

Resources for Swim Coaches and Swim Coach-Owned Teams

Compiled by: Julie Bachman; Executive Director, Gulf Swimming
and John Bradley; Sport Development Director, Minnesota Swimming

Hi everyone -

This is not intended as a guide to provide business advice for your club or for you personally. It is intended to get people thinking now that coaches and clubs have a better idea of what we are looking at logistically with the COVID-19 business disruption. We hope this helps and we will be updating this document over the days and weeks ahead. If you have advice on additions to the document please email us at the following addresses and if it makes sense we'll get it added.

Julie Bachman - julie.bachman@gulfswimming.org

John Bradley - jbradley@mnsxim.org

This may seem overwhelming. Take it step-by-step - one foot in front of the other.

We will continue to host our Saturday Webinar...please register here:

<https://my.demio.com/ref/DZODwAFL7665urpl>

Coronavirus Information:

- CDC Website: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- Mayo Clinic: <https://www.mayoclinic.org/diseases-conditions/coronavirus/symptoms-causes/syc-20479963>
- Department of Health and Human Services: <https://www.hhs.gov/>
- Department of Homeland Security: <https://www.ready.gov/>
- USA Swimming Coronavirus Page: <https://www.usaswimming.org/utility/landing-pages/coronavirus>
- SwimSwam Coronavirus Page: <https://swimswam.com/news/coronavirus-news/>
- Coronavirus Statistics: <https://www.worldometers.info/coronavirus>

Potential layoff/furlough planning:

- Talk to your employer - be open and honest about your situation. Find out where you stand. Board of Directors, Institution or Coach-Owned - have the conversation respectfully and immediately.
- [An excellent resource guide from the US Small Business Administration is available here - it's specific to COVID-19 issues.](#)
- Check your state unemployment office - this should be available online (try typing "filing for unemployment {your state}". Here are two links: Minnesota - <https://www.uimn.org/> and Texas - <https://twc.texas.gov/jobseekers/unemployment-benefits-services>
- [Layoff guide from Monster](#)
- [Dave Ramsey Article about being laid off](#)

Short-term financial help for clubs:

- Contact your creditors immediately and explain your situation. Be open and honest. You may be able to get a grace period or an extension on your outstanding bills. At least you will know where you stand - many businesses will be dealing with these issues in the coming weeks..
- If necessary, look into a short-term loan from local, state or federal authorities. [Links are available in the SBA resource guide linked above.](#)

Short-term budgeting for clubs:

- Look at your reserves. You may be able to cover for the short term but consider different time windows - we have no hard timeline for complete recovery.
- Be open and honest with your employees. Let them know what you can and cannot do so they can begin working on their end to get their situation in order.
- Take a look at your expenses and plan a short term budget. What is realistic and what is not? Plan for multiple scenarios - you know your situation better than anyone..

Longer term/possible recession environment budgeting:

- Your team is back but numbers are down. Now what - what's your plan?
- How many athletes do you need to pay your anticipated expenses?
- How many coaches do you need to provide services?

Online learning, broadcasting, and meeting resources:

- Twitter (Live Video): <https://help.twitter.com/en/using-twitter/twitter-live>
- Facebook (Live Video):
https://www.facebook.com/help/587160588142067?helpref=related&ref=related&source_cms_id=166707406722029
- Facebook (Video upload):
https://www.facebook.com/help/166707406722029?helpref=search&sr=12&query=make%20a%20live%20video&search_session_id=96740b9782bc377e51cdb7b8a5fae7b7
- YouTube (Video upload):
<https://support.google.com/youtube/answer/57409?hl=en&authuser=0>
- YouTube Live video limitations:
<https://support.google.com/youtube/answer/2853834?hl=en&authuser=0>
- Zoom: <https://zoom.us/>
- Demio: https://demio.com/?fp_ref=sghpo

REMEMBER: Any one-way or two-way communication needs to be transparent and observable. If you have questions regarding MAAPP contact your LSC SafeSport Chair.

Parent communication/education:

- [USA Swimming has some great resources on the topic of communicating with parents - check out their online clinic series HERE.](#)
- Sample messaging to parents - be clear and concise. Make the points you need to make and keep things positive. Here's a sample from NCAP's Tom Ugast earlier this week:

Dear Parents and Athletes,

The coaching staff of Nation's Capital Swimming met at noon today to discuss our practice schedule for the next 2 weeks. A majority of our facilities have closed at this point and we have decided to suspend all water workouts for the next 2 weeks. The decision was difficult, but made in the best interest of our families, coaches and athletes.

We are hoping that this action will help mitigate the spread of this virus in our region.

Here is what we will be doing:

1. Each coach will be in contact with their groups multiple times per week to find out what they are doing to stay in condition. Riding their bikes, taking a jog, playing basketball, going to a gym that is clean and safe in small groups.

2. In conjunction with Sport and Health, there's an app that has been developed for NCAP to use which will contain dryland workouts for our athletes. The individual coaches will be in touch with their groups as to which workouts, (if any) should be used by their athletes. The link will be sent to download the app. (Parents, this is something you can do with your athletes if you so choose!)

3. I will be in touch with our entire Club every week with updates as to when we will be getting back to our water workouts. We will need to do some shifting depending on which sites open back up and I will keep you updated on that.

4. The coaching staff is looking at this as an "early spring break" and a time to take a deep breath and understand that our health and well being is more important than swimming for the next 2 weeks.

5. We will do everything possible to get back to a normal routine as quickly as possible.

We do have approximately 20 Olympic Trial Qualifiers that we are trying to work out plans to let them practice on a limited basis in very small groups. The staff felt this is important and I agree with that assessment.

If any one has any questions or concerns, please feel free to reach out to me and I am happy to discuss. We are involved in a health crisis and it is important for us to be socially responsible. Thank you for taking the time to read this and I will be in touch next week.

The coaching staff will be in touch with individual site specific information. Any practice being held tomorrow (Sunday 3/15) are on as scheduled. The break will begin on Monday March 16th and go through Sunday March 29th at this point. We will keep everyone updated.

Sincerely,

Thomas E Ugast
Chief Executive Officer
Nation's Capital Swimming, Inc.

Athlete Messaging:

- This is huge! The amount of anxiety and stress these kids are dealing with cannot be overstated. The impact we can have as mentors and guides through this chaos can be massive.
- Help them grow and move forward - for a lot of these athletes listening to their coaches is the thing that will keep them anchored and focused. Here's an article with some advice from [Dr. Cindra Kamphoff](#) with [six ways to train your brain that you can adapt to your messaging strategy](#).
- Keep it transparent and observable.

Potential Insurance Issues for USA Swimming clubs:

- We are currently waiting on USA Swimming to get back on a number of different topics regarding insurance. We'll update this document as we get more information from USA Swimming.

Social Media

- USA Swimming's Manager of Social Media Kara Raney did an outstanding presentation about Social Media Marketing earlier this year - [Recording available HERE](#), [Slides available HERE](#)

Continued learning for swimmers and parents:

- Teaching swimmers more about the long term process, about physics and swimming, etc.
- Teaching parents about different ways to be supportive and help educate them about the sport, etc.
- Gulf Swimming is hosting parent education webinars and we are happy to share these opportunities with other LSCs/teams. To join our next session, sign up here: <https://my.demio.com/ref/aOT92SvUOwLEhdt>

Jason Pullano had a number of resources on different ways to present these learning opportunities:

1) Google Forms: You can create online worksheets for swimmers to complete and you'll receive their work. Think about having swimmers watch a youtube video/visualization video/vlog/TED talk/etc and have them reflect.

- HERE is a quick how to video on setting up a form: <http://bit.do/googleformshowto>
- HERE is the template that will prompt you to make a copy of the form that you can edit: <http://bit.do/googleformstemplate>

2) Screencastify: You can record yourself and/or your screen for up to 5 minutes. You can do some video analysis for swimmers, go over season plans, etc.

- HERE is the link to download the extension: <https://www.screencastify.com/>

3) Flipgrid: Create a message prompt and have your swimmers respond with a video of their own. Great for reflective questions.

- HERE is the link to flipgrid: <https://info.flipgrid.com/>
- HERE is the link to their getting started guide: <https://blog.flipgrid.com/gettingstarted>

4) Edpuzzle (only for school employees): Same as the google forms option above but specifically for video

- HERE is the link to Edpuzzle: <https://edpuzzle.com/>

5) Remind - sends (one way or two way) messages to any swimmer and/or parent that signs up for your class. Good way to distribute links to parents.

- HERE is the link to create an account: https://www.remind.com/log_in

6) Google Meets - Online video chat - be sure to comply with MAAPP. Have a parent in the room with the swimmers! You can have as many people in on these chats as you'd like. They just need a gmail account and the link.

- HERE is the link on how to start a video chat:
<http://bit.do/googlemeethowto>