

USMS Convention—Anaheim, California 2007

Committee Name: Coaches	Session #: 1	Report #: 9
Committee Chair: Mo Chambers	Vice Chair: Chris Colburn	
Minutes recorded by: Chris Colburn/Mo Chambers	Date/time of meeting: 2007-09-27 2:30pm	

Action Items: Proposed Expenditures

MSA to create a grass-roots coaching award at the cost of \$150

2. MSA to move \$4500 from the Mentor Clinic line item and create a new line item Visit a Model Coach program

Action Items:

1. MSA to shift the clinic focus to meet the needs of the members: 3 mentor coach/swimmer clinics total per year (pool or open water) with a budget of \$1500.
2. MSA to create a Model Coach/Club program with an initial budget of nine \$500 grants (total of \$4500)
3. MSA to request the Recognition and Awards Committee to consider the grass-roots coaching award.
4. MSA to change program name to "Underwater Camera Loaner Program" from Snooper Program

Number of committee members present: 15	Absent: 9	Number of other delegates present: 38
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Committee members present (list all, including chair and vice chair): Mo Chambers, Chris Colburn, Mike Collins, Skip Thompson, Doug Garcia, Bill Cleveland, Dick Pittman, Wayne McCauley, Jim Clemmons, Chuck Burr, Lee Carlson, Don Mehl, Scott Williams, Janet Renner, Kris Houchens

Minutes

The meeting was called to order at 2:30pm.

1. Mo briefly discussed the new Coaches Committee Mission Statement.
2. Jerry Clark discussed the new USMS Mission Statement, and mentioned that the missions, objectives, and goals of the committee should align with the mission of the Organization. Growth needs to occur at the grassroots level in order to grow the membership, and he is committed to helping coaches to reach out at that level.
3. Rules/legislation to be addressed: Skip mentioned that L8 is not amenable to the fitness swimmer. Forbidding championship meets two weeks before or after nationals does a disservice to the members who may not qualify for or be able to go to Nationals. Dick Pittman mentioned that the recommendation of Legislation was to make the legislation non-binding (ie change "shall" to "should"). Wayne mentioned that more descriptive language about stroke interpretation is coming.
4. On-going projects:
 - a. Snooper: **MSA to change program name to "underwater camera rental/loaner program."** Mitch Mitchell now handles this program and he has reported to Mo that things are going smoothly.
 - b. Video library: Emmett reports that the DVD rentals are going well. He recently purchased several new DVD's.
 - c. Library: Ed reports it's also going well
 - d. ASCA Clinic: Mo reports it was very successful and thanks Mel for his help
 - e. Coach of the Year: Skip reports 5 nominations. One club (The Woodlands) nominated their entire coaching staff. Other nominees included John Grzeszak, Kris Houchens, Hermine Terhorst, Fred Miriso. Skip wants to get more nominees, and wants to enforce electronic submission. Winner will be announced at the banquet. Skip also discussed the criteria for selection, and mentioned that the decision was difficult this year, because they had nominations from two great coaches.
 - f. On-Deck Coaching: This very morning (Thursday) we had a record number of coaches on deck for early morning Convention workout. There has also been a good amount of help for both national meets. Tom Boak mentioned in

the LMSC Workshop on Wed. night that he was very pleased with the help he received in making ODC happen at The Woodlands. Chris Colburn is interested in continuing in that position next year (MSA).

- g. Online Coaching: Scott Williams stepped up to oversee the program. Scott discussed his intentions for criteria for next year. Mike talked about having the selected coaches work on the program for one year, and then let someone else have a chance.
- h. *USMS SWIMMER* contributions: Send email to Mo if you're interested in contributing. Mo has gotten great response from coaches who've been asked to contribute.
- i. Coaches email communication: Mo sent out 4 this year. Show of hands (many) who receives Mo's coaching emails. Before each mailing, Mo gets the current "I am a coach" listings from Esther Lyman to ensure that she has the latest information on coach emails. Doug Garcia asked how many LMSCs have the "I am a coach" check box, and mentioned that not all LMSCs have that. Mo is going to have 6 emails this year (even months). The 10/30 email will have online coaching info.
- j. Mentor clinics: Doug Garcia discussed the desire to have the evolution of the committees now have the focus on coaching coaches and not swimmers. Mike Collins mentioned that one potential evolution is to bring coaches to visit the mentor coach's environment. Kerry O'Brien suggested that as part as the application, LMSC's make an estimate of how many coaches will attend the clinic. This is in an effort to emphasize the coaching aspect of these clinics. (moved to new/revised projects)
- k. USA-T Liaison: no report (Jill Gellatly not here)

5. New/Revised projects

- a. Revise mentor clinics to have mentor coaches host and have visitors observe the coaches in their natural environment, talk about issues that coaches need to incorporate into their own programs, and give coaches (and the committee) a list or lists of tasks to take back to the attendee clubs to work on. Work so far involves the format and some logistics, but the financial arrangement has yet to be worked out. Proposal to use mentor clinic budget (\$6000) to this end. Wayne McCauley likes the idea, but thinks that the clinics might need to be targeted toward certain types of issues, such as technique related issues, as opposed to a larger scope. Janet Renner suggested that a portion of fees might go toward going to ASCA, but that ASCA's offerings don't come close to the value offered here. Jim Miller mentioned that meeting of the needs of coaches are varied and dynamic, and that the committee needs to understand and be flexible about how to meet those needs. Mike suggested keeping both existing mentor clinics as well as this new idea, and scale up the new idea as the need/demand increases. Doug sees two problems: picking the right geographic area for mentor clinics, and identifying folks who could benefit. **MSA to shift the clinic focus to meet the needs of the members: 3 mentor coach/swimmer clinics total per year (pool or open water) with a budget of \$1500.** Mo asked the room what it'd take for someone to do a Wed.-Sun. experience like this. Kerry O'Brien suggested how mentor coaches would follow up with the attendees to see how they were going with the task list. Mark Moore suggested that they sent their staff out to observe other clubs at an expense of ~\$1000/coach, but he mentioned that 5-800/coach might be good. Mo (Michael confirmed) sees \$4500 split up as 9 coaches to receive \$500 grants. Mo mentioned that the idea was to hook up coaches with regional mentor coaches, and folks might be able to pay extra to go to other regions to attend. John Grzeszczak asked folks to consider the volunteerism aspects of such a project. **MSA to create a Model Coach/Club program with an initial budget of 9 \$500 grants.** Discussion involved advertisement of the program. Janet was concerned about outreach. Mo mentioned that *SWIMMER* should do an article on one of these programs to promote it. John and Bill mentioned that advertisement should go out to clubs/workout groups as well as coaches. Scott has a list of 12 volunteers who will host coaches. See addendum below for details of this program.
- b. Web page redesign: Chris now has access to update the coach's area of the USMS site. Part of the redesign will involve taking pieces of the coach's manual and incorporating it into the new area of the site. Wayne discussed the history of the last project to update the coach's manual. Skip mentioned that there was a subcommittee that was supposed to update the manual. Marty Hendrick mentioned that he'd prefer a list of coaching tips, rather than one large manual. Mike mentioned that single articles could be added. Chris suggests having each member of the committee contribute to the list of tips.
- c. Coaching Staff for Worlds 2008: Mark Moore (head coach), Tiffany Forbes, Mike Collins, John Grzeszczak (assistants); Mike discussed coaching responsibilities for the coaching staff and asked for further suggestions. Lisa Dahl asked about uniforms, and Mike has approached Kast-a-Way about equipment. Mo suggested consulting Mel about using the right USMS sponsors. Scott mentioned arranging a meeting of some sort long before the event with the athletes. Kathy Kohn asked that coaches consider providing training programs for interested athletes. Lucy Johnson mentioned that by contacting clubs, we may be able to find folks who are going. Lisa also mentioned the idea of a Worlds training camp or camps based on geography. Doug mentioned that web info should be listed on the Coaches section of the website.

- d. Mo proposed a grass-roots coaching award that recognizes coaches that achieve at levels not often recognized, but that support the mission of USMS. Suggests 10/year (requires approval from the awards committee). Dick asked who does the nominating, and Mo mentioned that the LMSCs do. Kris Houchens asked what the 10 awards meant and Mo clarified. Wayne thinks it's overdue and a great idea. Scott agreed. Kris Wingenroth mentioned that this could also be great recognition for those coaches who "go the extra mile" and also attend with LMSC meetings.
MSA to request the Awards Committee to consider this award.

Tasks for the Upcoming Year

1. Develop the Visit a Model Coach program, market, and administer (Mike, Mo, Chris, Scott, Kris)
2. Revamp of the Coach's section of the USMS website (Chris, with content input from all members)
3. Develop Grass Roots Coaching Award, solicit bids, and administer (Mo, with subcommittee)
4. Oversee and support the Worlds Coaching Staff as needed (Mo)
5. The entire committee will remain focused on the on going projects.

The meeting was adjourned at 4:00 pm.

Addendum

Development notes on the Visit-a-Model Coach program

Purpose:

- Provide support to allow coaches to visit other programs to see in-person how they operate their club and observe them in their *natural habitat* (coaching environment) and to "experience the energy."
- Give the guest coach and the host coach an opportunity to talk about business and club logistics and specific issues that the guest coach may be experiencing.
- Host Coaches/Clubs may host one or more coaches in the same week and will assist with home-stay programs or discount lodging close to the pool facilities.

Agenda:

- Host coach to explain to visiting coach(es) details of how their program operates and what are the "key" reasons for success.
- Visiting Coaches observe several on-deck coaching sessions to learn about practice management, set descriptions, and interaction techniques with the swimmers
- Visiting coaches explain challenges in their own program and work with the Host Coach to establish a task list of items to accomplish upon returning to their own club. Samples of action items may include (but is not limited to):
 - Delegation of Responsibilities within the team and staff (volunteer and paid staff responsibilities)
 - Use of technology to improve service, streamline tasks, and create additional revenues (online club registration, auto credit card payment, new member info packets, group email systems, important items to have on your website, additional revenue ideas and how to implement - lessons, clinics, video analysis, etc.)
 - Technical coaching issues

Follow-up:

- The host coach will follow up with guest coaches in 2-3 weeks following the visit. The host coach will provide a bullet list of action items that the guest coach will be focusing on.
- The guest coach will provide a written report to the coaches committee on his/her experience.

Further details:

- Coaches will be matched with programs that match the structure of their own situation (USA Club, University, Independent, Health Club, etc.), preferably near to them geographically.
- Number of coaches: nine coaches, \$500 allocated per coach-visit (\$400 to guest coach, \$100 to host coach)
- Suggested time frame is a Wed-Sun program to incorporate both weekday practices and weekend social event, meet (learn meet operations) and /or an open water event.