



INTELLISPORT SURVEY

USA Swimming Coaches, Leaders, and Volunteers,

I hope all is well during this busy time, as the new swimming season begins. We hope it is a successful start for you and your clubs.

Below is an overview of a report led by IntelliSport Analytics that examined the value that USA Swimming and LSCs deliver to coaches, LSC representatives, and officials. Following the overview is a link to the full report, which provides greater detail on how USA Swimming and LSCs deliver value and the opportunities for both to serve their constituents better.

You've asked for greater transparency in how USA Swimming and LSCs provide direct benefits and services. This report was a crucial step in helping us understand the perceptions of our stakeholders and how to better serve their needs at each level of the USA Swimming experience.

Five topics emerged as the most important issues currently facing clubs:

- **Membership Issues:** Nearly half of all responses mention membership growth and retention challenges, indicating that this is the most pressing concern for clubs.
- **Facilities Constraints:** More than a third of responses cite pool access and facilities issues, indicating significant infrastructure constraints.
- **Coaching Challenges:** 33% of responses mention coaching and staffing challenges, including recruitment, retention, and development of quality coaches.
- **Financial Pressures:** Financial sustainability appeared in nearly 25% of responses, reflecting widespread economic pressures on clubs and families.

- **Interconnected Challenges:** A high percentage of multi-theme responses (55%) suggests that clubs face complex, interrelated challenges rather than isolated issues.

USA Swimming has already begun to implement changes in support of clubs and LSCs in response to the report. We have returned to a service model with dedicated Team Services Advisors and a separate group of LSC Services Advisors. Previously, Team Services Advisors were responsible for both supporting clubs and assisting LSCs. Given the significant difference in need, we now have seven Team Services and three LSC Services providers, with an additional two team members supporting registration and other member service needs. We will also partner with the Zone Directors Council and the LSC Development Committee to begin to implement a plan with the LSCs on how to best utilize the information from the report's findings.

Key findings from the IntelliSport Analytics Report: Value of USA Swimming & LSCs

- **Members value many LSCs for their leadership and support of competitions and meet organization, especially in operating championship competitions.**
 - However, friction exists between coaches and LSC representatives regarding the organization, scheduling, and format of local swim meets. Coaches and LSC representatives disagree on LSCs' ability to develop the annual meet schedule.
- **Coaches primarily value LSCs for support and resources, including general assistance, tools, information, problem-solving help, guidance, and answers to questions. Teams,**

however, prioritize competition and meet organization, encompassing all aspects of planning, sanctioning, and executing swim meets and competitions.

- LSCs are generally rated lower in terms of their competence in supporting athletes and coach development compared to USA Swimming. Coaches rated support for athlete development significantly lower than LSC representatives and officials.

USA Swimming

- **Members highly value USA Swimming for coach education and development, as well as the support and resources it provides to its membership. However, USA Swimming can do more to support LSCs in delivering on this membership demand.**
- USA Swimming needs to improve its delivery of value to clubs.
- The optimal swimming ecosystem requires leveraging both LSCs' and USA Swimming's strengths while addressing their respective weaknesses. This means combining LSCs' local operational experience and accessibility with USA Swimming's educational and strategic resources to create a more effective, integrated support system for coaches, clubs, and athletes.

- **Coaches primarily value USA Swimming for coach development, education, and training resources. This includes access to clinics, workshops, certification programs, mentoring, and educational materials that enhance coaching expertise.**

- Perceptions of USA Swimming's value to coaches also varied significantly across different types of clubs:
 - ▶ Board-run clubs focus on the foundations of training resources, safety, and education.
 - ▶ Institutionally owned clubs emphasize performance, focusing on competition, standards, and progression.
 - ▶ Coach/Private-owned clubs prioritize support through organizational assistance, insurance, and career development.

- **LSCs present a more complex picture, revealing both a concerning lack of awareness about USA Swimming's value and a simultaneous reliance on support and resources from the National Governing Body. Some participants either remain unaware of USA Swimming's benefits or perceive limited value from the organization's offerings.**

Our sport has a rich history, a tradition of excellence, and incredible people. To ensure our future is brighter than our past, we must approach improvement with integrity, genuine collaboration, a commitment to serving our clubs, and a curiosity about new ideas. Please reach out if you would like to discuss the survey or connect on ideas for our improvement.

Sincerely,

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August 2025



2025 USA SWIMMING SATISFACTION STUDY



STUDY OVERVIEW

In **January of 2025**, in partnership with IntelliSport Analytics, USA Swimming, launched the first of four annual studies to examine the experiences of key stakeholders within USA Swimming.

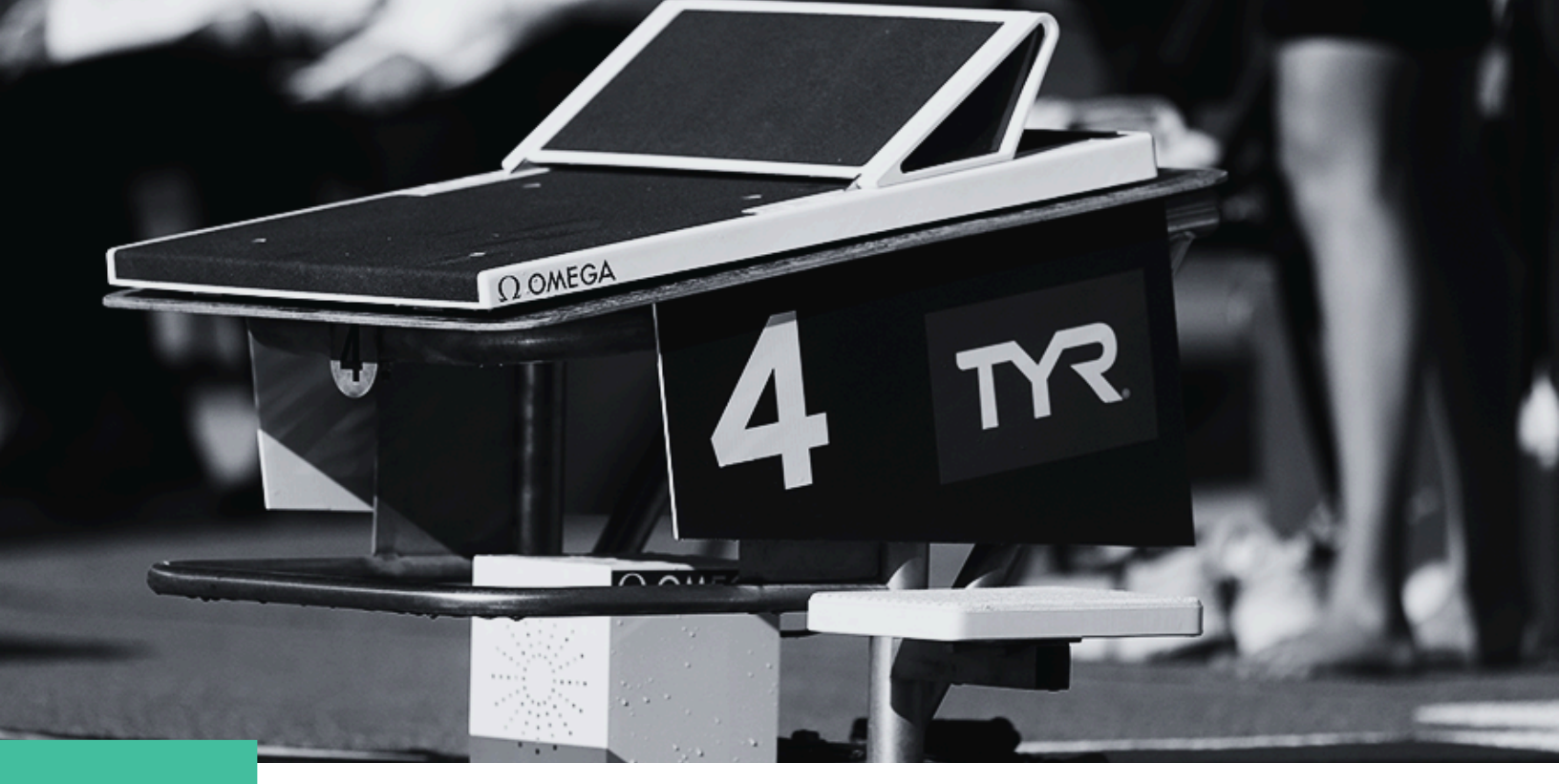
The purpose of this study was to understand how coaches, Local Swimming Committee (LSC) representatives and officials perceived the value of LSCs and USA Swimming. “Value” was defined as the usefulness and importance of the work the LSCs and USA Swimming delivers to its stakeholders. The data from this report will provide important transparency on the stakeholders’ perceptions of LSCs and USA Swimming, and offer important insights that can guide strategic decision-making.

The study examined LSCs and USA Swimming from the following stakeholder levels:

- Coaches
- Teams
- Athletes & Families
- Local Community of Teams (LSCs only)
- LSCs (USA Swimming only)

The research findings reveal a complex relationship between USA Swimming and LSCs, and the value they provide to membership. Despite the complexities, there are distinct areas of strength and opportunity for improvement at both levels. Generally, LSCs excel at competition management and local support, but can improve athlete and coach development. Meanwhile, USA Swimming demonstrates strength in educational resources, but faces challenges in connecting effectively with LSCs and addressing clubs' fundamental needs. These insights should guide strategic decision-making as both organizations work to better serve their membership and ensure the sustainable growth of swimming in the United States.

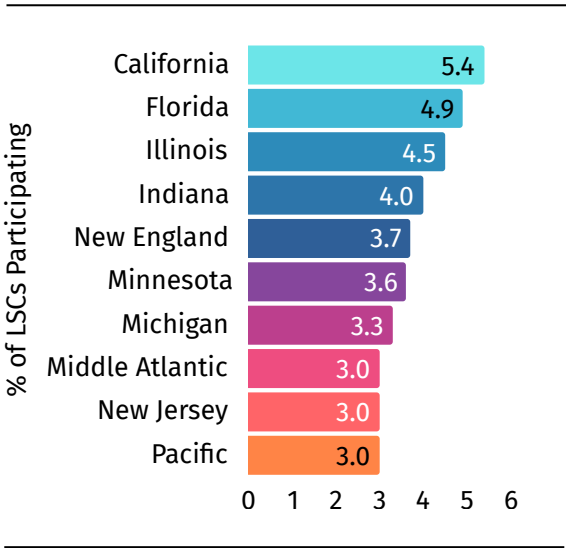
How we did this research 



LOCAL SWIMMING COMMITTEES (LSC)

LSCs are “separate and independent corporations to whom USA Swimming has delegated certain governing and supervisory responsibilities within the geographic boundaries designated by USA Swimming.” Each LSC has jurisdiction to implement and oversee USA Swimming’s rules and regulations. This includes the sanctioning, approving, observing, overseeing and conducting swimming competitions within the boundaries of their respective LSC. Each LSC is also responsible for providing its members (athletes, teams, coaches and volunteers) programming, service and support.

The study examined the “value” LSCs provide to stakeholders, defining “value” as the usefulness and importance of the work the LSC delivers to its stakeholders.



Top 10 LSCs by Survey Participation

» THE VALUE OF LSCs to STAKEHOLDERS

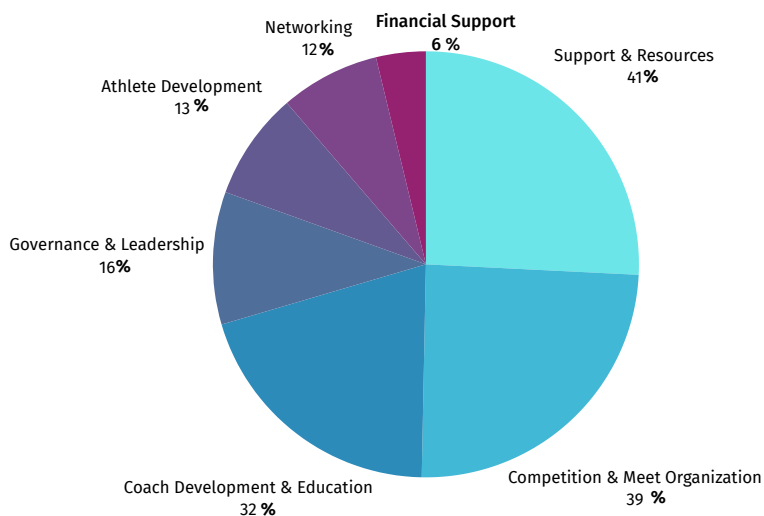
This study explored how three key stakeholder groups—coaches, LSC representatives, and officials—perceive the operational roles of Local Swimming Committees (LSCs) in competitive swimming. Through analyzing LSC functions across these perspectives, the research identified distinct value propositions for each group and uncovered varying stakeholder understandings of the unique benefits LSCs deliver to the swimming community.

The following graphs illustrate the most frequently cited values that LSCs deliver to each stakeholder level: coaches, teams, athletes and families, and the broader community of teams. While stakeholders share some common perceptions of LSC value, important distinctions emerge in how LSCs serve different groups.

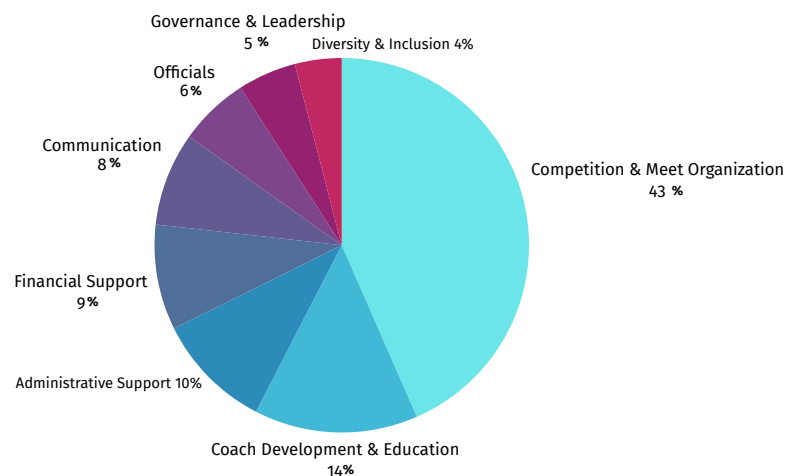
Coaches primarily value LSCs for Support and Resources—including general assistance, tools, information, problem-solving help, guidance, and answers to questions. **Teams**, however, prioritize Competition and Meet Organization, encompassing all aspects of planning, sanctioning, and executing swim meets and competitions. **Athletes and Families** rely heavily on Administrative Support, such as registration assistance, membership management, record keeping, and certifications. For the **Community of Teams**, of significant value is Community Building—creating a sense of belonging, fostering social connections, and building a supportive community among swimmers, families, and teams.

These distinctions underscore how LSCs address diverse stakeholder needs through targeted services, highlighting the multifaceted nature of their organizational role in competitive swimming.

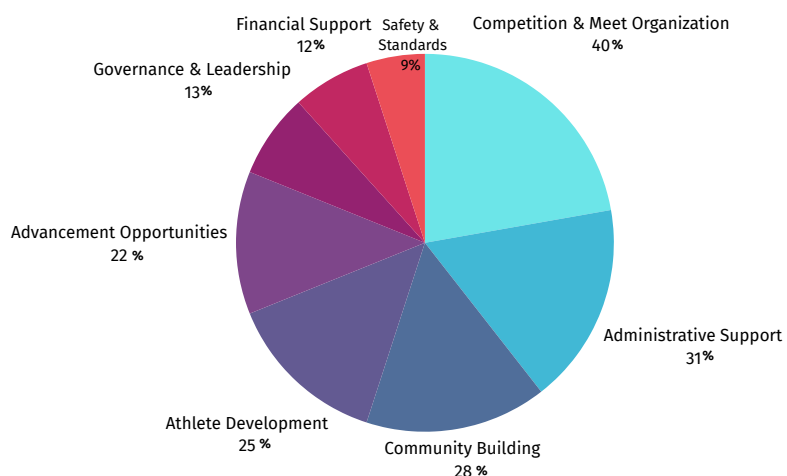
LSC Value to Coaches



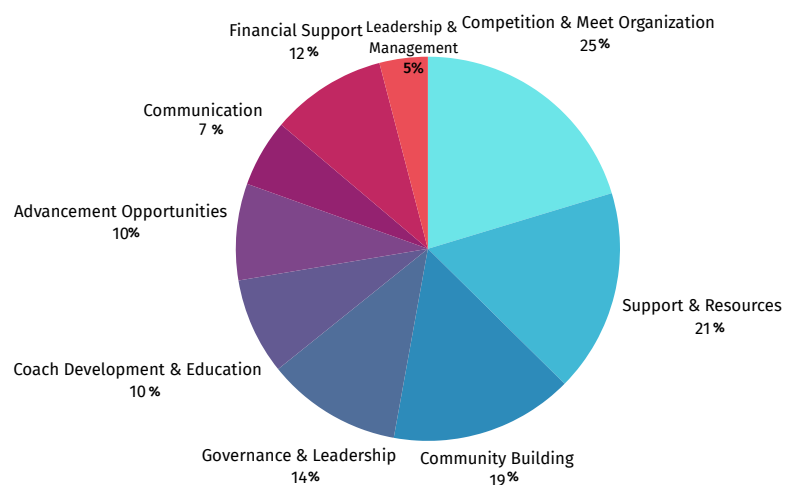
LSC Value to Teams



LSC Value to Athletes & Families



LSC Value to Local Community of Teams



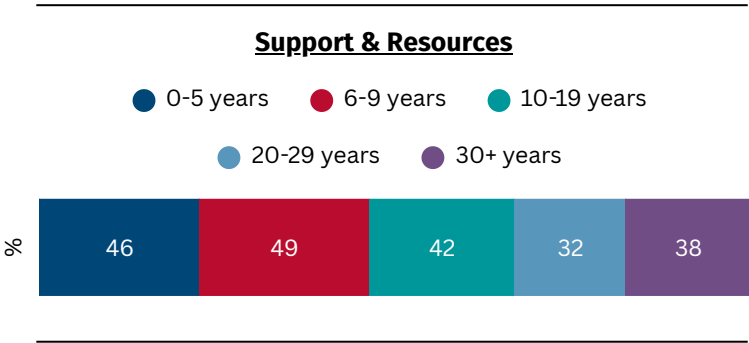
» How LSCs Deliver Value to Coaches

41% of coaches, officials and LSC representatives stated that LSCs deliver value to coaches primarily through Support and Resources.

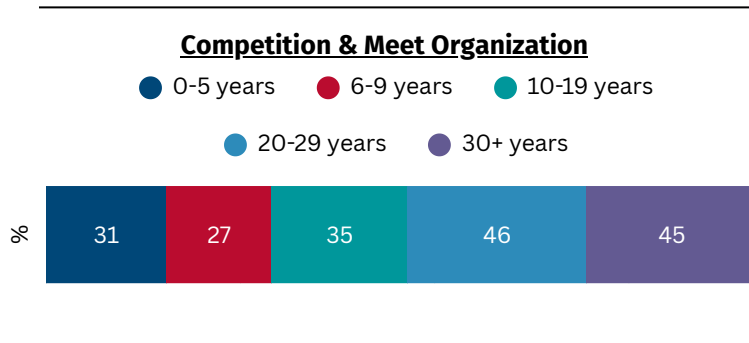
This includes problem-solving assistance, answering questions, providing guidance, and offering various support systems for coaching needs. However, when examining coaches data, the importance of this service declines as coaches gain experience. This suggests that less experienced coaches place higher value on the support systems that LSCs provide.

LSCs also deliver important value through Competition and Meet Organization (39% of participants). This includes all aspects of planning, sanctioning, and running swim meets and competitions. In fact, the longest-tenured coaches indicated that LSCs increasingly deliver more value for competition and meet organization the longer they coach (from 27% for coaches with 0-6 years of experience to 46% for those with 20-29 years). More experienced coaches increasingly rely on LSCs to provide competent and valuable competition frameworks.

Additionally, there was a consensus that LSCs are competent when sanctioning competitions and operating championship meets. Officials and LSC representatives did significantly rate this question higher than coaches signifying there is room for improvement amongst some groups or a disconnect between those operating the LSC, and the coaches working within it.

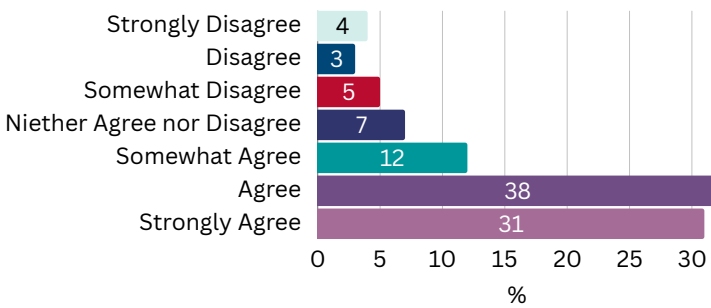


% of coaches by tenure who mentioned the theme.



% of coaches by tenure who mentioned the theme.

My LSC is competent when supporting the local organizing and operation of the championship meets.



% who say LSCs are competent in sanctioning & operating championships.

LSCs are generally rated lower for their competence in supporting athletes and coach development.

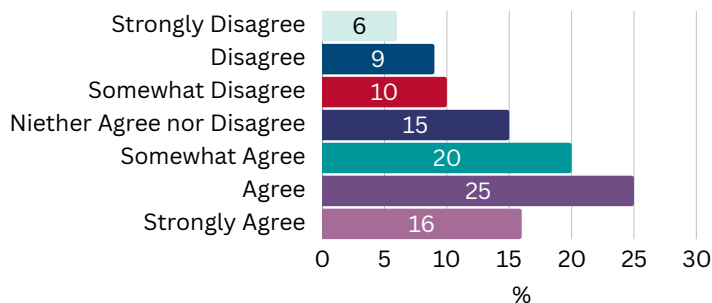
Coaches rated support for athlete development significantly lower than LSC representatives and officials with an average of 4.55 v. 5.46; 5.36 respectively – suggesting that coaches would like more support for their athletes. The rating of LSC support for athlete development was not significantly impacted by club size. This denotes larger clubs on average rate support for athlete development similarly to smaller clubs.

Coaches made up roughly 83% (full-time and part-time) of all survey respondents – no doubt the reason why support for coach development from LSCs was the lowest rated question with an overall average of 4.27 (coaches 4.13; LSC reps 5.02).

Furthermore, when examining how frequently coaches and LSC representatives mentioned that LSCs deliver value through coach development, LSC representatives valued coach development, education, and networking opportunities more than coaches themselves did.

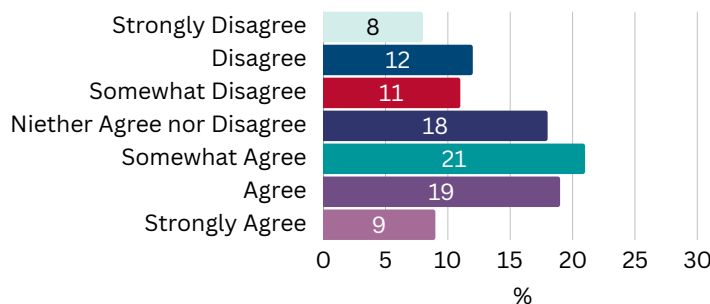
LSC representatives (42%) mentioned coach development and educational opportunities significantly more often than coaches (27%). This 15 percentage point difference represents the largest gap between the two groups. LSC representatives appear to significantly overvalue the importance of development programs compared to coaches.

My LSC is competent when supporting coach development (mentorship, clinics, funding, recognition).



% who say LSCs are competent in supporting athlete development.

My LSC is competent when supporting athlete development (camps, clinics, recognition, funding).



% who say LSCs are competent in supporting coach development.

Coach Development & Education



% of demographic participants who mentioned the theme.

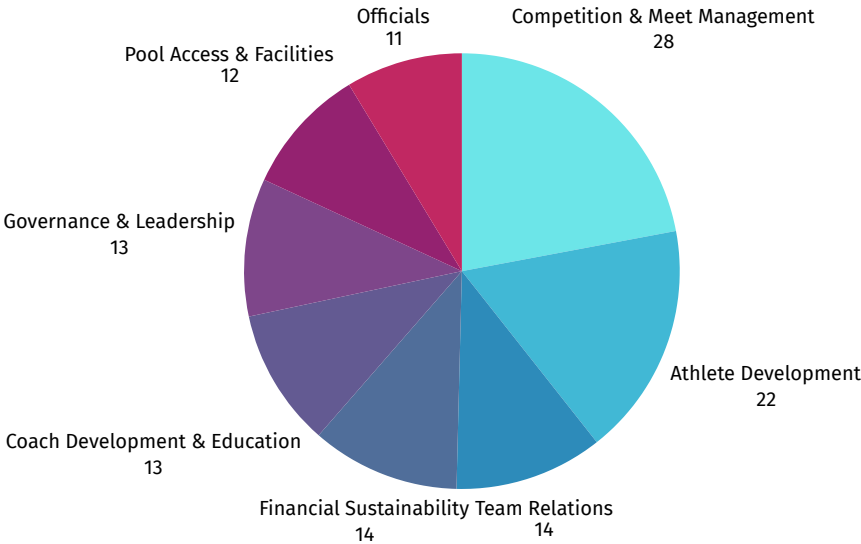
The Most Important Topics Facing LSCs

The most important issues facing LSCs across USA Swimming are local – there was not one issue that was predominantly found across all LSCs. This indicates that there is a high degree of variation in the operation of LSCs and the needs of those it serves.

Despite the lack of consensus on the topics facing LSCs, competition and meet management (mentioned by 28% of participants) was the most frequently cited concern, focusing on the organization, scheduling, and format of swim meets, including championship events. This is striking since LSCs were considered important for competition and meet organization. This suggests a gap between LSCs' recognized importance in competition management and their actual performance in this area.

LSCs are also facing the following challenges:

Percentage of Themes Mentioned: The Most Important Topics Facing LSCs



Competition & Meet Management	Concerns related to the issues of swim meets, competitions, and competitive structure.
Athlete Development	Need for LSC support on programs, pathways, and resources specifically aimed at swimmer progression and talent development. Providing opportunities for technical skill development, physical training, and overall athlete progression.
Team Relations	Need for LSC support on relationships between teams of different sizes, ensuring equal voice and support for all member clubs.
Financial Sustainability	Concerns related to the financial challenges facing stakeholders, including costs, fees, budgeting, and economic pressures on clubs and families.
Governance & Leadership	Need for LSC to establish and enforce policies, rules, and standards that govern the sport at the local level.
Pool Access & Facilities	Need for support related to pool availability, facilities quality, pool time, and physical infrastructure impact clubs.
Officials	Recruiting, training, and coordinating officials for competitions; maintaining officiating standards across USA-S & LSCs.



USA SWIMMING (USA-S)

USA Swimming is charged with promoting swimming by creating safe and healthy opportunities for athletes and coaches of all backgrounds to participate and advance in the sport through clubs, events and education.

» THE VALUE of USA SWIMMING to STAKEHOLDERS

This research investigated stakeholder perceptions of USA Swimming's operational contributions to competitive swimming by examining viewpoints from coaches, LSC representatives, and officials. This section analyzes how USA Swimming's various functions create different forms of value for each stakeholder group, revealing diverse interpretations of the organization's benefits within the broader swimming ecosystem.

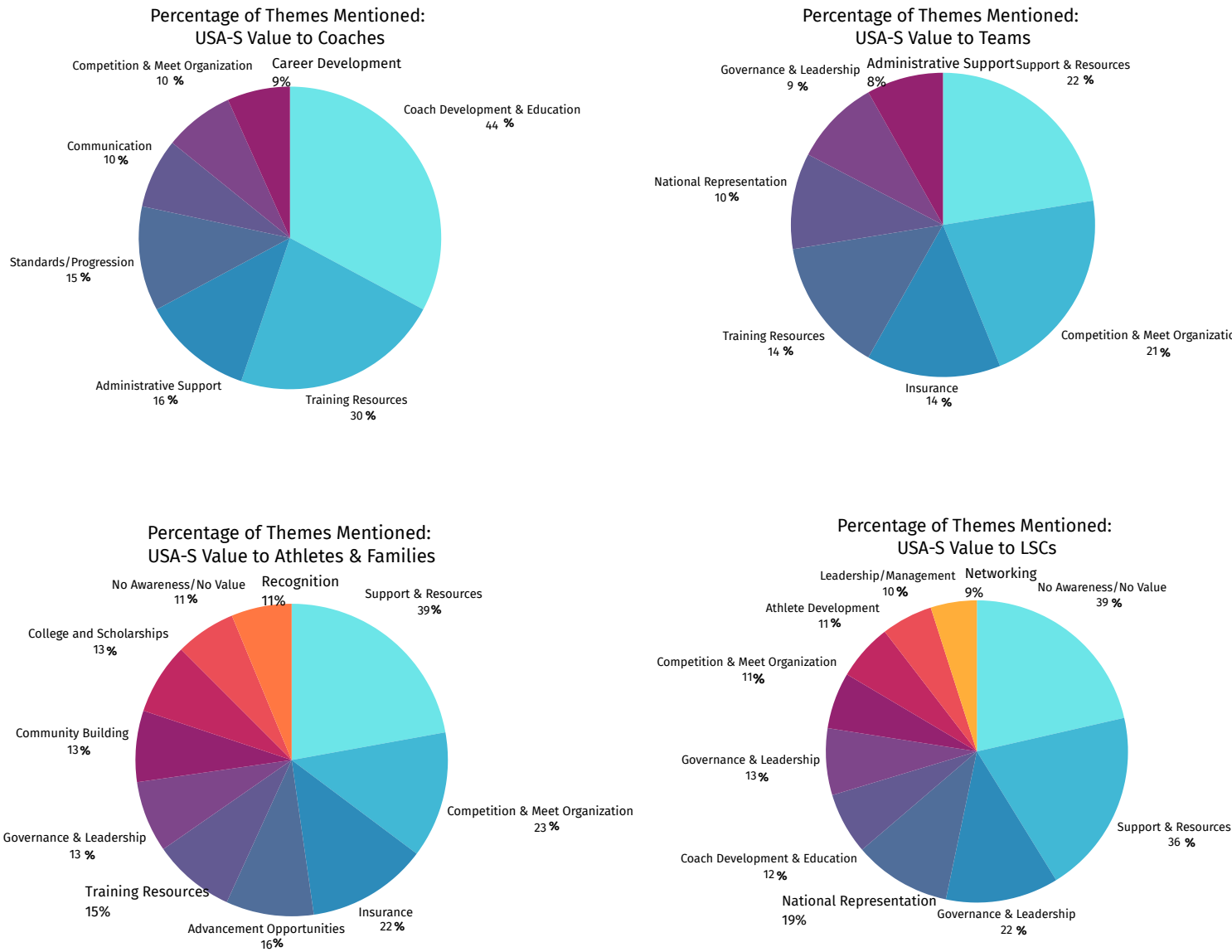
The following graphs illustrate the most frequently cited values that USA Swimming delivers to each stakeholder level: coaches, teams, athletes and families, and LSCs. While stakeholders share some common perceptions of USA Swimming's value, important distinctions emerge in how USA Swimming serves different groups.

The Value of USA Swimming to Stakeholders

Coaches primarily value USA Swimming for Coach Development, Education and Training Resources. This includes access to clinics, workshops, certification programs, mentoring, and educational materials that enhance coaching expertise. These resources, delivered by, or with USA Swimming, provide practical learning opportunities including clinics and workshops and through tools such as drill progressions, technique guides, training programs, and workout templates.

Teams, and **Athletes and Families** prioritize comprehensive Support and Resources. They seek general assistance, guidance, and problem-solving help that enables effective participation in competitive swimming. This encompasses informational resources, operational support, and various assistance systems tailored to their specific needs.

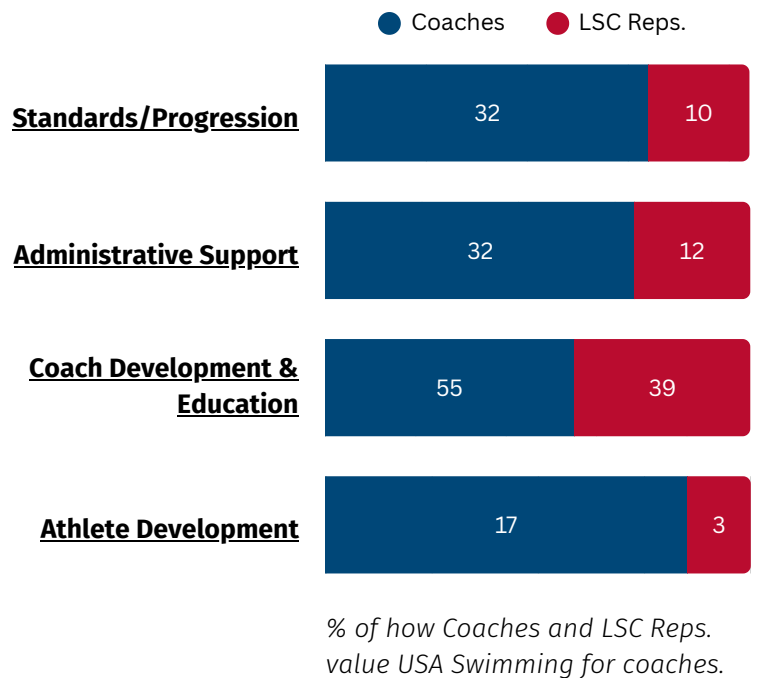
LSCs present a more complex picture, revealing both a concerning Lack of Awareness about USA Swimming's value and a simultaneous reliance on Support and Resources. Some participants either remain unaware of USA Swimming's benefits or perceive limited value from the organization's offerings.



» How USA Swimming Delivers Value to Coaches

Coaches place a greater emphasis on the impact of USA Swimming on coaches than LSC Representatives.

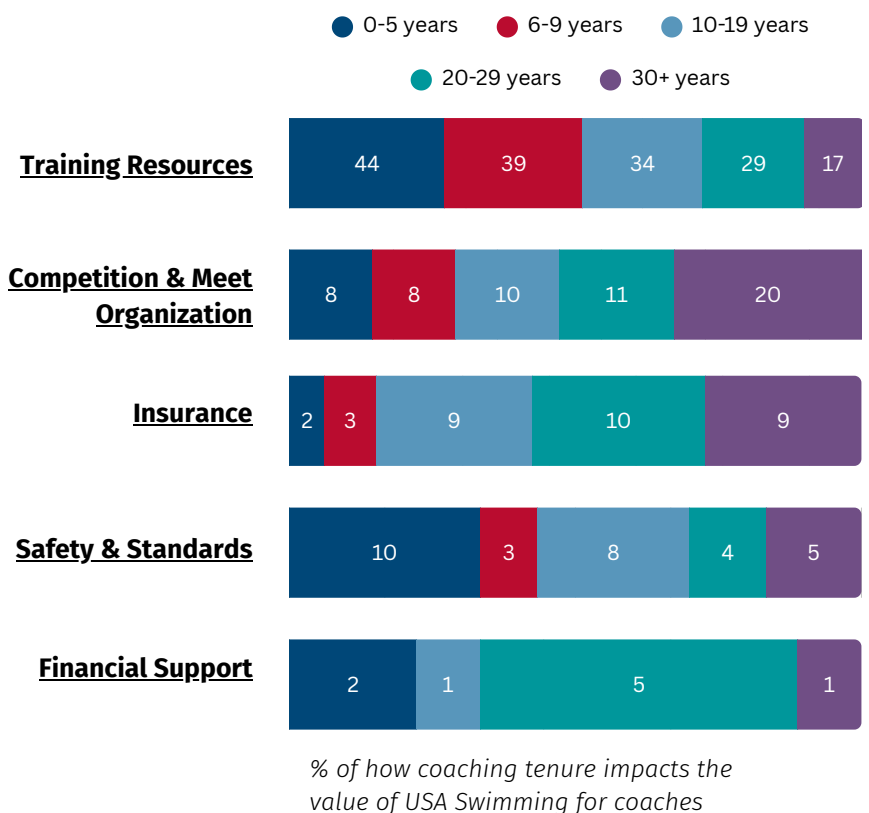
Analysis of the emergent themes revealed that several themes were significantly different between coaches and LSC members. The significant differences reflect the contrast between coaches' professional experience and LSC members' perspective on coaching needs. Both groups recognize the importance of insurance, safety, competition structure, and governance—suggesting these are well-communicated aspects of USA Swimming's value. The following were the largest differences between the two stakeholder groups.



The perceived impact of USA Swimming on coaches is different across coaching tenure.

When examining the value of USA Swimming for coaches, the analysis of coaches compared five tenure ranges: 0-5 years, 6-9 years, 10-19 years, 20-29 years, and 30+ years. Several themes showed statistically significant differences across tenure groups:

- Training Resources: Strong inverse relationship with tenure (44% for 0-5 years vs. 17% for 30+ years)
- Competition: Increases dramatically with tenure (9% for 0-5 years vs. 20% for 30+ years)
- Insurance: Limited emphasis among newer coaches (2% for 0-5 years vs. 10% for 20-29 years)
- Safety: Highest emphasis among newest coaches (10% for 0-5 years)
- Financial: Highest emphasis among 20-29 year tenure coaches (5%)



How USA Swimming Delivers Value to Coaches

Coaches from different LSCs do not value USA Swimming's impact on coaches in universal terms.

Eight themes showed statistically significant differences across LSCs. Most significant regional variations were observed in:

- Coach Development & Education: Highest in CA (60%) and FL (55%), lowest in IL (26%) and IN (27%)
- Administrative Support: Strongest in CA (33%) and PC (33%), absent in MA (0.0%) and NJ (0.0%)
- Career Development: Highest in NJ (29%), nearly absent in CA (3%)
- Standards/Progression: Most emphasized in PC (33%), least in CA (10%) and NE (10%)
- Governance & Leadership: Highest in IN (23%), absent in MA (0.0%) and MN (0.0%)

Themes - LSCs	AVG	CA	IL	MA	IN	FL	PC	NE	MN	OH	NJ
Coach Development & Education	42%	60%	26%	50%	27%	55%	48%	38%	30%	47%	41%
Administrative Support	15%	33%	11%	0%	19%	17%	33%	14%	9%	18%	0%
Governance & Leadership	11%	10%	19%	0%	23%	7%	10%	14%	0%	6%	18%
Standards & Progression	18%	10%	22%	25%	23%	10%	33%	10%	17%	18%	12%
Career Development	11%	3%	7%	0%	8%	13%	19%	10%	4%	12%	29%
Safety & Standards	6%	7%	0%	13%	8%	10%	10%	5%	13%	0%	0%
Athlete Development	8%	3%	4%	13%	4%	7%	19%	5%	4%	12%	12%
Financial Support	2%	0%	0%	6%	0%	3%	0%	10%	0%	0%	0%

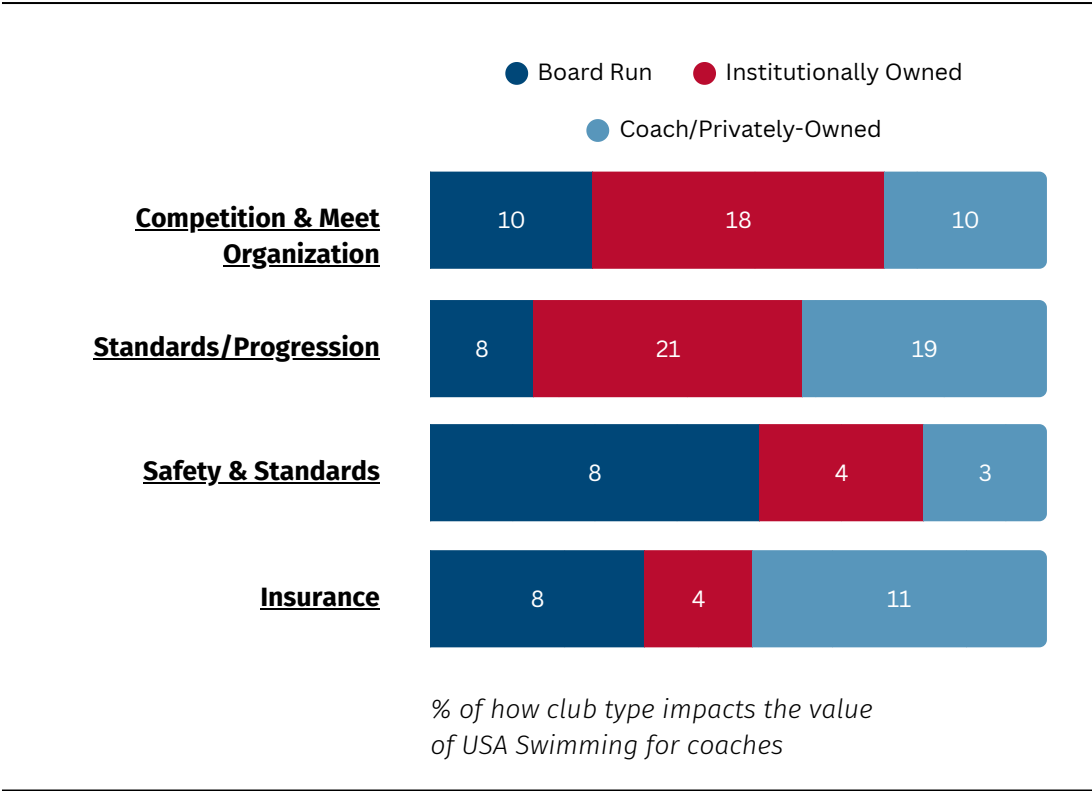
LSC Zones: (CA)- Southern California; (IL)- Illinois; (MA)- Middle Atlantic; (IN)- Indiana; (FL)- Florida; (PC)- Pacific; (NE)- New England; (MN)- Minnesota; (OH)- Ohio; (NJ)- New Jersey.

How USA Swimming Delivers Value to Coaches

Perceptions of USA Swimming's value to coaches varied significantly across different types of clubs.

Four themes showed statistically significant differences between club types related to the value of USA Swimming to coaches. The patterns suggest that organizational structure substantially influences priorities and needs:

- Board Run clubs focus on foundations: training resources, safety, and education
- Institutionally Owned clubs emphasize performance: competition, standards, and progression
- Coach/Private-ly-Owned clubs prioritize support: organizational assistance, insurance, and career development

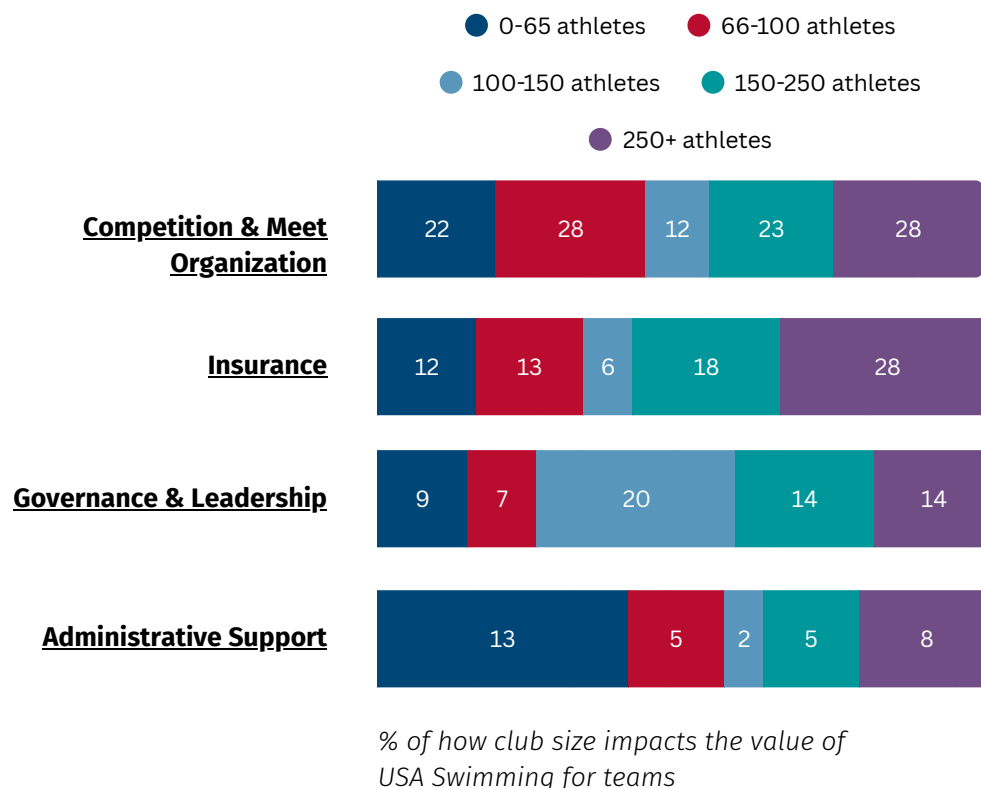


How USA Swimming Delivers Value to Teams

Coaches from clubs of different sizes report that USA Swimming provides varying levels of value to their teams.

The size of clubs impacted how coaches' perceived the value and impact of USA Swimming on teams. The analysis found coaches' rated the value differently for **Insurance, Competition & Meet Organization, Governance & Leadership**, and **Administrative Support**.

- Competition & Meet Organization: Both small teams (22%) and large teams (28%) value competition opportunities significantly more than medium teams (12%)
- Insurance: Large teams (28%) value insurance significantly more than both small teams (12%) and medium teams (13%).
- Governance & Leadership: Both medium teams (20%) and large teams (14%) value organizational structure and governance significantly more than small teams (9%). This suggests that as teams grow, structural and governance considerations become more important.
- Administrative Support: Small teams (13%) value membership services significantly more than medium teams (2-5%). This indicates that smaller programs may place greater importance on basic membership benefits and services.



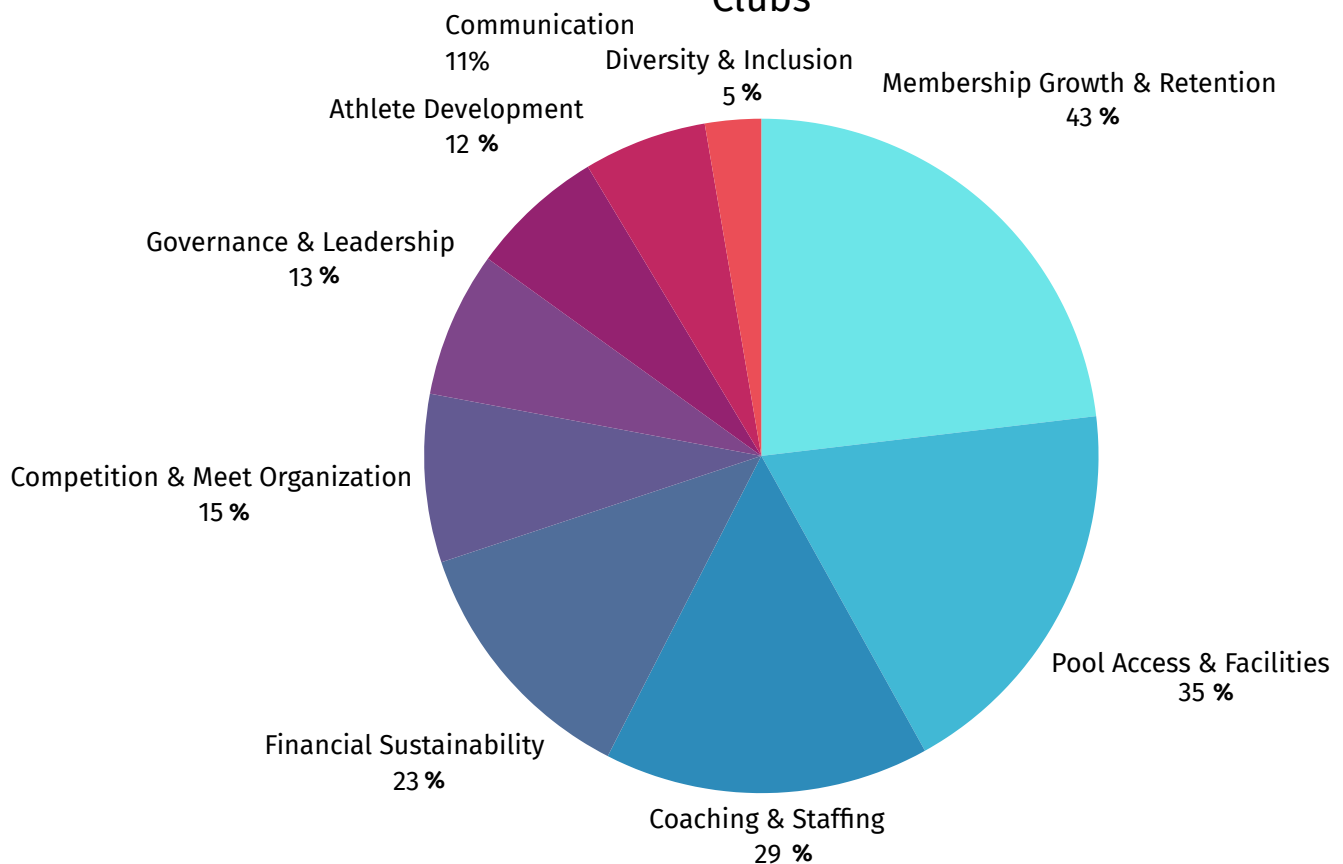
The Most Important Topics Facing Clubs

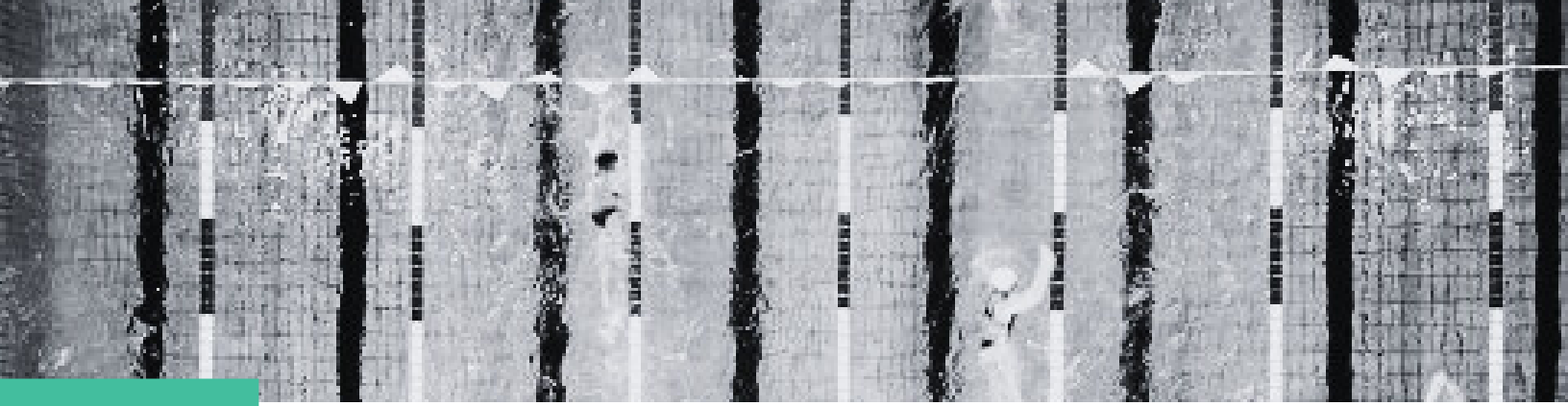
Participants were asked to explain the most important topic facing their club. This analysis reveals that USA Swimming clubs face a variety of challenges centered primarily around membership growth, facility access, coaching quality, and financial sustainability. These core issues appear to be interconnected, with facilities constraints and financial pressures likely impacting clubs' ability to retain members and quality coaches.

KEY FINDINGS:

- **Membership Issues Dominate:** Nearly half (43%) of all responses mention membership growth and retention challenges, highlighting this as the most pressing concern for clubs.
- **Facilities Constraints:** More than one-third (35%) of responses cite pool access and facilities issues, indicating significant infrastructure constraints.
- **Coaching Challenges:** 29% of responses mention coaching and staffing challenges, including recruitment, retention, and development of quality coaches.
- **Financial Pressures:** Financial sustainability appears in 23% of responses, reflecting widespread economic pressures on clubs and families.
- **Interconnected Challenges:** The high percentage of multi-theme responses (55%) suggests that clubs face complex, interrelated challenges rather than isolated issues.

Percentage of Themes Mentioned:
The Most Important Topics Facing
Clubs



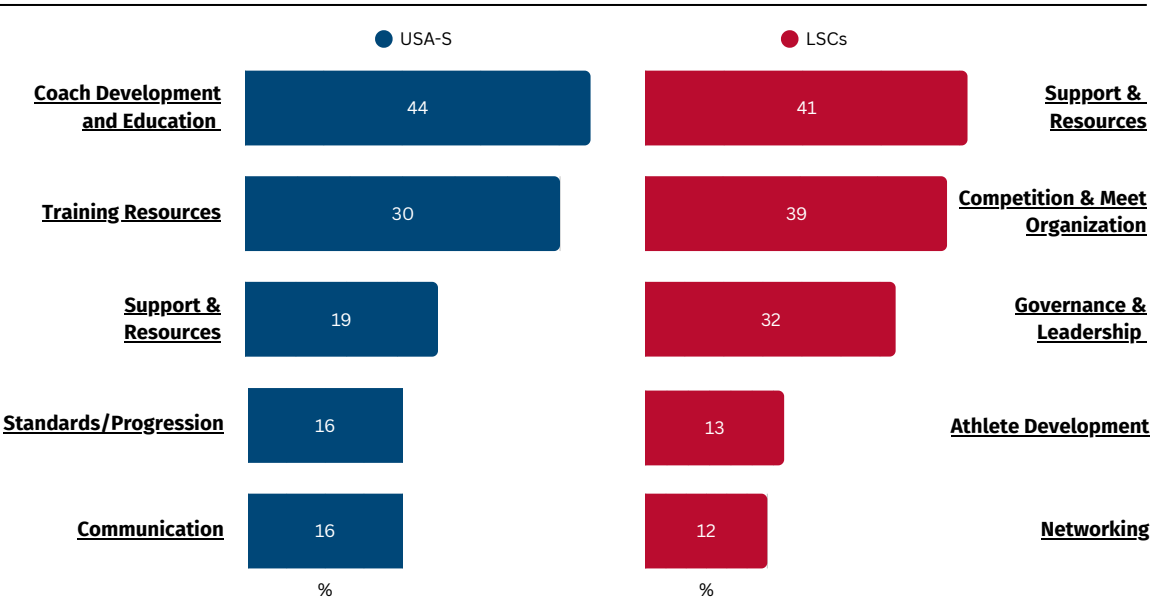


INSIGHTS ON USA-S & LSCS

Participants revealed distinct value propositions for USA Swimming versus LSCs among coaches. USA Swimming is viewed as providing macro-level benefits, particularly educational opportunities and training resources. Participants also recognize USA Swimming's authority in establishing competition standards and disseminating sport-wide information.

In contrast, LSCs are valued for their direct, operational support in coaches' daily work. This includes logistical assistance, problem-solving, and timely guidance on immediate concerns. LSCs also manage competition organization and meet operations, directly influencing both access to and quality of competitive opportunities. Additionally, participants emphasized LSCs' role in creating athlete development pathways and fostering coaching community through social events and communication networks.

Importantly and critically, coach development and education was a key area rated differently by respondents when comparing USA Swimming and LSC's. Survey participants rated coach development and education offered by LSCs lower than any other question. This is an area in need of improvement especially when compared to coach development and education services offered by USA Swimming which was on the highest rated questions. Participants in this study on average value coach development and education services provided by USA Swimming much higher than LSC's.



% of top-ranked themes of how USA Swimming and LSCs provide value to coaches.

This report examines how coaches, teams, athletes, families, and LSC representatives perceive the value delivered by Local Swimming Committees and USA Swimming. The findings reveal critical insights for strategic decision-making and resource allocation.

» Key Findings:

- **LSCs Excel in Operations but Fall Short in Development:** All stakeholder groups consistently rank Competition and Meet Organization as LSCs' highest value, with coaches rating it at 39% top-box satisfaction (agree, strongly agree). However, LSCs significantly underperform in coach development (28% top-box) and athlete advancement (41% top-box), creating a substantial gap between operational excellence and developmental support.
- **Access and Support Favor LSCs; USA-S can Support Systemic Solutions:** LSCs maintain strong accessibility advantages, with 58% of respondents rating LSC staff as easy to reach for help compared to just 32% for USA Swimming. This proximity makes LSCs the primary troubleshooting resource (48% top-box) and perhaps are best situated to support clubs due to their closer proximity to clubs, yet many LSCs may not be able to support clubs' most pressing challenges: membership retention (43%), pool access (35%), coach recruitment (29%), and financial stability (23%). As broad-based issues that clubs are experiencing across the entirety of USA Swimming, it is important for USA-S to provide practical solutions for clubs to address these challenges. Furthermore, it is imperative USA-S leads in addressing these challenges, as LSCs may lack the resources and expertise to help lift clubs out of difficulties.
- **USA Swimming Leads in Education and Development:** USA Swimming significantly outperforms LSCs in coach development (47% vs. 28%) and athlete development (47% vs. 41%). However, some stakeholders perceive limited value from USA Swimming to LSCs, potentially due to accessibility challenges. The optimal swimming ecosystem requires leveraging both LSCs' and USA Swimming's strengths while addressing their respective weaknesses. This means combining LSCs' operational excellence and accessibility with USA Swimming's educational authority and strategic resources to create a more effective, integrated support system for coaches, clubs, and athletes.

METHODOLOGY

IntelliSport Analytics used a mixed methodological approach, applying quantitative (rating questions) and qualitative (open-ended responses) methods. The survey was built to examine the beliefs of each stakeholder and the findings were tested for statistical significance between the multiple stakeholder groups in study. The survey was available for completion from February 18th to March 4th, 2025. Stakeholders were invited to participate in the study via email by IntelliSport's survey platform.

n

The letter “n” refers to the number of people being referred to in the research. For example $n=832$, is the number of participants used for quantitative analysis in the study.

TOP BOX

In this survey, Top Box refers to the percentage of participants who gave unqualified high ratings on a question. In most cases, the question was asked on a 7-point scale (ie; “Strongly disagree” to “Strongly agree”). The Top Box is the percentage of participants who gave a rating of “Agree” (6) and “Strongly Agree” (7). As a general guide, a Top Box score of above 50% is good and above 70% is outstanding.

DEMOGRAPHICS

USA Swimming provided to IntelliSport, coach, LSC representatives, and officials demographic data to support the analysis of the questions in this study. Due to privacy requests, USA Swimming did not provide the age or race/ethnicity of the participants.

In total, 5,303 coaches, LSC representatives, and officials were invited to participate in this study. In total, there were 1,736 total participants, of which 832 completed the entire survey, and 904 partially completed the survey. In order to include as many participants as possible, IntelliSport Analytics delineated the data for analysis into two data sets. The first data set, used for all quantitative analysis of the rating questions, was fixed and only included participants who completed the entire survey ($n=832$). The second data set, used for all of the qualitative analysis of the open-ended responses, fluctuated based on the number of participants who answered each of these questions ($n=633-909$). Using two datasets ensured rigor was achieved for all quantitative data analysis and it maximized the number of participants who answered qualitative questions. Treating the data in this way leveraged each research methodology, and ensured the data from this study benefits USA Swimming, LSCs and its membership.

Participants Demographics:

	INVITED	PARTICIPANTS
	5,303	832 (16%) (Quant Data)
	5,303	~632-909 (12%-17%) (Qual Data)
ROLE*	SUBGROUP	PARTICIPANTS
COACH		
	Full-Time Coach	501 (60%)
	Part-Time Coach	257 (31%)
LSC		
	LSC Board Member	162 (19%)
	LSC Staff	42 (5%)
OFFICIAL		
	Official	161 (19%)

*Coach, LSC, and Official roles equate to more than the total participants used for quantitative analysis due to participants self-identifying as more than one role. Quantitative analysis only measured participants for one-role.

Coach Specific Demographic Information:

CATEGORY	SUBGROUP	PARTICIPANTS
GENDER		
	Male	499 (66%)
	Female	259 (34%)

TENURE		
	0 to 5 years	102 (13%)
	6 to 9 years	89 (12%)
	10 to 19 years	243 (32%)
	20 to 29 years	199 (26%)
	30 or more years	125 (16%)
CLUB EXCELLENCE MEDAL		
	Has Medal (Gold, Silver, Bronze)	146 (19%)
	No Medal	612 (81%)
CLUB TYPE		
	Board Run	414 (55%)
	Coach/Private-ly-Owned	158 (21%)
	Institutionally Owned	169 (23%)
	Not Applicable	10 (1%)
	Park and Rec	1 (0.1%)
	Unknown	6 (1%)
CLUB SIZE		
	0 to 99 athletes	301 (42%)
	100 to 199 athletes	161 (22%)

Concept Definitions:

Each section introduces key concepts that explain how participants described the value of USA Swimming and LSCs. These standardized concepts provide continuity throughout the report, with definitions drawn directly from participant explanations. They offer readers insight into members' experiences with USA Swimming and their respective LSCs.

Support & Resources

Refers to the general assistance, tools, and information that LSCs or USA Swimming provide to LSC/coaches/teams to help them perform their roles effectively. This includes problem-solving assistance, answering questions, providing guidance, and offering various support systems for needs.

Competition & Meet Organization

Encompasses all aspects of planning, sanctioning, and running swim meets and competitions. This includes meet scheduling, event management, competition frameworks, championships, and management of meet results in databases like SWIMS.

Coach Development & Education

Covers opportunities for professional growth through clinics, workshops, certification programs, and educational resources. This theme includes mentoring, formal training, continuing education, and access to learning materials that enhance coaching skills. This is delivered both by USA-S and LSCs.

Athlete Development

Focuses on programs, pathways, and resources specifically aimed at swimmer progression and talent development. Providing opportunities for technical skill development, physical training, and overall athlete progression.

Networking

Highlights the role LSCs/USA-S play in connecting coaches with peers, facilitating relationships between new and veteran coaches, and creating a sense of community within swimming. This includes social events, collaboration opportunities, and communication channels.

Administrative Support

Assisting with registration, membership management, record keeping, certifications and other administrative tasks; helping teams/LSCs navigate USA Swimming requirements.

Financial Support

Providing grants, scholarships, financial assistance, travel reimbursement, and funding opportunities for teams and athletes.

Communication

Role USA-S or LSC as an information hub between stakeholders; disseminating important updates, rules, and opportunities.

Officials

Recruiting, training, and coordinating officials for competitions; maintaining officiating standards across the USA-S & LSC.

Diversity & Inclusion

Promoting accessibility, equity, and participation for underrepresented groups

Community Building

Creating a sense of belonging, fostering social connections, and building a supportive community among swimmers, families, and teams.

Advancement Opportunities

Creating pathways for athletes to advance to higher levels of competition, leadership roles, and potential college opportunities.

Governance & Leadership

Establishing and enforcing policies, rules, and standards that govern the sport at the local level.

Safety & Standards

Implementing and maintaining safety protocols (including SafeSport), certification requirements, and quality standards to ensure athlete & coach wellbeing.

Leadership/Management

Providing direction, vision, management expertise, and administrative oversight to swimming programs

Economic Benefits

Contributing to local economies through events, tourism impact, facility development, and financial considerations

Training Resources

Refers to the practical tools that are offered to coaches & athletes, primarily to build a knowledge base of drills, techniques, programs, workout plans

Standards/Progression

Refers to the central role USA-S plays in establishing competition standards, qualification times, and advancement pathways.

Career Development

Comments related to professional opportunities, advancement, employment.

Insurance

Refers to the insurance coverage provided by USA-S, to provide liability coverage, and risk management.

College and Scholarships

Descriptions on how USA-S creates pathways to collegiate swimming and scholarship opportunities.

Recognition and Achievement

Refers to the awards, records, time standards, and accomplishment recognition that USA-S delivers to membership.

No Awareness/No Value

Respondents who shared they are unaware of, or perceive no value from USA Swimming.

National Representation

Explanations of how USA-S represents LSCs at the national level.

Pool Access & Facilities

Details on how issues related to pool availability, facilities quality, pool time, and physical infrastructure impact clubs.

Financial Sustainability

Comments related to the financial challenges facing stakeholders, including costs, fees, budgeting, and economic pressures on clubs and families.

Competition & Meet Management

Comments on the issues related to swim meets, competitions, and competitive structure.

Membership Growth & Retention

Refers to attracting and retaining swimmers; membership development and recruitment challenges.

Pool Access & Facilities

Details on how issues related to pool availability, facilities quality, pool time, and physical infrastructure impact clubs.

Coaching & Staffing

Explanation of difficulties related to recruiting, retaining, and developing quality coaches and staff; coach certification and compensation.

Team Relations

Relationships between teams of different sizes, ensuring equal voice and support for all member clubs

This report was researched, designed and prepared by IntelliSport Analytics. IntelliSport Analytics is an organizational change research and consulting firm partnering with sports leaders. IntelliSport uses mixed-methods data analytics to provide sports industry leaders with information they need to make informed organizational decisions. IntelliSport unlocks insights that drive highly functioning and data-informed organizations and teams.

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