



# **Bridging the Generation Gap**

Presenters

David Chen, Casey McQuesten,  
Onshalee Promchitmart, Maddie Sibilias,  
Jason Weis

# Agenda

- Introductions
- CCS History
- CCS Growth
- CCS-USMS Collaboration & Events
- Breakout Exercise
- Discussion / Q&A



# Presenters



## David Chen

CCS AB Alumni  
Advisor

Came out of  
retirement to swim  
at Wisconsin again



## Casey McQuesten

URI Swim Club  
President

Will remind you that  
breaststroke is the  
best stroke



## Onshalee Promchitmart

USMS Events & CCS  
Manager

Former CU-Boulder  
distance swimmer turned  
wannabe sprinter



**RELAY2024**  
COMMUNITY DEVELOPMENT  
— HOUSTON —

# Presenters



## **Maddie Sibia**

OK LMSC / CCS  
Nationals Liaison

Unintentionally  
matches Jason at  
every USMS event



## **Jason Weis**

NELMSC Chair

Unintentionally  
matches Maddie at  
every USMS event



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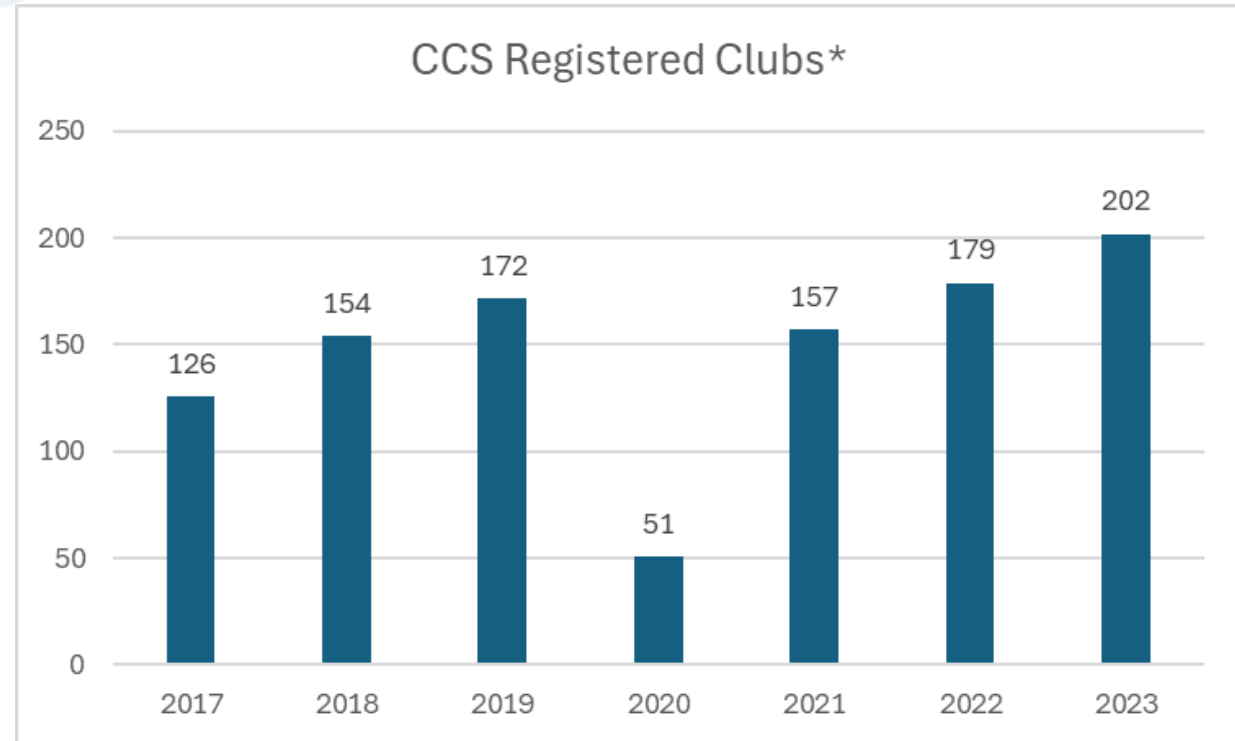
# College Club Swimming History

**Mission: To promote fitness, camaraderie & competition for college students through swimming.**

- 2016: First Advisory Board meeting; creation of Governance Handbook
- 2017: Initial CCS club & member registration
- 2018: First official CCS Nationals at Georgia Tech
- 2019: USMS Bridge Membership launched (CCS LMSC)
- 2020: What did CCS do during COVID?
- CCS & USMS meets: UB Fall Invite (University of Buffalo), Buff Invite (University of Colorado Boulder), Rhody Invite (University of Rhode Island)
- How does the CCS mission align with USMS?
  - Love of the sport! Student-run teams, officer boards, budgets, schedules.

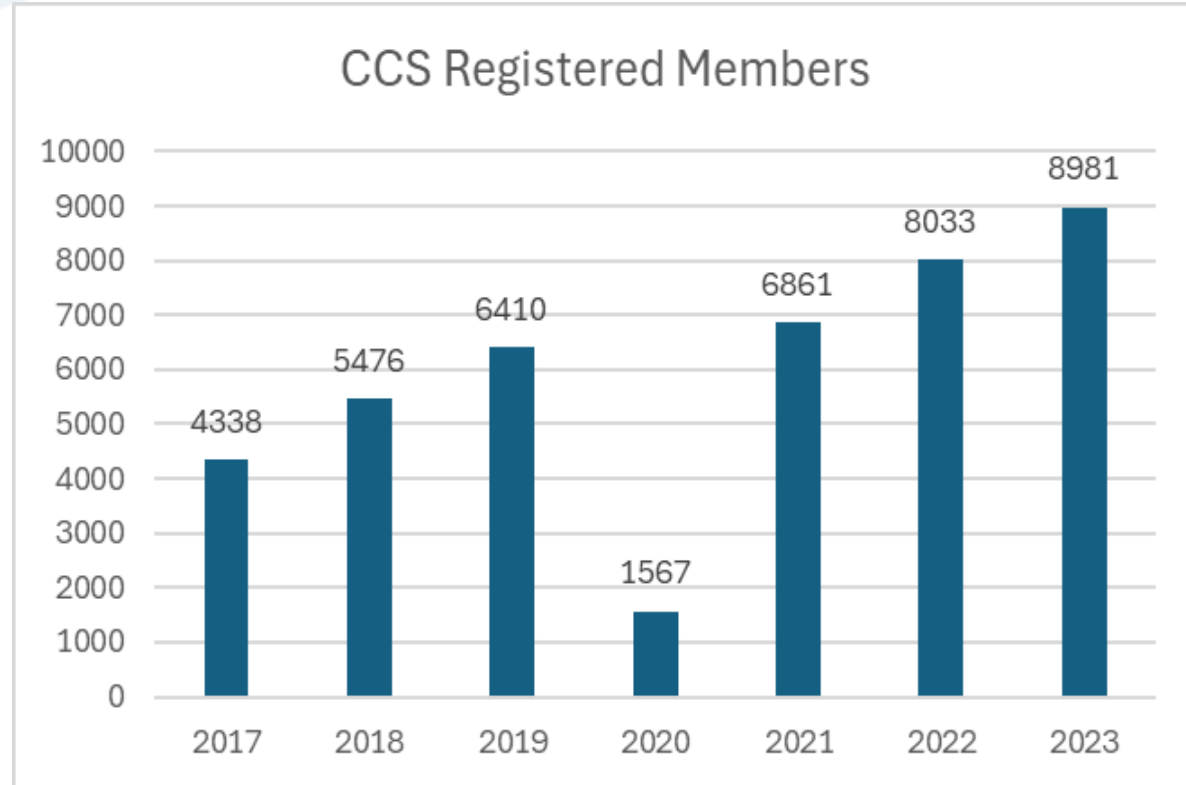


# CCS Club Growth



\*Less one test club registration per year.

# CCS Membership Growth



# CCS-USMS Collaboration: Spotlight on New England LMSC



## 2023 Rhody College Club & Masters Swimming Meet

- Co-hosted by URI Swim Club & NELMSC at URI
- 365 swimmers (61% CCS, 39% USMS) in coed heats
- 9 CCS clubs, 21 USMS teams

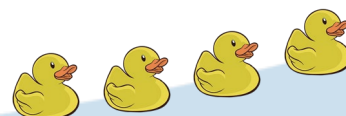
## 2024 New England College Club & Masters Swimming Meet

- November 2 at Boston University
- Evolution of Rhody Meet at larger, more centralized venue
- Target: 500 swimmers (50% CCS, 50% USMS)



## Goal

- Promote CCS & USMS guiding principles by fostering camaraderie via friendly competition among college club and Masters swimmers



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COLLEGE

MASTERS

X



# Rhody CCS-USMS Meet: Year One Takeaways

## **Deck atmosphere — swim meet or dance party?**

- More energy! More passion! More music!
- Helps to have experienced officials skilled at engaging with younger and older swimmers
- Branding and promotional support from USMS and NELMSC

## **Positive meet outcomes**

- Fundraising opportunity for URI Swim Club
- Enhances brand affinity, provides proof of concept and a template for future combined meets
- UVM Swim Club subsequently invited a Masters team to its mini meet in Burlington, VT
- CCS swimmers participating at LMSC, Zone, and USMS national championships

## **CCS-USMS collaboration**

- URISC secured the pool, communicated with CCS teams, and recruited meet volunteers
- NELMSC managed budget, Club Assistant & Hy-Tek, and communicated with Masters swimmers
- CCS & USMS teams/leaders have different challenges and needs but can help each other





2024 NATIONAL CHAMPIONSHIPS

INDIANAPOLIS

Indiana State  
DEVILS



# Breakout Exercise

- How have you interacted with CCS swimmers/clubs?
- Does your LMSC or club currently do anything with CCS swimmers/clubs?
- What do you feel CCS swimmers and clubs need?
- What experiences, skills or resources do USMS members/volunteers have that could benefit CCS swimmers/clubs?
- What barriers exist that may prevent collaboration between CCS/USMS?
- What strategies may help overcome these perceived barriers?
- What enticed you to join USMS and how might it apply to CCS swimmers?



# Resources

- [CCS Club Lookup](#) - find clubs in your area!
- [CCS Calendar of Events](#) - find meets being hosted in your area!
- [2024 CCS Regional Championship Information](#)
- [2025 TYR CCS National Championship Information](#)
  - Meet Referee is USMS' very own Teri White!
  - [Application to Officiate](#)





# Questions & Answers

Don't be afraid. Ask away.  
(If you're thinking it, someone else  
probably is too!)

Additional Questions? Email  
[collegeclub@usmastersswimming.org](mailto:collegeclub@usmastersswimming.org)