GETTING INVOLVED:
IT’S NOT A CHOICE

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

‘STAYING AWAKE’ AS A COACH

REGISTERED COACHES (COURTESY 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!
· THREE OF 3 YEARS FROM 2012-2015 AN INCREASE 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
· 0.03% OF SWIMMERS MAKE OUR USA OLYMPIC TEAM
· 0.1% OF COACHES SERVE ON USA TRAVEL STAFFS ANNually
· 1% OF SWIMMERS WILL ACHIEVE USOT TIME STANDARDS (est.)
· 2.5% OF SWIMMERS ACHIEVE JR/SR NATIONAL TIME STANDARDS (avg. 2014)

FIND ANOTHER WAY

VALUE = SEEING THE BIG PICTURE

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:
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

Macrosystem
Exosystem
Mesosystem
Microsystem
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
  - Coach certifications as a base
  - On-deck experience (nothing replaces time on the Front Line)
- WATCH
  - Surrey impact of your athletes & crews through consistent behavior
- LEARN
  - Develop an expert
    - Get off the pool deck & get connected
    - Develop your skill & ability
  - Define yourself... there is a path of SCIENCE
- LEAD
  - Use YOUR Values & Vision to inspire & teach others

STAND FOR SOMETHING (OR FALL FOR ANYTHING)

Build The Base:
- Governance Coach & Official Certification
  - Safe Sport ( safe & governance certification)
  - Gender & Inclusion

Promote the Sport:
- Grass Root/ Anti-Doping
  - Social Media & Sport
  - Regional / Women's Coaching Conferences

Achieve Competitive Success:
- USA Swimming Age Group Screening
  - Dryland/ Technical Skill Progressions
  - Head Coaching

BECOMING AN EXPERT IN THE MILLENIAN AGE IS EASY

…Because we all have “access to better”
- Technology & Information gathering is easier than ever
- Power to collect and process data is for everyone!
- You can research the right answer
- Mentorship is now supplemental vs. only option

But you don’t have to know everything!
- Spent less time reinventing the wheel
- Learn how to use knowledge of others to enhance your skill

Getting your voice heard
- Normalize your sphere of influence by aligning your Values = Interests = Abilities

STAND FOR SOMETHING (OR FALL FOR ANYTHING)

Build The Base:
- Governance Coach & Official Certification
  - Safe Sport ( safe & governance certification)
  - Gender & Inclusion

Promote the Sport:
- Grass Root/ Anti-Doping
  - Social Media & Sport
  - Regional / Women's Coaching Conferences

Achieve Competitive Success:
- USA Swimming Age Group Screening
  - Dryland/ Technical Skill Progressions
  - Head Coaching

BECOMING AN EXPERT IN THE MILLENIAN AGE IS EASY

…Because we all have “access to better”
- Technology & Information gathering is easier than ever
- Power to collect and process data is for everyone!
- You can research the right answer
- Mentorship is now supplemental vs. only option

But you don’t have to know everything!
- Spent less time reinventing the wheel
- Learn how to use knowledge of others to enhance your skill

Getting your voice heard
- Normalize 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
- Certification Programs – ASCA, ISCA, UIW Online Masters in Coaching

Seek Experience. You can learn something from everyone you meet.
- Internships – USA, USMS, ASCA, ISCA, CIW, Club Exchange
- Formal Conventions/Clinics
- Certification Programs
- Your contacts (mentors) – Make friends. Ask questions.

Seek Opportunities. They are all around (often disguised as obstacles)
- Reach out. Coaches WANT to help you
- Fellowships. Very Cool!
- 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”
- Grow in your community
- Find opportunities for yourself and your athletes within your community

USE EVERY RESOURCE

1. USA / USMS
2. ASCA / WSCA
3. ISCA
4. CSCAA / NCAA / NISCA
5. AHSAA
6. FINA
7. IOC / USOC
8. WADA / USADA
9. NFHS
10. FINA
11. NISCA / NCSA
12. Twitter / YouTube
13. FB: SWIM COACHES IDEA EXCHANGE GROUP
14. LinkedIn
15. TED TALKS

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