

# ***U.S. MASTERS SWIMMING***

## ***Introduction to Adult Swim Programs***

*For aquatics directors, facility administrators, program coordinators,  
swim instructors, and coaches*

***For help or information, contact 941-256-8767 or [clubdevelopment@usms.org](mailto:clubdevelopment@usms.org)***

## INTRODUCTION

Swimming is one of the most popular forms of exercise in the United States. An estimated 2 million adults in America enjoy competitive swimming and an estimated 9 million are fitness swimmers. A recent survey by the Sports & Fitness Industry Association ranks swimming for fitness as the most desirable recreational activity.

Why does this matter? Swimming pools are expensive to maintain. As a coach or facility director, you have an interest in programming your facility to maximize use and revenue.

A U.S. Masters Swimming program in your facility will provide a valuable community resource, generate revenue, and encourage swimmers of diverse ages, backgrounds, and abilities to enjoy the many benefits of swimming.

## TYPES OF MASTERS SWIMMING PROGRAMS

There are many different types of successful USMS business models. How your USMS program is structured will depend on a number of factors. USMS can help you establish a program that fits your needs. The most common USMS business models are:

- Stand-alone, nonprofit USMS club
- Stand-alone, for-profit USMS club
- YMCA-owned and operated USMS club
- Combined USA Swimming age-group and USMS club
- Workout group operating under a regional USMS club

## GETTING STARTED AND ONGOING SUPPORT

If you need assistance with your Masters Swimming program, USMS is ready to help. There are many resources available at [usms.org](http://usms.org). You can also contact us at 941-256-8767 or [clubdevelopment@usms.org](mailto:clubdevelopment@usms.org).



# BENEFITS OF A U.S. MASTERS SWIMMING PROGRAM

## DIVERSITY

Our membership is diverse in background, ranges from age 18 to 100, and includes adults of all abilities: from those learning to swim to accomplished competitive swimmers and triathletes. We also encourage adults with disabilities to participate in our programs.

## REVENUE

Your program can generate revenue through program fees and special events such as lessons, clinics, and swim meets. Most USMS programs are financially self-sustaining and generate a profit.

## PROGRAM

It's not just another swim team, it's an aquatic fitness program for adults who choose swimming as their form of exercise. Swimming with a group leads to a healthier, happier lifestyle and lasting friendships.

## COMMUNITY SERVICE

A USMS program provides a resource for adults to learn to swim and a venue for their continued health and wellbeing. There's a natural partnership between USMS programs and other community advocates of health, rehabilitation, and positive lifestyle choices.



# WHY PARTNER WITH U.S. MASTERS SWIMMING?

We value our partnerships with aquatics facilities, programs, and swim coaches across America supporting the benefits of swimming. Together, we encourage adults—diverse in age, background, and ability levels—to swim for health, wellness, fitness, and even competition in swimming pools and open water venues.

## ENHANCE YOUR PROGRAM

A Masters Swimming program brings exciting adult aquatics activities to your facility or program and will enhance other programs currently being provided.

### **COACHING**

Professionally trained and certified USMS coaches and instructors provide the passion, leadership, and technical skills needed for a successful program.

### **OPEN WATER**

Host a USMS open water event or grow your open water event. USMS provides educational resources for open water participants and event directors.

### **OFFICIALS**

USMS has an officials' certification program to recruit and train stroke and turn officials across the country. We will help you secure officials for your USMS swim meet.

## **BENEFITS OF CLUB MEMBERSHIP FROM U.S. MASTERS SWIMMING**

*Register your club with USMS and begin receiving these and many other benefits, which are part of our commitment to ensuring that our partners have the resources necessary to establish, develop, grow, and maintain successful Masters Swimming programming.*

### **Your program and aquatics facility listed in the searchable database on [usms.org](https://usms.org)**

Swimmers looking for pools, Masters programs, and adult swim lessons use this site to locate information about aquatics facilities and programs near them.

### **Expert advice from the USMS professional staff**

Our Club and Coach Services staff provides everyday support, marketing materials, club development guides, and other resources to help foster successful programs. They will help recruit, train, and certify your Masters coach or instructor through USMS education and certification courses.



# USMS Coaches

## LEADERSHIP

Having a Masters coach on deck provides leadership to the program. A coach:

- Makes swimming fun
- Writes the workouts
- Teaches stroke mechanics
- Helps the athletes establish realistic and manageable goals
- Challenges the athletes
- Organizes social events
- Recruits new members
- Refers athletes to other professionals
- Develops a training plan

## WHAT SWIMMERS WANT FROM THEIR USMS COACHES

According to a recent USMS membership survey, Masters swimmers want a coach who:

- Knows why they are swimming, respects them, and is willing to help them reach their goals
- Knows the needs of their Masters swimmers
- Is knowledgeable about Masters Swimming
- Knows their swimmers' names and is polite
- Is respectful of all Masters swimmers in the program



## USMS MASTERS COACH CERTIFICATION



USMS aids facilities with the recruitment and training of Masters coaches through the Masters coach certification program. The objectives of the three levels of live classroom instruction are to prepare the coach to work with adult athletes who choose to swim for fitness, competition, triathlons, and open water. The certified coach is prepared to work with all ability levels from novice to expert, teach stroke technique and correction, write workouts, and understand how to develop a successful program. Certified Masters coaches receive enhanced discounts from our corporate sponsors, which can be used as program or facility fundraisers.

To find a certification program near you, visit [usms.org/content/coachcert](https://usms.org/content/coachcert)

# USMS Adult Learn-to-Swim Instructors

## CERTIFIED INSTRUCTORS

USMS-certified adult learn-to-swim instructors can give your entire aquatics programming a boost. A certified instructor:

- Communicates swimming skills in ways adults best understand
- Adjusts lesson plans according to students' needs and goals
- Encourages practice outside of lesson time
- Refers colleagues for students' children who need lessons, too
- Builds confidence and goodwill in students that transcends the pool
- Receives support from the USMS National Office that can steer customers to your facility



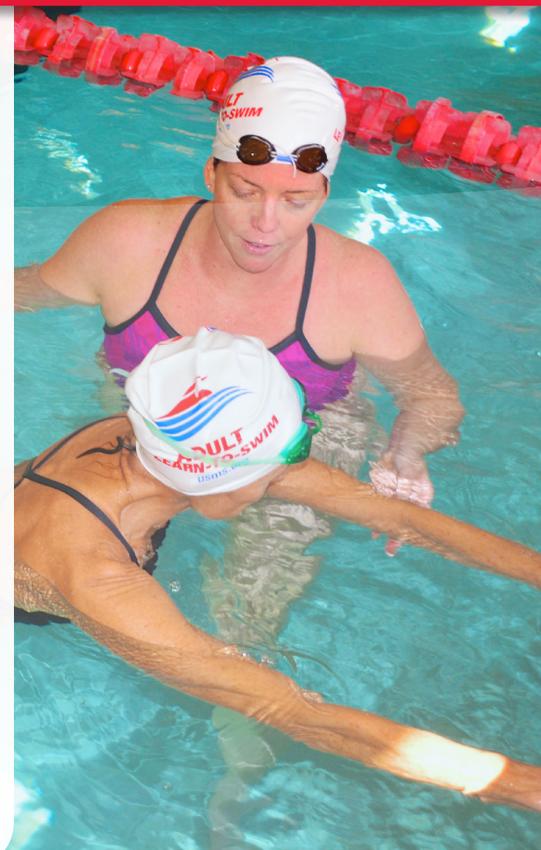
## WHAT ADULT CLIENTS WANT IN AN INSTRUCTOR

Simply put, adults want to learn from other adults. Students want an instructor who is:

- Knowledgeable in instructional methods that work for adults
- Empathetic, supportive, and patient
- Attentive and focused
- Trustworthy and confident
- Relatable
- Reliable and approachable

## USMS ADULT LEARN-TO-SWIM INSTRUCTOR CERTIFICATION

U.S. Masters Swimming is filling a gap in traditional swim-instructor education with its adult learn-to-swim instructor certification. Certified instructors are trained in adult learning styles and can address their adult clients' needs with a proven progression and a wealth of effective and efficient techniques. Certified instructors achieve success with a variety of students, from true beginners—including those who are fearful—to others who want to improve specific skills, such as breathing. Certified instructors and the facilities where they work receive ongoing support from USMS in the way of marketing materials, networking opportunities, and up-to-date methodology. Many have received grants from the Swimming Saves Lives Foundation, USMS's charitable arm, which provides grant support and education to instructors and programs that teach adult swim lessons.



For more information, visit [usms.org/alts](https://usms.org/alts)

# U.S. MASTERS SWIMMING MEMBER BENEFITS

## **COACHING**

- Coaches provide organized workouts and support
  - Stroke and technique tips
  - Personal attention
- 2,600+ certified coaches nationwide

## **FITNESS AND HEALTH**

- Toning and weight management
- Personal growth and improved fitness level
- Improved cardiovascular health and conditioning

## **DISCOUNTS FROM USMS PARTNERS**

- Special USMS partner discounts
- Renewal discounts on swim gear
- Annual renewal giveaways

## **EXCLUSIVE CONTENT**

- Subscription to *SWIMMER* magazine
- eNewsletter *STREAMLINES*
- Active online discussion forums

## **ORGANIZED WORKOUT PLANS**

- Printable workouts for lap swimmers
- Online workouts, written by USMS coaches, in seven different categories

## **COMPETITION AND ACHIEVEMENT**

- More than 500 USMS-sanctioned events
- Event results archived on [usms.org](http://usms.org)
- Top 10 and All-American awards and recognition

## **SOCIAL ENGAGEMENT**

- FUN!
- Organized social events
- Meet swimmers in your community

## **VOLUNTEER AND COMMUNITY INVOLVEMENT**

- Volunteer at the local and regional level
- National-level leadership opportunities
- Fundraising events for our Swimming Saves Lives Foundation

## **INSURANCE**

Coverage while participating in USMS insured activities, including \$25,000 of excess accident insurance for medical and dental, \$5,000 of accidental death insurance, up to \$650 of temporary disability insurance, and liability insurance for USMS practices, meets, and approved activities

## KNOW YOUR MASTERS SWIMMERS

According to a recent USMS membership survey, there are four types of adult swimmers:

### FITNESS SWIMMERS

- Fitness swimmers want a coach who will help them meet their fitness objectives.
- Fitness swimmers may not understand the typical swimming language (repeat 100s, go on the next top, etc.) and can easily feel intimidated.
- Fitness swimmers are interested in competing and would do so with encouragement.
- Fitness swimmers should be encouraged by their coaches, LMSCs and USMS, to reach their goals or they will likely leave a Masters swimming program within two years.

### COMPETITIVE POOL SWIMMERS

- Competitive pool swimmers are your most loyal members and they are in your program for competition purposes.

### OPEN WATER SWIMMERS

- Open water swimmers can have backgrounds as pool swimmers, fitness swimmers, or triathletes.
- Open water swimmers prefer to compete in open water events.
- The coach really needs to understand the goals and objectives of open water swimmers to ensure retention.

### TRIATHLETES

- Triathletes crave technique guidance to improve the swimming portion of a triathlon.
- Triathletes do not want to feel less important because they're not the fastest pool swimmers, not competitive swimmers, only swim freestyle, or only come to practice a couple of days a week.
- Triathletes' priority is triathlon and they're seeking professional coaching to support this priority.



# USMS Marketing Resources for All Programs

## SWIMMER SWAG

Order these fun giveaways for your swimmers to help market your program. Available in bulk quantities at [swimoutlet.com/usms-marketing-resources-c16621](http://swimoutlet.com/usms-marketing-resources-c16621)



EXTERIOR STICKERS



STATIC CLING STICKERS



BAG TAGS



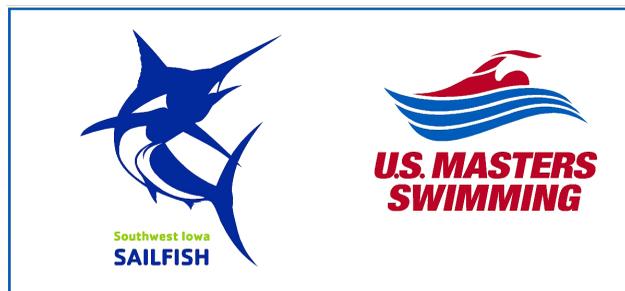
BROCHURES



SWIM CAPS

## FREE BANNERS

These vinyl banners are free to any registered club, workout group, or ALTS program. Order yours today!



To order, please send an email to [marketing@usms.org](mailto:marketing@usms.org) with the following information:

- Your program name
- A vector file of your logo (.ai or .eps)
- Your background color choice (black or white)
- Contact name, address, and phone number



To order, please send an email to [marketing@usms.org](mailto:marketing@usms.org) with the following information:

- Your program name
- Your background color choice (black or white)
- Contact name, address, and phone number



To order, please send an email to [alts@usms.org](mailto:alts@usms.org) with the following information:

- Your program name
- Contact name, address, and phone number

# Who do I contact if I need more help?

## USMS Club and Coach Services

941-256-8767  
clubdevelopment@usms.org

## U.S. Masters Swimming

800-550-SWIM (7946)  
usms@usms.org

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### USMS Member Services

membership@usms.org

### Officials

officials@usms.org

### Adult Learn-to-Swim

alts@usms.org

### USMS Marketing

marketing@usms.org

### Open Water

openwater@usms.org

### Swimming Saves Lives Foundation

swimmingsaveslives@usms.org

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## USMS VALUES

- We value health and fitness, constantly challenging ourselves with competition and goal setting.
- We value fun with our fellow swimmers and embracing swimming as a joyful and satisfying avocation.
- We value learning through coaching, programs, and communication.

## USMS COMMITMENT

- To provide service to our nearly 70,000 members and 1,500 Masters Swimming programs.
- To provide support and education to the Masters coaching community.
- To provide support to our 700 sanctioned pool and open water events, clinics, and camps.





*Together, we service our missions in an effort to make aquatics available as a meaningful, valuable, and fun experience for our partners, members, stakeholders, and communities. Swimming is a lifesaving skill that lasts a lifetime. As partners, we can combine our efforts to inspire adults to swim for safer, happier, and healthier lifestyles.*

***Thank you for your commitment to aquatics,***

**Your Friends at U.S. Masters Swimming**

## LET'S GET SOCIAL:



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