



Date: April 19, 2019

To: MNSI House of Delegates
From: John Bradley, MNSI Sport Development Director
Re: SDD Report to the MNSI House of Delegates

Greetings all –

It's been nearly three months since my first date active as the MNSI Sport Development Director. The following is an update on the items that I have been actively working on since the MNSI BOD Meeting on March. It made sense to me to go through the various objectives in my job description and give you an update on where these items stand.

Responsibilities:

1. Athlete performance:

- a. Once the new BOD is set members will be engaged to begin working on our Quad Plan for 2020.
- b. Camps and clinics will be a part of this planning. For 2019 and 2020 I currently have selected the following dates for engagement: September 28/29, 2019 and April 25/26, 2020. We may add more dates for "microcamps" as well. I've also created the "10 \$ Under Thunder" meet against Iowa Swimming set for November 2019 – the Iowa pool has been secured for this opportunity. I would like to add a possible parent education component to this event if possible.
- c. Assist committee chairs: This will begin in earnest when the new BOD is seated after the HOD meeting.

2. Club Development:

- a. Quad Plan – see above.
- b. Club visits – these will begin in May 2019. I have been in contact with Randy Julian from USA Swimming and have their outline for their Sport Performance clinics. My sessions will be largely listening and trying to come up with potential solutions for issues clubs may be having.
- c. Educational/programming opportunities. Club visits will assist in this as I can identify issues that seem to move across the LSC. I plan on working with ASCA National to help create these opportunities and have had discussions with Paris Jacobs, COO of ASCA about this item.
- d. Sharing best practice ideas – I'll be attending #SwimBiz in Colorado Springs April 28-30 to learn more about current Social Media practices – I would like to create a series of "Life Pro Tips" for clubs that could be tweeted/emailed each week. I've also emailed the Top 10 clubs who are not currently engaged in the USA Swimming Club Recognition program encouraging them to get registered by the end of this summer.
- e. See above.

3. Coach Effectiveness:

- a. Quad Plan to augment coach success – once the new BOD is set we can create programming relevant to our coaches and the upcoming Quad. I also want to look at Coach Wellness and life balance – our coaches need to be happy and fulfilled in their jobs to promote longevity and excellence.



- b. Educational and Programming opportunities – We'll be offering a travel opportunity for coaches to ride to Des Moines, IA for the USA Swimming Regional Coaches Conference on September 21-22, 2019. We'll also begin a biweekly Zoom Call service in June/July for coaches to assist them in planning their upcoming fall/winter seasons and helping them to deal with issues they may be facing. I would also like to bring in a consultant to teach coaches how to be more organized in their professional and private lives by using tools like Google Office and Microsoft Office – if a coach is working 360 minutes a day and we can help them optimize and be just as effective in 10% less time that's a potential savings of 36 minutes per day – 180 minutes (3 hours) in a five day work week.
 - c. Assist Coaches Reps - Once the coaches reps are locked down we'll begin to work on the items listed in the job description.
 - d. Working with complimentary coach organizations – I'm looking forward to this! So far I've discussed ideas with ASCA and a few local collegiate coaches – Kelly Kremer, Reed Fujan and a few others. This will begin in earnest in June.
4. LSC Communications/Effectiveness:
- a. LSC identity and performance goals – we'll identify these as the new BOD is placed.
 - b. Rules and Regs for Swim Meets - I've been working with Melissa Wymer and Tracy Meece on a few components of this – we'll also engage others as these issues arise.
 - c. Lead Planning for LSC Championship meets – we'll have draft meet info available for Summer MAC, MRC and State meets at the HOD. I would like to have that meet info vetted and sanctioned no later than May 10th. Tracy, Sheryl and myself have had multiple meetings working on this info. We are also in the process of completing the Open Water Champ Meet info.
 - d. Meet evaluation process – my recommendations for this fall into two categories.
 - i. LSC Championship Meets – scores are posted and comments are approved as long as solutions to those problems are provided by the commentator. Host clubs receive all information.
 - ii. All other meets – Teams can choose if their meets are posted for evaluation. Host clubs receive all information for meets they choose to have evaluated.
5. Team Minnesota:
- a. Coach and Managers have been hired for Team Minnesota for Open Water Zone and Central Zone Championships. Amy Leopold, Maggie McMahon and I have had four phone meetings regarding the CZ teams and processes.
 - b. Team Minnesota policy will be reviewed and updated after each competition.
 - c. Budget was set for February 2019 and will be monitored through 2020 for any issues or changes.
6. Oversight: Both Sheryl and Tracy have been consummate professionals during the time I have been here in my role with MNSI (and during my club tenure before that.) We have been having regular meetings regarding any issues over the last two and a half months. I am nothing but impressed with their standard of work and effort.
7. Staff Liaison – I've had conversations with SOME of the positions listed but once the BOD is locked in I plan on regular contact as needed by their individual job requirements.
8. Event Director:
- a. Athlete Combine – slated for April 18, 2020.
 - b. HOD/Annual Awards Banquet/Camp MNSI Celebration Weekend – April 25-26, 2020. This event would take place at the Eisenhower Community Center for the HOD, possibly Wolfe Hall at St. Thomas for an Awards brunch and an as yet undetermined site for a camp. MNSI would not sanction meets on this weekend. I will have more on this idea as the BOD sets over the next few months.



Other items I have been working on:

- Scholarship program – I've been consulting with the Athlete's committee about this idea and have reached out to outside sources to get information about how to properly fund and administrate this idea.
- Women in Aquatics Coffee Klatch – Haley Spencer and I have set this opportunity up for May 7th, 2019 at the Eisenhower Community Center from 10 AM to 11:30 AM. The goal is initially networking but Haley is working on a curriculum to be presented at future social opportunities.
- I've been working on securing a new camp coordinator in light of Gunnar Teigen's resignation earlier this month. Many thanks to Gunnar for the great job he's done over the last two years.
- I've been playing around with establishing a "Doc Squad" – a group of people who can put together documents to help coaches. This group has already put together a Time Standards chart for the Summer of 2019. I'll be sending out this info in May. I plan on engaging them further as the months roll on – thanks to Denise Carlson and Heidi Miler for their hard work.
- ED Bob Crunstedt and myself have been working on a project we have named "Operation Welcome Mat" designed to drive potential members through social media advertising to MNSI Club pages. We hope to create a better sense of marketability to clubs as well as aiding athletes who may be on waiting lists to get referrals to other clubs. We've engaged an advertising group and visited and engaged Team Unify/SportsEngine on this project. Surveying of clubs will begin by the week of April 29th.
- I've been doing some background work on Trans and Disability issues in preparation for potential member engagement over the next 12-18 months – it is important to me that we create inclusive, educated opportunities for these athletes.
- I'm interested in coming up with some basic Mental Health awareness training for Coaches and Officials – I'll be reaching out to authorities in the field over the next few months.

Respectfully submitted –

JB

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"Ohana means family, and family means nobody gets left behind. Or forgotten." - Lilo & Stitch