

## SUGGESTIONS FOR HOSTING A MASTERS SWIMMING CLINIC

Since most facilities are concerned with two things; serving their people and money, the New Jersey Local Masters Swim Committee (NJ-LMSC) has put out some information about what you can do to serve your people better and how you can increase revenue with clinics.

Over all New Jersey Masters wants to help you put on a successful clinic. Ultimately what you decide to do at your clinic is really your choice. Some coaches use materials from other sources to give their clinic participants another point of view, while other coaches use their own materials. Here are some things to keep in mind while putting on a clinic:

- Try not to cram too much into to short a time period
- Better to have a wait list than to have too many people in the pool
- Whatever materials you use, make sure you know it and believe in it. There's always someone out there that may contradict what you are trying to teach, be prepared.
- Be cautious about bringing children into the clinic, when it's labeled and "adult masters/fitness" clinic. Things can get said that shouldn't be said in front of children
- Publicity is very important; New Jersey Masters will help you publicize your clinic, which can bring in more people.
- Well-planned and organized clinics can lead to future opportunities; work hard to make the first one go well and it will bode well for future clinics or events that you put on.
- Review the United States Masters Swimming website ([www.usms.org](http://www.usms.org)) to see if there are any well-known clinicians who might be able to help with your clinic.

### Sample Programs:

#### 2-Hour Clinic

- Recommend stroke specific
- Keeping it to one thing will keep the clinic focused

30 minutes classroom session:

- Can be done on the pool deck.
- Go over what the participants can expect to do in the pool
- What are you going to teach them?

10 minute change time

- Can be skipped if you have people come to the class prepared to get in the pool

1 hour 20 minutes in the pool.

- Since clinics are usually slower moving you might consider putting in a 5 or 10 minute break for swimmers to warm up
- Have a plan in mind or progression of drills you plan to go through.
- Keep them moving; don't get stuck on one thing

10 minute wrap up

- Optional depending on time
- Can be done on the pool deck or in a classroom
- Review what you've taught them
- Clinic Evaluations
  - This is recommended so you get feedback for future clinics
  - You'll improve, your clinics will improve, you'll have repeat customers

#### 4-Hour Clinic

- Recommend you only try to accomplish two things
  - Freestyle & Backstroke
  - Butterfly & Breaststroke
  - Starts & Turns
- Not much time for more than this

#### 1-hour classroom session

- Good time to show videos or give a presentation on material you plan to use while in the pool
- Give swimmers some time to think about what they are going to be asked to do
- Give 10 minutes at the end for questions and time for people to get dressed and to the pool

#### 1-hour pool session #1

- Break pool session in two so there's a chance for swimmers to think about what they've learned
- Focus the first part on one theme
- Stick to your theme

#### 10-Minute Break

- Give swimmers a chance to get something to drink, bathroom, food, etc.
- Also gives colder swimmers a chance to get warm

#### 1-hour pool session #2

- Focus second part on one theme or a continuation of the first theme
- Stick to your theme
- Clinics do best (and encourage return participation) if you build to something that all the swimmers can work on when they get back to their pools

#### 10-20-minute Break

- Gives the swimmers time to shower and get back to classroom

#### 30-minute Classroom Wrap-up

- Review what's been learned
- Take questions from swimmers
- Clinic Evaluations
  - This is recommended so you get feedback for future clinics
  - You'll improve, your clinics will improve, you'll have repeat customers

Note: This four our clinic could be rearranged to do video taping of each swimmer, in this case it would be recommended to start with a short classroom session and then do the long classroom session at the end for reviewing the videos

Overall remember this is your clinic, you own it and make it what you want. These are just a couple suggested formats that might give you a start to develop a clinic series of your own!!

## Possible Clinic Budgets

Remember these numbers are just ideas and costs depend on how much your facility charges you for pool usage, insurance costs, costs of giveaways (if any), rental of equipment, etc. Of course, there is a difference as to what you can charge swimmers, some facilities want you to charge their swimmers a lower cost than outsiders, etc.

### Basic Budget

#### Swimmer Clinic Proposed Budget - 4 hours

##### Income

Swimmers (Early Registration)	30	\$ 40.00	\$1,200.00
Swimmers (Late Registration - Optional)	10	\$ 50.00	\$ 500.00

**Total Income** **\$1,700.00**

##### Expenses

Pool Fees	4	\$200.00	\$ 800.00
Extras (giveaways – optional)	1	\$ 50.00	\$ 50.00

**Total Expenses** **\$ 850.00**

**Total Profit** **\$ 850.00**

Of course this is a very simplistic budget, you will have to review the possible expenses and income. Here are some recommendations of things to look out for:

- Bring a proposed budget with you when approaching a facility, they will want to know what they can get out of it
- Most swimmers will pay about \$10/hour of clinic time, so adjust your costs accordingly
- Pools range dramatically in cost so make sure you know the exact cost, some facilities will agree to split the profits with you when the clinic is over. This is a great tool to sell the facility as they don't have to do any paperwork, they just get a check from you when the clinic is done

### Insurance:

This is usually a touchy area and will depend heavily on where you put on our clinic. If you are a registered United States Masters Swimmer/Coach, you can put on the clinic with USMS coverage. Please contact the New Jersey Masters LMSC; chairperson to get more information on this coverage, as there are rules you will need to follow.

## Resources

Below are some resources you can check out to find information about different types of clinics or to improve your own knowledge of swimming. There are many other resources out there that are for profit companies, NJ Masters encourages you to review all materials before purchasing and as not to promote one “for profit” company over another the NJ-LMSC has excluded them here.

### **Governing Bodies:**

United States Swimming (Olympic organizing committee for swimming)

<http://www.usaswimming.org/usasweb/DesktopDefault.aspx>

United States Masters Swimming USMS (Adult Fitness/Competitive Swimming)

<http://www.usms.org>

New Jersey Masters Swimming (Adult Fitness/Competitive Local Organization of USMS)

<http://www.gsmswim.org>

YMCA's or how to find a YMCA wherever you are:

<http://www.ymca.net/index.jsp>

### **Finding a pool or a coach:**

Swimmers Guide On Line

<http://www.swimmersguide.com/default.htm>

Club Swim

<http://www.clubswim.com/>