

Southeastern Swimming

Club Development Report

The National Club Development Committee has put out two new programs this year. The IMX program was started in the fall, and the virtual club championships were started this spring. A third program called club recognition is scheduled to come out may, 1st. Info on all three of these programs are available on the U.S.A, Swimming web site, and here at the L.S.C. meetings.

The next project for the National Club Development will be analysis of information and statistics that are currently being collected through registration and the swims data base. This information will be distributed directly to the coaches, and will include retention rates, and comparisons such as # of males verses females, # of males verses the national average, drop out rate verses the national average for the different age groups. There will also be a performance piece that will show improvement rates verses the national average for the different age groups, % of swimmers that have a-aa-aa or national qualifying times verses the national average. This program should be ready by this time next year

Look for a national recruiting program for June-Aug. This program will be aimed primarily at recruiting directly from summer league teams. I expect that it will include hand outs and recruiting tools that can help attract kids and parents to year round swimming teams.

A learn to swim program is in the planning stages. It will be called First Splash, and will provide national marketing tools, quality control, and insurance for lesson programs that are connected to U.S.A Swimming teams. The plan is to use the lesson program to develop more leverage for clubs with facilities that they rent.

Club Web Page on USA Swimming -

<http://www.usaswimming.org/USASWeb/DesktopDefault.aspx?TabId=5&Alias=Rainbow&Lang=en>