



LSC Development Committee Mission Statement: "To provide a national network for LSC education and communication and to serve as a resource for LSC leaders."

**LSC Development Committee
Zoom Conference Call Minutes
May 29, 2018**

1. Mission Statement was read to open the meeting.
2. Attendance: **Laura Matuszak- Chair**, Pam Cook, **Bob Crunstedt**, Greg Evershed, Ceallach Gibbons, Shelly Rawding, **Wayne Shulby, Jake Simmons**, Jon Sommervold, **Paul Thompson**. LSC Governance consultants: **Cherita Gentilucci, Jane Grosser, Arlene McDonald**. MJ Truex, Staff Liaison. **Names in Bold attended the meeting.**
3. Minutes of the April Meeting- **minutes were approved as presented**
4. Additions/approval of the agenda- agenda was updated to reflect the correct date of May 29.
5. LEAP Report (Jane)- written report was distributed to the committee prior to the meeting.
6. Committee Tasks
 - a. 2018 April Zone Meeting Workshop Updates (Jane, Arlene, Cherita)
 - i. Attendance data collection- The committee wishes to collect attendance data on how LSCs are utilizing all USA Swimming offerings. **Jane to circle back with MJ/Denise on progress of this task.**
 - b. USA Swimming Leadership Summit Follow-Up (Jake)- Feedback was great among athletes. Learning about himself as a leader was his big take away from the event. He also learned how he can apply this knowledge to other areas of his life. He shared a personal example that he learned he was a talker and he is comfortable talking in front of any size group. The other thing he learned was that he will stick with an idea and see it through. His suggestion for next year was to highlight the idea that the focus will be personal leadership not necessarily a focus on being a leader in LSC Governance.
 - c. Volunteer Recognition Month Follow-Up (Arlene)- Feedback from Kara Raney. The number of clubs posting from last year went down to 50. There were 15,000 video views which was the highest of all the years. Kara was thinking about making next year some sort of challenge to motivate LSCs to participate. Moving forward we need to continue to keep this idea front and center and make sure the information presented is being passed down from the LSC leaders. Bob questioned if it was possible for USA Swimming to carry this forward on the National level to increase exposure. Arlene reported that USA Swimming did shoot some video at the TYR meet in Austin and that was published to kick the volunteer month off.
 - d. Bright Ideas Contest (Shelly) 30 entries have been received to date, entries close on Friday, June 1. Finalists will be chosen by August 1. Cherita asked how many LSCs have submitted entries- Approx. 16 LSCs have submitted bright ideas to date.
 - e. Convention Workshops – Review Updated Schedule (Jane, Laura, MJ)
 - i. Convention programming expectations and limitations were discussed. **Jane, Cherita, and Arlene will discuss programming options and then notify Bob to discuss the BOD/Staff Relations session and modify programming as necessary by June 5th.**
 - f. Mighty 2500 Workshop November (Arlene)- We will send out meeting minutes to the committee. An introductory email will go out to the BOD next week highlighting the idea that the BOD should choose two coach leaders to attend on behalf of their LSC.



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- g. Committee Newsletter (Shelly). This is on hold for now. USA Swimming is coordinating the number of publications that are published as well as how and when they go out. 3rd quarter newsletter will be sent to commercial for their review and guidance. We will follow their lead on this and future projects that arise from the committee. Arlene asked if this would apply to sending out notification/communication for the Mighty 2500 workshop. Jane advised that she send the final draft to MJ for review who can forward appropriately.
 - h. Volunteer Handbook Follow-Up (Laura)
 - i. Policies and Procedures follow-up (Laura, Bob)
 - j. Review Committee Drop Box – practice and procedures (Jake, Laura)- it was agreed to attempt to make a short note when something gets changed in Drop Box to help all of us keep up with what changes were made.
7. Committee Go-Around- Plans for upcoming year to be more effective:
- a. Laura- be a resource to talk with coaches help connect them and understand their perspective on LSC Governance
 - b. Cherita: Background reading to increase effectiveness
 - c. Bob- try to have more coach representation on the committee moving forward. Maybe look to the future to have 3 coaches which include an emerging coach leader be part of the committee.
8. Other Business- none presented
9. Closing

MEETING SCHEDULE:

June 26th, 2018 8:00 PM (EST)

July 24th, 2018 8:00 PM (EST)

August 28th, 2018 8:00 PM (EST) – Convention Run-Through

September 26th, 2018 8:00 AM (EST) – Business Meeting at USA Swimming Convention in Jacksonville, FL

***Minutes from the Mighty 2500 task force meeting held on May 22nd are attached below:**



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LSC DEVELOPMENT COMMITTEE
November 2018 Mighty 2500 – Planning Committee
May 22 – Zoom Meeting Summary Notes

Task Force Members: Highlighted names are task force members who participated in the meeting.

Paul Thompson (OK); Laura Matuszak (NE); Amy Albiero (KY); Jake Simmons (AK);
Jane Grosser & Arlene McDonald, Cherita Gentilucci, (LSC Consultants);
Ceallach Gibbons (AEC Liaison); & MJ Truex, Staff Liaison

1. 2018 Mighty 2500 Workshop Overview:
 - Dates: Friday & Saturday, November 2 & 3, 2018
 - Invited LSCs (from largest to smallest): Louisiana (2,994), Midwestern (2,927), Kentucky (2,769), New Mexico (2,289), Adirondack (2,256), Alaska (2,159), Oklahoma (1,936), Central California (1,921), Wyoming (1,893), Arkansas (1,826), Mississippi (1,570), Inland Empire (1,465), Snake River (1,372), North Dakota (1,368), South Dakota (1,267), Montana (1,168), Maine (1,128), West Texas (963), Border (895), West Virginia (697)
 - Location: Olympic Training Center; Colorado Springs
2. Review of Summary Notes from Introductory Call
 - The focus of this year's workshop will be LSC coach leadership and the tremendous impact great coach leadership can make on the LSC and its athletes.
 - The format will remain the same as last year's General Chairs' workshop with a Friday evening opening activity followed by an all-day Saturday workshop followed by a social.
 - Roberta Kraus has been contracted as the keynote for this year's workshop.



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3. Brainstorming Session

- Workshop Goals: Leading to Make an Impact in Your LSC
 - A. To help coaches realize the tremendous impact they can have as leaders in the LSC
 - B. To help LSC coaches better understand themselves as leaders
- Identification of our Targeted Coach Audience: The task force determined that each participating LSC would select two honored coaches to attend the workshop with one coach being an established leader in the LSC and the second coach an emerging leader in the LSC. The emerging coach leader should be a potential future board member, but not a current member of the LSC board. The task force felt each LSC should identify and invite its two best coach leaders and not necessarily choose them by positions they may hold in the LSC or on their teams.
- Creative Programming Ideas: Task force members agreed upon the following ideas to consider for further development. A subgroup of the task force will discuss these ideas with MJ and Roberta to start putting some structure behind these thoughts.
 - A. Firo B – Activities to learn about yourself as a leader and how to interact with other parent, athlete, and coach volunteers
 - B. Power BI – Use of LSC metrics to affect programming and enhance athlete performance
 - C. Governance – How coaches can support the vision and mission of the LSC
 - D. Culture – Where do you begin?
- Other Thoughts:
 - A. We need to give the participants something they haven't seen.
 - B. Coach engagement in LSC governance is crucial to athlete success.
 - C. LSCs need a balance of coaches and non-coaches on the board; coaches should set the direction for athlete programming.
 - D. Coach Selection for the Workshop: The LSC board chooses the two coaches they want to represent their LSC; it should be an honor to be selected. The coaches should be specifically selected by the board to help fulfill its vision and mission. Coaches should be excited and honored to attend!
 - E. LSCs that have coaches involved in LSC programming produce successful athletes.
 - F. Meaningful coach involvement in the LSC results in stronger athlete performance.



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G. Coaches are already in leadership positions by virtue of their coach roles and responsibilities.

4. Tonight's Action Item: Crafting the message to send to the LSCs

A significant discussion was held to brainstorm constructing the message to the LSC boards; it was agreed that we needed to market the message. Items to consider when constructing the message include:

- LSCs boards are engaged in picking the best coach participants to represent their LSCs.
- Coaches consider it an honor to be chosen. Coaches should WANT to get chosen.
- There is an emphasis on the impact coach leadership can make in an LSC. Coaches are the experts and are in a position to make a difference!
- There is an acknowledgment that November is HS season in some LSCs, but that the LSC needs to overcome any obstacles to find the two best coaches who can make an impact.
- The message is sent to the entire board emphasizing that the selection of the two coaches is a board activity/responsibility.

5. Next Steps

- Arlene will construct the email draft announcing the workshop early next week; task force members will critique the message with the intent to have the message finalized by Friday, June 1, and sent to the Mighty 2500 LSCs the week of June 4.
- Jane will contact MJ about setting up a call with Roberta before the next task force meeting.

6. Date of Next Call: Wednesday, June 27, at 8:00 PM Eastern Time