

2026 Club of the Year Nomination Questions

Note: This is for reference only. Nominations must be completed through the online Nomination Link <https://form.jotform.com/261025554135147>

Successful USMS Clubs develop programs that draw people in, support their swimmers, and set standards for other clubs to follow. Initiated in 2006, this annual award recognizes the efforts of the great clubs that embody these attributes.

Clubs may self-nominate or be nominated by others. Once a club receives this award, that club may not be nominated again for a period of five (5) years.

Note: Club / Workout Group will be referred to simply as “club”.

As you complete the nomination, please consider how the club aligns with the Mission, Vision, Values, and Strategic Priorities of USMS

Note #2: There is no hierarchy to the questions on this nomination form. The committee is seeking to understand the many aspects of your club. The nomination form has questions with multiple parts and typically takes more time to complete than other nominations. We look forward to getting to know your club through this process.

1 Does your club have a website? If so, please provide the web address:

2 Do your athletes train in the same facility, or is there more than one option for training within your club? Briefly explain

3 Coaching

a Please complete the table

# of members:	
# of certified coaches:	
Ratio of coach to athletes (workout)	

b Who are your coaches and what is their style and approach to coaching Masters?

c Are your coaches paid? What is your club’s turnover rate with respect to coaching staff? (You may cite specific examples to clarify.)

4 What are the approximate percentages members would classify themselves as?

Type	Approximate %
Fitness Swimmers	
Competitive Swimmers	
Triathletes	
USMS members (Does your club require membership?)	

5 Club Data

% of club members who participate in:

Annual Retention (approx % year to year)	
Virtual events	
Local meets	
Regional & national meets	
Conducting Adult Learn-to-Swim programs	
LMSC Volunteer positions	
USMS Volunteer positions	

6 Social dynamics

a What is the social dynamic of your club? Tell us about formal and informal activities, events, parties, etc. that bond your club away from the pool.

b *Communications* – what is your process / what tools does your club use to keep your members informed? Do you use social media? If so, what are your handles (IG, TT, FB)? What, if any, is the level of interaction from your members?

c Community engagement – Describe any programs or initiatives that connect your club to your greater community, whether they are swimming-related or not.

d Does your club host swimming-related events, such as swim meets, swim clinics, or other? (list)

e List contributions to education and publications that have been of value to all USMS members from members of your club.

7 Structure

a How is your club structured to allow it to operate as an official organization?

b How does your club achieve financial viability?

c How is the club structured to accommodate all levels of swimmers? (Refer to your club's percentages from response #3)

d Publicity/Marketing – How do you promote your club to create awareness and attract new members?

8 Overview / Paint the picture

Give us a sense of the club's character with 5 adjectives that the members would use to describe their feelings and benefits from belonging to this group. (In aggregate, the adjectives should paint a picture of the club's culture.)

Tell us about the programs, activities, accomplishments, chemistry, management, and other aspects of belonging that make members feel the way you described by the adjectives (Lengthy response)

9 Other – What else would you like us to know? Include any pertinent information that was not addressed in the nomination form.

10 Photos- drive share photos of your club.