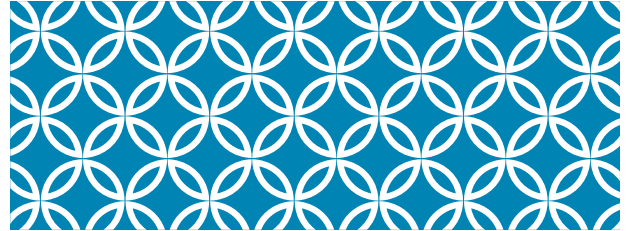


**GETTING INVOLVED:
IT'S NOT A CHOICE**



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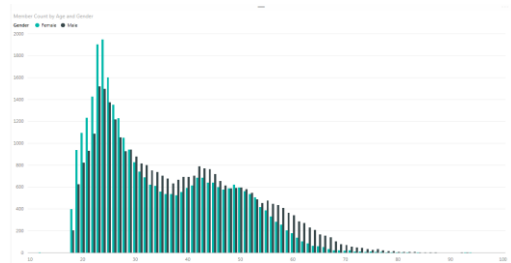
'STAYING AWAKE' AS A COACH



- 1.) Why get involved?
- 2.) Sphere of influence
- 3.) When to get involved? (now)
- 4.) Discover your niche & gain expertise
- 5.) Find resources locally & nationally

***MAKING A 'DRY-SIDE' CONTRIBUTION
CAN ENHANCE YOUR ATHLETES, YOUR
TEAM, & YOUR CAREER**

REGISTERED COACHES (COOPERTY USA SWIMMING 2015)



WHY DO WE NEED YOU?

ANNUAL # COACHES 2015:
 * ALL: 18,550
 * FT 21% (3,932)
 * PT 78.8% (14,618)

ANNUAL # COACHES INCREASED SINCE 2012 BY 18%

... **RATE OF INCREASE IS DECLINING!**
 * ONLY UP 3.3% FROM 2014-2015
 * MORE COACHES LESS LONG-TERM GROWTH AS COACHES!

COACH RETENTION RATE HAS BEEN SLOWLY DECLINING SINCE 2012
 * 102% → 99.2% → 95.7% → 94.8%

ANNUAL EST. AVERAGE COACHES INVOLVED LOCALLY (LSC GOVERNANCE, STAFFS, EVENTS):
 * 1780, OR 9.6%

*Data courtesy of USA Swimming



WHAT'S IN IT FOR YOU?

AS COACHES WE'RE JUST AS COMPETITIVE AS OUR ATHLETES!
 HOW DO YOU DEFINE SUCCESS...

MERITOCRACY = PERFORMANCE	VALUE = SEEING THE BIG PICTURE
<p>0.03% OF SWIMMERS MAKE OUR USA OLYMPIC TEAM. *FIND ANOTHER WAY</p> <p>0.2% OF COACHES SERVE ON USA TRAVEL STAFFS ANNUALLY *FIND ANOTHER WAY</p> <p>1% OF SWIMMERS WILL ACHIEVE USOT TIME STANDARDS (est.) *FIND ANOTHER WAY</p> <p>2.5% OF SWIMMERS ACHIEVE JR/SR NATIONAL TIME STANDARDS (avg. 2014) *FIND ANOTHER WAY</p>	<p>Being "Of Value" means you are EFFECTIVE within your Sphere of Influence by DOING SOMETHING for the good of the sport. Better, smarter, more professional, more passionate coaches add to:</p> <ol style="list-style-type: none"> 1) Professionalization of the industry 2) Communication & Collaboration with peers = better athletic performance 3) Elevation of the role of all coaches all levels 4) Opportunities to impact the sport 5) Opportunities for your career!

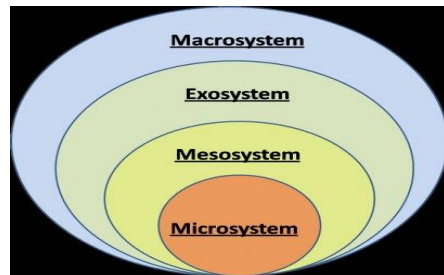
ONE COACHES' CAREER PATH: FROM SIX-FIGURES TO ...SWIM MEETS?

"The key to success is to KEEP GROWING in all areas of life" – Julius Irving

- ❖ FIND YOUR PASSION
- ❖ FIND AN INFLUENCE
- ❖ FIND YOUR INFLUENCE & LEAD



BRONFENBRENNER'S ECOLOGICAL SYSTEMS THEORY



'ECOLOGY' OF A CAREER SYSTEM

We are ALL CONNECTED!

Importance of Context:

- Nothing exists in a vacuum
- Everything exists within different Spheres of Influence. Consider:

Athlete. Swim team. Training plan. NGB. Career model.

Growing your own career model:

- Work within your organizational structure
- Understand self in relation to each layer of your professional environment
- Decide how you want to become an influence
- Focus on becoming effective through creating EXPERTISE in one sphere



**FINDING YOUR VOICE:
WAIT. WATCH. LEARN. LEAD.**

Become your best professional self (regardless of job title/gender):

- WAIT** Develop a strong knowledge and skill base
 - Coach certifications as a base
 - On-deck experience (swimming replaces time on the Front Line)
 - Earn respect of your athletes & peers through consistent behavior
- WATCH** Develop healthy respect for others, meet people 'where they are'
 - Notice cultural shifts (i.e. Title IX and implications on your athletes & coaches)
 - Pay attention to the personalities in your community (athletes, rivals, example-setters)
- LEARN** Become an expert
 - Get off the pool-deck & get connected
 - Focus on your sphere of influence
 - Define yourself....have a point of view
 - TRAINING Philosophy
 - MANAGEMENT Philosophy
 - SPORT Philosophy
- LEAD** Use YOUR Values & Vision to inspire & teach others
 - The greatest contributors are CONNECTORS

STAND FOR SOMETHING (OR FALL FOR ANYTHING)

Build The Base:

Governance Coach & Official Education	Coach & Official Certification
Safe Sport	NCAA Scholarship
Athlete Rights	Diversity & Inclusion
Rules & Regs	College / Club Swimming
	Disability Swimming

Promote the Sport:

Clean Sport / Anti-Doping	Community Outreach – Make-A-Splash Foundation
Social Media & Sport	Write /Blog: SwinVortex, Swimming World, SwimSwam
Regional / Women's Coaching Conferences	LSC Programming (LEAP)

Achieve Competitive Success:

USRPT Debate	Age Group Swimming	Research on Training Modalities	Senior Swimming
Dryland	Technical Skill Progressions	Meet Progressions	Techtalks
Develop USA's Talent Pipeline		Data Mining	



BECOMING AN EXPERT IN THE MILLENNIAL AGE IS EASY

...Because we all have "access to better"

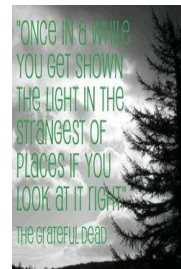
Technology Age - Information gathering is easier than ever
 Power to collect and process data is for everyone!
 Email / social media / follow on twitter / LinkedIn / TedTalks
 Experience – necessary but not the only way. (You can always research the right answer)
 Mentorship is now supplemental vs. only option
 Be careful of bad info

But you don't have to know everything!

Spend less time reinventing the wheel!
 Learn how to use knowledge of others to enhance your skill-set
 Directed improvements for your athletes/ your team/yourself
 Prioritize how you spend your time (80/20 Rule)

Getting your voice heard

Narrow your Sphere of Influence by Aligning your Values + Interests + Abilities



RESOURCES ARE EVERYWHERE

Seek Knowledge. All the time.

- Professional Organizations
- Online learning – On your own
- Formal Conventions/Clinics
- Certification Programs – ASCA, ISCA, UIW Online Masters in Coaching

Seek Experience. You can learn something from everyone you meet

- Internships – USA-Swimming, IOC, OTC, Club Exchange
- Mentor Programs – some
- Your competitors/peers – Make Friends! Ask questions!
- Time on-deck: Make observations, see the patterns.

Seek Opportunities. They are all around (often disguised as obstacles)

- READ
- Reach out. Coaches WANT to help you
- Fellowships: Vary Great!
- Communicate & collaborate at EVERY turn
- Be persistent in your approach (but do not be a stalker)

"Bloom Where You Are Planted" or "Think Global, Live Local!"

- Give to your community
- Learn within your community
- Find opportunities for yourself and your athletes within your community

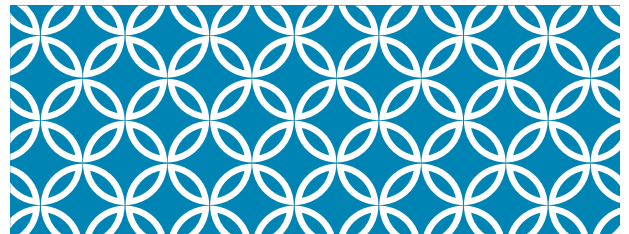
USE EVERY RESOURCE

1. USAS /USMS
2. ASCA / WSCA
3. ISCA
4. CSCAA / NCAA / NAIA
5. NFHS
6. FINA
7. IOC / USOC
8. WADA/USADA
9. LCS's & Local sport organizations (FHSAA/school equivalent)
10. NSCA / NCSA
11. TWITTER/YouTube
12. FB: SWIM COACHES IDEA EXCHANGE GROUP
13. LinkedIn
14. TED TALKS
15. PROFESSIONAL ORGANIZATIONS (NAPW)



In summary – DO something!

- › Why – Critical to your skillset, and to future relevancy of our sport
- › Sphere of influence – We are all connected . Find where you fit
- › When –Now. Stay Awake
- › How – Become a Passionate Expert, develop a Point of View
- › Take Action – Resources are everywhere. Make yourself heard.
- › **MAKING A DRY-SIDE CONTRIBUTION CAN ENHANCE YOUR ATHLETES, YOUR TEAM, & YOUR CAREER**



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