

VICTOR SWIM CLUB

► Developmental/Programmatic Planning & Strategy, 2019-2020 #WorkWorks

► MISSION STATEMENT: The Mission of Victor Swim Club:

► To offer a competitive USA Swimming program for our local community. We believe in providing multiple training groups in accordance with the ability levels and aspirations of our Athletes. We foster the enjoyment and love of competitive swimming and strive for growth and excellence in our team members. With these principles as our foundation, the VICTOR SWIM CLUB excels at the Local, Regional and National level. We are a team that is focused on teaching the fundamentals and techniques of stroke mechanics as well as helping our swimmers to reach their fullest potential.

► VICTOR SWIM CLUB is Building Champions in Sport & in Life!

► In 2015, 2016 & 2017 Our club was recognized as one of the TOP PERFORMING club teams in the country, earning a USA Swimming Bronze Medal of Excellence! We also were recently awarded a club recognition level 4 status, signifying our success in the business of swimming. With these principles as our foundation we believe that through TRUST-COMMITMENT & BELIEF, our swimmers will rise to any challenge and strive for personal excellence.

► YOUR FUTURE IS OUR PASSION!



WORK WORKS



Victor Swim Club History & Future Objectives:

▶ Where & What We Were:

- ▶ Originally founded by Coach Keith Shields in the mid 1970's
- ▶ Initially formed as "Victor Swim Team" to enable the growth and success of the Victor Jr. Varsity & Varsity programs.
- ▶ Averaged between 50-100 swimmers in the program, with Victor Middle School as the club's main & only location.
- ▶ Typically competed only in local LSC competitions- with a specific focus on varsity level success.

▶ Where We're Going:

- ▶ Increase competitive swimming opportunities for the Greater Rochester/Western NY geographic area.
- ▶ Focus on building a USA Swimming-success driven club, encouraging athletes to develop beyond high school success.
- ▶ Create a dynamic/progression-based/age appropriate training model that promotes national level development.
- ▶ **Develop future USA Swimming National Team & USA Olympic Team Members.**

Current Goals/Long Term Strategy:

▶ Current Goals:

- ▶ Build the base; currently registered athletes beyond the 200-member mark by 2024.
- ▶ Train & Develop a long-term coaching staff, loyal to the program with commitments to multi-year contracts.
- ▶ Create reliable, structured lesson programs that feed the competitive system from beginner to senior swimmers.
- ▶ Continue to promote athlete success at every developmental level within the club's existing structure.
- ▶ Create a more engaged relationship between parents and the coaching staff.

▶ Long Term Strategy:

- ▶ Maintain a team of 200-250 athletes consistently each year; focused on developing both sites equally.
- ▶ Restructure the team & consolidate training groups to include more time with Head Coach & advanced staff members.
- ▶ Aspire to USA Swimming Bronze-Silver-Gold Medal level club excellence.
- ▶ National Ranking of 250 or higher based on VCC scoring
- ▶ Finish in the top 2 consistently @ LSC level, Top 15 at the Speedo Sectional level, qualify athletes for top level National Championships/Olympic Trials/National Team.

Victor Swim Club: Vision

Why Create a New Model?

- ▶ The need to **RETHINK** how Victor Swim Club organizes, operates, and executes USA Swimming's current competitive model and how to translate that initiative to be effective in the Greater Rochester Area; i.e. what motivates this demographic, what moves this community, what are our strategies to **ENGAGE** this area?
- ▶ This call to action is significant in measuring both our growth and decline among our various competitive levels and brainstorm ideas to implement consistent development across all ages & training groups. This investigation into our retention is **URGENT** & required to accomplish our future goals & strategy.
- ▶ A plan to gather and organize information pertaining to these metrics is already being executed by our staff to better serve the membership.
- ▶ Commitment to absolute **IMPROVEMENTS** in **COMMUNICATION** to the membership.

Victor Swim Club: Vision

Plan of “Absolute Action”:

Victor Swim Club and USA Swimming embrace the ATHLETE DEVELOPMENT PRINCIPLES that enable 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 are our 5 principles:

- ▶ General access to create **OPPORTUNITIES** for all potential swimmers in the Greater Rochester Area, as well as WNY.
- ▶ Developmentally appropriate activities that emphasize **MOTOR & FOUNDATIONAL** skills.
- ▶ Multi-functional dry-land, body weight **STRENGTH** exercises in addition to water training.
- ▶ Create fun, engaging & **PROGRESSIVELY CHALLENGING** atmosphere.
- ▶ Quality **COACHING** at every group level.

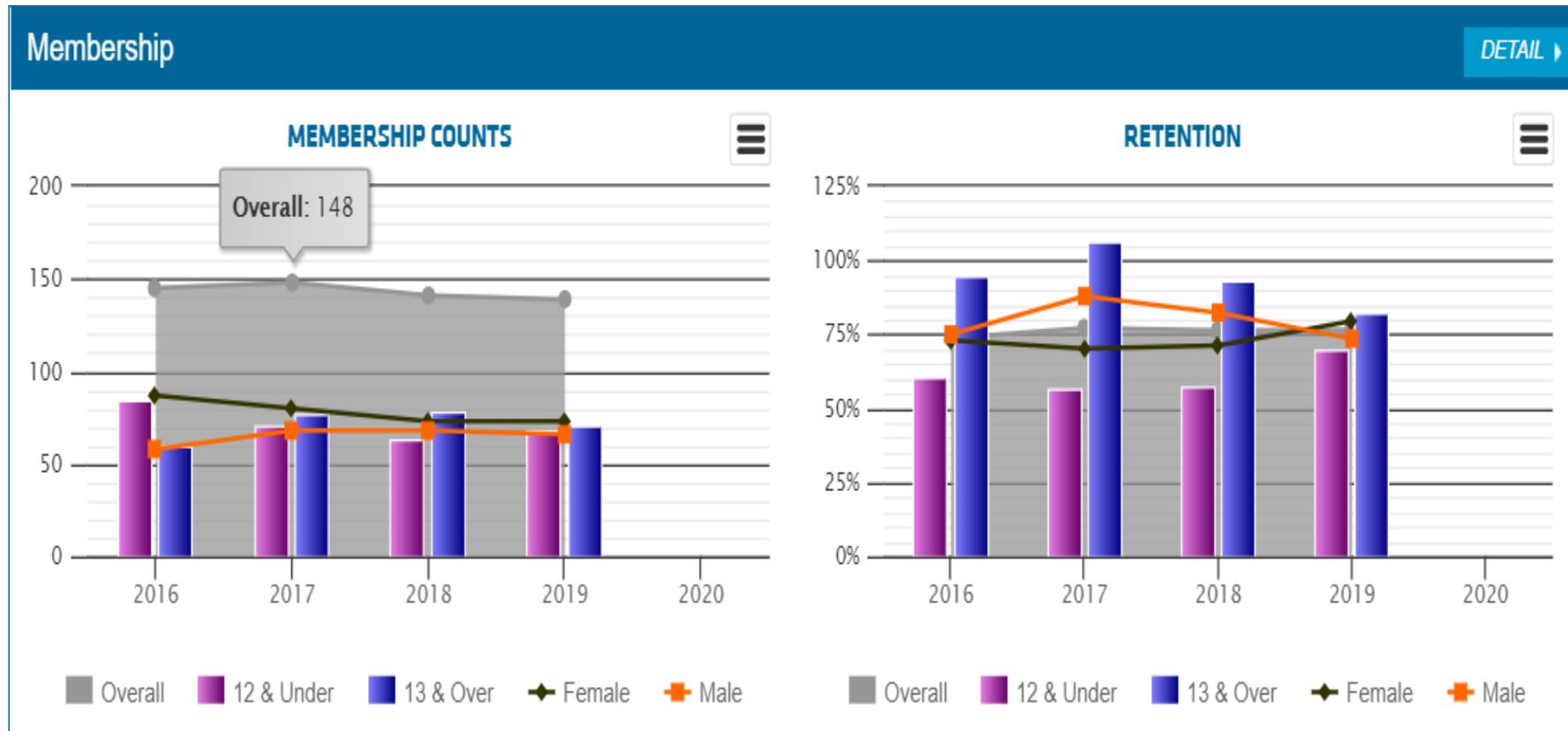
Victor Swim Club: Vision

By creating **POSITIVE EXPERIENCES** for all Victor Swim Club members, The VSC Developmental Model will keep more children engaged in competitive swimming in the Greater Rochester/WNY Area for longer time periods, with the potential for 4 possible outcomes:

- ▶ Growing both the **GENERAL SWIMMER** population and the pool of **ELITE ATHLETES** from which future USA Swimming National Team Members & Olympians are produced.
- ▶ Develop the **FUNDAMENTAL SKILLS & LANGUAGE** that transfer between all levels of VSC training groups and coaches.
- ▶ Provide an **APPROPRIATE AVENUE** to fulfill an individual's swimming potential.
- ▶ Continue to create **GENERATIONS** within Victor that love swimming and transfers that **PASSION** to the next group of VSC swimmers who move up in their training & developmental level.

CURRENT STATE OF VICTOR SWIM CLUB

- ▶ Recognizing specific analytics like total membership counts & retention rates, we can better plan for both a better financial future, as well as bolster our numbers to increase performance and overall club stability & affordability to our membership.
- ▶ USA Swimming encourages clubs to try and maintain numbers over 100 members and retention rates of 75% or higher, both of which are currently maintaining some stability; however, we'll want to continue to increase the total number of 12 & under athletes, while also using effective marketing strategies to build a comprehensive swim lesson program and bolster the younger age group programs at both HFL and Victor locations.
- ▶ Our goal by the end of 2024 is to have 175-200 total registered athletes at Victor Swim Club. We currently have 139 members.



Victor Swim Club New Developmental Model: Consolidate Training Locations to 2 Main Sites: **Victor & Honeoye Falls-Lima**

- ▶ The collaboration of our training locations to include Victor & Honeoye Falls-Lima as our main training sites will provide Victor Swim Club with immediate benefits for our community of athletes & parents:
- ▶ The creation of an additional training site increases our marketability and “reach” in the area, as well as connects 2 of the stronger scholastic programs in Section V.
- ▶ This move also increases our viability to more varsity athletes and works to strengthen relations with the Section V athletic community and will seek to encourage participation in BOTH varsity and club swimming opportunities.
- ▶ This move will allow coaches to spend more time at the same locations and improve communication with our staff and increase the ability of our staff to meet face to face with parents.



Victor Swim Club: New Developmental Model & Progression

DEVELOPMENTAL

(Beginner, swim lesson graduate, or comparable)

PERFORMANCE & INTERMEDIATE

(1-2 Years Experience; stroke refinement/early aerobic training & development)

SENIOR PREP

(Developing comprehensive training & racing)

SENIOR

(High level training and racing geared toward national competition)



Victor Swim Club: New Developmental Model; “WHY IS MY CHILD ASSIGNED TO THIS GROUP?”

The Victor Swim Club coaching staff collectively met to delineate specific group assignment meetings to best tailor to everyone’s needs, based on a variety of significant factors:

- ▶ Determine the viability of each athlete's ability to handle the specific work, amount of training time, coaching style and leadership skills necessary to have a successful group.
- ▶ Athletes can always “move-up” or “move down” based on how they’re performing in the workouts and competing at meets throughout the season.
- ▶ In some cases, we purposely chose certain athletes to be leaders in groups in order to provide them an opportunity to be a star at workouts and be a “captain” of their group. These swimmers are usually those who will probably be moved up at some point during the season, however, we believe that giving them this opportunity will help further develop their swimming.
- ▶ Our staff is prepared to have individual conversations with parents to better inform them of any group designation they wish to speak about; we are happy to do this open minds and a collaborative approach with our families.
- ▶ ***NOTE: Obviously, there are financial changes that will need to be made if and when your athlete(s) move up, Coach Mike and our administrative team will be sure to work with you on how to handle the cost increase due to moving up in groups.***

Victor Swim Club: Spreading the Coaching Tree to increase time with all Victor Swimmers.

- ▶ Coach Mike is extremely excited to announce the following changes to better serve the Victor Swim Club community as a whole!
- ▶ In order to increase our collective coaching coverage and create a more dynamic team and individual approach to coaching all Victor training groups.
- ▶ Beginning in September 2019, Coach Mike Murray will work with ALL developmental levels, including his primary coaching duties. Mike will be one of the full-time coaches for the Developmental Group, as well as visit and assist Coach Ware & Zornow with the training groups at our Honeoye Falls-Lima location (1-2 times per month at HFL).
- ▶ On the next few slides, you'll see the group breakdown, practice times and locations, as well as the major competitive schedule (large meets) that Victor Swim Club will participate in throughout the 2019-2020 Short Course season;
- ▶ **NOTE: these ONLY include the major competitions, these don't include smaller meets, that schedule will be out to the membership as soon as The Niagara LSC votes to approve the calendar (usually the 1st weekend in September 2019).**



Victor Swim Club Practice Group Descriptions:

► **Developmental Program:**

This is generally for swimmers younger than 11 years old. Swimmers will be taught the four competitive strokes, work on developing racing skills, and increase their endurance. A minimum of two practices per week is recommended.

► **Developmental Group:** Typically swimmers 7 to 10 years old

- Swimmers just beginning their club swimming career participate in practices that focus on developing the four legal strokes (Backstroke, Breaststroke, Butterfly, and Freestyle), as well as include introductions to stretching and flexibility. Legal competitive starts and turns are also introduced.
- Subsequently, swimmers getting ready to move to the competitive Intermediate program participate in practices that focus on improving the four competitive strokes, as well as perfecting starts and turns. There is a light focus on aerobic development.

Victor Swim Club Practice Group Descriptions:

► Performance Program:

This program is comprised of the Intermediate Group and Performance Group. NOTE: During this presentation when we refer to the "PERFORMANCE GROUP," we're including the INTERMEDIATE GROUP.

► Intermediate Group: Typically swimmers from 9 to 12 years old

► For swimmers transitioning to higher levels of competition. Practices focus more heavily on aerobic development, as well as technique improvement for swimmers who already have a solid base in all four competitive strokes. Swimmers begin to participate in weekly test sets and will be able to complete all IZ&U IMX events legally. Practice commitment is based on the swimmer's and family's goals.

► Performance Group: Swimmers from 9 to 13 years old

► Geared to swimmers interested in more challenging workouts. Practices focus more heavily on aerobic development, as well as technique improvement for swimmers who already have a solid base in all four competitive strokes. Swimmers begin to participate in weekly test sets and will be able to complete all IZ&U IMX events legally. Selection into this group requires discussion between parent and head Intermediate coach. This group uses both the Victor Schools Aquatic Center and Honeoye Falls-Lima pool locations.

Victor Swim Club Practice Group Descriptions:

- ▶ **Senior Program:**

This program is comprised of the Senior Prep Group and Senior Group.

- ▶ **Senior Prep Group:** Swimmers from 11 to 18 years old

- ▶ For swimmers transitioning to the Senior competitive program. Practices focus on heavy aerobic development in accordance with a seasonal plan designed by the coaching staff. Swimmers participate in the full complement of weekly test sets alongside the Senior group. Swimmers begin to learn about specific race strategy and mental training for higher level competitions. Swimmers will be able to complete all I&O IMX events legally.

- ▶ **Senior Group:** Swimmers 14 years old and over

- ▶ The highest level of training offered. Swimmers train heavily in all four competitive strokes and focus on becoming the most competitive well-rounded swimmer they can be. Swimmers participate in multiple weekly test sets and will be subject to attendance requirements. Swimmers only enter the Senior group at the discretion of the Head Coach.

Victor Swim Club Practice Group Descriptions: Introducing "*Victor Elite.*" Collegiate/Post-Grad/Pro

- ▶ A comprehensive collegiate program for returning alumni, local college swimmers and post-graduate/Pro athletes.
- ▶ The only program of its kind in WNY that specifically tailors to the individual needs of the collegiate/post-graduate/pro athlete.
- ▶ Training plans and workouts designed with 100% collaboration with college coaches and the individual athlete.
- ▶ Athletes will compete under the "Victor Swim Club" banner at all competitions.



Victor Swim Club Practice Group

Assignments & Rationale: **Developmental**

DEVELOPMENTAL

@ VICTOR AQUATIC CENTER

- **Lead Coaches:** Mike Murray, Chris Regelsberger and Amy Wisner
- **Rationale:** Create a more dynamic approach to building team culture & development, utilizing more experienced coaches. The group focus will be on technique and a fun-filled atmosphere of learning. Our team values and expectations will begin here, at our introductory level.
- **Practice Times:** Please visit the below link for all practice information; Please use the drop-down menu to find your athlete's specific group (Developmental-Intermediate-HFL Flex-HFL-Performance-Senior Prep-Senior), Click this link: [**PRACTICE CALENDER**](#)

Victor Swim Club Practice Group

Assignments & Rationale: Performance

PERFORMANCE GROUP

(@ Victor Aquatic Center)

- **Lead Coaches:** Chris Ware & Chris Regelsberger
- **Rationale:** Offers a smooth approach/transition to developing athletes from Developmental & Intermediate groups and begins to move toward inspiring athletes to WANT to race and develop a competitive mindset to PERFORM. Performance group serves to build the desire of the athlete!
- **Practice Times:** [CLICK THIS LINK](#)

PERFORMANCE GROUP

(@ Honeoye Falls-Lima)

- **Lead Coaches:** Chris Ware & Doug Zornow
- **Rationale:** Allows for more intensive training and organization of “practice towards performance” for this developing group @ HF-L. The Performance group at HF-L will prepare athletes to master all 4 strokes and matriculate them into the Senior Prep and Senior Groups @ Victor.
- **Practice Times:** [CLICK THIS LINK](#)

Victor Swim Club Practice Group

Assignments & Rationale: SENIOR PREP

SENIOR PREP

(@ VICTOR AQUATIC CENTER)

- **Lead Coach:** Brett Leader
- **Assistants:** Mike Murray & Scott Wisner
- **Rationale:** introduction to a “high performance” group for developing age group athletes that mirrors the Senior Level training; with similar workouts, test set’s, seasonal & technical planning. This group will be the highest-level training group for the 11-14-year-old age groups. Coach Leader will work closely with coach Mike Murray & Scott Wisner to develop & implement the exact same plan as the Senior Group.
- **Practice Times:** Please visit the below link for all practice information; Please use the drop-down menu to find your athlete's specific group (Developmental-Intermediate-HFL Flex-HFL-Performance-Senior Prep-Senior), Click this link: [PRACTICE CALENDER](#)

Victor Swim Club Practice Group

Assignments & Rationale: SENIOR GROUP

SENIOR GROUP

(@ VICTOR AQUATIC CENTER)

- **Lead Coaches:** Mike Murray & Scott Wisner
- **Assistants:** Brett Leader
- **Rationale:** The combination of Coach Mike, Coach Brett and Coach Scott allows for better collaboration between the coaches and provides each athlete in this group with the ability to work a variety of coaches and styles, as well as allowing the consolidated group to benefit from collective team activities, Dry-land training, and cultural development. The Senior Group will be the highest-level training program within VSC and will offer a total of 9 workouts per week. Athletes may to commit to however many workouts they're able to complete but are strongly encouraged to attend at least 6 workouts per week.
- **Practice:** Morning Workouts will begin in Mid-September and will be run Monday & Wednesday from 5:30am-7am. Please visit the below link for all practice information; Please use the drop-down menu to find your athlete's specific group (Developmental-Intermediate-HFL Flex-HFL-Performance-Senior Prep-Senior), Click this link: [PRACTICE CALENDER](#)



Victor Swim Club New Developmental Model: **Rewarding Our Athletes with Potential Training Trip Opportunities (2021 OR 2022)**

*COACH MIKE MURRAY IS EXCITED TO ANNOUNCE PLANNING FOR THE 1ST EVER TRAINING TRIP FOR VICTOR SWIM CLUB!

*WE WILL PLAN TO TAKE THE SENIOR/SENIOR PREP GROUPS TO JACKSONVILLE FLORIDA TO TRAIN FOR 5 DAYS AND COMPETE IN THE EITHER THE 2021 OR 2022 "JAX 50," PRO INVITE, ALONGSIDE NUMEROUS USA SWIMMING OLYMPIANS AND RACE AGAINST SOME OF THE BEST ATHLETES IN THE WORLD!

*WE'RE PLANNING ON USING EASTER BREAK AS THE TIME FRAME FOR THIS TRAINING TRIP! WE WILL HAVE DETAILS FOR THIS TRIP AVAILABLE ON SEPTEMBER 1ST, 2020. THIS IS A GREAT WAY TO PREPARE FOR THE LCM SEASON!

*ELIGIBLE ATHLETES MUST BE 13 AND OVER & HAVE AT LEAST 1 "AAA" TIME STANDARD, AS WELL AS OVER 75% PRACTICE ATTENDANCE.

*WE WILL VISIT SOME LOCAL FLORIDA COLLEGES & UNIVERSITIES & PLAN A FEW FUN TEAM ACTIVITIES.

VICTOR SWIM CLUB NEW DEVELOPMENTAL MODEL: Competitive Opportunities/Targets (priority meets)

SENIOR=High Performance Meets, Focus: IMX (eligible), STAR Winter Invite, Niagara LSC Champs, Speedo Sectionals, Futures, Jr. Nationals, National's, Olympic Trials, International Competition, The Olympic Games

SENIOR PREP=Mirror's the BLACK group's ultimate goals and bridges the gap between our developmental groups to high performance focused competition. IMX (eligible), GVSL, Silver's, Niagara LSC Champs, Eastern Zone Champs, Speedo Sectionals

PERFORMANCE=Local Competitions and initial "1st competition focus," "B" & "BB" meets, GVSL, create the desire to train and prepare for both in season meets and learn to compete in a championship format over multiple days of competition. IMX (eligible), Silver's, Niagara LSC Champs

DEVELOPMENTAL=Generally Non-Competitive Focus, exploring a love of competitive swimming, Time Trial Meets, some Local Competitions, GVSL, IMX (eligible), Niagara LSC Champs.



VICTOR SWIM CLUB NEW DEVELOPMENTAL MODEL: TECHNICAL PLANNING: **MAJOR GROUP MEETS:** 2019-2020 September- April. **NOTE:** athletes may diversify* (NOTE: these are MAJOR competitions, not the full schedule)

SENIOR & SENIOR PREP

- *Victor Halloween Classic, October 26th @ Victor
- *STAR Can-Am Challenge, Nov 8-11 @ ECC
- *STAR Invitational, December 5-8 @ ECC.
- *Victor New Year's Invite, January 3-4 @ Victor
- *IMX Games, January 24-26 @ University of Maryland
- *Victor Winter Classic, February 8th @ Victor
- *Region I. Invitational, February 14-18, 2019 @ Union College, Schenectady, NY.

- *2020 Niagara Championship Qualifier (SILVERS) February 21-23 @ Hilton Middle School
- *NI LSC 12 & Under Champs, March 6-8 @ Ithaca
- *NI LSC 13 & Over Champs, March 12-15 @ ECC
- *NI BRONZE Champs, March 21-22 @ Webster
- *EZ Speedo Sectionals (LCM) March 26-29 @ ECC
- *EZ Age Group Champs April 1-4 @ Webster

PERFORMANCE & INTERMEDIATE

- *Victor Halloween Classic, October 26th @ Victor
- *STAR Can-Am Challenge, Nov 8-11 @ ECC
- *STAR Invitational, December 5-8 @ ECC.
- *SRGE Holiday Classic December 13-14 @ MCC
- *Victor New Year's Invite, January 3-4 @ Victor
- *IMX Games, January 24-26 @ University of Maryland
- *Victor Winter Classic, February 8th @ Victor

- *2020 Niagara Championship Qualifier (SILVERS) February 21-23 @ Hilton Middle School
- *NI LSC 12 & Under Champs, March 6-8 @ Ithaca
- *NI BRONZE Champs, March 21-22 @ Webster
- *EZ Age Group Championships April 1-4 @ Webster

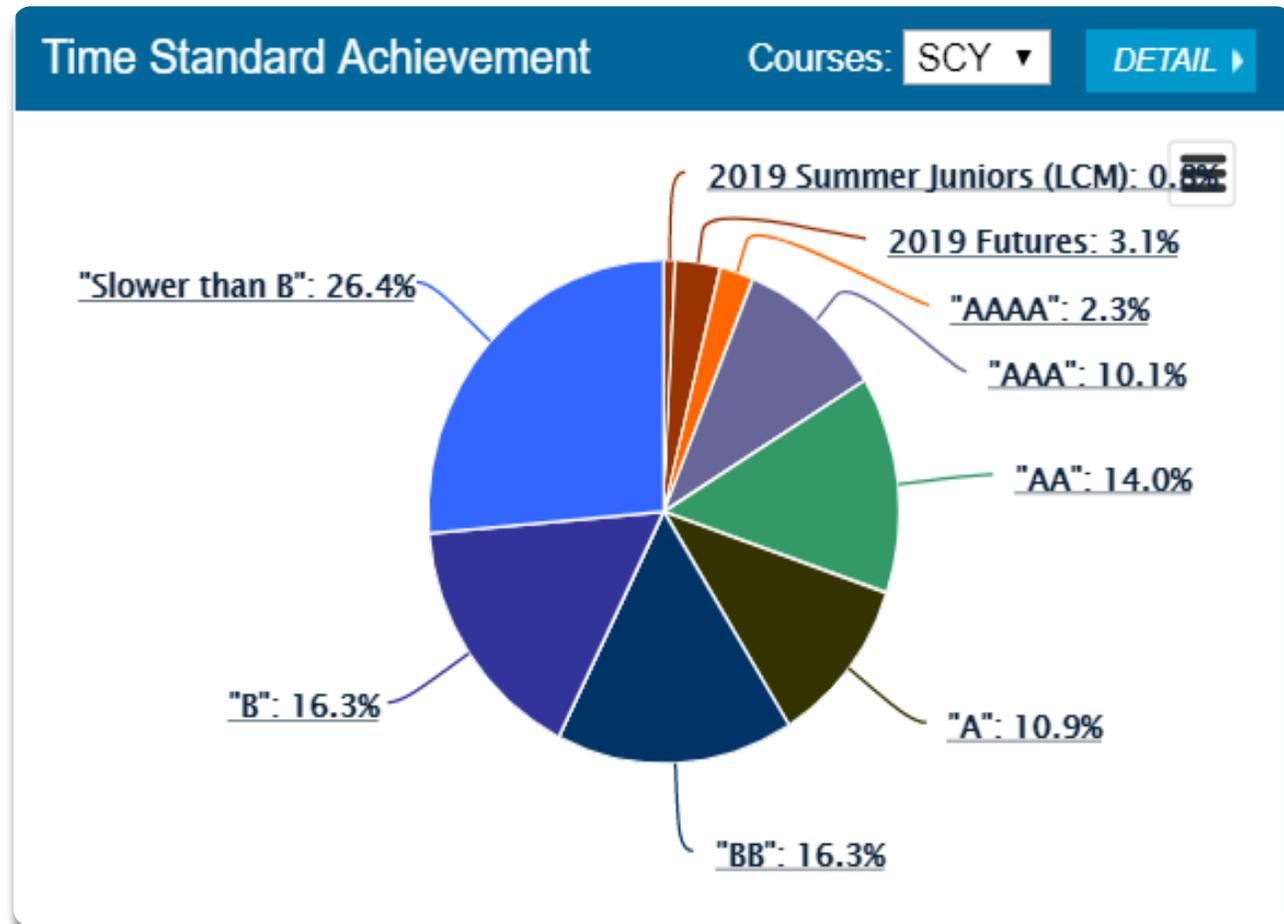
DEVELOPMENTAL

- *Victor Halloween Classic, October 26th @ Victor
- *SRGE Holiday Classic December 13-14 @ MCC
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Victor Swim Club New Developmental Model, Vision for Success

- ▶ In 2018-2019, 58.2% of Victor athletes are swimming at the USA Swimming "B" level or lower. This represents a slight regression of 5.7% in terms of overall performance from last season.
- ▶ In 2018-2019, 41.8% of Victor Athletes are swimming at the USA Swimming "A" level or higher. This is the specific area that we will be looking to work on throughout the 2019-2020 season. Our coaching staff's goal will look for specific strategies to increase time standard achievement and progress toward more "A" time and above performances.
- ▶ The USA Swimming IMX program will play an important role in building our overall strategy for time standard achievement.
- ▶ In simple terms, our BASIC GOAL(s) for 2019-2020 is to decrease the "B" piece of the pie & increase the "A" portion of this chart.



VICTOR SWIM CLUB New Developmental Model: What is IMX?

- ▶ **USA Swimming's IMX program:** exists to enable athletes to focus on performance across a multitude of stroke events, distances and the Individual Medley events, which encourages healthy development across a variety of stroke disciplines and helps young swimmers avoid focusing on one, primary event as they grow into the sport.
- ▶ **The IMX Program is divided into 2 groups:**
- ▶ **12 & Under Events:** 100 Fly, 100 Back, 100 Breast, 500 Free, 200 IM
- ▶ **13 & Over Events:** 200 Fly, 200 Back, 200 Breast, 500 Free, 200 & 400 Individual Medley.
- ▶ **The Victor Swim Club 2019-2020 Team goal** for IMX is 75% of our team having completed the IMX series of events!
- ▶ Ask your Group's coach to make sure you're competing in these events!



Victor Swim Club New Developmental Model: IMX Strategy for improving performance & overall team progression...

- ▶ IMX achievement numbers are affected by a variety of factors, most significantly, **PRACTICE ATTENDANCE**. An athlete, on average, is 90% more likely to complete the IMX series of events when their overall practice attendance is over 65%.
- ▶ Athletes and Parents who exhibit a "growth-mindset," are more well equipped to achieve IMX completion.
- ▶ Trying new events and exploring new strokes and distances are a more effective way of developing the "whole swimmer," injury prevention is directly tied to swimming different events and not being Pidgeon-holed into certain races and distances.

"Many parents fail to understand that success isn't defined by wins, medals, trophies or awards.

TRUE SUCCESS

is valuing progression and development in a sport that your child loves and enjoys."

- MIKE MURRAY, HEAD COACH



brave, mindful, resilient leaders

SAMANTHALIVINGSTONE.COM

VICTOR SWIM CLUB New Developmental Model; PARENT INVOLVEMENT & SUPPORT

Over the course of the last season we had TREMENDOUS parental support from with our Victor Swim Club membership. That said; we will need the following volunteer opportunities in order to help us reach our 2019-2020 Team Goals:

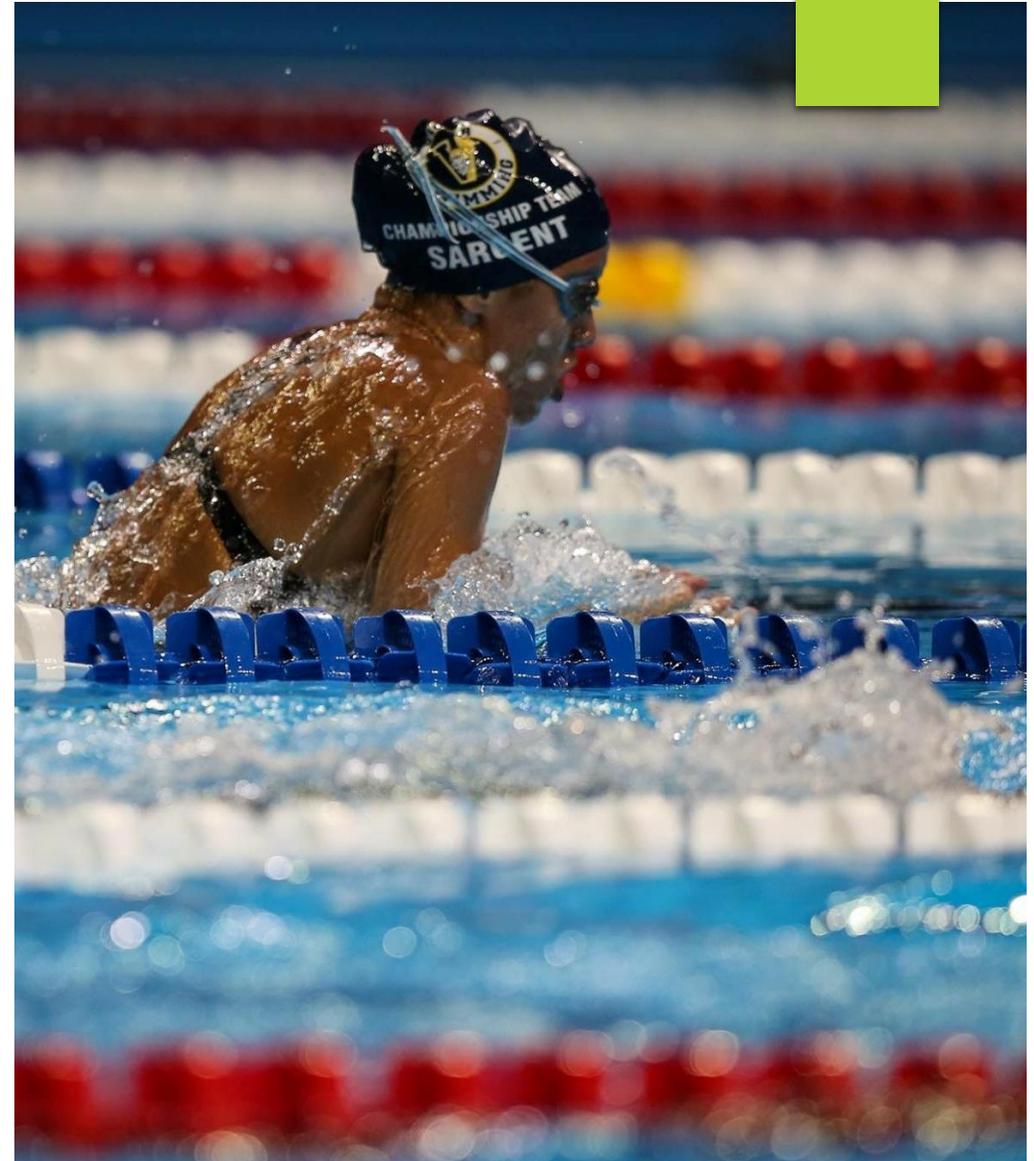
- ▶ Supporting the programmatic philosophy, progression and development model of our team @ home. The sport of competitive swimming is very different than many other youth sports organization. The development of athletes depends on a variety of factors, many of them are physiological, many of them are nutritional, many of them are physical, MOST of them are linked to emotional support and nurturing from parents. The adage of “**trust the process**” is critical to your child’s success & longevity in the sport. PLEASE when you’re at home, support the coaching staff and encourage your child to take small steps toward committing to our programmatic philosophy and goals.
- ▶ We will need parents to volunteer to help with our team hosted events, fundraisers, team travel and dinners.
- ▶ Parents will be required to volunteer as timers throughout the course of the meet schedule for 2019-2020.
- ▶ Parents are encouraged to use their own professional skills to enhance the Victor Swim Club experience; in any way possible.
- ▶ This year we would like to create a “**Victor Swim Club Boosters**” organization, which we’ll be looking for 5-8 volunteers.

Victor Swim Club New Developmental Model; PARENT INVOLVEMENT & SUPPORT

- ▶ Begin following Victor Swim Club on social media to further our reach, team accomplishments, team events and YOUR CHILD'S ACCOMPLISHMENTS, as our staff tries to ensure all lifetime best performances are celebrated on our facebook, Instagram and twitter pages. Social Media is the single-biggest marketing tool any business has this day in age, like it or not, it will certainly help to continue to market our team in the Greater Rochester Area and beyond.
- ▶ The current state of our team members and parents and their respective social media engagements on our sites are very small, with only a small number of parents, family or even team members following our posts. PLEASE remember that there are several significant updates such as practice times, meet warm-ups, meet entry information and other important info that we routinely post on our social media outlets.
- ▶ Discussions with your child's varsity coaches about their participation with Victor Swim Club will be extremely important in helping our staff collaborate with their high school coach in the best interest of the swimmer. Working together with high school coaches is going to be a high-level priority this upcoming season for our staff. ***Coach Mike will always make himself available to meet with coaches.***
- ▶ We would like to enlist the help of a few volunteer parents to organize our team apparel & team store, we need to increase our memberships ability to acquire VSC gear, i.e. t-shirts, sweats, caps, suits & goggles.

Victor Swim Club New Developmental Model: 5 MAIN GOALS, Standards & OBJECTIVES: 2019-2020

- ▶ **#1-Ensure a fun, healthy, performance-based season for all registered Victor swimmers and inspire them to reach new goals and aspire to reach their full potential.**
- ▶ **#2-Increase participation in the USA Swimming IMX program to develop performances that reach beyond the "A" level USA Swimming time standards.**
- ▶ **#3-Create an environment that increases both practice and competition attendance. The team goal for practice attendance is 75% team-wide and strive to reach beyond the local competitive level.**
- ▶ **#4-Develop a more dynamic program by creating more individual attention from staff with athletes in every group & at all Victor locations.**
- ▶ **#5-Ensure better, more streamlined communication to all members.**



Victor Swim Club New Developmental Model: PARENT ENGAGEMENT & COMMUNICATION

1

In 2018-2019, our analytics provided us with the information that only 60% of our parents are reading our non-meet related emails. Our goal in 2019-2020 will be to increase that percentage to 80%. Our Coaching staff takes full responsibility to work towards more info-centric emails and specific target information that (1) gives you the information you need pertinent to your child's participation on our team AND (2) doesn't flood your inbox with information overload.

2

Beginning in September of 2019, our Staff will be sending out a weekly newsletter with all pertinent details and information for your family regarding meets, team activities, travel information and any other specific info you will need. PLEASE make sure to respond to all emails regarding meet sign up, volunteer opportunities, etc....

If any parents would like to help out with the bi-weekly newsletter, please email Mike @ coachmurray3m@gmail.com

3

Coach Mike has designated all Friday's from 11am-1pm as an opportunity to meet personally in a "Coffee with the Coach" program that creates time for you and your family to speak or meet about any issues or concerns you may have in regard to your participation with The Victor Swim Club. Please feel free to call, text or email Coach Mike @ (845)-797-8260, or coachmurray3m@gmail.com.

Victor Swim Club New Developmental Model: Injury Management & Prevention: Victor Swim Club Cooperative with LIMITLESS

- ▶ In 2013 while working on our USA Swimming Level 4 Achievement, one of the requirements was to link up with a local physical therapy specialist and I was fortunate to meet Dan Bajus.
- ▶ Dan and his staff have played an integral role in developing our flexibility program, dry-land workouts and serves as a sounding board for our staff in terms of developing our entire warm-up routines.
- ▶ Dan and the staff at Limitless have worked with many Victor Swim Club athletes and are 100% familiar with the injuries most associated to swimming.
- ▶ You can set-up an appointment with Limitless by calling their office @ 585-869-5140.



Victor Swim Club New Developmental Model: Warrior High-Performance Lessons; your place for stroke perfection!

- ▶ Individualized, private high-performance swim lessons, by appointment with Coach Mike.
- ▶ **Cost:** \$100/60 Minutes; \$75/45 Minutes; \$50/30 Minutes; discounts available for multi-child sign ups throughout the year, also discounts for Victor Swim Club Members.
- ▶ Each athlete gets stroke videos and drills from Mike Murray, equipped with a voice over of the fine points and technique instruction, specifically designed for each athlete. The videos employ imovie, so you're able to download your video, as well as free access to Coach Murray's youtube channel with all the drills and skills modeled by USA Olympic Trial Qualifier, Makayla Sargent.
- ▶ One athlete will also be featured on SwimSwam's technique videos throughout the season!
- ▶ **Warrior High-Performance waives all fees for individual appointments/lessons if the athlete has achieved at least 1 USA Swimming Summer Junior National Standard.**
- ▶ Appointments may be scheduled via our website(ignore the "islanders," in the domain name, it will be changed ASAP. www.islandershighperformancelessons.com or by email @ coachmurray3m@gmail.com



**WARRIOR
HIGH
PERFORMANCE**

A stylized black silhouette of a swimmer in a streamlined position, with arms extended forward and back, and legs trailing behind. It is positioned to the right of the main text.

VICTOR SWIM CLUB FAMILY: Network of Support Programs and Opportunities: THANK YOU PARENTS!



- ▶ With Victor Swim Club at the middle, our network of support programs and additional opportunities are pathways for our families to use to enhance their experience with VSC.
- ▶ Thank you for taking the time to view this presentation and we hope that you feel more equipped with information on our programming, staff, philosophy and goals for 2019-2020!
- ▶ Let's have a great year! Any questions or concerns, please call Program Director/Co-Head Coach, Mike Murray @ 845-797-8260

