



MINNESOTA  
SWIMMING

## Visioning exercise: “competitive excellence”

### Session II Notes

Date: October 5, 11:00 a.m. – 12:30 p.m.

Location: Hopkins Eisenhower Community Center, room 217

Participating: Dan Berve, Technical Planning Committee Chair  
Rory Coplin, Age Group Vice Chair  
Heidi Miler, Senior Vice Chair  
Mike Parratto, former Senior Committee member Indiana Swimming  
Scott Tripps, Senior Coach Representative  
Olga Espinosa, former Senior Vice Chair  
Paul Lundsten, Safe Sport Director  
Laura Seidenkranz, Secretary  
Gunnar Teigen, Camps Coordinator  
Bob Crunstedt, facilitator, Executive Director

- Agenda:
- Welcome and confirm agenda
  - Recap expectations from session I, update for session II, questions from new colleagues
  - Process: How this group will make recommendations
  - Data: What do we see? What does it mean? What additional data do we want?
  - Review networking information from USA-S Convention on competitive excellence
  - Review the competitive excellence definition
  - Expounding on ideas from session I, SWOT
  - Planning cycle ahead
  - Take-aways and action for next meeting
  - Evaluate session II

### Expectations for session II

- How does the MN-LSC compare to other LSCs?
- Goal: Determine who are we trying to beat
- Goal: Determine how we take B/BB group to the next level
- Goal: What percentage of total swimmers in LSC have cuts in higher levels such as AAAA, AA, Juniors, Nationals, Trials
- Goal: Where do we want % of LSC numbers going into upper level time cuts

### How recommendations will be made by this group

All agreed that recommendations and decisions will be made by verbal consensus.

### Data

Charts with information on the number of swimmers in the LSC and the number of cuts from “B” to Olympic Trials were reviewed. Especially at the highest levels the number of cuts became a

smaller percentage of the total swimmers in the LSC over time despite 30% growth from 2009-16. Questions were raised about why the large number of swimmers “BB” and below were not necessarily showing up in comparable percentages in future years with faster cuts. Also, the LSC was lagging behind on the percent of cuts to total swimmers as compared to the Central Zone and nationally.

### Convention networking

- IN-LSC allowed coaches to get better together (relaxed their egos)
- USA-S challenged the LSC about under-performing and really became an effective rallying point.
- Large clubs got other clubs to buy-in
- They offered camps at all levels for all swimmers
- They leveraged Team Indiana experiences to create comradery and fun racing for the swimmers.
- Informational materials at all IN-LSC meets (not just championships). Saw information again, again, and again.
- The secret sauce was a group of coach leaders who were curious and allowed themselves to be curious together.
- Members throughout the IN-LSC were proud and celebrated the Trials qualifiers and Olympians because they worked together as a LSC in many ways to help get these athletes to the highest level of swimming.

### Review the competitive excellence definition

The definition was edited from the first session:

Competitive Excellence  
Together, laying a foundation and implementing a process to reach the  
highest level of swimming.

### Planning cycle ahead

A summary one-pager was distributed before and again during the meeting with reminders of important dates that affect planning including BoD and HoD meetings, budgets, bylaws amendments, time standards, and schedules.

### Take-aways

- Gunnar is working on a first camp (i.e. Catch The Spirit) for 2017 through Carlton.
- A list of IN-LSC camps was distributed with the caveat that the list was developed over 14 years of programming.
- Goal: Develop a camp where swimmers are eligible to participate if they are not qualified for MRC, and/or based on MRC results. Maybe this is the target audience for the first CTS camp? Open the camp to the first 100 signed up.
- Camps use both visiting coaches and coaches in the LSC. Probably best to invite coaches with kids in the camp so they can observe.
- Goal: What are the incentives to increase HoD attendance? Attractive education opportunities? Bring in other coaches for a coaches meeting after HoD?
- Goal: Promote a “competitive excellence” mindset within your own club and committees now.
- Goal: Explore other “subliminal” messaging for meets, coaches’ email, other communications.
- The staff recently linked cuts for all the 2017 USA Swimming Sectional, Futures, Juniors, Nationals and U.S. Open to our LSC time standards page. This creates the visual of the next step up. Also, working so that national cuts can be imported into meet databases for meet programs.

- Goal: Develop a creative marketing slogan like “ALL IN” to create interest that ultimately helps towards the buy-in on a competitive excellence initiative.
- For the next meeting talk to coaches who may struggle with the concept of defining, setting, and achieving competitive excellence goals together, as an LSC, for the swimmers.
- Additional attendees can be invited to keep momentum going for potential buy-in, however, there was consensus that a smaller group is going to need to steer this initiative.
- Goal: Frame up measureable competitive excellence goals for the next meeting; Scott will take the lead to present these to the participants.
- Paul and Laura will be reporting back for the next meeting on Tony Young’s LSC performance presentation at the Mighty Mega LSC meeting in Colorado Springs on Nov. 5 called *The Trajectory to Tokyo*.

Next session was set for Monday, November 14, 2016 from 11:00-1:00 p.m.

Please give Bob a heads about additional attendees so that a larger room can be arranged for Nov. 14<sup>th</sup>.

Session concluded at 12:50 p.m.

Transcribed,

*Bob Crumstedt*