

Support Your Local Coaches

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RELAY2025
CLUB DEVELOPMENT
COACH SUPPORT
— KANSAS CITY —

Presenters



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Agenda

- A. Introductions
- B. Communication, Education, Skills Practice
- C. Table Talk Activity
- D. Recognition, Finding Coaches, Preventing Burnout
- E. Table Talk Activity



Coach Communication

- i. How are you reaching out to your coaches regularly?*
- A. What do you share?
- B. Who are you sharing this with?
- C. How are you sending out information?

**start thinking you'll share out shortly*



Coach Education

i. How are you developing Great Coaches?

- A. Locally
- B. Nationally
- C. Virtually

**start thinking we'll share out shortly*

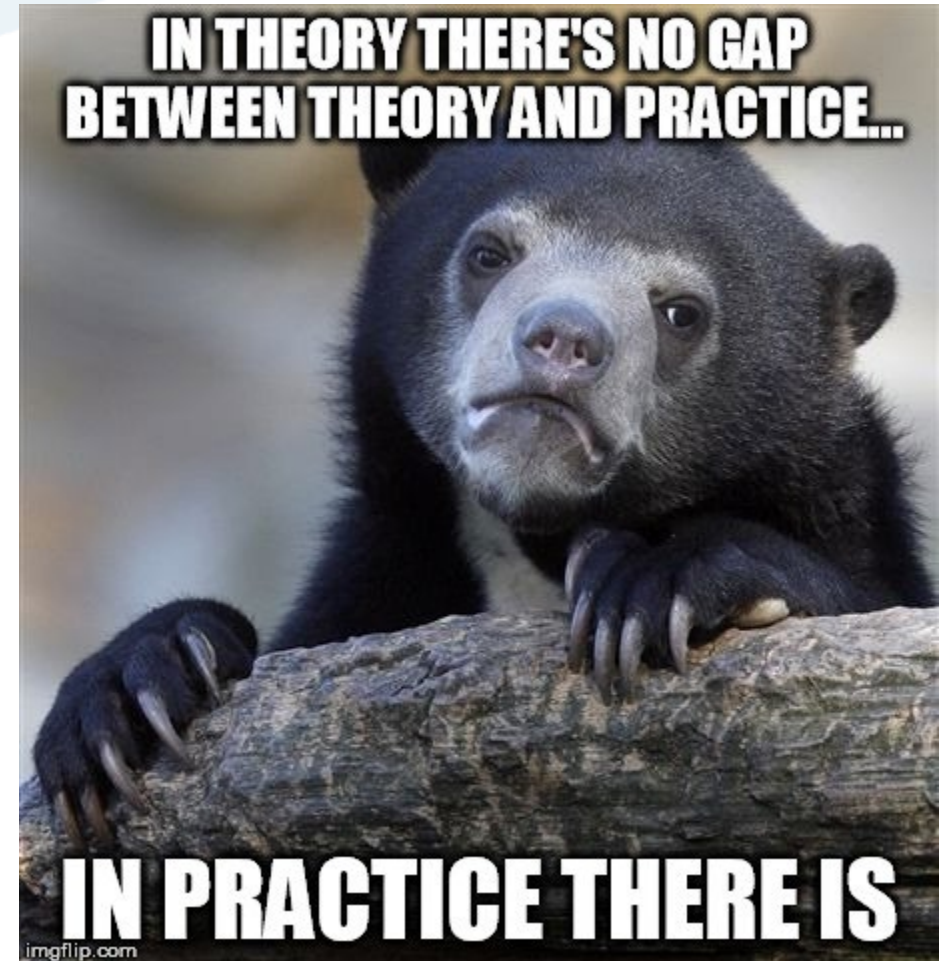


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Skills Development

- i. Do you create supported opportunities to practice skills?
 - A. Shadowing
 - B. Mentoring
 - C. Guest Coaching

**start thinking we'll share out shortly*



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Table Talk & Activity – 10 minutes

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room



**What does your LMSC do for coach
Communication, Education & Skills Development?**

- Find a rubber duck that will act as your local coach.
- As we discuss something your LMSC does to help promote coaches or the LMSC in general, grab four building bricks and build a platform/structure that can support your rubber duck.



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Share Out

What does your LMSC do for coach
Communication, Education & Skills
Development?



Finding Coaches

- What is a coach and where do you get one?
 - A. Anyone can be trained
 - B. Current swimmers, USA Swimming Coaches, Summer League Coaches
 - C. If your facility is at a school/college: faculty members, current program coach



Celebrating Coaches

- Do you give your coaches awards?
 - A. LMSC Coach or Volunteer awards
 - B. Coach of the Year National Award
 - C. Newsletter shoutouts, breakfasts at big meets,



Preventing Burnout



- Ways to support a Coach
 - A. More Happy Coaches = More Happy Swimmers
 - B. Sublocal, or regional help
 - C. National Coaches Day October 6
 - D. Suggest themed practices once in a while or on a regularly rotating basis
 - base a practice on a game or game show (Wheel of Fortune, Jeopardy, Rock, Paper, Scissors, Deal or No Deal)



Table Talk – 10 minutes

- I. Put together a proposal for a **new** coach support activity in your LMSC
- II. Write out the full idea, including:
 - A. Who needs to Approve it (actual name or role)
 - B. Who will manage/ deliver/ action the idea (actual name of person)
 - C. Potential barriers (money, buy in, communication, etc)
- III. Share the idea with your small group
- IV. Take a picture of it and email it to yourself and your LMSC Chair






Share Out

Who had a really novel action to take home and activate?

Next Steps / Call to Action

- Support YOUR Coaches by implementing at least one of the coach support activities you learned today.





Q & A

What else is on your mind?



**Next Up:
10:45am-12:00pm**

**Leveraging USMS
Programs and Sub-Brands
Salons A-E**

**Club Operations –
Marketing
Arkansas/Illinois/Iowa/Kansas**

Resources

- USMS Coach Certification - <https://www.usms.org/coach-central/coach-certification>
- USMS National Coaches Clinic - <https://www.usms.org/coach-central/national-coaches-clinic>
- USMS Peer to Peer Calls - <https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls>
- USMS Swim Workout Library - <https://www.usms.org/workout-library>
- USMS Stroke Guides - <https://www.usms.org/fitness-and-training/guides>
- LMSC Role Descriptions - <https://www.usms.org/volunteer-central/guide-to-local-operations/lmsc-operations/lmsc-volunteer-roles>
- USMS Swimmer Magazine (log into USMS Account) <https://www.usms.org/swimmer-magazine>



Session Leader / Panelist Bio

- Crystie joined masters swimming not long after college when an old teammate talked her into showing up for a workout. It all escalated very quickly from there as she began attending regularly, and then coaching, and then running a Masters Club in New Hampshire. She was next talked into volunteering regionally, and eventually nationally which is how she has ended up in roles such as LMSC Chairperson, LMSC Coaches Chair, National Coaches Committee Member, LMSC Development Committee member, Governance Committee Member and a USMS BOD member as the Vice President of Local Operations over the past 10 years. Since moving to Colorado in 2023 she has been looking to find, and build, the same wonderful community of masters swimmers she had in NH.
- Cory - as a swimmer: distance backstroke enthusiast... 50 m to 1500 m and 50 yd to 1650 yd
 - Southern Pacific LMSC Coaches Chair
 - Age Group USA Swimming Coach
 - High School Coach

