Northern Kentucky Clippers

Clippers Development Model

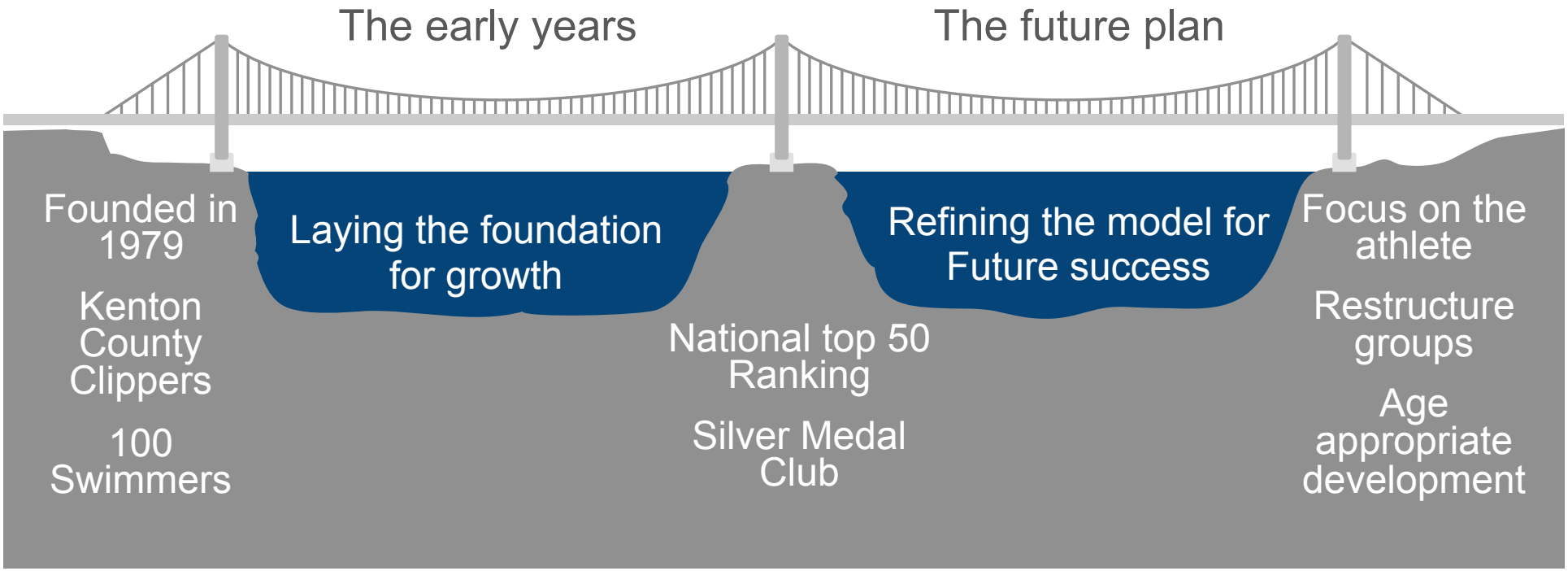
Clippers History

Where we've been

Over the past 37 years, the Clippers have grown from a small club operating at Scott High School to a nationally recognized organization, growing from less than 100 swimmers to over 200, and earning a USA Swimming Silver Club status.

Where we're going

Increased competition for athletes is driving a need to reshape the organization. Starting immediately, we will reshape the club with a stronger focus on the athlete and their individual development with age appropriate development and expectations.



Clippers Vision

WHY CREATE A NEW MODEL?

- The need to **RETHINK** how the Clippers organize, operates and executes competitive swimming in Northern Kentucky and Greater Cincinnati, has been a point of emphasis over the last quad.

- The call to action became more **URGENT** when the the Board of Directors and Coach Norm studied the declining participation in the Clippers, including the retentions of swimmers and decreased new member enrolment.

- A plan to gather information and organize it has been executed over the 2016 quad and now the Board and the staff have been able to discuss **KEY ISSUES** facing the Clippers within the organization.

- The following conclusions from the key issues are what inspired the Clippers Development Model.

Clippers Vision

The Clippers organization and its National Governing Bodies embrace the **ATHLETE DEVELOPMENT PRINCIPLES** that allow American youth to utilize sport as a path toward an active and healthy lifestyle, while creating opportunities for athletes to maximize their full potential.
These five key principles include:

- General access to create **OPPORTUNITY** for all athletes
- Developmentally appropriate activities that emphasize **MOTOR AND FOUNDATIONAL** skills
- Multi-sport or multi-activity participation (i.e. cross-training)
- Fun, engaging and **PROGRESSIVELY CHALLENGING** atmosphere
- Quality coaching at all age levels

Clippers Vision

By creating early **POSITIVE EXPERIENCES** for all Clippers members, the Clippers Development Model will keep more children engaged in swimming longer with four outcomes:

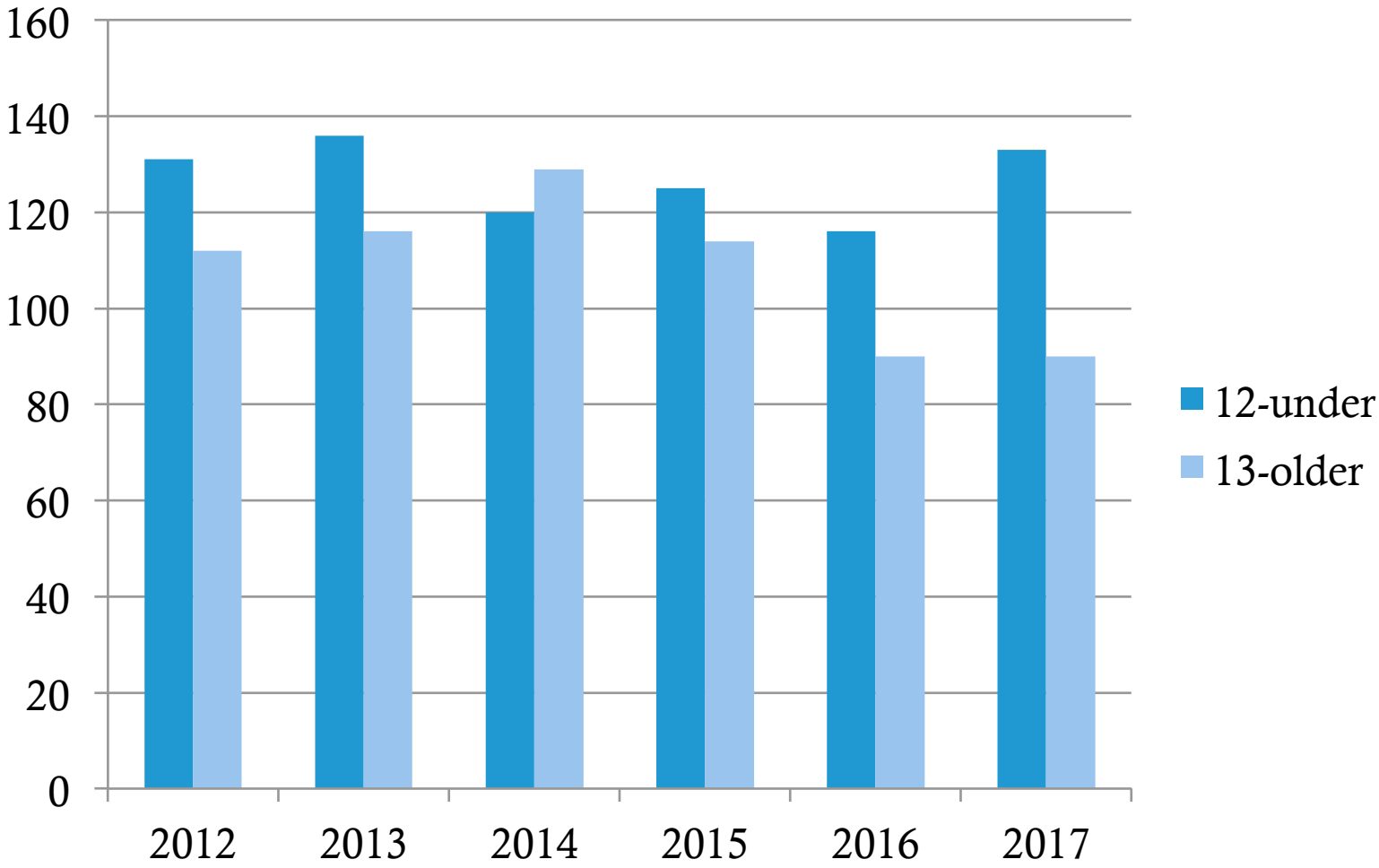
- Grow both **THE GENERAL SWIMMER** population and the pool of **ELITE ATHLETES** from which future Olympians are produced
- Develop the **FUNDAMENTAL SKILLS** that transfer between all levels of the Clippers
- Provide an **APPROPRIATE AVENUE** to fulfill an individual's swimming potential
- Continue to create **GENERATION** that love swimming and transfers that passion to the next generation

State of the Clippers

Gathered Information

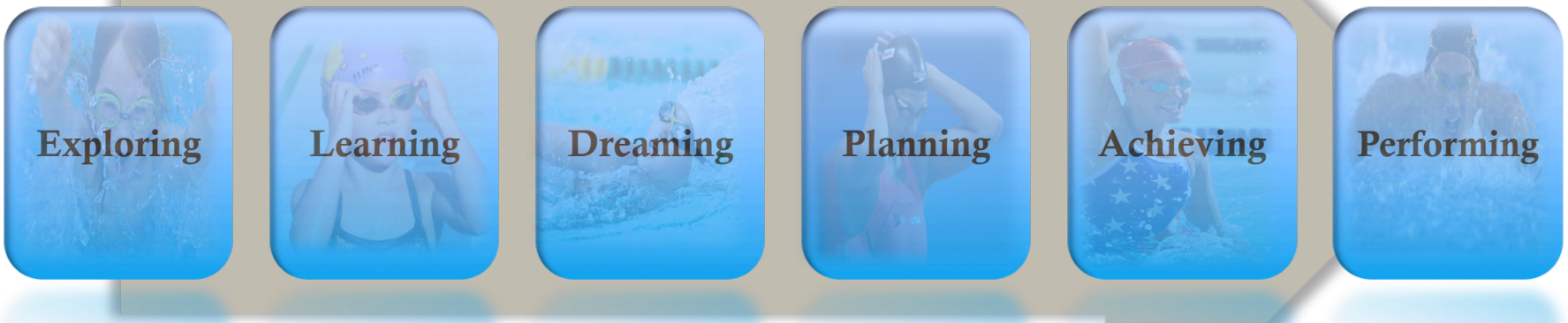
Year	Membership	Retention	Growth
2012	243	89.9%	6.6%
2013	252	79.8%	3.7%
2014	250	79.8%	-0.8%
2015	239	75.6%	-4.4%
2016	206	72.8%	-13.0%
2017	223	82.0%	8.3%

Clippers Annual Membership



Clippers Stages

6 stages to a positive clippers experience



Practice Group Assignments

AGE DETERMINATION

- The swimmers age as of the Session championship meet will be used to establish which group the swimmer will be placed in.

Developmental Group Placement

DEVELOPMENT PLACEMENT

- Learning, Dreaming, and Planning group swimmers will be divided into 2 groups
- Designed to match development level of athlete with program
- Only applies to the Age Group Program

These are the ages where early and late maturation have the largest impact on the developmental process

Exploring

AGES 8-under

- GOAL:
  - Providing a safe, inclusive environment where new families can **EXPLORE** the sport
- MEASURMENT:
  - Parents and swimmers have a complete understanding of all aspects of the sport
- LEAD COACH:
  - Melissa Meyer

Learning 1 & 2

AGES 9 – 10

- GOAL:
  - **TEACHING** all aspects of competitive swimming and what it means to be a Clipper
- MEASUREMENT:
  - The family has been provided an opportunity to **PARTICIPATE** in all aspects of the Clippers
- LEAD COACH:
  - Chad Rehkamp

Dreaming 1 & 2

AGES 11 – 12

- GOAL:
  - Instill a **VISION** for what swimming can provide and what can be accomplished at the highest level
- MEASUREMENT:
  - Swimmers and parents understand that it is more important to **ENVISION SUCCESS** than it is to achieve it at this age
- LEAD COACH
  - Sherry Lentsch

Planning 1 & 2

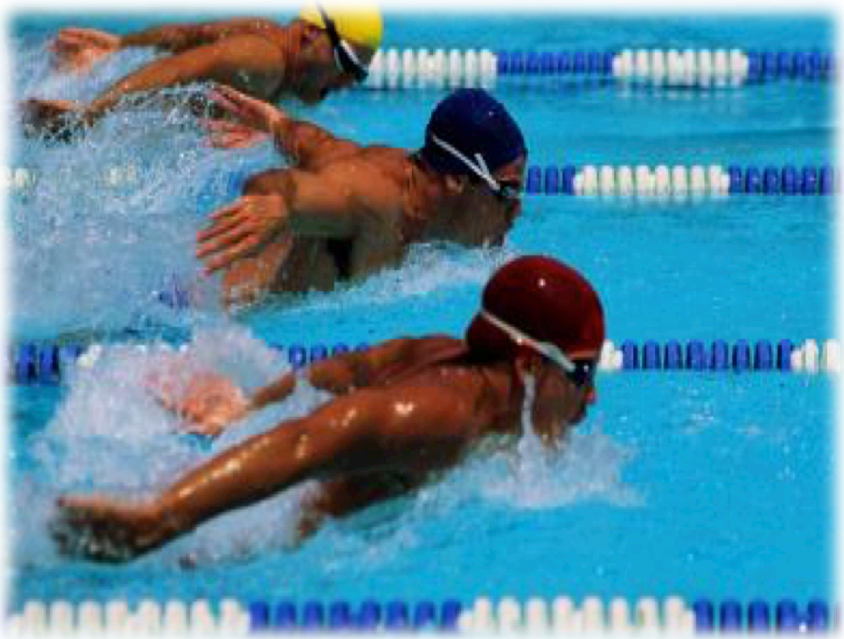
AGES 13 – 14

- GOALS:
  - Solidify the ability to arrange the **FUTURE** based on a specific design
- MEASUREMENT:
  - Swimmers are able to **PLAN** long term and know the path that they need to take
- LEAD COACH:
  - Chad Rehkamp

Achieving

AGES 14 & OLDER
& IN HIGH SCHOOL

- GOALS:
  - Reaching to attain the highest level **DESIRED** with effort and/or courage
- MEASUREMENT:
  - Measuring the student-athletes by their ability to plan and achieve their **DESIRED** goals
- LEAD COACH:
  - OJ Mesina

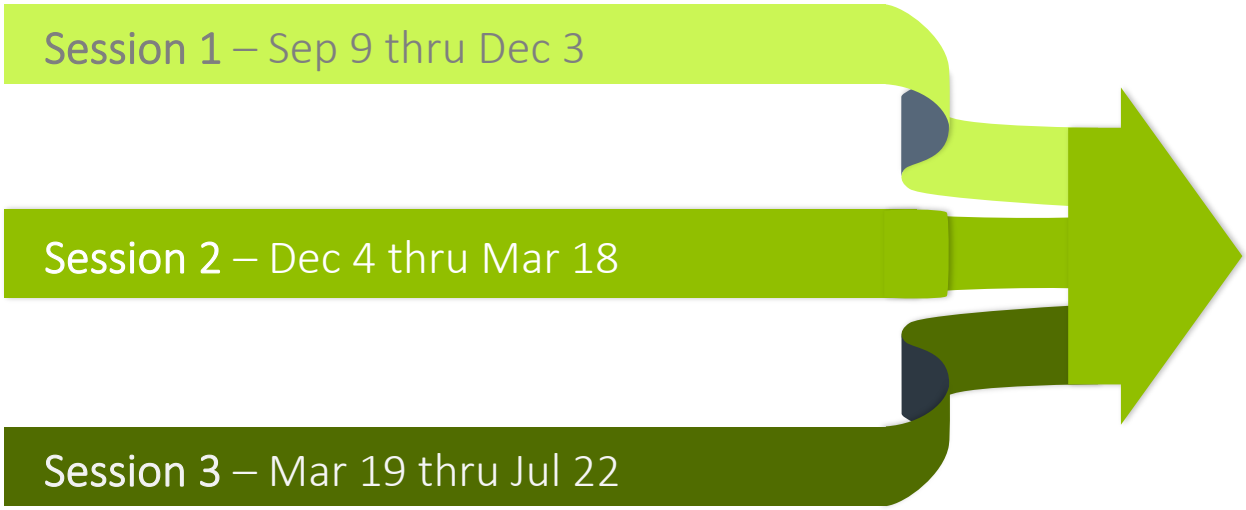


Performing 1 & 2

AGES 15 & OLDER – INVITED HIGH SCHOOL ATHLETS

- GOALS:
  - Carrying out, accomplishing, or fulfilling a **SWIMMER'S FUNCTION**
- MEASURMENT:
  - Swimmers are able to carry out their **DUTIES TO THE TEAM** and themselves
- LEAD COACH:
  - Norm Wright

Registration Options



Single session registration will provide a short-term commitment and is available for:

- New families trying swimming for the first time
- Swimmers that want to only swim for part of the year
- All returning Age Group members

Registration Options

Single Session	SESSION 1 & 2	SESSION 2 & 3	ANNUAL
Registration before the start of any session	September 9 to March 18.	December 4 to July 22	Registration will only be done at the start of Session 1 in August
Provides a short-term commitment	Registration in August	Registration in December	Provides a %6 discount in monthly price from the Single Session Registration
Will offer flexability	Provides a %3 discount in monthly price from the Single Session Registration	Provides a %3 discount in monthly price from the Single Session Registration	*required for the Performing Group
Provideds a chance to try a new sport for a few months			

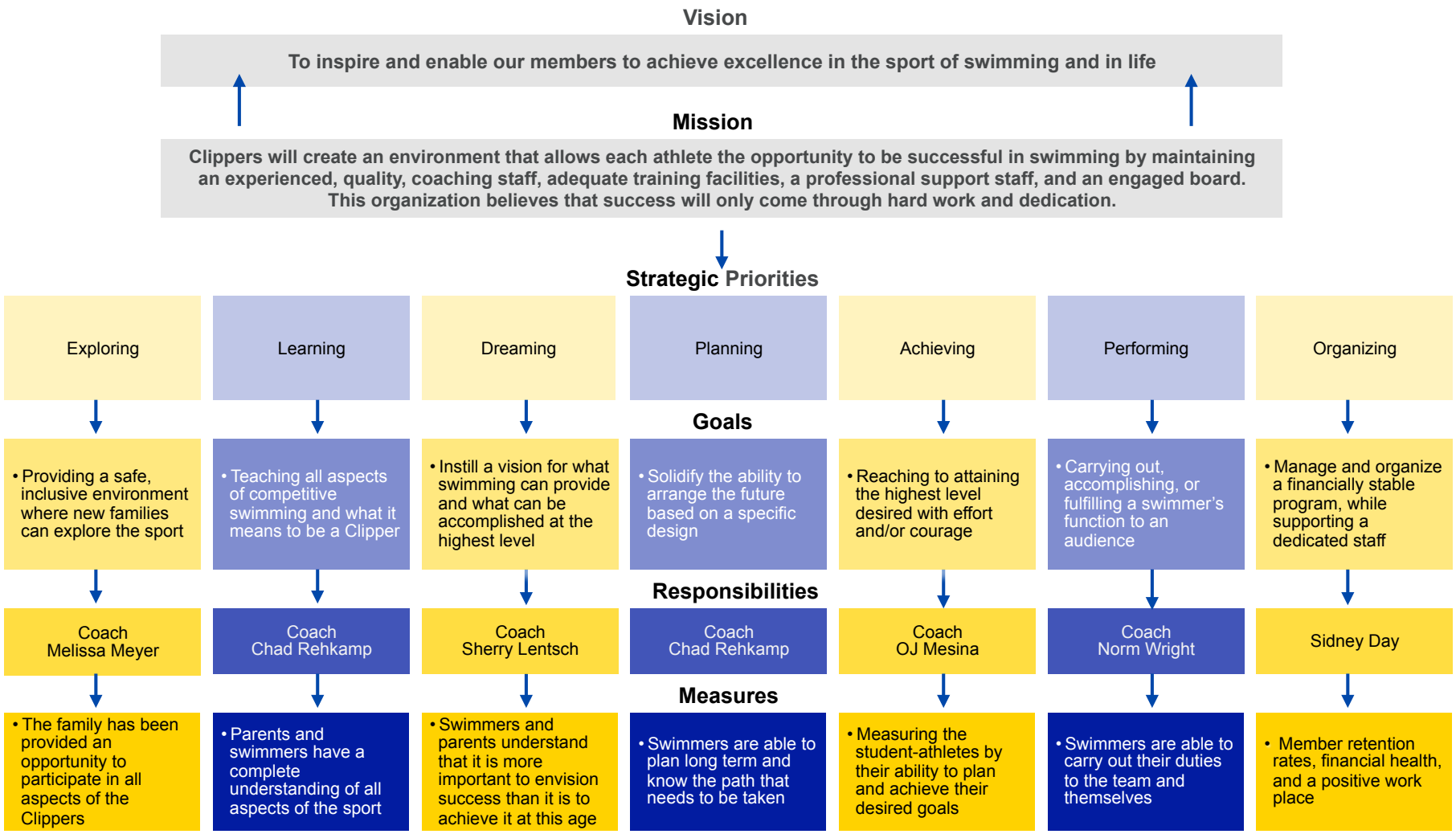
- The only thing that needs to be done is to **COMMUNICATE** with your coach, in writing, if you plan to continue once your session is complete
- Families will be contractually obligated to cover all team fees based on the registration they choose.

Clippers Strategic Map

Northern Kentucky Clippers Strategic Map

Clippers 2017-2020 Quadrennial Plan
Location: **Silverlake the Family Place**

Northern Kentucky Clippers Strategic Map



Clippers 2017-2020 Quadrennial Plan
Location: **Silverlake the Family Place**