



**AMERICA'S  
SWIMTEAM™**

# PROGRAMS & SERVICES



## RECOGNITION PROGRAMS

### IM Xtreme Challenge:

#### WEB LOCATION:

Times-> IMR/IMX Program & Virtual Club Championship (VCC)-> IMR/IMX Information

IM Xtreme is a program that allows USA Swimming members to track their times (or coaches to track their team's times) against swimmers all across the nation! Just by swimming a specific program of events, you can see where you rank against your teammates, your region and yes, even across the USA!

Participation is automatic so there is no work for the coach, just make sure you are signed into your Deck Pass Account. USA Swimming computes scores and results for all athlete members. Swimmers only need to compete in the IMX combination of required events and they automatically have an IMX score.

### IM Ready

#### WEB LOCATION:

Times-> IMR/IMX Program & Virtual Club Championship (VCC)-> IMR/IMX Information

For swimmers not yet ready for the IMX events, there is IM Ready (or IMR). To get "IM Ready," swimmers compete in a series of five shorter events. This program promotes versatility and encourages less experienced swimmers to compete in a wide range of events.

### IM Xtreme Games:

#### WEB LOCATION:

Times-> IMR/IMX Program & Virtual Club Championship (VCC)-> IMR/IMX Information

A series of swim meets that promote and reward versatility in age group swimming while advocating greater participation and development across a range of events. Swimmers age 11-16 compete in a specified combination of 5 or 6 events and are ranked by total power points earned.

### Club Recognition Program

#### WEB LOCATION:

For You-> Team Leaders-> Club Recognition Program

The Club Recognition Program (CRP) recognizes club programs that demonstrate a commitment to club growth and development. The program recognizes athlete development and performance, as well as the organizational and business success of the club. Participation in this program is optional, but clubs can benefit by measuring their own success and earning Level

1, 2, 3, or 4 recognition that appears on the USA Swimming club search page.

### Virtual Club Championships

#### WEB LOCATION:

Times-> IMR/IMX Program & Virtual Club Championship (VCC)-> VCC Information

The Virtual Club Championships (VCC) is designed to highlight clubs that are developing athletes and achieving success in age group swimming. VCC emphasizes the team element in club swimming and is basically a virtual swim meet. Participation is automatic so it is easy to see where your club ranks nationally and within your LSC.

### Club Excellence

#### WEB LOCATION:

For You-> Coaches-> Club Excellence Program Information

The USA Swimming Club Excellence Program is a voluntary program that recognizes USA Swimming's Top-200 clubs for their commitment to excellence in athlete performance. Performance points earned in this highly competitive program qualify teams as Gold, Silver or Bronze Medal clubs. Gold and Silver level clubs are eligible to apply for financial grants.

### Scholastic All-America Team

#### WEB LOCATION:

Resources-> Browse More Categories-> Times-> Scholastic All-American

The Scholastic All-American Team recognizes high school student-athletes who demonstrate outstanding scholastic and athletic achievement. The Scholastic All-America Team is comprised of high school student-athletes who have grade point averages of 3.5 or higher and who have competed in individual events at the national championship level.

## DEVELOPMENTAL CAMPS

### LSC Catch the Spirit Camp

#### WEB LOCATION:

Resources-> Programs & Services-> Camps (See All)-> LSC Catch the Spirit

USA Swimming provides materials for LSCs to run Catch the Spirit Camps. Each Catch the Spirit Camp is designed as a combination of education sessions, social opportunities and water activities. These camps can be targeted to serve a specific group and have a specific theme such as diversity, distance training, or starts and turns.

### Zone Diversity Select Camp

#### WEB LOCATION:

Resources-> Programs & Services-> Camps (See All)-> Zone Diversity Select Camp

#### FUNDAMENTAL OBJECTIVES AND PURPOSE OF THE CAMP:

Motivation, Education, Leadership, Excellence

Each year two Zones host a Zone Diversity Select Camp. During the even years, the Central and Western Zones will host camps, and during the odd years, Eastern and Southern Zones will host their camps. Although USA Swimming supports these camps, each Zone is encouraged to develop a camp plan that reflects the goals of the Zone.

### Zone Select Camps

#### WEB LOCATION:

Resources-> Programs & Services-> Camps (See All)-> Zone Select

USA Swimming sponsors four Zone Select Camps each spring. Athletes at the Zone Select Camp level are getting ready to move onto the national scene. 28 male and 28 female athletes are selected from each Zone to attend these motivational and educational three-day camps.

### National Diversity Select Camp

#### WEB LOCATION:

Resources-> Programs & Services-> Camps (See All)-> Diversity Select

The Diversity Select Camp provides an opportunity for ethnically under-represented athletes to become leaders in the sport of swimming. Each spring, USA Swimming invites 48 athletes from the pool of swimmers who meet qualifying standards and who apply to participate. The camp is a three-day camp program which includes pool training, motivational and education sessions and team-building activities. Coaches of selected athletes are also invited to attend the camp.

### National Open Water Select Camp

#### WEB LOCATION:

Resources-> Programs & Services-> Camps (See All)-> Open Water Select

USA Swimming offers 24 of the country's best distance swimmers the opportunity for a unique motivational and educational experience. The National Open Water Camp is an integral step for athletes to move from the pool to Open Water and then to the international scene. 8 male and 8 female athletes are selected based on 1500-meter freestyle times. An additional 4 male and 4 female athletes will be selected off of the results of the 5K National Open Water



Championships. A coach of a selected athlete is also invited to attend.

### National Select Camps

**WEB LOCATION:**

Resources-> Programs & Services (See All)-> Camps-> National Select

Each fall, USA Swimming brings 96 up and coming nationally ranked swimmers to the Olympic Training Center for the National Select Camp. During the camp, these swimmers learn about nutrition and post-race recovery, drug and supplement rules, psychological training skills, race strategy and more. The coach of each athlete is also invited.

### Altitude Training Opportunities for Clubs and LSCs

**WEB LOCATION:**

Resources-> Programs & Services-> Camps (See All)-> Train at the Olympic Training Center

Clubs and LSC All-Star groups can train at the Olympic Training Center in Colorado Springs (6,350 ft. elevation). The Olympic Training Center provides affordable housing, meals and a 50-meter pool to qualified swim teams and their coaches.

Applications should be submitted at least six months prior to the training dates requested. Approval is granted based on available bed and pool space and a priority system.

## DIVERSITY & INCLUSION

**WEB LOCATION:**

Resources-> Browse More Categories-> Diversity & Inclusion (See All)

USA Swimming is devoted to increasing the diversity of its membership so it reflects the demographics of this country. Through educational programs, camps, workshops and summits, USA Swimming seeks to create a culture of inclusion that welcomes families no matter what their backgrounds are.

The Diversity & Inclusion page provides a wealth of knowledge that can be used to reach different groups. The resource link on the Diversity & Inclusion webpage provides the specific tips, videos, and materials clubs can use to create grassroots programming that will impact the cultural diversity of USA Swimming's membership.

### Outreach Membership

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> New Membership Programs-> Outreach Membership

USA Swimming is committed to providing outreach membership opportunities for families in need. The national fee for outreach membership is \$5 and the Local Swimming Committee (LSC) has the option to set a local fee that may not exceed \$2.00. The goal of offering outreach is to provide opportunities to economically disadvantaged youth in the United States.

### National Diversity Select Camp

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> Existing Membership Programming-> Diversity Camp Progression

The Diversity Select Camp provides an opportunity for ethnically under-represented athletes to become leaders in the sport of swimming. Each spring, USA Swimming invites 48 athletes from the pool of swimmers who meet qualifying standards and who apply to participate. The camp is a three-day camp program which includes pool training, motivational and education sessions and team-building activities. Coaches of selected athletes are also invited to attend the camp.

### Zone Diversity Select Camp

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> Existing Membership Programming-> Diversity Camp Progression

#### FUNDAMENTAL OBJECTIVES AND PURPOSE OF THE CAMP:

Motivation, Education, Leadership, Excellence

Each year two Zones host a Zone Diversity Select Camp. During the even years, the Central and Western Zones will host camps, and during the odd years, Eastern and Southern Zones will host their camps. Although USA Swimming supports these camps, each Zone is encouraged to develop a camp plan that reflects the goals of the Zone.

### Cultural Inclusion Resource Guides

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> Education/Toolkit (See All)-> Team Resources-> Cultural Inclusion Recourse Guides

The Cultural Inclusion Resource Guides identify different cultural information, pillars of the sport and different programming that can be used

to reach out to various multi-cultural groups. Guides can be used to educate coaches and current swimmers or be used as a way to educate new members to the sport of swimming.

### Diversity Coach Mentorship Program

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> Existing Membership Programming-> Diversity Coach Mentorship

The USA Swimming Diversity Coach Mentorship Program focuses on active coaches in urban areas that are interested in raising their level of expertise and skill. All coaches must be USA Swimming (USAS) certified and shown a commitment to the sport, as well as, a desire to improve in their role as Head Coach. Potential mentee coaches are identified by a USA Swimming Diversity & Inclusion staff member.

### Community Swim Teams

**WEB LOCATION:**

Resources-> Diversity & Inclusion (See All)-> New Membership Programs-> Community Swim Teams

USA Swimming's Community Swim Team Partnership Program aims to provide competitive opportunities and services to outreach athletes, their coaches, and their teams. By forming meaningful partnerships with city department and LSCs, this program helps facilitate the creation of multi-level swim programs in diverse areas. The program exposes diverse populations to the sport and gives more kids the opportunity to swim in USA Swimming meets. Partnering teams gain valuable access to USA Swimming's coach education resources, and the partnership often gains local and state support.

### Swim Essentials in Spanish

**WEB LOCATION:**

About-> Shop-> swimoutlet.com

Great age group coaches focus on fundamentals of all four strokes as well as starts and turns. Teaching the essentials of strokes, starts and turns sets swimmers up for success over the course of their entire careers.

## CLUB SUPPORT PROGRAMS & INFORMATION

### Field Services

**WEB LOCATION:**

Resources-> Programs & Services-> Consulting Services

USA Swimming offers a variety of consulting



services aimed at helping member clubs, Local Swimming Committees, coaches and facility professionals. Department experts are available to consult with clubs and LSCs via email: clubdevelopment@usaswimming.org, phone: (719-866-4578), and on-site visits.

## Safe Sport

### WEB LOCATION:

Resources-> Safe Sport

Find a comprehensive overview of the USA Swimming Safe Sport program including policies, guidelines, training, education, screening and reporting. Our FAQ section also helps any member find the information about this program.

## Club Leadership & Business Management 101 Online Course

### WEB LOCATION:

For You-> Team Leaders-> Club Leadership & Business Management School (CLBMS) 101 Online Course

A free online course required for new clubs. At least two team representatives must complete this one-hour training prior to membership. Topics include looking at the big picture, starting a club, leading and running your club, and evaluating your club. Club leaders for existing clubs are also encouraged to take advantage of this educational opportunity.

## Club Leadership & Business Management 201 Course

### WEB LOCATION:

For You-> Team Leaders-> Club Leadership & Business Management School (CLBMS) 102 In-Person Course

All coaches and club leaders are encouraged to attend Club Leadership School 201; a companion course to the CLBMS 101 online training. This course is required for all clubs prior to their second year of membership. The five-hour, in-person training is taught by USA Swimming staff members in an interactive, discussion based format. The course goes in depth on a variety of topics related to successful club governance for all club models

## Membership in BoardSource

### WEB LOCATION:

For You-> Team Leaders-> Show More-> Free BoardSource Membership

USA Swimming has purchased for all teams a group membership to use the resources that

BoardSource has to offer in offering good governance.

## Swim Staff Select

### WEB LOCATION:

Resources-> Safe Sport-> Club Toolkit-> Team Resources-> Swim Staff Select

Swim Staff Select is a free, online resource to provide teams with the best hiring and HR tools. Club leaders will have the ability to create job descriptions and applications, interview scripts, and reference check forms, as well as have the capability to electronically store hiring records on a password protected site. Swim Staff Select was created in partnership with the Non-Profit Risk Management Center and offers hiring tips and best practices.

## Club Marketing & Recruiting Materials

### WEB LOCATION:

Resources-> Browse More Categories-> Marketing and Fundraising

Most clubs need to find new members to grow their programs. The Club Marketing and Recruiting Materials are designed to share some of the most effective tools that clubs use to grow their teams and attract new members.

## Sample Club Documents

### WEB LOCATION:

Resources-> Browse More Categories-> Managing Your Team-> Sample Club Documents

USA Swimming has a website section of Sample Club Documents to help with the administration of your team. These samples are from some of our outstanding clubs. You can download these documents and make changes and modifications to fit your club's needs. There is no reason to "reinvent the wheel" when many of the documents you may need have already been developed by other clubs.

## Swim-a-Thon

### WEB LOCATION:

Resources-> Browse More Categories-> Marketing and Fundraising-> Swim-a-Thon

The USA Swimming Foundation's Swim-a-Thon™ is a fundraiser where participants earn money for their teams by collecting pledges and then swimming lengths of the pool. Swim-a-Thon™ is not only an excellent fundraiser, but also an opportunity to boost team spirit and increase community awareness. Swim-a-Thon™ is trademarked to the USA Swimming Foundation.

## Logo Usage

### WEB LOCATION:

Resources-> Browse More Categories-> Marketing and Fundraising (See All)-> Marketing Tools (See All)-> Logo Use

The USA Swimming logo promotes your link to the U.S. National Team and the national organization. We encourage member clubs to use it in appropriate ways. Find the ways clubs can use the logo in our Logo Standards Manual.

## Marketing & Sponsorship Materials

### WEB LOCATION:

Resources-> Browse More Categories-> Marketing and Fundraising (See All)-> Marketing Tools-> Downloads

Find tips and materials to help clubs sell sponsorships or run marketing programs to grow participation. Resource materials include industry research, sponsorship proposal templates, bilingual recruiting materials, fundraising tips and more.

## Marriott Member Travel Portal

### WEB LOCATION:

Resources-> Programs and Services-> Member Travel Portal-> Member travel Portal/Benefits

Marriott Hotels, the official hotel partner of USA Swimming, is supporting the USA Swimming Foundation's mission to provide the opportunity for every child in America to learn to swim. A percentage of every stay booked through the member travel portal will benefit the USA Swimming Foundation's Make a Splash initiative.

## Rental Car Discount Available to Member Clubs

### WEB LOCATION:

Resources-> Programs and Services-> Member Travel Portal-> Rental Car Discount Program

In an effort to maintain a high level of benefits and service to member clubs, USA Swimming is extending its negotiated rental car, van and SUV pricing with National Car Rental and Enterprise Rent-A-Car to all USA Swimming Member Clubs. This discounted rate is valid during USA Swimming sanctioned events, meets, practices or approved social events.

## Merchandise

### WEB LOCATION:

About-> Shop-> swimoutlet.com

At the USA Swimming Online Store you can find fan apparel and accessories including official National Team gear, Deck Pass incentives, T-shirts, key chains and much more from our





swimsuit partners Arena, Speedo and TYR. You can also find USA Swimming meet supplies such as rule books, scratch cards, relay entry forms and coaching /training DVDs. If you sign up using an email address you will receive automatic updates for special promotions or when new items are added. The Official Shop of USA Swimming can be found at <http://shop.usaswimming.org>

## National Team Athlete Appearances

### WEB LOCATION:

Contact Wendy Bartlett at [wbartlett@usaswimming.org](mailto:wbartlett@usaswimming.org)

Beyond our National Team's competitive accomplishments, we are also very proud of our National Team's commitment to helping grow the sport of swimming. Our National Team athletes participate in 70+ appearances throughout the year in communities across the United States. We welcome all suggestions and requests for athlete appearances that help grow the sport. All requests must be submitted 30 days prior to an event and will be evaluated against various criteria.

## Team Apparel Providers

### WEB LOCATION:

About-> Marketing Partners

USA Swimming is proud to partner with team apparel companies Arena, Speedo and TYR. Each company offers team services and pricing options. Learn more about how to find an apparel provider for your team by visiting [usaswimming.org](http://usaswimming.org).

## INSURANCE: A BENEFIT OF MEMBERSHIP

### WEB LOCATION:

Web location:  
[www.usaswimming.org/insurance](http://www.usaswimming.org/insurance)

USA Swimming provides member clubs with Commercial General Liability insurance as a benefit of membership. This enables a club to provide evidence of financial responsibility so that USA Swimming clubs can conduct insured activities. The facility can be named as an additional insured and certificates of insurance issued via the certificates now system 24/7. Excess Accident Medical insurance is also provided to USA Swimming members who may suffer injuries while participating in insured activities like practices and meets. A description of the insurance coverage and limits of liability and insured activities is available at [www.usaswimming.org/insurance](http://www.usaswimming.org/insurance). If you have any questions please contact George Ward, Director

of Risk Management, at 719.866.3464. Insurance packets are mailed annually to a club when membership is renewed. Make sure your LSC has the current club contact as listed in the SWIMS system.

## Insurance Marketplace

### WEB LOCATION:

Resources-> Browse More Categories-> Tools & Resources-> Risk Management/Insurance-> Optional Insurance Coverage-> 2017 USA Swimming Marketplace info OR Visit: [www.usasmarketplace.com](http://www.usasmarketplace.com)

USA Swimming provides General Liability and Excess Accident Medical coverage to all its members and member clubs. Insurance Marketplace is an additional, optional online insurance program that offers workers compensation insurance, health insurance, life insurance, discount benefits, home and auto insurance, club insurance and benefits, and supplemental insurances like long term care and critical illness. <https://www.usasmarketplace.com/>

## IOA Optional Insurance

### WEB LOCATION:

[www.usasmarketplace.com](http://www.usasmarketplace.com) -> see Optional Insurance Programs-> New Online Option-> Healthcare and Club/LSC Insurance Programs

USA Swimming provides an optional insurance plan through the Insurance Office of America (IOA). The coverage plan focuses on securing club administrators against crime, financial loss, and lawsuits. Specifically, it includes Directors and Officers, Employment Practices Liability and Crime insurance coverage for non-profit USAS clubs and LSCs. USAS clubs can also sign up for the IOA equipment insurance plan, which protects valuable equipment in event of loss, fire, or theft.

## RMS Optional Insurance

### WEB LOCATION:

Resources-> Browse More Categories-> Tools & Resources-> Risk Management/Insurance-> Optional Insurance Coverage-> RMS Optional Insurance Programs OR Visit: [www.rmsswimminginsurance.com](http://www.rmsswimminginsurance.com)

Risk Management Services provides inexpensive learn to swim and individual instructor insurance through K&K Insurance Group. They also provide several other coverages such as Directors and Officers and Employment Practices Liability Insurance as well as Crime Insurance and Property Insurance for Clubs.

## LSC SERVICES

### LEAP Program

#### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management-> LEAP (LSC Evaluation and Achievement Program)

The goal of the LSC Evaluation and Achievement Program (LEAP) is to assist LSCs in becoming more efficient and effective in four key areas:

- Business and Organizational Success
- Volunteer Development
- Club and Coach Development
- Athlete Development

LEAP 1 is required for each LSC and must be re-certified each quad.

LEAP Levels 2 and 3 are voluntary. LSCs achieving levels 2 and 3 receive a financial incentive upon completion of each level.

### LSC Best Practice Library

#### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management-> LEAP (LSC Evaluation and Achievement Program)-> Level 1, 2 & 3 available

An electronic library of LSC best practice material from the LEAP program is now available on the USA Swimming website. Information is organized according to the categories used in the LEAP program.

### LSC Consultant Visits- Apply!

#### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management-> LSC Consulting Services

LEAP Level 1 LSCs are eligible for the following workshops once during each Quad.

Option #1. One-day program: Includes a 1/2-day LSC Governance Overview and a 1/2 day of LSC customized discussion topics with the development of short-term goals

Option #2. One-day program: Includes a 1/2-day LSC Governance Overview and a 1/2 day of assistance with the completion of LEAP Levels 2 or 3 (LEAP workshop)

LEAP Level 2 or 3 LSCs are eligible for the following workshop once during each Quad:

- 1.5 - 2-day program: Includes LSC Governance Overview plus an LSC self-assessment and formulation of an LSC strategic plan.

Applications for LSC consultant visits can be found on the USA Swimming website under Member resources/LSC Management.



## Online LSC Leadership Course

### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management-> Free Online LSC Leadership Course

USA Swimming's LSC Leadership Course is a free, one-hour online learning tool that will help members of the LSC gain basic knowledge and understanding of governance best practices as well as their roles on their LSC Boards. To take this course, register with the link located on the USA Swimming website under Member resources/LSC Management.

## LSC Shared Services Workshop Email to Apply!

### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management (See All)-> LSC Consulting Services

USA Swimming's Shared Services Workshop is a one-day workshop for two or more LSCs that express an interest in exploring shared services opportunities to more effectively serve their members. Two to four leaders from each participating LSC are invited to attend this custom designed program to study and develop shared initiatives. USA Swimming will provide workshop facilitators and materials free of charge including facilitator travel to a convenient location mutually agreed upon by the participating LSCs. The only costs for the LSCs are room rental (if applicable), lunch, and travel expenses of the LSC participants. Interested in teaming up with another LSC and "Sharing Services" with them? For more information, the General Chairs of interested LSCs should contact one of our LSC Governance Consultants.

## FACILITIES DEVELOPMENT SERVICES

### Facilities Development

#### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> Project Planning and Development

USA Swimming's Facilities Development Department assists member clubs and affiliated organizations with developing and planning new aquatic facilities, renovating and upgrading existing facilities and developing aquatic programs. Specific services are outlined below.

## Facility Renovation & Upgrading – Facility Operation & Management

### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> Renovations

For facilities with an existing pool, we offer consultation regarding repair, equipment upgrading, remodeling, additions, operations, environmental safety and functionality. We also offer consultation on programs that can be developed to support and enhance existing aquatic offerings.

## Facility Design and Building

### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> What We Do

Many of our services are offered at no cost to member clubs or organizations affiliated with a member club. USA Swimming's services can assist with planning and development, selection of the design team and technical assistance.

## Aquatic Programming Development

### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> What We Do

USA Swimming offers guidelines and suggestions for the development of aquatic programs including learn to swim programs, programs for special needs populations, aquatic physical therapy, community programming and competitive swimming.

## Regional Build a Pool Conferences

### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> Workshops-> Build a Pool

The Regional and Custom Build-a-Pool Conference series offers comprehensive education from experts in the aquatic industry. Topics include building, renovating and programming new and existing facilities.

## Facilities Reference Articles

### WEB LOCATION:

Resources-> Browse More Categories-> Facilities & Aquatic Programming (See All)-> Reference Articles

An electronic database with a wide range of articles that address issues ranging from alternative program pricing to solutions for water and air quality challenges.

## COMPETITION & TRAINING RESOURCES

### Race Stats Program

#### WEB LOCATION:

Times-> The Data Hub & General Information

Data has been collected from almost 3,000 races for our current National Team athletes and significant foreign and historic races.

The basic data consists of stroke counts and average tempo per length. A graph that displays the tempo changes during each length is also included as well as other valuable information about each swim.

### Downloadable Coach Forms & Templates

#### WEB LOCATION:

Resources-> Browse More Categories-> Tools & Resources (See All)-> Downloadable Forms For Coaches

Free forms for coaches, including season planning, split sheets and meeting agendas. Modify the forms to suit individual needs, and add your team logo.

## CONFERENCES & CLINICS FOR COACHES

### Regional Coach Clinics

#### WEB LOCATION:

For You-> Coaches-> Regional Coach Clinics

A series of Regional Coaching Clinics is held each spring and fall with the goal of bringing affordable coaching education right to the coach's "backyard." These clinics are designed for the entire coaching staff from the novice coach to the senior level coach.

### Online Coach Clinic Series

#### WEB LOCATION:

For You-> Coaches-> Online Coach Clinics

USA Swimming and the American Swim Coaches Association present the Online Clinic Series (OCS), a bi-monthly series of webinars. Topics include all aspects of swim coaching. All webinars are recorded and are available on the website for review after the event.

### Women's Leadership Summits

#### WEB LOCATION:

For You-> Coaches-> Women's Leadership Opportunities

Looking for an opportunity to focus on your



development both on and off the deck? Our Women's Leadership opportunities will provide an environment for women to convene, connect, brainstorm, and network with others facing the same situations.

## She LEADS Summit

### WEB LOCATION:

For You-> Coaches-> Women's Leadership Opportunities

She LEADS stands for Leadership, Education, and Diversity in Swimming. This summit is targeted at female swimmers entering 10th, 11th, or 12th grade. This summit is designed to inspire leadership in our female athletes and build their confidence to achieve success both in and out of the pool

## COACH MENTORSHIP

### LSC Coach Mentorship Program

#### WEB LOCATION:

Resources-> Governance and LSC-> LSC & LSC Management (See All)-> LSC Coach Mentorship Program

This program is intended to create a practical and affordable means to connect younger inexperienced coaches with a veteran coach to aid in the development and education of the coach. This is a jointly funded program between USA Swimming and an LSC. Grant dollars will be awarded based on an application process.

### Diversity Coach Mentorship Program

#### WEB LOCATION:

Resources-> Programs & Services-> Diversity & Inclusion (See All)-> Diversity Coach Mentorship

The USA Swimming Diversity Coach Mentorship Program focuses on active coaches in urban areas that are interested in raising their level of expertise and skill. All coaches must be USA Swimming (USAS) certified and shown a commitment to the sport, as well as, a desire to improve in their role as Head Coach. Potential mentee coaches are identified by a USA Swimming Diversity & Inclusion staff member.

## SPORTS MEDICINE RESOURCES

### Doping Control

#### WEB LOCATION:

Resources-> Browse More Categories-> Doping Control

The USA Swimming Doping Control Education and Awareness Program is designed to provide educational information to athletes, coaches, parents and sports medicine professionals. All swimmers in major competitions are subject

to drug testing. Doping Control rules can be confusing so it is critical that any questions/concerns be clarified.

## VIDEOS & EDUCATIONAL MATERIALS

### Foundations of Coaching

#### WEB LOCATION:

For You-> Coaches-> Foundations of Coaching

Foundations 101-201 is an online textbook of information, resources, video and illustration. Any coach is welcome and encouraged to purchase the courses and take advantage of the information. New coaches are required to fulfill the education requirement by taking the Foundations of Coaching online courses. You must have an account on the USA Swimming website and be logged in to access the courses.

### Swim Essentials

#### WEB LOCATION:

About-> Shop-> swimoutlet.com

Great age group coaches focus on the fundamentals of all four strokes as well as starts and turns. This DVD is a collaborative effort between USA Swimming and the American Swimming Coaches Association (ASCA). It shows new and experienced age group coaches the basic stroke, drill and skill progressions to use with their swimmers.

### Swim Essentials in Spanish

#### WEB LOCATION:

About-> Shop-> swimoutlet.com

Great age group coaches focus on fundamentals of all four strokes as well as starts and turns. Teaching the essentials of strokes, starts and turns sets swimmers up for success over the course of their entire careers.

### Out of the Box

#### WEB LOCATION:

About-> Shop-> swimoutlet.com

Open Water's 10-kilometer race is the newest Olympic swimming event, and more swimmers are trying Open Water swimming every year. This DVD is an introduction to all the aspects of Open Water and gives a coach all the tools to get started in this exciting sport.

## ONLINE RESOURCES

### Deck Pass

#### WEB LOCATION:

Top Right of USASwimming.org Home Page: Sign In-> Register (Sign Up) OR www.usaswimming.org/sign-in

Deck Pass is the official online and mobile application of USA Swimming. USA Swimming members can track their best times, set goals, check their IMX rankings, connect with friends and more. It is for all ages and abilities. There is a free and paid version available in the Apple iTunes store and Google Play. USA Swimming, along with its corporate partners, will be providing various special product offers and experiences exclusive to all Deck Pass users. Be on the lookout for the Deck Pass Perks feature on your Deck Pass home screen soon!

### Growing Champions for Life

#### WEB LOCATION:

Resources-> Education-> Parent Education-> Growing Champions for Life

Resources designed to aid parents in creating cohesive families and principle-centered athletes in and out of the pool. Parents have access to inspirational videos, educational webinars, interesting articles, and informative newsletters through the USA Swimming, Growing Champions For Life webpage.

### Club & LSC Portals/Dashboards

#### WEB LOCATION:

For You-> Team Leaders-> Club and LSC Portal Search

Swim club administrators can view and post team information on the Club Portal Dashboard. In one convenient place, club members can access team announcements, practice schedules, information about upcoming meets, meet results, and the location of practice and meet facilities. Users can also run a number of reports, including administrative and demographic reports, club IMX reports, and performance reports broken down by age group, time standards, and more.

### Online Meet Entry

#### WEB LOCATION:

Events-> Online Meet Entry

USA Swimming's Online Meet Entry (OME) is an entry system that uses the SWIMS database to validate membership and entry times as well as processing payment all in one program. The meet host is able to run and monitor the whole meet through the USA Swimming web page.

## SWIMS DATABASE

The SWIMS database tracks athlete membership and performance. Since 2003, SWIMS has collected all times in all meets. Any time found in SWIMS is considered an official USA Swimming time, replacing the need for any other proof of time.



## Top 10/Top Times List

### WEB LOCATION:

Times-> Data Hub & General Information-> Record Tracking Lists

The National Age Group Recognition Program is an awards program for the top age group swimmers. All times submitted to USA Swimming from sanctioned, approved or observed competition are eligible for consideration. Swimmers that are 11-18 years old who are in the Top 10 in an event at the end of the season, both short course and long course are awarded certificates. Top 10 Lists are published at the end of the calendar year.

## All Time Top 100 List

### WEB LOCATION:

Times-> Data Hub & General Information-> Highlighted Record Tracking Types (All Time Top 100 Age Group Times)

The All-Time Top 100 is a ranking of the all-time fastest times by age group, event, course and gender throughout USA swimming. The list is updated every November.

## Times Look-Up

### WEB LOCATION:

Times-> Times Search & Power Point Calculator

For real-time rankings or best time searches, the USA Swimming website offers several Times Look-ups. These pull results directly from the SWIMS database, so the user is always searching current information.

## STAY CONNECTED

### Coach Connection Weekly Newsletter

#### WEB LOCATION:

Resources-> Education-> Coach Connection Weekly Newsletter

The weekly newsletter is distributed by the Club Development Division to all USA Swimming Coaches, LSC Permanent Offices, LSC General Chairs, and other swimming leaders. It highlights upcoming events, important news, and general information intended to inform and assist coach members. Email Tom Avischious at tavischious@usaswimming.org to sign up for the email blast.

### Board President's Newsletter

#### WEB LOCATION:

Resources-> Managing Your Team-> Club Presidents Newsletter Archive-> Newsletter Archive

A monthly email newsletter distributed by the Club Development Division to all USA Swimming

Board members, LSC Permanent Offices, LSC General Chairs and anyone interested in receiving it. It highlights items concerning USA Swimming, Team Governance and other useful articles to help govern a successful swim team.

## Diversity & Inclusion Newsletter

### WEB LOCATION:

Resources-> Browse All Categories-> Diversity & Inclusion (See All)-> Educational Toolkit/Education (See All)-> Newsletters

The quarterly Diversity & Inclusion Newsletter provides readers with the latest inclusion programming, schedule of events, and pertinent education that will help LSC's, coaches, and swimmers connect with different audiences. The Diversity & Inclusion Newsletter is distributed by USA Swimming's Club Development Division.

## Splash

### WEB LOCATION:

Resources-> Managing Your Team-> Club PresiSearch-> Splash-> Splash Magazine

Award-winning Splash Magazine is delivered to USA Swimming members as a benefit of membership. The bi-monthly publication contains up-to-the-date National Team news, advice and training tips from USA Swimming's experts, photographic event coverage and more. For kids, Splash Magazine's "SwimKids" section provides entertaining, age-appropriate content, games and more.

## Digital Splash

### WEB LOCATION:

News-> Training News

The award-winning Splash Magazine is also available online and as a free mobile app for your iPad and iPhone. Check out special online extras and archives of back issues with the digital edition of Splash. The app is available in the Apple iTunes store.

## Lanelines

### WEB LOCATION:

[www.usaswimming.org/lanelines](http://www.usaswimming.org/lanelines)

Lanelines is USA Swimming's official monthly email newsletter. It highlights key news and keeps fans and members current on what's happening within the organization and sport.

## USASwimming.org

USASwimming.org is the official website of USA Swimming. Members can visit the site to track their times, catch up on news and national events, and get tips for training better and swimming faster.

## Social Media

### WEB LOCATION:

About-> Media

USA Swimming utilizes its social media channels as a way to connect with its fans and members. Follow USA Swimming and join the discussion through our official Facebook, Instagram, Pinterest, Twitter, and YouTube accounts where you'll be sure to get the latest news and updates.

For USA Swimming Club Development specific social media, check out the links below:

Facebook – USA Swimming Clubs

Twitter – @USA\_SwimClubs

## TV Broadcasts

### WEB LOCATION:

Events-> Event Search

USA Swimming has broadcast partnerships with NBC Sports and Universal Sports Network for our major events including the Phillips 66 National Championships, AT&T Winter National Championships and the Arena Grand Prix Series. You can search this season's event line-up for using the web location above.

## Webcasting

### WEB LOCATION:

[USASwimming.org](http://USASwimming.org) Home Page

USA Swimming provides live online coverage of its national events to fans all over the world - including live video on our Deck Pass mobile app. Find the live stream on the [usaswimming.org](http://usaswimming.org) home page.

## Org News & Blogs

### WEB LOCATION:

News-> Organizational News

The leaders of USA Swimming consistently communicate with members about key topics related to each aspect of our core objectives of Build, Promote & Achieve. Find a regular letter from the USA Swimming President and a blog from the Executive Director.