

# HOW TO BUILD A SWIM PROGRAM FOR LONG TERM SUCCESS

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# COACHING BACKGROUND

- PARENTS WERE COLLEGE PROFESSORS-SO TEACHING IN BACKGROUND
- COACHING BACKGROUND
- MOR ACCOMPLISHMENTS
- MOR MISSION-“DEVELOPING CHAMPION ATHLETES AND CITIZENS THROUGH COMMITMENT TO EXCELLENCE IN SWIMMING”
- ALL DECISIONS RELATED TO THIS



# HOW DO YOU GO FROM 6 SWIMMERS TO 550?

- VISION
- STRUCTURE
- STAFFING
- PARENT EDUCATION
- GOAL SETTING
- IM FOCUS
- MEET FOCUS



2001 Team Picture



# VISION



- **LONG TERM SUCCESS REQUIRES A CONSISTENT PHILOSOPHY**
  - **CATCH PHRASES FOR STAFF/PROGRAM**
    - **UNDER PROMISE AND OVER DELIVER**
    - **OFFER MORE TO EACH ATHLETE EACH YEAR THEY ARE IN PROGRAM**
    - **FUN AND TECHNIQUE EARLY**
    - **TREAT ALL ATHLETES/GROUPS EQUALLY BUT NOT SAME**
    - **CONSISTENT POLICIES RE: SITES/GROUPS**
      - **NO SWITCHING OF SITES**

# VISION



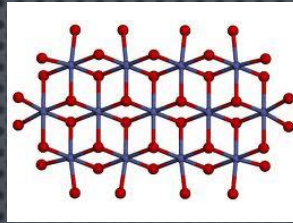
- **CORE BELIEFS**

- **COACHES MUST SEE WHAT IS POSSIBLE FOR KIDS AT ANY AGE-DOC'S X-FACTOR**
- **GOAL SETTING IS KEY AT ALL AGES**
- **LESSONS LEARNED LAST LIFETIME AS DO FRIENDSHIPS**
- **CHALLENGE KIDS....WHEN THEY ACHIEVE CHALLENGES, THEY ARE PROUD THEY DID IT!**
- **CHALLENGES ARE OPPORTUNITIES-DEPENDS ON HOW YOU LOOK AT IT.**





# STRUCTURE



- **COACH RUN**

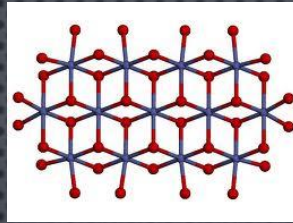
- **ALMOST EVERYTHING**

- **ENTRIES-OBVIOUS**
    - **SCHEDULES**
    - **TRAVEL**
    - **SOCIAL EVENTS**
    - **FUNDRAISING**
    - **SWIM MEETS**
    - **BILLING**

- **Swim Coaching**

- **Coaches answer questions**
  - **If contentious-no email**
  - **Meet with Assistant and me**

# STRUCTURE



- **3 Sites**
  - **Raleigh/Cary**
  - **North Raleigh**
  - **Clayton**
- **BRING PROGRAM CLOSER TO CLIENTELE**
  - **EXECUTIVE BOARD**
    - **LOOKS AT FINANCIALS AND WHERE TO INVEST \$**
    - **NOT ELECTED**
    - **PROVIDES SERVICES/EXPERTISE**
      - **ACCOUNTING**
      - **FINANCIAL PLANNING**



# Training Group Structure

<b>MOR SWIM TEAM PROGRAM 2013 - 2014: AGE GROUP SWIMMING DIVISIONS</b>				
<b>PRACTICE GROUPS</b>	<b>AGE RANGE</b>	<b>PRACTICES OFFERED PER WEEK (SUGGESTED ATTENDANCE)</b>	<b>DRYLAND EXERCISES</b>	<b>TECHNIQUE vs. CONDITIONING</b>
<b>Age Group 1</b> Beginning practice group for swimmers emphasizing technique.	<b>5-9 years</b>	<b>3 practices offered per week. (Recommend at least 2)</b>	<b>Stretching and light calisthenics</b>	<b>80% technique/ 20% conditioning</b>
<b>Age Group 2</b> Intermediate group for swimmers introducing more conditioning	<b>9-11 years</b>	<b>4 practices offered per week. (Recommend at least 3)</b>	<b>Stretching, calisthenics</b>	<b>70% technique/ 30% conditioning</b>
<b>Age Group 3</b> Advanced group for experienced swimmers and developing teens.	<b>9-13 years</b>	<b>6 practices offered per week. (Recommend at least 4-5)</b>	<b>Stretching, calisthenics, tubing and running</b>	<b>45% technique/ 55% conditioning</b>

<b>MOR SWIM TEAM PROGRAM 2013 - 2014: SENIOR SWIMMING DIVISIONS</b>				
<b>PRACTICE GROUPS</b>	<b>AGE RANGE</b>	<b>PRACTICES OFFERED PER WEEK (SUGGESTED ATTENDANCE)</b>	<b>DRYLAND EXERCISES</b>	<b>TECHNIQUE vs. CONDITIONING</b>
<b>Senior 1</b> Introduces teen swimmers to Senior swim training and race strategies	<b>13 and Older</b>	<b>6 practices offered per week. (Recommend at least 5)</b>	<b>Calisthenics stretching, running, and med balls</b>	<b>25% technique/ 75% conditioning</b>
<b>Senior 2</b> Group for committed swimmers w/ Sectional & National goals	<b>14 and Older</b>	<b>9 practices offered per week. (Recommend 7 to 9)</b>	<b>Calisthenics, stretching, running, and weights</b>	<b>10% technique/ 90% conditioning</b>
<b>Sr. Development</b> 13-over swimmers interested in preparing for High School or summer league and transition towards Senior 1 Group	<b>13 and Older</b>	<b>4 practices offered per week. (Recommend at least 2)</b>	<b>Calisthenics, stretching, and running</b>	<b>60% technique/ 40% conditioning</b>
<b>Pre-Senior</b> 13-over swimmers interested in preparing for High School or summer league and transition towards Senior 1 Group	<b>13 and Older</b>	<b>6 practices offered per week. (Recommend 3-5)</b>	<b>Calisthenics, stretching, and running</b>	<b>60% technique/ 40% conditioning</b>



# DEVELOPMENTAL PROGRAMS

- **4 PROGRAMS**
  - **FALL SWIM LEAGUE**
  - **WINTER SWIM LEAGUE**
  - **MOR IN MAY**
  - **SWIM AMERICA**
- **BRINGS IN SWIMMERS FOR LESSER COMMITMENT**
- **EXPOSES SWIMMERS/PARENTS TO MOR**
- **REVENUE SOURCE**
- **STAFF DEVELOPMENT RESOURCE**



# STAFFING



- **HIRE STAFF WHO ARE HONEST, HARDWORKING, CARE ABOUT KIDS**
  - **NO ONE CARES HOW MUCH YOU KNOW, UNTIL THEY KNOW HOW MUCH YOU CARE**
- **HIRE STAFF WHO HAVE SKILLS YOU DO NOT HAVE**
  - **MAKES IT EASIER TO DELEGATE**
- **ASSIGN STAFF DIFFERENT AREAS**
  - **ALL FULL-TIME (8) COACHES, SUPERVISE PART TIME**
  - **CARA HANDLES MAJORITY OF FUNDRAISING**
    - **SWIM-A-THON-\$39,000 RAISED THIS YEAR**
    - **TEAM BANQUET**
    - **MEET DIRECTOR**
  - **MONROE HANDLES WEBSITE & SENDING ENTRIES**
  - **JONATHAN HANDLES PAYROLL AND GRAPHICS**
  - **ADAM HANDLES DEVELOPMENTAL PROGRAMS**
  - **FISH HANDLES VIDEO EQUIPMENT & USA SWIM RECOGNITION**
  - **KYLE HANDLES TRAVEL**
  - **BILLY HANDLES COACH CERTIFICATION REQUIREMENTS**
  - **BETH HANDLES THE BILLING/ACCOUNTS**



# STAFFING



- **HAVE AN OFFICE WHERE ALL FULL TIME WORK**
  - **KEY FOR CONSISTENCY AND STAFF COMMUNICATION WITH EACH OTHER**
  - **SHARE IDEAS**
  - **HELP SOLVE PROBLEMS**
- **WEEKLY STAFF MEETING**
  - **HAVE FUN WITH STAFF**
    - **LUNCH**
    - **STAFF CHRISTMAS PARTY**
  - **ARGUE BUT WALK OUT WITH SAME MESSAGE THAT WE CAME UP WITH**
  - **JUST ADDED VIDEO/EDUCATION TOPIC 1/2 WEEKS...DO AT BEGINNING**
- **ALWAYS PUBLICLY SUPPORT STAFF**

# PARENT EDUCATION/COMMUNICATION



- **BROCHURE**

- ADVERTISE
- SUMMER LEAGUE RECRUITING-GET THE WORD OUT
- FREE SUMMER LEAGUE CLINICS

- **NEW PARENTS MEETING IN AUGUST**

- EXPLAIN SWIM PROGRAM AND HOW TO PROGRESS
- SWIM MEETS AND ENTRY PROCEDURE
- GOALS
- FINANCIAL OBLIGATIONS
- FUNDRAISING
- SWIM MEET VOLUNTEERING
- HOW TO COMMUNICATE WITH STAFF

- **PRACTICE GROUP PARENT MEETINGS- SEPTEMBER & APRIL**

- GO OVER ABOVE AGAIN
- SPECIFIC GOALS FOR PRACTICE GROUP
- IMPORTANCE OF MEETS
- SEASON PLAN



# PARENT EDUCATION/COMMUNICATION



- MOR DAY PICNIC
- MEET VOLUNTEERS
  - STRESS DESIRE TO TIME AT MOR MEETS
  - FREE SPEEDO T-SHIRT
- WEEKLY NEWSLETTER
- TEAM BANQUET
- EDUCATION CLINICS/INFO
  - ALAN GOLDBERG
  - USA SWIMMING STAFF
  - 13 STEPS TO BEING A WINNING PARENT

# GOAL SETTING



- **BUSINESS**

- RECRUITING/MEMBERSHIP #'S
- STAFF PAYROLL
- EXPAND SITES

- **STAFF**

- TECHNICAL AND TRAINING GOALS

- **PERFORMANCE**

- **TEAM GOALS**

- SCORES
- PBT %
- DQ #'S
- TECHNICAL PROFICIENCIES
- USA SWIMMING CLUB EXCELLENCE & VIRTUAL CLUB CHAMPS



# GOAL SETTING



- **ATHLETE GOALS**

- **AG I/II**

- MORE GENERAL
- TECHNIQUE ORIENTED

- **SR. DEVELOPMENT**

- FIND WHAT THEY WANT OUT OF IT

- **AG III, SR. I, SR. II**

- LARGE MULTIPLE PAGE GOAL PACKET
  - MEET/PRACTICE SCHEDULES
  - PBT, GOAL TIME
  - MENTAL, TECHNICAL, PACE GOALS FOR PRACTICE
- AG III MEET WITH ATHLETES IN SMALL GROUPS
- SR. I/II MEET WITH ATHLETES INDIVIDUALLY

- **FUN ACTIVITIES**

- ROPES COURSE
- SURFING LESSONS





# IM DEVELOPMENT FOCUS



- **IMX BEFORE THERE WAS IMX**
- **GIVE THE TOOLS TO BE PREPARED TO SWIM ANY STROKE SO AS BODY MATURES THEY HAVE THE KNOWLEDGE TO TAKE ADVANTAGE OF THE TALENTS THEY GROW IN TO**
- **CROSSOVER TURN**
  - **TEACH AT AG III**
  - **REQUIRE AT SR I/II**
- **EVENT SELECTION**
  - **ENTER ALL 200 STROKES OFTEN**
  - **TRAIN A DIFFERENT STROKE AS PRIMARY STROKE EACH YEAR 9<sup>TH</sup>-12<sup>TH</sup> GRADE**
  - **END OF YEAR FUN MEET TO SWIM OFF EVENTS SHAVED**
- **3 MAIN POINTS FOR IMER'S TO KNOW**
  - **PULL A LOT OF WEAK STROKE**
  - **BE ABLE TO DO WEAK STROKE TURNS AS WELL AS THOSE FOR WHOM IT IS THEIR BEST STROKE**
  - **KNOW PACES FOR WEAK STROKE AS WELL AS YOU DO FOR PRIMARY STROKE**
- **SR. II IM PREPARATION**
  - **SUCCESS IN LAST 5 YEARS**
    - **5 GIRLS UNDER 4:20**
    - **7 BOYS UNDER 4:00**
    - **ALSO HAD NC HS CHAMPS IN BOYS/GIRLS 50 FREE LAST YEAR SO YOU COACH WHAT YOU HAVE. 4**



# IM DEVELOPMENT FOCUS



**WEEKLY CYCLE- 59,000-65,000/WEEK**

## SR. II SHORT COURSE SEASON PLAN:

### TRAINING CYCLES

	{1-AEROBIC	3000 FOR TIME
3X	{2-AT/VO2 MAX	6X400 IM ON 6:45, THEN 5, THEN 4
	{3-LACTATE	6X200 STROKE ON 9:00, THEN 5, THEN

# IM DEVELOPMENT FOCUS



Weekly Cycle- 59,000-65,000/week

Sun.	Mon.	Tues	Wed.	Thurs	Fri.	Sat.
AM	Strokes		Power Stations Tubing etc		Long Course Sprint/MD/Distance	Free/IM Kicking Dryland&Wts
PM	Distance Free Wts.	Weak Stroke Kicking Dryland	IM Kicking Wts.	Stroke/IM Kicking Dryland	Fly Day Kicking Relays	



# MEET ENTRY FOCUS-KEY!



- GET LARGE % OF KIDS TO MEETS-NOT FOR POINTS BUT FOR LEARNING
- KEEP THEM IN MEETS IN SUMMER, NOT JUST SUMMER LEAGUE
- WE RUN 10 MEETS/YEAR
  - 8 OF THEM ARE SOME TYPE OF DEVELOPMENTAL MEET
    - 8-U, BB AND BELOW ETC.
    - ALLOWS KIDS TO BE SUCCESSFUL AT THAT LEVEL AND GAIN CONFIDENCE PRIOR TO MOVING UP TO 'A' LEVEL MEETS
    - 13-O ALSO GET CHANCE TO SUCCEED
    - GIVES THEM GOAL TO SHOOT FOR TO MOVE UP TO HIGHER LEVEL MEETS

# SUMMARY KEY POINTS

- STAY TRUE TO YOUR VISION-CONSISTENCY
- DEVELOP STRUCTURE WITH A SOUND PHILOSOPHY THAT WILL STAND UP TO CHALLENGES
- HIRE GREAT STAFF AND LET THEM HAVE AUTONOMY
- EDUCATE PARENTS AND GIVE THEM TIME LIMITED OPPORTUNITIES TO HELP THE TEAM
- GOAL SETTING WITH STAFF AND ATHLETES SO THERE IS AN AIM AND SENSE OF ACCOMPLISHMENT
- IM DEVELOPMENT TO GIVE ATHLETES TOOLS TO SUCCEED AS THEY GROW/MATURE
- SWIM MEETS ARE LEARNING OPPORTUNITIES AND HELP WITH RETENTION
- HAVE FUN!



# QUESTIONS??



## CONTACT INFO

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