



AGE GROUP DEVELOPMENT COMMITTEE

Date: September 13, 2022

CALL TO ORDER: 12:03pm

ATTENDANCE

Liz Kershaw Committee Chair
Olga Espinosa Coach
Tristan Formon Coach
Kevin Milak Coach (**not present**)
John Nelson Coach
David Orr Coach

Mona Nyheim-Canales Coach (**not present**)
Cammile Adams Athlete (**not present**)
Topher Bishop Athlete
Caleb Swanson Athlete (**not present**)
McKayla Kendall Athlete
Alexis Mendenhall Coach

Dana Skelton **Staff**
Nate Chessey **Staff**

INTRODUCTION OF THE COMMITTEE

Committee members introduced themselves by name and LSC

JULY MINUTES – MSA

GENERAL CHAIR AND AGE GROUP CHAIR EMAILS RE: DCC

No initial comments

Obstacles and hurdles
No initial comments

Swag and merch
David outlined the possibility of a swim brand manufacturer contributing to the swag bag for athletes. Liz spoke to how to embrace participation: tattoos, stickers, pencils etc.

NEXT STEPS FOR DCC

Possible legislation for 2023 -remove the 10-week calendar, remove 4 meet limit use

Motion: removal of the 10-week calendar, removal of 4 meet limit

Input at the April Meeting, LSCs were unaware of DCC, didn't feel the DCC was necessary
No further discussion: **motion carried.**

Do we want to ask about if this fits with club recognition? Possible bonus points or extra points.

David felt there was a possibility for inclusion within the CRP – would assist smaller teams and encourage other teams to participate, consider the DCC as an option. Likely to be optional versus required. Liz feels exploring the CRP would assist in creating metrics to measure success and usage. A goal of metrics would be to measure the success of getting new swimmers/families into the sport with a shorter-term commitment, with the ultimate goals of converting to year-round athletes. It would appear that the DCC would be moving from a “rule” to a “program”. Topher suggested utilizing the framework which now exists within the rulebook for now to continue to

explore the effectiveness of the program. The AGDC are supportive of moving forward collaborating with Club Development in regard to the CRP

Where and what do we want to add to the USA Swimming webpage?

- Parents
- Coaches/team admin
- Other

Parents - Q&A for parents, how do we get involved in swim meets in the “Learn The Basics section”. **Critical to emphasize that not all LSCs participate in this program.

Under Coaches/Team Leaders – programs/services: Best Practices, Ideas, Suggestions, a customizable toolbox, sample meet event lineups, use typical pool time and provide a DCC experience. (We all did this during the pandemic, with small, fast competitive experiences). David suggested reaching out to Make A Splash for potential funding for DCC meets.

12 & Under marketing tool kit - possible collaboration with bringing swimmers into sport, then transition into low level meets, then next steps (larger, long term).

Do we want to bolster the DCC process with marketing materials: posters, stickers, social media? This would be a logical next step to assist in building the DCC moving forward. (USA Swimming branded ribbons etc.) This is another opportunity to expose developmental athletes and families to USA Swimming, hence any support that could assist in defraying costs for potential meet hosts. Removal of potential financial barriers to participation is key for clubs/LSCs to buy in.

Want to consider an IMX type certificate? How does that work if yes?

Suggested that a blank adaptable certificate be created for clubs to utilize for athletes. “I swam in a meet” and I get a certificate, get USA Swimming branding in the hands of potential new families. Potential location would be under TIMES: with virtual meet simulator OR goes would with the toolkit when disseminated. The group felt moving forward with flexibility over an IMX style more structured format.

Possible Collaboration with officials committee on how to get new officials working entry level DCC.

Critical for clubs to be successful, is attracting and retaining new athletes and families, similarly, attracting new officials. Mike Seip suggested utilizing the Apprentice Official program. Tim Husson highlighted the need / opportunity to provide apprenticing sessions for officials. David: USA Swimming now provided an opportunity for Junior Coaches; would the officials committee entertain utilizing a Junior Officials Program.

OPEN FLOOR

Michael Lawrence: general commentary is the ongoing time requirement to become an official certainly appears to be an obstacle.

MEETING SCHEDULE

October 11th at 12 pm ET
November 8th at 12 pm ET

ADJOURNMENT

MSA 12:50pm