



CLUB DUES INVESTMENT PLAN

Background: Stakeholder Feedback

From Fall '22 and '23 survey results, coaches requested:

- More visits from USA Swimming to LSCs
- Alignment with LSCs on serving clubs
- More club visits to variety of club sizes
- More listening to coaches at local level
- More recognition of clubs (esp. those producing at an age group level)
- Regular meetings in LSC with coaches and LSC Boards
- In-person coach education
- Include coaches in decision making process, both in-person and broad grassroots participation
- Help when clubs are facing significant challenges around facilities, board changes, etc.



Background: Historic Pricing

- \$70 (1990 → 2024) Club Dues
- Goal of providing increased services
- Adjust club dues to match inflation and fund new/added programs
- New Fee would be \$275 inclusive of \$50 fee to LSC
 - New Clubs would be \$750 for the first three years



Overview of New/Increased Services

- 1) Strategic increase of LSC/Club visits
- 2) Age Group Excellence Program
- 3) Increased USA Swimming App functionality for coaches
- 4) Increased financial support for home coaches at USA Swimming camps
- 5) New Club Success
- 6) Teams-in-crisis services



1.) Strategic Increase in Club/LSC Visits

Investment	Program Specifics	Outcome
\$150,000/year	<ul style="list-style-type: none">➤ In-person biannual visits to each LSC.➤ Club visits, LSC coaches meeting, in-person coach education offering, LSC strategic planning.	<ul style="list-style-type: none">➤ Better understanding of needs from clubs and LSCs to develop targeted resources.➤ Creates familiarity with USA Swimming staff, resources, and alignment.
Collaborating Committee(s): Coach Advisory Council, LSC Development, and Zone Directors' Council		





2.) Age Group Excellence Program

Investment	Program Specifics	Outcome
\$150,000/year	<ul style="list-style-type: none">➤ Club Excellence Program model.➤ Award clubs with high retention, improvement rates, VCC rankings, etc.➤ Eligible once a quad for \$2,500 grant; 50 clubs awarded per year.	<ul style="list-style-type: none">➤ Reward programs that are focused on retention and growth.➤ Collect case studies as part of grant requirement to share as a resource to other clubs.

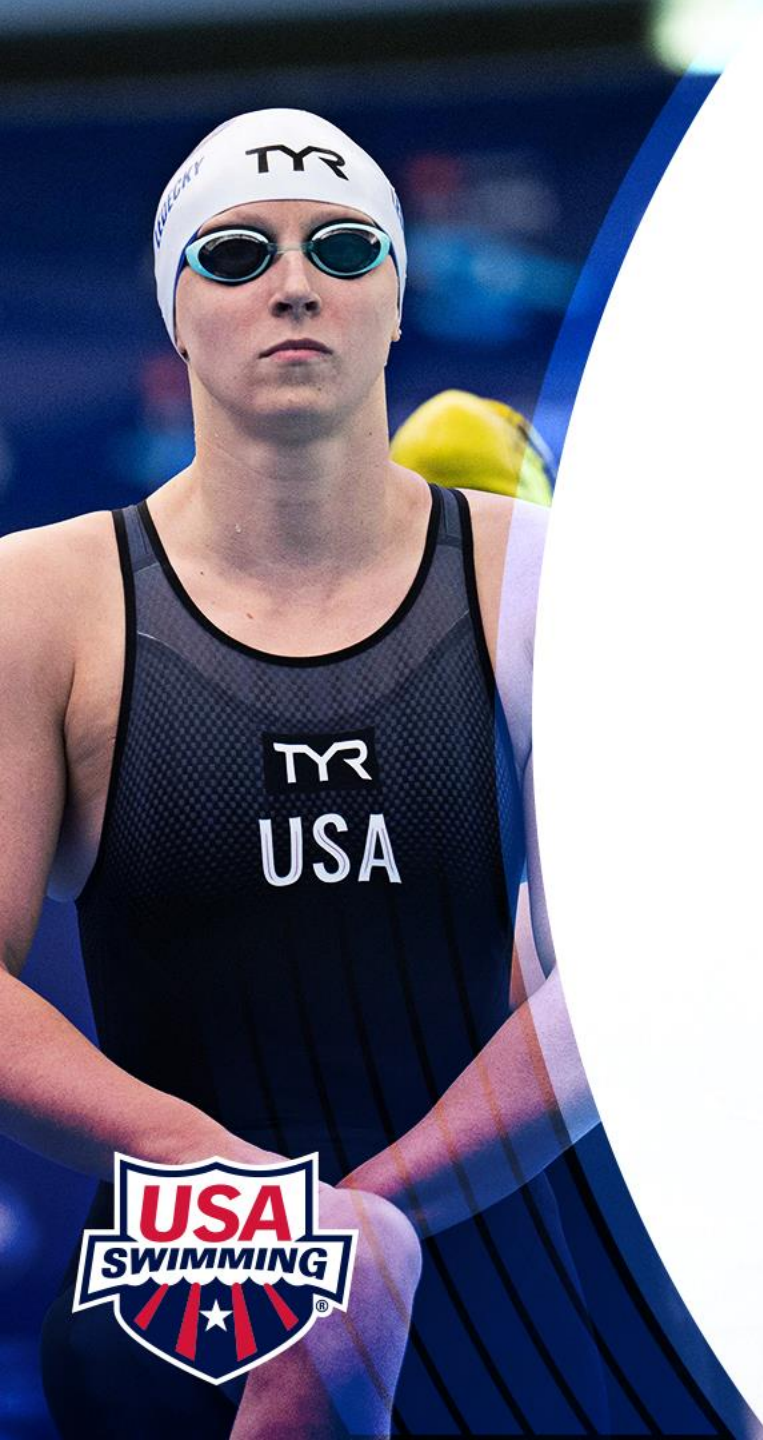
Collaborating Committee(s): Age Group Development

3.) Increased USA Swimming App functionality for coaches

Investment	Program	Outcome
\$120,000/year	<ul style="list-style-type: none">➤ Provide mobile app functions around athlete times, time standards, times reports and progressions, and membership reports.	<ul style="list-style-type: none">➤ Provide all desktop functions in mobile form for coaches to more easily access and implement data-based protocols.

Collaborating Committee(s): Club Development





4.) Increased financial support for home coaches at USA Swimming camps

Investment	Program Specifics	Outcome
\$45,000/year	<ul style="list-style-type: none">➤ Increase coach travel stipend for National Camps. (Has not increased in over five years)➤ Establish stable, recurring coach travel stipend at sub-National Camps.	<ul style="list-style-type: none">➤ Reduce financial barrier for coaches to attend in-person programming.➤ Expand pool of coaches involved in in-person networking and education opportunities.
Collaborating Committee(s): Senior Development Committee and CAC		



5.) New Club Success

Investment	Program Specifics	Outcome
\$30,000/year	<ul style="list-style-type: none">➤ Add mentor coaching program to New Club Success programming.➤ Mentor coaches – 5 visits per year by successful coaches to high potential new clubs.	<ul style="list-style-type: none">➤ Provide more support in first three years of club operation to support new clubs.➤ Reduce club attrition to prevent athletes/families leaving swimming due to club closure.

Collaborating Committee(s): Club Development

6.) Teams-in-crisis services

Investment	Program Specifics	Outcome
\$30,000/year	<ul style="list-style-type: none"><li data-bbox="1184 396 1732 656">➤ Provide support to large clubs who are experiencing major difficulties.<li data-bbox="1184 749 1732 1220">➤ Mentor coaches – 5 visits per year by a veteran successful coach to historically high-performing clubs in difficult transition periods.	<ul style="list-style-type: none"><li data-bbox="1796 396 2407 728">➤ Ensure that our high-performing clubs have support in challenging times to promote athlete retention.



Summary

Program	Investment per year	Outcome	Timeline
Increase of LSC Club/visits	\$150,000	➤ Better understand LSC/club needs and align with organizational priorities.	<ul style="list-style-type: none"> ➤ Dues increase would begin Sept 1, 2025. ➤ All programs will be piloted through Aug 2025. ➤ Full implementation begins 2026 membership year.
Age Group Excellence Program	\$150,000	➤ Reward programs that are succeeding in retention and growth and share best practices.	
USA Swimming App functionality	\$120,000	➤ Provide useful reports and data in mobile format for coaches to easily access.	
Support for home coaches at camps	\$45,000	➤ Reduce financial barriers for opportunities for in-person coach education and networking.	
New Club Success addition	\$30,000	➤ Add in-person mentorship to select clubs in the New Club Success program to improve chances of long-term viability.	
Teams-in-crisis services	\$30,000	➤ Provide support for large clubs who are experiencing challenges to improve athlete retention.	

