



**ADULT
LEARN-TO-SWIM**



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USMS ALTS Certification Program

Lecture Mode

Presenter speaks while audience is muted

Q&A Mode

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Thanks for attending today's LMSC Development Committee Webinar



USMS ALTS Certification Program

Course Objective

Teaches and certifies adults how to teach adults:

- To swim
- Become water safer
- Be less fearful of the water
- Enjoy swimming as a life long activity



USMS ALTS Certification Program

Curriculum

- One day course
- Classroom and in-water instruction
- Specific to adults
- Innovative



USMS ALTS Certification Program

Who should attend the certification course?

- Current and future professional swim instructors
- Swim coaches
- Aquatic fitness instructors
- Aquatic directors
- USMS ALTS volunteers



USMS ALTS Certification Program

Where to find candidates for the certification course?

- Public aquatic facilities
- Private health clubs
- Retirement communities
- Universities and colleges
- Resorts
- USMS clubs and workout groups



USMS ALTS Certification Program

Benefits of becoming a certified ALTS instructor:

- Education
- Lesson plan
- Credibility
- Recruitment of students
- Recognition on USMS.org



USMS ALTS Certification Program

Benefits to the novice swimmer:

- Standardized curriculum
- Specialized instructors
- Instructor locator services
- Confidence, support and encouragement



USMS ALTS Certification Program

Benefits to the aquatic facility:

- Marketing
- Revenue
- Enhanced adult programming
- Increased membership
- Community service
- Grants, sponsorships and fundraising



USMS ALTS Certification Program

Prerequisites for certification:

- Current USMS membership
- Completion of the USMS scheduled one-day course
- Water competency skills
 1. Step or jump into water over your head
 2. Return to the surface and float/tread water for one min.
 3. Turn around in a full circle and find an exit
 4. Swim 25 yards to the exit
 5. Exit the water. If in a pool, without the use of a ladder



USMS ALTS Certification Program

2015 ALTS Instructor Certification Class Schedule

January 3, 2015 Indianapolis, Ind. Register online
January 17, 2015 Great Barrington, Mass. Register online
February 7, 2015 Orlando, Fla.
March 15, 2015 Phoenix, Ariz.
March 17, 2015 Denver, Colo.
March 21, 2015 Los Angeles, Calif.
March 22, 2015 Mountain View, Calif.
March 27, 2015 Atlanta, Ga.
March 28, 2015 Dallas, Texas
September 30, 2015 Kansas City, Kan. (at USAS convention)
Seattle, WA – Date TBD
Washington, DC – Date TBD
Chicago, Il – Date TBD



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A New Paradigm for Volunteerism

A Presentation by Bill Meier
Chairman – New England LMSC

Adult swim lessons are much more than just teaching swimming!

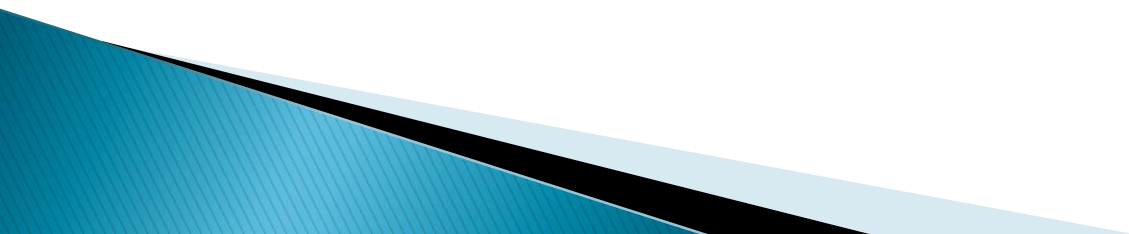


A Brief History



Free Kids Community Lessons

Swim America



The Simon's Rock PaceMakers

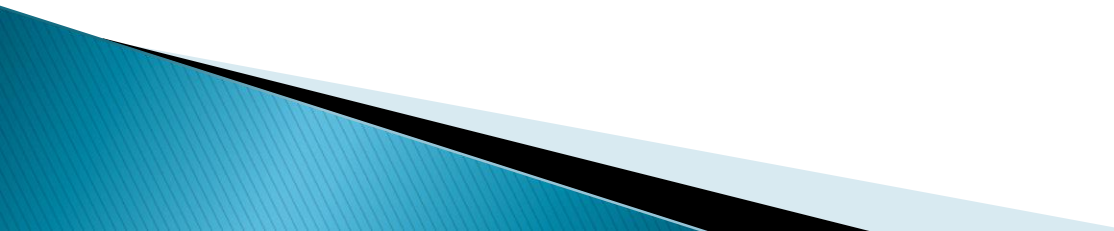


Happy Masters, Very Happy Participants



SUCCESS BREEDS IDEAS!

The New England – LMSC Project



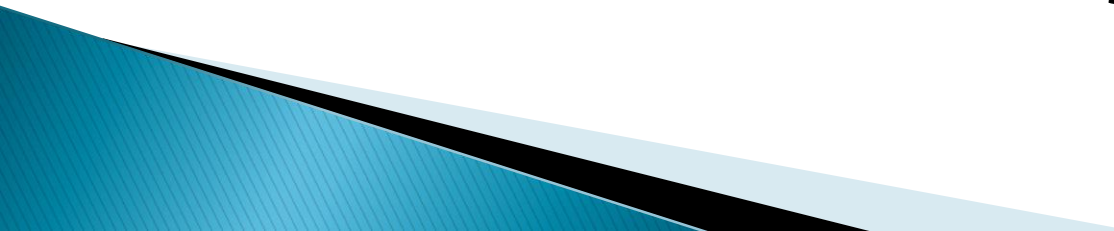
Teach The World To Swim!

I'D LIKE TO TEACH THE WORLD TO SWIM

I'd like to teach the world to swim,
Like fish below the sea,
Jump through the waves
And down the lanes,
With fly, back, breast and free.

I'd like to teach the world to float,
With fearless bravery,
Stroke endlessly
In the pool and sea,
With inner tranquility.

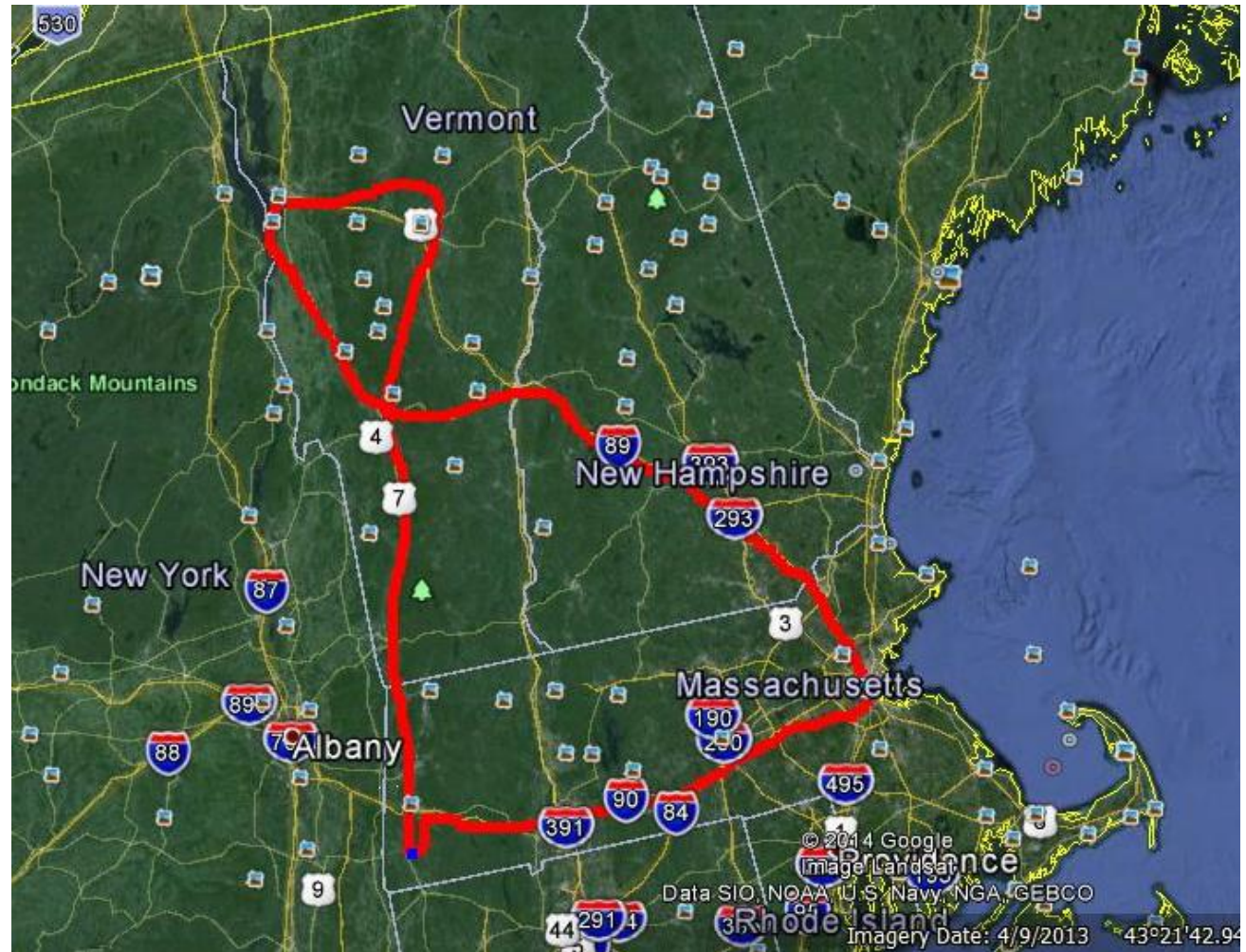
It's the skill we need.
The world swims today.
It's our common goal.



The Proclamations



A Week of Trainings



8 New England Teams

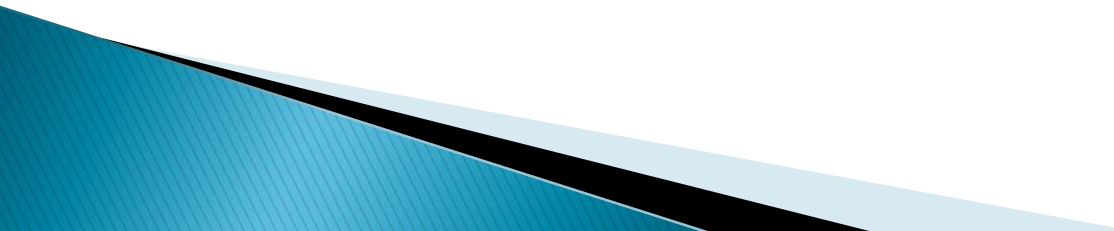
- ▶ The Simon's Rock PaceMakers – 12
- ▶ The Pittsfield YMCA Polar Bears – 13
 - ▶ The Swim Hole, Stowe, VT – 4
 - ▶ Johnson State College WG – 5
 - ▶ Worcester Area Masters – 11
 - ▶ Martha's Vineyard Masters – 6
 - ▶ Cambridge Masters – 53
 - ▶ The Edge Fitness Center – 12

116 NE Masters Volunteers

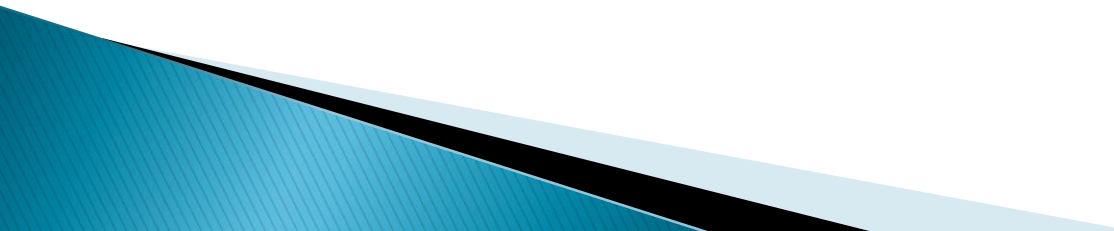
Why Should Your Team Do This?



Benefits – Masters Volunteers

- ▶ To teach is to learn
 - ▶ A shared mission creates lasting friendships
 - ▶ Community leadership
 - ▶ Learned empathy
 - ▶ Volunteering is the greatest gift we can give
- 

Benefits – Masters Teams and W.G.

- ▶ Team building
 - ▶ The team becomes a community resource
 - ▶ Camaraderie is the glue that holds a team together
- 

Benefits – US Masters Swimming

- ▶ Giving back generates giving
 - ▶ The focus broadens

“I thought it was too late for me to learn to swim.”

Bonita, age 75



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