

Q1 2026 Club Dues Investment- Team Services Club Visits

Prior to the new investment in club dues in 2026, the USA Swimming Sport Development Team Services group (formerly known as Zone Representatives) faced several challenges in achieving pre-COVID team visit levels.

1. The team size was reduced during COVID.
2. Post-COVID, due to staffing changes, LSC and Team Services were merged. A significant amount of time spent by Team Services Advisors was absorbed by LSC governance, conflict resolution, and other issues that were poorly aligned with the Team Services' purpose and detracted from support for clubs.
3. The increased cost of travel limited the ability to maintain a consistent number of visits.

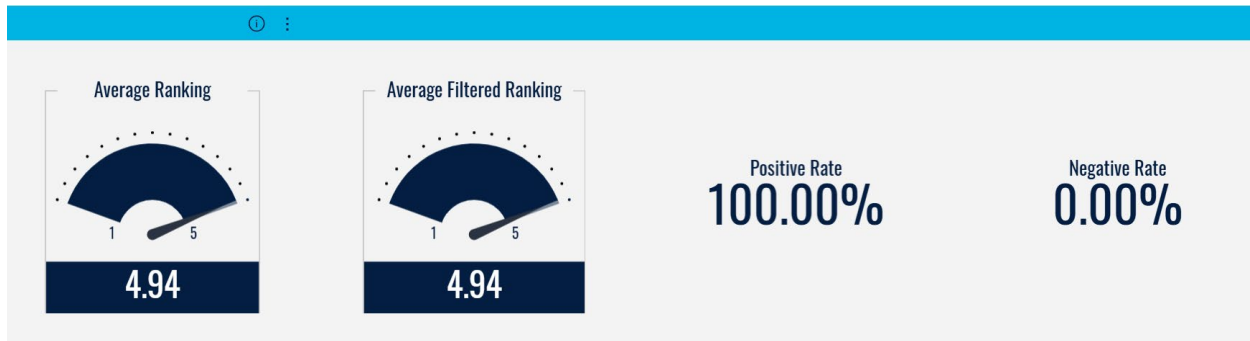
With the passing of the club dues increase for 2026, we developed a plan for primary, secondary, and tertiary visits to maximize opportunities for direct in-person engagement with clubs. With the changes in 2024 and 2025 across the organization, we were able to shift resources into the 2025 Team Services budget in advance of the 2026 investment from the dues increase. This allowed us to begin ramping up travel in June of 2025 in advance of the incoming 2026 dollars. Additionally, we split Team Services and LSC Services into two separate, focused groups with skill sets matched to the services they offer.

Prior to the shift in budget and the infusion of club dues, Team Services Advisors traveled on average once every other month; they now average two trips per month, with multiple clubs visited on each trip. Additionally, the funds allow Team Services Advisors to spend more time at meets, LSC clinics, and Swimposiums, to get broader stakeholder feedback, share best practices, and build relationships. This month, we have begun tracking in-person contact points that have turned into meaningful problem-solving and information-sharing opportunities. We will report on those interactions in Q2. We have also begun surveying teams after visits on a 1-5 rating scale. We are also using the rating for other club support opportunities; for this first report, only the in-person metrics are shared. (If you receive a visit, please complete the survey!) We have also recently changed our club size metrics due to changes in average club size over the previous quad; those will debut in Q2, but we will normalize the visit numbers in this report.

Team Services In Person Club Visits By Club Size

	4/25	5/25	6/25	7/25	8/25	9/25	10/25	11/25	12/25	1/26	2/26	3/26
0-65	NA	NA	5	2	1	6	0	3	4	5	5	
66-100	NA	NA	2	3	4	2	0	0	2	2	2	
101-150	NA	NA	1	6	0	3	2	1	5	1	4	
151-200	NA	NA	5	2	2	3	4	3	4	3	3	
201+	NA	NA	6	7	4	9	0	9	16	14	6	

- *In person club visits were down October 2025 due to other in person events including Summit, 2 National Select Camps and Coach Developer Academy.*



“XXXX was personable, professional, had helpful insights, suggestions and information that I wasn’t aware of before, and tips on accessing that info.”

“Thank you so much for organizing this visit for our club. It was wonderful speaking with xxxx, and I truly appreciate their feedback. It would be amazing to have them visit us again in the future!”

“XXXX was helpful with listening to our comments about our team and then helping us to come to potential solutions/options. His experience and thoughtful analysis were greatly appreciated.”

“XXXX was terrific ... office admin and swim school discussions ... great discussions about our team set up with respect to challenges .. followed up with thoughts the following week .. thank you!”

“We are so grateful to have XXXX visiting our team. It's like a point of inflection. We are now much clearer on where we want to be and how to get there.”