

Attendees:

Mary Jo Swalley – USA Swimming Operational Risk Committee Chair

Starre Haney

John Kline

Jennifer Ridge

George Sampson

Mike Seip

Lynne Shine

Robert Broyles – USA Swimming Administrative Vice President

George Ward – USA Swimming – Risk Management

Sandi Blumit – Risk Mgmt Services

Dave Cooper – Risk Mgmt Services

Mike Espino – YMCA liaison

Connie Harvey – American Red Cross liaison

Meeting called to order at 9:00 AM by Chair Mary Jo Swalley.

Committee members made introductions and shared backgrounds for new member Coach George Sampson – Oregon.

Exposure Base – number of splashes

Update on Governance Structure Changes within USA Swimming – Robert Broyles & George Ward

Background

- At Kansas City Convention Athlete Committee spoke with a number of USA Swimming BOD members and requested changes
- Hired Governance consultant. Result BOD shrunk from 35 to 15. More guidance and responsibilities / control for the paid staff versus volunteers on committees.
- House will vote in 5 ppl – standard offices – plus 2
- By Sept 2026 26 of the National Committees will be led by USAS staff
- Board Committees – NBOR; Nominating Cmte; Credentials/Elections; Athletes; Executive; Audit
- Staff Committees – all others
- Strategy Group – Mike Unger COO – will be given responsibility over all swimming functions – Tim Hinchey will take over marketing and business affairs solely

- Technical Sport / National Team etc. everything swim related will be under Mike Unger
- Operational Risk Committee – will be retained
- Business Affairs – Lucinda
- Matt
- Mark Harvey
- Safe Sport now being handled the same as Doping – USOC
 - Next focus will be on abusive training practices

Structure

- Hypoxic Blackout video – try to create three prong product; redo PSA, usable material for Connie – STSC – usable material that can be use in training coaches for Pat Hogan
- Efficient breathing – cannot grow your lungs – per doctor who will present

Safety Training for Swim Coaches Revision

The committee offered guidance and input on the video scenarios, substantive text in the book supplement, and the content artwork in the current version of the course and materials. The suggested changes are as follows:

- Open with creating a culture of safety that sets the tone.
- Link to USOC Safe Sport Material
- Address Safe Sport – without delving too heavily into it – link to USA Swimming Safe Sport materials
- Hypoxic at top of list – single video for overarching coverage
- Link to GOSWIM as resources
- Delete coaching your swimmers video
- Hypoxic video delete
- Delete head first video
- Add material for backstroke start progression
- Change event safety to meet safety
- Will get input from USA Swimming Open Water staff for thoughts on Open Water content
- Water Air Quality : maintain scenario
- Delete electrical scenario
- Several rewrites – including expansion on concussions
- Link NFHS and CDC course on concussions
- Remove hypothermia but keep heat related emergencies, sun-burn emergencies
- First Aid kit fly-in

Hypoxic Blackout – Glen Mills (GOSWIM) – wife is assistant coach of Bob Bowman at ASU

YOUTUBE channel, Instagram, FB Platform

16.5 million minutes of video shared last year

How videos are produced has to be different – no intro slides or bumper. Hit the message before they leave. Stack videos one into the other.

Online digital business – consistency of message is very important.

Create multiple snippets that can be shared through USA Swimming

Change the message fairly frequently – not unlimited number of clips

Rotate through clips frequently enough so they are at the top of the feed. On all of the social media channels

Beta program for amazon = for transcribe and translate – will automatically transcribe the language in the video (transcribe) - translate enables user to change to any language you want.

Subtitles – for translation

GOSWIM shares videos with 170 countries on planet

Make the main video and then chop it up to use efficiently and effectively

Fighting with project is mindset, machoness, i.e., doing continuous sets of only breathing on turns

Filming / producing video at Hubbard – but only for them

Want to be responsible – don't want ppl to take videos and misuse

Bob Hubbard – son-in-law of Keating; brother-in-law of Gary Hall

Swim school

Facilities in Mesa and Phoenix

Coaches know – what is missing is application

“how to create a balance breath” - how to leverage your arm

New hypoxic – exhaling gently between breaths

Teach efficiency

Don't go past the point of productivity – things that go wrong during break-out – push off more shallow

Shorten the path to breath and shorten the path to the other end of the pool

Push off sticks – pvc pipe with noodle; make it accomplishable; just for the mental effect – knowing there is something out there

Stick that they have to dive under – but tell them not to look once go into TYM – then remove stick

Technical demand on sets

specificity in training

Misty Hyman – fish kick progression

Operational Risk Chair at LSC –

- Should there be an addition to Rule Book glossary defining Operational Risk Chair and designee at meets
- Middle Atlantic has great operational risk training course – and hosts must have someone who has been certified in this if want to host meet
- Arizona has great program for certifying meet marshals
- There is a USA Swimming Policy manual that is not published
- Rewrite the Marshal segment in the rule book to include definition of Operational Risk
 - Mike Seip and Jen Ridge will work on verbiage for the USA Swimming rulebook for submission to the Rules Committee by May 2018
 - Section 103.10 – recall rope operator at National Championships – request to be sent to Jim Holcomb, Chair Officials Committee for review

USA Swimming Convention 2018 – Jacksonville, Florida

- Per Tim and BOD Committees will not get workshop time unless can show substantive presentation content. Business meetings will be allowed.
- STSC roll-out as a possible topic for workshop? New version will be HTML5 versus flash – so should be easier to get online and use
- “making sense out of safety certifications”? - make it a coach track
- Sports Medicine task force on concussions present with us at convention – with concussion content to potential move toward requirement
- Online concussion training? Keenan – sports medicine liaison – Tad Kremen; Chair of Sports Medicine – Starre will reach out
- Hammer-head swim caps – Jen spoke with them for update; they are currently in process of testing the cap at two independent laboratories – should have results early feb. – should have 300 finished caps by next week to support their sales efforts – should be in full production in March for shipping in April. Got \$30,000 in orders via info page. Have been invited by Super Bowl Committee to set up 1/30. Committee will encourage the company to be present at convention with a table
- Need at least 15 minutes on Insurance coverage

