

LSC Leadership Summit Program Summit Planner Guidelines



Welcome & Overview

The following information will provide resources as you plan your own LSC Leadership Summit. The aim of the LSC Leadership Summits are to provide leadership & governance training for high school aged athletes. We hope that this training can be applied within athletes' clubs, LSCs, and on the National level, but more importantly, we hope that these leadership exercises can carry over into all walks of the attendee's life.

The national efforts of USA Swimming and the Athlete Executive Committee (AEC) have provided leadership opportunities to those able to attend either We LEAD, She LEADS or the AEC's Leadership Summit. However, these programs only reach a small portion of USA Swimming's athlete membership. These LSC Summits will ensure that more athletes can benefit from our leadership and governance curriculum.

Additionally, these local summits allow the LSC's Athlete Committee to lead their peers and share their enthusiasm for being involved in USA Swimming.

If you have any questions regarding the planning or content for a LSC Leadership Summit, please contact one of the following people:

Morgan Weinberg, USA Swimming, Manager of Education & Programs, mweinberg@usaswimming.org

Nick Smagula, AEC Chair, chair.aec@gmail.com

Janelle Nguyen, AEC Programming & Events Chair, events.aec@gmail.com

Jack Swanson, AEC Leadership Chair, leadership.aec@gmail.com

If you use this material to host a LSC Leadership Summit, we'd love to hear from you! Please contact mweinberg@usaswimming.org with photos, feedback, and any other information you see fit. We cannot wait to see you impact your athletes.

Am I Ready to Host a Leadership Summit?

LSC Leadership Summits take time & effort from various stakeholders to be successful; stakeholders include the athletes, your LSC Board of Directors, coaches, and various volunteers.

If you are interested in hosting a LSC Leadership Summit, consider the following:

- 1) Do you have an LSC Athlete Committee (or fellow athlete representatives) that can assist you with planning the Summit?
- 2) Have you talked to your Board of Directors about wanting to host a LSC Summit?
- 3) Do you have room in your Athlete Budget or LSC's budget to host the event (you may need to speak to your General Chair or LSC Board of Directors)?

If you have considered these questions and believe you are ready to host a LSC Leadership Summit, this is great! Share your vision with your Athlete Committee & Board of Directors to ensure the feasibility of the event.

Target Figures for your Leadership Summit

When putting on an LSC Leadership Summit, you should be catering to the following athlete members of your LSC.

Attendees: 20-40 athletes.

You want to make sure that you foster a collaborative and dynamic environment, but don't want to be overwhelmed by the size of your group.

Age: High school aged athletes (recommended ages 14-17)

Generally, many LSC Boards require their Athlete Representatives to be 14+ years old. By targeting high school athletes in your LSC, you can then identify those who may be interested in serving on your Athletes' Committee, or your LSC Board. If an athlete is attending and is 18 years of age or older they must be a current USA Swimming member in good standing and have completed all athlete protection requirements.

Audience: Non-Athlete Committee members who aren't heavily involved (or involved at all!) in your LSC but may have interest in improving leadership skills and/or serving the sport of swimming.

Many current LSC Athlete Representatives have been to Convention, or the National Leadership Summit, where they have experienced workshops focused on these leadership & governance topics. Since you will be presenting on these same topics, make sure to utilize your LSC Athletes' Committee and those that have attended Convention or Summit. If you do not currently have an Athletes' Committee, consider using representatives with strong leadership skills (i.e. team captains) to help present.

Length: One Day Summit, approximately 6-8 hours

In order to fully accomplish your LSC Summit, we suggest hosting your event in a classroom setting with table pods to foster a collaborative environment & allow for presenter space.

Please remember that these are **target** figures for your LSC Summits; every LSC is different and may require modifications to these targets.

Chaperones: We recommend one chaperone for every fifteen attendees. Chaperones must be 18 years of age or older and be current USA Swimming members in good standing.

Topics for your LSC Summit

As you continue to plan & create your LSC Summit, USA Swimming and the Athlete Executive Committee (AEC) has specific sessions built for you to use! These sessions will allow your LSC athletes to explore their leadership styles & learn more about USA Swimming and its governance structure.

There are **two, mandatory sessions** that need to be presented at every LSC Summit. These topics focus on Leadership & Governance, respectively.

Topic 1: Leadership Style & Values- this workshop has athletes determine their most important values & discuss how to apply them in their daily lives. Athletes will then take a mini DISC assessment test & discuss how their leadership style can be used in a group setting. This workshop typically lasts 1-1.5hrs.

Topic 2: LSC Governance- this workshop will focus on what an LSC governance structure looks like & how athletes & their voice fit into the structure. This workshop should be between 45min-1hr.

We recommend starting with the Leadership Style & Values workshop first, and then doing the LSC Governance workshop. The Leadership Style & Values workshop provides an important foundation for the LSC Governance discussion.

The AEC also provides three optional sessions with PowerPoints and worksheets for LSCs to use as they wish. Each session is designed to take approximately 1 hour.

In our mock schedule, an LSC would use one or more of these sessions as well. Each LSC & their Athletes' Committee should determine which topic(s) are most appropriate for their LSC and their athlete audience at the time.

Topic 1: Servant Leadership- focus on the ten principles of servant leadership

Topic 2: Club Leadership- panel with a mix of current/former collegiate athletes (or former LSC athletes) and current/former collegiate coaches discussing swimming in college, the importance of leadership, and life lessons.

Topic 3: Goal Setting- focus on setting S.M.A.R.T. goals for individuals & their teams.

If time allows, we recommend having an outside facilitator present on a topic relevant to the LSC. Topics may include an alternate behavior/personality assessment, confidence, mental health, college recruiting, motivational speakers, giving/receiving feedback, goal setting, hard conversations, etc.

Funding

Available funding: \$30,000 for the program in 2020 (approximately funding 15 LSCs)

USA Swimming will offer an LSC Athlete Leadership Summit Grant Program starting in 2020. The LSC can apply for a grant of up to \$2,000. The LSC must support the program with a matching amount equal to a minimum of 50% of the money requested from USA Swimming. (Example: if requesting \$2,000 from USA Swimming the LSC must match with a minimum amount of \$1,000). Preference will be given to LSCs that

support the program with an even matching amount. Depending on the number of LSCs that apply, USA Swimming may attempt to spread the funding available to more LSCs.

Timeline:

- January 10, 2020 Grant applications from LSC are due electronically [here](#).
Proposals from LSC are due to the USA Swimming office (mweinberg@usaswimming.org). Both components are required for successful submission.
- January 17, 2020 Announcement of LSCs selected
- December 4, 2020 Report due to USA Swimming office on the program (what worked and what didn't- includes expense outline, description of event, testimonials, etc.)
- December 11, 2020 Final reimbursement request due to USA Swimming accounting department (include all receipts, invoices, etc.)

Sample Timeline for Planning

Pre-Event – 8-12 Months

- Establish goals specific to your LSC's summit with your Athlete Task Force and LSC BOD. When establishing goals for your LSC Summit, consider what aspects of your LSC are unique and what aspects your LSC could improve upon.
- Create an Athlete Task Force to volunteer as organizers, planners and presenters for your event. This task force should work with the LSC to plan the event.
- Set budget for event- does your LSC want to bring in revenue? Break even? Offset cost for participants?

Sample Budget (based off a one-day retreat for 40 people):

Meeting Space	\$500
Hospitality/Meals	\$600
Supplies/Swag	\$250
Facilitator Honorarium	\$1,000
Facilitator Airfare*	\$500
Facilitator Lodging*	\$150
Total	\$3,000

*factored in for out of town facilitators- can also use local contacts to alleviate this expense

Keep in mind you can offset your budget by charging attendees. The fee in which you charge is entirely up to you.

This is not a comprehensive budget, but an outline of potential expenses. Please work on your own budget based off your location/time of year/length of summit.

- Determine preferred date and general location (city, state, venue, etc.)
 - a. Check with LSC BOD to see if there are any major conflicts
- Set max number of participants
- Create a marketing plan for your event. Use social media, emails, posters and other effective communication to reach athletes in the LSC.

Pre-Event – 6 Months

- Select facilitator(s), guest speaker(s) and elite athlete representative(s)
 - a. Reach out looking for interest in facilitating or speaking and availability on dates
 - b. Vet (i.e. background check, pre-employment screening, resume, interview, references, etc.)
 - c. Confirm honorarium amount or volunteer hours
 - d. Confirm travel/accommodation plans

IMPORTANT: The selected facilitator(s) name, email and phone number must be submitted to USA Swimming at mweinberg@usaswimming.org as soon as they are confirmed and no less than two months before the event. USA Swimming staff and a member of the AEC will conduct a brief call with the individual(s) to ensure their message is in line with the event standards.

- Secure meeting space
- Secure lodging space (if needed)
- Design registration page- USA Swimming will **not** host registration for you- you must use your own platform to do this.
 - a. Payment (if applicable)
 - You must decide if you will accept credit cards, checks, cash, etc. How will you collect payment? Online? Snail Mail? In-person?
 - b. Determine what information you want to collect ahead of time (Emergency Contact, Allergies, Basic Information, Etc.)
 - c. Set a refund policy (if applicable)
 - d. Design a FAQ document that can be distributed if questions arise to be placed on the registration page
 - Make sure to include travel guidelines for arrival/departure times
 - e. Set-up a registration confirmation email

Pre-Event – 4 Months

- Set-up a call with facilitator(s) to solidify plans for the event
 - a. Discuss session topics/ideas

- Remember there are two mandatory topics to be included: LSC Governance & Leadership Style & Values
 - **Recommended Topics:** alternate behavior/personality assessment, confidence, mental health, college recruiting, motivational speakers, giving/receiving feedback, goal setting, growth mindset, dealing with stress, conflict management, communication within teams, etc.
- b. Outline schedule for facilitators to plug in
 - c. Discuss goals for the event and what a successful summit looks like
 - d. Discuss basic logistics for event

- Design welcome packet including:
- a. Basic event info and staff contact info
 - b. Tentative schedule
 - c. Drop off and pick up time/instructions
 - e. Any pre-event materials/homework (i.e. survey, paperwork, assessments, etc.)
 - f. Facilitator(s) bios

Pre-Event – 3 Months

- Open registration
- Enact promotional plan
- Order any swag you wish to provide (t-shirts, notebooks, pens, water bottles, etc.).

Pre-Event – 2 Months

- Send welcome packet to attendees & parents/guardians
- Send attendees paperwork (may include medical paperwork, honor code/code of conduct, authorization/waiver)
- a. LSC to determine and create paperwork they wish to use
- Communicate with venue
- a. Confirm meeting space set-up and AV needs
 - b. Confirm catering (if needed)
- Second call with facilitator(s)
- a. Confirm schedule/sessions
 - b. Clarify any questions, concerns, etc.
 - c. Ask about any additional materials they may need (printouts, flip charts, markers, crafting supplies, etc.)
- Create an Emergency Action Plan in case of emergencies during the event- distribute to all event staff members

Pre-Event – 1 Week

- Send final correspondence to attendees & parents/guardians
 - a. Include any final information they might need
 - ✓ Final Schedule
 - ✓ Weather Report
 - ✓ Check-In Information
 - ✓ Travel Information
 - Map of venue/where to drop off/parking information
 - b. Re-attach welcome packet to ensure they have all information

Pre-Event – Day Before

- Set up meeting space
 - a. AV, participant tables, facilitator table, check-in table, nametags, swag
- Confirm with facilitators on start time- see if there is anything they need last minute
- Ensure meeting room and facilities are ready for the event

During Event

- Be ready to answer questions about the schedule/event to parents/attendees
- Provide a short intro to the event, who you are, who the facilitators are and what to expect for the event
- Monitor group, help with AV/facility related items, keep facilitators on schedule
- Take photos (especially group photo) to share on social (use the event hashtag) and with USA Swimming!
- Chaperone attendees or have other individuals who are responsible for chaperoning
 - a. Have someone on-site that is on call 24/7 in case of emergencies- they should also have a reachable phone number for parents to call if needed
- Ensure catering is set-up and ready to go at meal times

Post-Event – 1-2 Weeks

- Send out “Thank you for attending” email to attendees & parents/guardians
 - a. Include a post-event survey web link: <https://goo.gl/m1xqLg> - Please use the link provided, USA Swimming can send the results to you if requested
 - b. Group photo

- c. Call to action to share their experience on social media and by word of mouth (remind them of the hashtag)



Post-event report to USA Swimming



Ensure all invoices have been paid

- a. Facilitator honorarium
- b. Venues
- c. Catering
- d. Any other remaining invoices

Tips:

- This style of event is designed for high school age swimmers. We do not recommend programming for attendees younger than 9th grade. Age range can be 14-18.
- No in-water or swimming specific sessions. The focus of this event is leadership growth in all facets of their lives, not just in the pool. If you wish to add a pool session, you may, but it is not recommended.
- The earlier you start, the easier it will be. The timing of each planning phase are merely recommendations. The quicker you can secure space, find facilitators, open registration, etc., the more confident you will feel in planning the event.
- Do not allow parents/guardians/family to stay during the summit. The attendees will likely feel more open to sharing and participating when there aren't family members or coaches observing.
- These events are easily customizable. Work with the budget and timeframe that you have available to you and you can create a great event. These events work best as a one-day workshop if you want to avoid lodging costs but can also be a two to three-day event if desired.
- Use social media to your advantage! Market your event on social/websites, create a hashtag the attendees can use, post regularly throughout the event.
- Keep it active! The more you can keep this age group moving, the better. Sessions should be designed to be interactive & engaging.