

2016 USAS NOTES – TRISTAN FORMON

SENIOR DEVELOPMENT COMMITTEE

Nationals and Juniors

2016 AT&T Winter Nationals, Atlanta GA 11/30-12/3

2016 Winter Speedo Juniors EAST Columbus OH 12/7-10

2017 Nationals Ohio State

2017 Juniors University of Iowa and Tennessee 7/31-8/4

2017 Summer Nationals and Juniors - Long Island

2018 Summer Nationals and Juniors - JNRS Irvine 7/31-8/4 SNRS 8/7-11

Futures

Motion that there be a one day travel day between the end off between Juniors/Nationals at the beginning or end of Futures - motion carried.

2016 Eastern Futures Meet at MD had 600 athletes.

SNR Committee happy with the size of the meet.

2017 Tentative Sites

Finalized dates and locations to come from USA Swimming BOD.

Nashville, TN

Spire Institute, OH

2 others pending

Club Excellence

Committee has considered moving towards evaluated scoring based upon club size. Task force looks at differing levels. Any GOLD time standard would be multiplied by x2, silver time standard x 1.5. The committee then went back and applied to the Top 59 teams. The 2017 program has this change in place. Also discussed permitted foreign athletes to count and an age parameter. Both of these considerations were withdrawn / tabled. If a club was Gold level for four consecutive years, they would qualify for being a "Podium Team".

(Until they turn 19). Intent was for times for high school seniors to count through the end of senior year. (Even if 19). If an athlete is an 18 year old not yet in college their times would count until they turn 19. 18 year olds in college do not count.

Time Standards - Larry Herr

Larry outlined his detailed reports shared with the SNR Committee.

2-3 years data for Nationals, Juniors, Futures and Sectionals.

Top end exclusionary standards are in place for 2017-2020.

Summer 2017 standards to stay the same for Summer Nationals, 2017 US Open to be set (minus the WC Team), using the same differentials as previously employed.

Summer 2017 Summer Junior and Futures standards are to remain consistent.

2017 Top end sectional standards to remain consistent.

Junior Team Overview

Reviewed the overall Junior Team Program and Quad Plan.

Statistical analysis shared from data collected outlining trends of Jnr Athletes moving through the sport.

USA Swimming Top 100 World Ranking will go up online and coaches / clubs will receive separate communication also. Mitch Dalton - National Junior Team Program Director Mdalton@usaswimming.org 719-330-4007

2020 US Open & Junior Nationals

Both meets were quite small in Olympic year. Frank Busch spoke about options to the format of summer champs in Olympic years. The meets would be merging into one post-Olympic trials at the end of the quad.

Senior Swimming: Sectionals versus Futures

Forward requests to SNR Committee with recommendations for consideration.

Olympic Trials Training Camp & Olympics - Russell Mark

31 Rookies

19 medals in Olympic Events at 2015 world champs

2016 not regarded as a very fast trials.

Outlined some of the challenges Team USA overcame- food, transportation, timing of events etc. Keys to performance. Team culture, support.

What can we do to have continued success?

Process driven.

Independent and thoughtful athletes - let them fail along the way.

Be active coaches and teachers. Be dynamic and stay engaged.

Understand success around us.

Embrace our athletes.

RUSSELL MARK: WHAT'S NEW IN TECHNIQUE - Observations from Rio

Looking at one or two athletes per stroke. Focused on commonalities rather than getting caught up with some specific traits.

FREESTYLE - Simon Manual and Kate Ledecky

SM: Looking for some arm bend

Fingers down

Elbow wider than hand

(All filming done at max effort)

Entry points, just the side of the face, just in front of shoulder.

For sprinters - eyes slightly forward. Must keep the hips high.

Hand moving forwards on recovery.

As soon as hand releases and exits water, it moves forwards in one motion.

Goals to kick water off of toes.

4 3 3 3 3 2 4 2 4 2 3. 22 breaths - 19 right/ 3 left

3 2 4 2 4 2 4 2 4 2 4 2 4 6

(In 2016 - 21 breaths - 1 right / 20 left)

Hands stay wide then sweep in during RQ

Sooner head returns to neutral the better.

KL: Attempt to make a sideways triangle.

Both arms are connected, there's a straight line from the recovery through the power arm.

The hand leads the way, elbow behind hand on recovery.

Keep head low during the breath. Then turn the head back early. (Sprinters need to start breath motion earlier also.)

Start the head turn just before the opposite hand enters.

Vertically zero hip displacement.

Turns: flip front to back /do not lift the head into the turn. Then immediately begin rotating on exit. Getting your hips over to the wall is key, after getting chest and shoulders down. Then push off in tight line without starting to kick right away.

BACKSTROKE - Murphy

Get right into the catch. There will always be some bubbles. Immediately after entry, Palm facing back to feet. Wide catch, hands, arms out to the side.

BREASTSTROKE - Katie

Likes a rounded pull pattern. No sharp edges. One blended motion. Squeeze occurs in front. Your body head shoulders will dive into the small space left in front.

Knees are a little wider than usually. But this allows feet to be more optimal in catch phase of kick cycle.

Recovery - hands should be in line with elbows. Should see good bogey action as hands drive forwards. Get head in line, then press forwards. Accordance drill with snorkel. Right hand left leg, then reverse, then both swims snorkel. Peaty driving forwards every stroke like last stroke of lap. Arms move when lower body is in a great line, lower body moves when upper body in a great line. Heals come up quickly then drive back explosively.

BUTTERFLY

Michael spent significant time attempting to keep the hips high. Kicking your hands forward, kicking your body forward. Then the hips will naturally rise. Keep the elbows high through catch. Both kicks set up with a clearly defined knee bend. Arms enter just outside shoulder, initial press out but then narrow path of hands under water. Athletes miss a kick because they don't always bend their knees.

EZ GENERAL CHAIRS MEETING

Attendance – All 12 LSC GCs or representatives were in attendance. Mary Turner and Ed Dellert shared updates from USA Swimming's BOD Meeting.

PROS AND CONS OF A NATIONAL AGE GROUP CHAMPIONSHIPS

Panel introduced themselves - Q&A - pro and con side

Why should we?

We're giving coaches and athletes the option.

The market wants this meet.

Why not?

No idea where to start setting up the meet. It could be very small or incredible huge.

Zone champs serve those athletes in a sufficiently exciting venue. Need to protect athletes.

Need to focus upon the health and welfare of the athletes.

Would impede with long term development.

Why has it been resisted for so many years in the USA?

The desire to protect and guide the athletes.

The swim schools in Australia were the biggest builders of the sports success. Now that's changed, letting go of the base has impacted overall performance.

What are national AG champs? Ages?

11-14

10&U 11/12 13/14

13-16 in separate age groups

13-16 impedes on long term development
10&Us through 18s
12&Us a championship has merit 11-12-13-14 etc.

ESPN Little League World Series all over ESPN
National Championship would help promote the sport.
Is this good or bad for promoting the sport?

STEERING - Coaches Open Forum

Frank outlined some of the underlying success that TEAM USA experienced in Rio. All the behind the scenes protocols.

Stats from Rio:
33 medals 29/34 events
16 golds
51 top 8 finishes out of 58
32% of all medals in swimming
20 clubs produced medals
Discussion around how trials could be faster across the board.
NBC will be seeking prelims at night and finals in the morning for Tokyo 2020

EASTERN ZONE COACHES SUMMIT

Run by Ed Dellert: Open forum discussion re: the 2018 and beyond EZ AG Winter All Star Meet. Four members of the EZ Task Force were in attendance. We charged those folks with sharing comments to the balance of the task force.

EASTERN ZONE GENERAL MEETING

Tech Recommendations – All recommendations for the Technical Committee meeting were approved by the body of the EZ General Meeting.

R1 & R2 Two housekeeping items Appendices B, C, D to better clarify existing policies.

2017 EZ Summer Senior Zone Championships

R3. To endorse adding a guaranteed D final in lieu of an awards ceremony. (Furthermore, the 2017 Meet Announcement would then state that there would be no awards ceremony.)

2017 EZ Summer AG Zone Championships

R4. To endorse changing the order of events for the 11&Overs in the EZ Summer Age Group Zone Championships beginning in 2017. (Per proposal available on the EZ Web site by Heather Purk PVS)

EZ Winter AG Championship Meet Taskforce

R5. To endorse changing the format / structure of the EZ Winter AG Championship to a meet similar to the Summer Zone Meet using qualifying times with a guaranteed minimum number slots per LSC. (Effective in 2018)

Dates / Locations for EZ Champs

2018 Winter Sectionals:

March 22-25 SCY (North) Ithaca, NY

March 22-25 LCM (Super Sectional) Buffalo, NY

2018 Winter Zones:

March 28-30 Winter Zones Webster, NY (Note: EZ AG Meet will have standards starting in 2018 similar to the summer meet)

2018 Summer Super Sectionals
No Bidder

2018 Summer AG Zones
August 8-11 Richmond, VA

2018 Summer Senior Zones
August 1-4 Buffalo, NY

Time Standards for 2017 EZ SECTIONALS, EZ SUMMER AG ZONES, EZ SUMMER SNR ZONES are finalized and available on line.

LGBTQ BREAKFAST AND WORKSHOP

MJ spoke about this new opportunity for building the base and become more inclusive and diverse as a sport.

#SWIMBIZ - Social Media, Marketing, PR Workshop

Scott Leightman

We are in the sales industry.

2 steps:

Selling the sport / experience to athletes, families OR to media sites, tv, radio. Then we want that message to be sold to the end user.

What's your story - it needs to be relevant.

Talk to your 3+ membership families. What's great about your club for you?

Talk to folks that have overcome health issues?

Story telling is great - story showing is great. Show an image. Pictures tell a 1000 words. Use imagery / visuals.

(Clubs should always consider forwarding great photos to USA Swimming)

Define your desired action

Are you looking for donors, athletes, families - must identify audience and tailor message.

Defined Desired Action:

New Members

Sponsors

Donations

Human Interest Story - Always look for human interest stories

Sell Event Tickets

Select Media Outlets

Local Radio

TV

Moms' Blogs

Magazines

Craft Targeted Messages

Be concise

Be compelling

What makes you different? Why should people care?

Tie to current events. (ADHD Month next month and how swimming can change lives)

Link back to your team site.

Pitch Your Story

Give enough reason to pique interest

Use visuals (embed an image - link to a video)

Your coaches are your experts (experts with children, health and wellness)

Find the right person to sell to

Get that Sale

"Athlete with amber Asperger's syndrome continues to thrive..."

Takeaways

Identify someone who can handle this

Build relationships with local media - "I read your story on gymnastics... It was great, can I tell you about what we do?"

Find compelling stories within your club.

Don't be discouraged by NO and keep trying. Follow up or two.

DO NOT WRITE: Hi to whom it may concern...

LET'S GET SOCIAL

Do what you can do well.

Enable community

Show stories

Share news

Exclusive access

Create the message AND sell the story. "Not a buffet - you're setting the meal"

Before you post:

What are your goals?

Which platform is best for you?

What is the right frequency?

Where are you driving back to?

TIMING OF POSTING ON SOCIAL MEDIA- Facebook analytics / feedback

Photos to be linked twice as often as text updates.

Videos shared 12x as much as photos and texts combined.

(Use landscape versus portrait.)

Curated Content: Don't have to create your own content. Share other team's stories. We are all selling the same benefits for athletics / swimming to the youth of America.

Lists win "7-8 reasons why...."

Tools to maximize Engagement

Snapseed- it enhances your pictures.

Boomerang - takes a video and goes back and forth.

Slo-Mo - sometimes going in slo-mo can captivate your audience

Time lapse

Next level content

Facebook Live - add a title and then go live. All content is shareable.

Periscope (thru Twitter). Similar to Facebook live

Twitter GIF Finder

Flipagram- add music and video into a collage. Can go out thru Facebook, Instagram, Twitter.

Flipboard - phone and desktop based.

Intelligence - Post some like #first day or fall is a great day to be the first day of swimming. PTAC folks that are appropriate. Tag the authors and folks in images.

A price of a cup of coffee can be worth \$7,200 to your program in Facebook advertising.

Myth 1 - Facebook is dying. It's not declining it's still growing but more slowly. 71% using it. 21-34 year olds 33%

Myth 2 - you don't have to be someone else, be yourself. You don't have to be a creative guru. No one knows your club or facility better than you.

Myth 3 - You don't have enough time for advertising.

Myth 4 - it's too expensive.

Steps to setting up a Facebook ad:

Become an admin in Facebook

Choose your objective

Choose your audience

Choose your budget

Add your images (select sizes - smiling faces)

Add text. Must be concise.

Best Practices:

Include a clear call to action

Highlight any benefits, sales or similar specials

Use a simple, eye-catching image

Use key information in the headline

Tiny Budget = > Big Results

Good bang for buck

Don't have to be an advertising guru

Let it Go!

Total budget control

#SWIMBIZ

\$75

April 9-11 2017

Early Bird Special (11/7/16)

www.usaswimming.org/swimbiz

ZONE BOARD OF REVIEW WORKSHOP

(NBOR Chair, Vice-Chair and Secretary & General Counsel.)

Outlined Zone Board Of Review Process. (If cases / situations can be mediated away)

Sessions must be recorded. National BOR are quite often handled via conference call. Then typically this will permit recording.

Reviewed numbers of National Board of Review hearings and Zone Board of Review.
Jurisdiction for National and Zone BOR were explained and broken down.
Ted Stevens Amateur Sports Act requires a hearing before membership be revoked.
Active complaint should start within 90 days of infraction. NBOR may elect to go back beyond that 90 day window.

ZBOR have opportunity to exercise discretion. The aggrieved party may not find out until 6 months after the fact.

Written notice must be given to each respondent at his/her known address by express mail, FedEx or USPS as soon as is practical but not later than 20 days after complaint heard.
If information is lacking the petitioner has the burden to provide adequate info to prove the case. It may come in sequentially.

406.3.1 Requires the Notice to include:
Statement in reasonable detail if charges
Statements of respondents right to counsel
Description of type of hearing to be held (in person, telephone etc.), time, location, date.
Must occur between 30-60 days after the notice is sent.
No ex parte communications.

Pre-Hearing conferences can be helpful when there's lots of evidence.
Burden of proof - petitioner must prove the case.
Allegations need to be more likely than not likely versus less than beyond a reasonable doubt.
Must have minimum of 20% athlete representation.

406.4(d)(4) - rules of evidence. Is it relevant and not repetitive?
Make the punishment fit the crime.
Be reasonable and fair.
Assess filing fees rarely.

DIVERSITY AND INCLUSION: Schuyler Bailar

He shared his inspiring life story and overwhelming challenges he faced growing up.