



Implementing Programs in Masters Swimming

Strategy Workshop:
WHERE to start and WHY



Workshop Agenda

- Introduction
- Overview: Programs Available from the National Office and USMS Committees
- Breakout Activity
- Report Out
- Conclusions

Goals & Objectives

The goals of this workshop are for attendees to:

- **Learn** about the current offerings for programming from the National Office and USMS Committees (Fitness, Coaches, etc.)
- **Share examples** of programming, identify reasons (attributes) for their success, and identify areas for improvement
- **Evaluate reasons (attributes)** for successful programming with resources available within your LMSC/Zone



Why the LMSCs?

- Cashflow
- LMSCs have the resources to offer:
 - Sanctioned events (meets, open water)
 - Sponsored events (socials, clinics, training)
 - Scholarships (training, clinics)
- Think how to use your resources (human, knowledge, treasury) to best encourage programming activities for members



USMS Programs

Bill Brenner

- Stroke Clinics
- Coach Training | Certification
- Adult Learn-to-Swim
- High Performance Camp
- Fitness Challenges

What events have you done in your LMSC?

Make your
own list

Social Events

High Performance Camp

Open water events

Adult Learn-to-Swim

Coach Training

Go the distance

USMS Fitness Series

Stroke Clinics

Coach Certification

Fitness Challenges

ePostal Swims

Download the Worksheet:

<https://tinyurl.com/y33yr2sy>

Breakout



- Select a recorder with a laptop
- Using your PDF worksheet, list the 3-5 programs your group has experience with with and agrees to work on
- Spend some time completing the worksheet
- Discuss findings with your group
- Recorder should save PDF worksheet and email to group members after this session

Breakout



EVENT & PROGRAM ATTRIBUTES

<u>Audience</u>	<u>Participant Cost</u>	<u>Presenter</u>	<u>Advertising</u>	<u>Prerequisites</u>	<u>Timing</u>	<u>Venue</u>	<u>Other</u>	<u>Areas for Imprvmnt</u>
Motivation level (high, low)	\$5 or less	Credentialed	Frequency	Membership (Full, One-Event)	Periodic	Accessibility		
Population density (high, low)	\$5-\$15	Olympic/Nationally-ranked	Method (email, social media)	Certifications (USMS, ASCA)	Single time	Central vs. fringe location		
Popular vs niche interest	\$15-\$24	Locally known	Internal/External	Previous Coursework	Series	Overlap with other activities		
	\$35-\$49				Time of Year	Dry & wet spaces		
	\$50+							

Feel free to list other attributes not listed above.

Report Out

Record Your Work

1. Recorders: Go to

surveymonkey.com/r/JDMRRYD

or



1. Send your group's information to the facilitators via the survey
2. Survey results will be compiled by the facilitators and emailed to all participants as a resource

Conclusion

- Which attributes were common among your most successful events? What are those events?
- Which attributes does your LMSC/Zone already have/offer?
- What were some caveats you discovered, perhaps unique to your LMSC/Zone?