



## COACHING CONNECTION



### Thank You!

USA Swimming knows coaches and LSCs are hard at work this championship season, with little rest and time for their own families.

[Thank you for all you do for your athletes, clubs, and communities.](#) Coaches like you are the foundation of our sport, and the USA Swimming staff is here to help support you. If you need coach, athlete, or club guidance, please reach out to your [Team Services Advisor](#). If you have LSC related questions, please reach out to the [LSC Performance Services](#) team.

Thank you again and good luck closing out your championship meets!

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### 2024 Membership Demographics Report

Looking for greater insight on the sport we all love? Dive into the 2024 Membership Demographics Report, where you can learn more about athlete membership by zone, types of membership by LSC, athlete ethnicity, USA Swimming membership pricing, and more.

The 45-page report is available [here](#).

Special shout outs to:

- **West Virginia LSC** for increasing their premium and outreach athlete membership by almost 11% as well as non-athlete membership by over 24%.
- **South Texas LSC** for more than doubling their outreach athlete membership numbers.
- **Mississippi LSC** for increasing year-round club memberships by over 18%.
- **Inland Empire LSC** for increasing coach members by over 16%.
- There were over 82,000 new registered 12&U members in 2024. Broken down, that's more than 45,100 females and 37,400 males.

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## ICYMI: Championship Meet Social Graphics

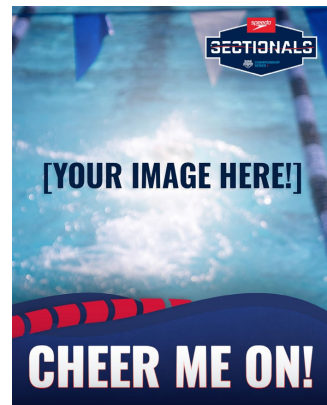
Whether your athlete is a first time Speedo Sectionals participant or heading to an age group championship meet, you can use the free social templates from the [Marketing Toolkit](#)! Follow the video directions [here](#) to learn how to edit graphics, lawn signs, posters, and more.

Speedo Sectionals specific social graphics include:

- "[Speedo Sectionals x Goggles On](#)" Instagram graphic
- "[Cheering for You](#)" Instagram graphic
- "[Cheer Me On](#)" Instagram graphic
- "[First Sectionals Meet](#)" Instagram graphic
- "[Headed to Finals](#)" Instagram graphic
- "[Headed to Finals](#)" Instagram story graphic

Time standard social graphics are available in two versions:

1. First time earning a cut ( [A](#) | [AA](#) | [AAA](#) | [AAAA](#) | [B](#) | [BB](#) )
2. General cut ( [A](#) | [AA](#) | [AAA](#) | [AAAA](#) | [B](#) | [BB](#) )





## ASCA World Clinic

The 2025 ASCA World Clinic is having a March Madness flash sale. Take advantage of the lower price and hear from some amazing USA Swimming coaches.

Some sample tracks include age group, senior, head coach, business, and learn-to-swim.

Learn more [here](#).

Register [here](#).

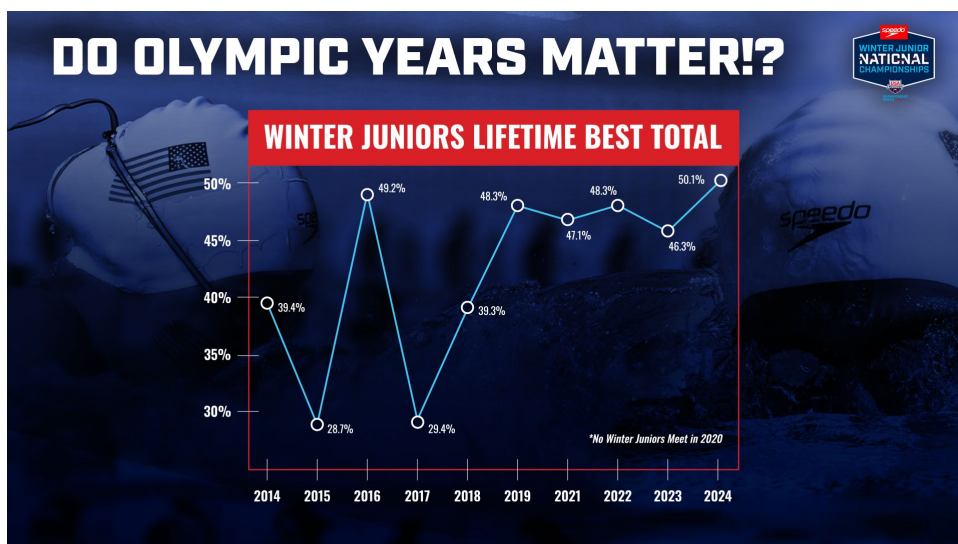


## 2025 World Aquatics Junior Swimming Championships Selection

USA Swimming will select coaches for the 2025 World Aquatics Junior Swimming Championships on or before June 21, 2025. Coach applications are due before June 15, 2025.

- [Coach Selection Framework](#)
- [Athlete Selection Procedures](#)
- [Coach Application](#)

[Learn More](#)



## Do Olympic Years Matter?

USA Swimming Data Scientist Ty Gibbs dove into club performances at the 2024 Speedo Winter Junior Championships. View his analysis as he looks at overall lifetime best times, specific club spotlights, athlete improvement rates, and more!

[READ ARTICLE HERE](#)



## Three New Coaching Network Webinar Recordings Available on USA Swimming University

Missed a USA Swimming Coaching Network Webinar? Three new recordings were added to USA Swimming University. Reminder: these courses are free for coach members.

New courses include:

- [10 & U: Educating and Engaging Swim Parents](#)
- [11-14: Cultivating Independence for Long-Term Athletic Success](#)
- [Senior: Dryland Training for Senior Level Athletes](#)

## Don't Lose Progress in Your Online Courses

The U.S. Center for SafeSport ("The Center") will update SafeSport courses on March 26, 2025. **Complete these courses by Tuesday, March 25** to avoid losing your progress and having to restart



from the beginning.

#### What courses are being updated?

- SafeSport Trained Core
- Refresher 1, 2, and 3
- Parent's Guide to Misconduct in Sport
- SafeSport for Youth Athletes (Ages 13-17)
- SafeSport for Kids

#### What's included in the updates?

- **Improved learning experience for Core and Refresher courses** - Content was edited to make it shorter, easier to read, language and images are more trauma-sensitive, and more accessible for those using assistive technology.
- **Up-to-date** - All courses are reflective of the 2024 SafeSport Code and 2025 MAAPP.
- **Bugs were fixed** - Technical issues were fixed, such as learners having to restart courses and losing their progress.
- **Additional languages** - The SafeSport for Youth Athletes and SafeSport for Kids are now available in English, Spanish, and French.

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## ICYMI: February Content

Here is a list of February website content:

- [USA Swimming Board Update on CEO Search Process](#)
- [USA Swimming Announces Updated Coach Selection Framework](#)
- [USA Swimming Coach Development Academy Registration Now Open](#)
- [USA Swimming Foundation Gives Back to Community Ahead of Super Bowl LIX](#)
- [3 Things to Know About High Sodium Supplements](#)
- [A Feat More Impressive a Decade Later](#) (Story of the historic NCAA Manuel, Neal, and Hinds finish)
- [Do Olympic Years Matter?](#) (A data analysis of 2024 Speedo Winter Junior Champs)
- [How to Make Sure Youth Sport is Delivering on Your Expectations](#)
- [A Perfect Match](#) (Spotlight on Official, Andrew Choy)
- [How to Use Lessons from Sport in the Real World](#)
- [Pacific Swimming DEI Athlete Rep Provides Free Resource for Inclusion in Swimming](#)
- [Three Additional Coaching Network Webinars are Live on USA Swimming University](#)
- [Deep Dive: A Look Back on the Desegregation of Pools in America](#)
- [Kick Set Podcast | Episode 75: Georgia Associate Head Coach Mike Norment on Coaching Tips, Philosophy, Sets, and Stories](#)
- [Do You Know How to Coach Leadership Ability?](#)

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## New Network Content

Check out the latest [USA Swimming Network](#) videos, including specialized content for swimmers from the newest content provider, Linnea Mack!



**Linnea Mack**

As the newest USA Swimming Network Provider, Mack is adding Yoga for Swimmers to the Network! Check out some of her latest videos, which break down fold pose and include a full restorative yoga sequence focused on the lower body.



**Oakley Briskman**

Watch along as Oakley Briskman, athlete representative for Pacific Swimming, shares her personal story and how that led to creating a free resource to help incorporate inclusivity for her team and LSC.



**Abbie Fish**

Check out the Swim Like A. Fish channel to unlock coaching tips and tricks from Abbie Fish. Their recent release highlights two tips on how to work with challenging athletes and how to help find success in your program.

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## Virtual Opportunities

- Safe Sport
  - For Parents: March 12 | 8 p.m. ET | [Register](#)
  - For Athletes: March 13 | 8 p.m. ET | [Register](#)
- [Connection Based Coaching](#)
  - Free on USA Swimming University for member coaches, this course focuses on storytelling from Team USA athletes.
- New [USOPC Youth Hub](#) website
  - Free informational hub focusing on the American Development Model with additional resources for coaches, parents/caregivers, and administrators.

Visit the University channel on the [USA Swimming Network](#) or [USA Swimming University](#) to find recorded webinars and additional digital resources.

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## Upcoming Events

- [Speedo Sectionals](#)
  - Various locations and dates
  - LCM & SCY
  - [Social graphics](#) (under Meets/Events)

View all events [here](#).

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## Reminder About Improved Changes

USA Swimming restructured the Team Services staff at the beginning of the year. Read below to see who to reach out to for questions or learn about upcoming opportunities.

### What changes were made?

USA Swimming made key changes that will allow Team Services to better serve our coaches, clubs, and athletes. In the past, Team Services was responsible for assisting our members on a wide range of topics, from LSC resources to coach and club assistance. Starting January 15, the Team Services Advisors began to

focus services solely on our coaches and clubs. The newly formed [LSC Performance Services Team](#) will field any LSC-related items.

### Who do I reach out to for questions?

- Coach, club, and athlete related questions:
  - Find your Team Services Advisor on the [USA Swimming Team Services Advisor page](#), located on the website under Coaches and Team Leaders > Resources > Team Services.
- LSC related questions:
  - Find your LSC Performance Services team on the [USA Swimming LSC Performance Services page](#), located on the website under About > LSC Resources > LSC Performance Services.

### Will there be more updates?

Yes! As Advisors are onboarded, the [USA Swimming Team Services Advisor page](#) will be updated.

Connect with your Advisor to learn more about resources, grants, education, programs, and other opportunities provided for members.

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## From Our Partners



### OneAmerica Financial

Practice. Preparation. Pace. Reaching any goal is possible with vision and support. For more than 145 years, the companies of OneAmerica Financial have been supporting individuals, families, and businesses as they pursue their lifestyle goals and dreams Click [here](#) to learn more.



### USA Swimming Fan Shop

The Official USA Swimming Shop has everything you need to show your USA Swimming pride in style. Browse an unbeatable selection of officially licensed USA Swimming apparel and merchandise, such as hats, shirts, accessories, and more to add to your wardrobe. Click [here](#) to access.

