Sport Director
Board Report
1/11/2017

GENERAL

From November 9 to date my focus has revolved around initiating the 3rd month of the Sport Director 180 plan. This includes the following objectives below.

Month	Activities/Events	Deliverables
Nov	• **Conduct Club Visits** • **Present at USA Swimming Large LSC Workshop in COS** • **Engage Collegiate Coaches Support and Participation in LSC Programming** • **Introduction to IL Swimming Sponsors** • **IHSA Girls State Championship** • **Board Meeting**	• **Collaborate with Committee Chairs to Develop Summer 2017 Camp Goals and Themes** • **Work w Chairs to select 2017 Camp Staff** • **Coach Think Tank Sessions to Generate Ideas, Share Plans and Solicit Support** • **Formulate Task Force Action Plans for Committee Feedback**
Dec	• **Conduct Club Visits** • **Engage Collegiate Coaches Support and Participation in LSC Programming** • **Initiate Media Contacts** • **Attend Meets** • **Attend Board Meeting** • **Lead Staff Retreat to Evaluate LSC Service to Members and Plan for Upcoming Objectives/Events**	• **Defined Goals for Social Media** • **Marketing Plan for Athlete Recognition (Olympic and National Team)** • **Create Tangible Performance Goals**

LSC SPONSORSHIPS

Sponsorship proposals along with supplement supporting information was sent to Discovery Student Loans & Dick's Sporting Goods. Dick's Sporting Goods has responded to set up a phone call meeting this week or next to discuss the opportunities. To date I have not received a response from Discovery Student Loans. We have been in email communication with Shane Wildin of Speedo to finalize the wording of our LSC Contract. Date TBD. As well I have communicated with Robby Armstrong of Athletico to discuss renewing current partnerships. We have a follow up meeting scheduled next week.

I communicated with Adam Dew who has coordinated the Championship meet webcasts to discuss making an LSC highlight video. The project is in the works.

COMMITTEE / TASK FORCE MEETINGS

I sit in on monthly Age Group & Senior Committee meetings. It is my impression that these meetings are very interactive with respect to strategic thinking and project driven.

I have also participated with the Membership Retention Task Force where they have worked towards meeting objectives by collecting best practices and key issues that affect retention in our sport through a membership survey.

CHAMPIONSHIP COORDINATION MEETING

Pam & I met with Brett Cumberland & Blake Mock to help develop the first ever Championship Meet Host Coordination Meeting.

This will be an informational and interactive meeting that is designed to assist Host Clubs Local Organizing Committee (LOC) to best understand USA Swimming and LSC rules relevant the meet; to define roles and responsibilities; and to learn what resources are now available to you. Clubs will be able to meet with your Meet Referee to share their expectations, technical guidance, and seasoned advice. As well you will be able to learn and discuss what makes for a successful meet and the problem-solving issues that have arisen in prior seasons.

Most importantly, we will share "best practices" on how to make our Championship Meets a special experience for the athletes and their families. Planning and hosting the "biggest meet of the year" for the swimmers is a lot of hard work. W

Meet Director AND Entry Chair are invited to attend this meeting. These 2 positions need to fully understand the entry letters and championship meet processes. Other LOC members and future meet directors are welcome to attend. ***This meeting is not required but encouraged if your club representatives are available.***

Monday January 30 from 6:00 – 8:00 pm The meeting will take place in Ballroom of the Marriott in Burr Ridge.

There will be Illinois Swimming members also invited/present at the meeting. Also in attendance, may be the Age Group Chair, Senior Chair, Officials Chair, Safe Sport Coordinator, General Chairman and the Illinois Swimming Office Staff who will take a lead role in the presentation of information.

HIGH SCHOOL SWIMMING

Steve Mitchel and I met with Kraig Garber of the IHSA in person on Tuesday December 6. We both thought the meeting was a good start to building a supportive relationship with the IHSA. We communicated our interest in collaborating with the IHSA through better communication between our organizations. As well we discussed current IHSA policies and clarified some interpretations in-reference to athlete participation during the high school season. We also shared the potential facilities being built in Illinois and offered to connect the IHSA & developing facilities to explore the options of hosting an IHSA State meet in the future.

CAMPS

Along with the Sr & AG Committees and Chairs we are working towards developing a Camp Quad Plan to use as a tool to help define our camp objectives and best meet the needs of our athletes and coaches. The process of finalizing staffs and beginning camp preparations for the 2017 Spring camps listed below.

- LSC Catch the Spirit Camps on April 22 & 23
- Pro Series Camp: May 5-7, 2017 (Elite 11-12yr boys and girls)
- Olympic Training Center Camp: May 11-14, 2017 (Elite Senior & 13-14 combined camp)

CLBMS

I have been working with Randy Julian (USA Swimming Central Zone Consultant) to coordinate two CLBMS workshops in IL. Randy will be attending the HOD as well.
Dates:

- **2/11 in Dunlap**
- **4/8 in Burr Ridge (the Saturday prior to HOD)**
- Times for both CLBMS is 9:00am to 1-1:30pm

USA Swimming Offers this exciting and unique workshop for club coaches and board members to learn how to be effective in leading and governing their team. Coaches and board members work together in learning about new strategies to improve their club.

FACILITIES

USA Swimming Build a Pool Workshop in Illinois

Illinois Swimming is excited to announce that USA Swimming will be coming to Illinois on **Tuesday January 24** to present a custom One-Day Build a Pool Workshop. This service is provided by USA Swimming to LSCs to offer to their membership & partners who are seeking information to build, renovate or effectively program an Aquatic Facility.

This 8-hour course will include:

The Aquatic Facility is the Focal Point of Planned Programming

Topics covered ....

- **Validate the needs and explore possibilities for an aquatic center.**
- **Total Aquatic Programming and Cross-Programming**
- **Cost to operate and programming income potential**
- **Success models - from small pools to big pools**
- **Pool and building size options and cost to build**
- **New building technologies - most modern concepts for facilities**
- **Program it-Design it - Build it - Operate it**

*All attendees will leave the workshop with handouts & a flash drive which includes extensive information from the presentation.

PRESENTERS:

- **Mick Nelson: USA Swimming Club Facilities Director**
- **Sue Nelson: USA Swimming Aquatic Program Specialist**

***Both Mick & Sue will be available to answer questions after the workshop**

FAQs

- Date: Tuesday January 24
- Time: 9:00am-5:30pm (30 min break for lunch. Lunch will be catered in. Snacks and drinks will be provided)
- Cost: Free
- Location: Illinois Swimming Office Meeting Room, 4th floor, 1400 E Touhy Ave, Des Plaines, IL 60018
- RSVP: to Tony Young Sport Director by Monday January 16 at *tyoung@ilswim.org*

ATHLETE REPRESENTATIVES CONFERENCE CALL 12.18.2016

(In attendance: Harrison Fudge (SrRep) , Valarie Tarazi (JrRep), Drew Landrowski (JrRep), Tony Young (Sport Director), Not in attendance: Elizabeth Mordach(SR Rep)
Agenda

- The Athlete Rep role in Illinois Swimming
- Getting other athletes engaged: Contact with athletes who attended Fall HOD
- Athlete Participation on Committees (updates & additions needed) Spring HOD: Athlete Meeting
- Programs & Projects for athlete development
- Communication System
- Athlete attendance at USAS
- By-law changes feedback
- Goals

SOCIAL MEDIA

Developed a Social Media plan with a purpose. Using these guidelines, I have increased sharing ISI event, news, images, meet results, best practices, celebrations, and motivational/programming information on social media (Twitter, Facebook, Instagram, Website News.

LOCAL MEETS

I have attended the following meets: Redbird Invite, WEST Invite at UIC, WSC Invite at UIC. DSC New Year's Opener. Meet with Club Administrators, Officials & Coaches. As well, I have begun targeted club visits offering Strategic Planning Session, Facility Development, Parent Education, and Athlete Educational/Motivational presentations. DDST, GA, SPY, FOX, DSC, HEAT, ACAD Springfield, WSC

PERFORMANCE TASK FORCE

The Development of the Performance Task Force initiative is ongoing. After summarizing the initial PTF meeting notes a small group of Sr Chair, AG Chair and Coaches Rep and myself to develop focus goals and outcomes to then share with the PTF in our second meeting. The goals were to streamline the meeting notes into a useable format with some direction using the April 2016 & October 2016 minutes as a roadmap to a Performance Quad Plan.

MEETINGS

- I attended the Safe Sport Education Night December 15 in New Lenox.
- Athlete Rep Conference Call
- Participate in the Senior & Age Group Committee, Membership Task Force Meetings
- Meet with the General Chair in person or via phone to update on progress and impressions of the Sport Director position
- Meet with Pam Lowenthal on a daily/weekly basis to learn LSC operations, issues, and history.
- Meet with Paul DiGiallonardo to discuss ISI policies & procedures

USA SWIMMING

- Working with the USA Swimming Facilities Director to coordinate the LSC Build a Pool Workshop & with Randy Julian to schedule two CLBMS workshops. See more information listed above.

GOALS

- Continue 180 Plan and achieve November deliverables
- Work with Pam to redesign current ISI website and implement new Coach's page goals and develop Athlete Web Page
- Add LSC Specific Metrics for Performance Objectives
- Develop Social Media Policies
- Finalize 2017 Camp Goals, Themes, and preparations
- Formulate Performance Task Force Action Plans