to shoot for to move up to higher level meets
SUMMARY KEY POINTS

- **Stay true to your vision - Consistency**
- **Develop structure with a sound philosophy that will stand up to challenges**
- **Hire great staff and let them have autonomy**
- **Educate parents and give them time limited opportunities to help the team**
- **Goal setting with staff and athletes so there is an aim and sense of accomplishment**
- **IM Development to give athletes tools to succeed as they grow/mature**
- **Swim Meets are learning opportunities and help with retention**
- **Have Fun!**
QUESTIONS??

CONTACT INFO

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