



GULF SWIMMING COACH'S CLINIC 2025

What If...

You could keep kids in the sport longer?

Parents looked at success other than through the lens of performance?



WHAT DO STATISTICS TELL US

What parents want out of youth sports.

Improved mental health, fun and enjoyment, promote teamwork, and improved self-confidence. (Healthy Sport Index)

Why kids quit youth sports.

- Burnout
- Social pressures
- Over-specialization
- Lack of fun
- Family pressures
- Professionalization of youth sports.





ADM AMERICAN DEVELOPMENT MODEL

A Holistic Approach to Coaching



ADM
AMERICAN
DEVELOPMENT MODEL

COMPETENCE
CONNECTION
CONFIDENCE
CHARACTER



ADM

AMERICAN
DEVELOPMENT MODEL

Give	Give athletes, coaches, and parents a positive experience in the sport of swimming.
Keep	Keep athletes, coaches, and parents engaged in the sport longer.
Help	Help increase the “pool” that our National Team athletes come from.
Teach	Teach athletes life skills that will help them be successful in life.

The ADM is a “Tool” not a Manuel.

CONNECTION



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CONNECTION ACTIVITY

What is your TEAMS name and where did it come from?

What are your CLUBS team colors and why?

Is there a STORY or history about your club you can tell?

Does your TEAM have a “Team Cheer” and do you know it?

What is a name of a group you coach and why is it called that?

Do you know the MISSION STATEMENT for your team?

Do you have opportunities for kids to connect outside of the group they are in?



CONNECTION SUB-PROGRESSION



CONNECTION LEVEL 1

COMMITMENT AND TEAM LOYALTY

ONE

-

The athlete will know the team name and team colors.

TWO

+

THREE

+

CONNECTION LEVEL 6

COMMITMENT AND TEAM LOYALTY

ONE

-

The athlete shows loyalty to team by working with younger athletes and helping them understand what the sport of swimming can offer them as people.



WHAT WAYS ARE YOU BUILDING CONNECTION ON YOUR TEAM?

- Team building (overall and in training groups)
- Themed practice weeks
- Meet schedule
- Holidays/School Calendar



CONFIDENCE



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CONFIDENCE SUB-PROGRESSIONS

CONFIDENCE

ABILITY TO ACHIEVE RESULTS IN SKILL



Level 1

Level 2

Level 3

Level 4

Level 5

Level 6

CONFIDENCE LEVEL 3

PEAK
PERFORMANCE
MANAGEMENT

ONE

+

TWO

+

THREE

+

FOUR

+

SELF-IMAGE

ONE

+

TWO

+

SELF TALK

ONE

+

CONCENTRATION

ONE

+

GOAL SETTING

ONE

+

TWO

+

CHARACTER LAB

TIPS

+



Building Confidence in your athletes is an important part of their LTAD.

Character Lab in the ADM is a great resource

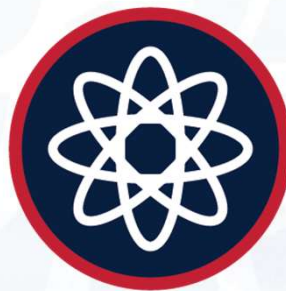
Cultivating Confidence

Succeeding one step at a time

A series of challenges, each incrementally more difficult than the next, but none so far a stretch that success is impossible.



CHARACTER



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CHARACTER SUB-PROGRESSION

CHARACTER

DEVELOPING INDIVIDUAL MENTAL & MORAL STRENGTH



Level 1

Level 2

Level 3

Level 4

Level 5

Level 6

CHARACTER LEVEL 2

CHAMPIONSHIP BEHAVIOR AND ACCOUNTABILITY

ONE

+

TWO

+

THREE

+

FOUR

+

FIVE

+

WORK ETHIC AND SELF-DISCIPLINE

ONE

+

TWO

+

TIME MANAGEMENT

ONE

+

CHARACTER LAB

PLAYBOOKS

+

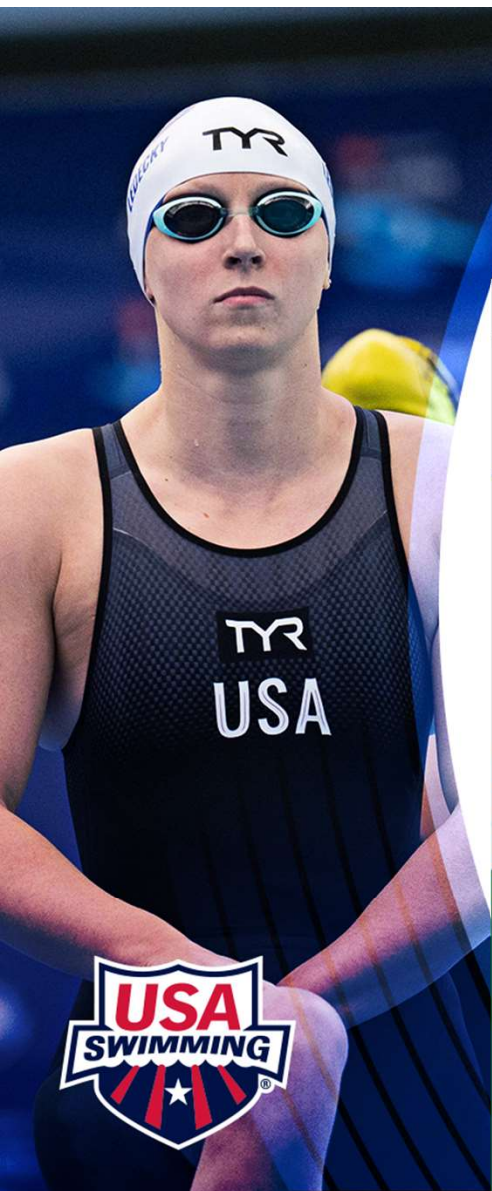
TIPS

+





Incorporating Into You Season Plan



BUILDING A SEASON PLAN

ADM - COMPETENCE					
DATES	MONTHS	SEPT	OCT	NOV	DEC
CALENDER OF OBJECTIVES	PHYSICAL	<u>Physical Level 3</u> : For every athlete to perform an effective and legal finish in all strokes and distances.			
	NOTES	1. In September we will evaluate all swimmers current abilities to finish a race. 2. In October we will spend 30 minutes of a practice each week to work on Freestyle and Backstroke finishes. 3. In November we will spend 30 minutes of a practice each week working on Breaststroke and Butterfly Finishes. 4. In December we will spend 30 minutes of a practice each week to practice all Stroke Finishes.			



PLANNING TAKES TIME BUT THE PAYOFF
IS WORTH IT.



GROWTH & RETENTION



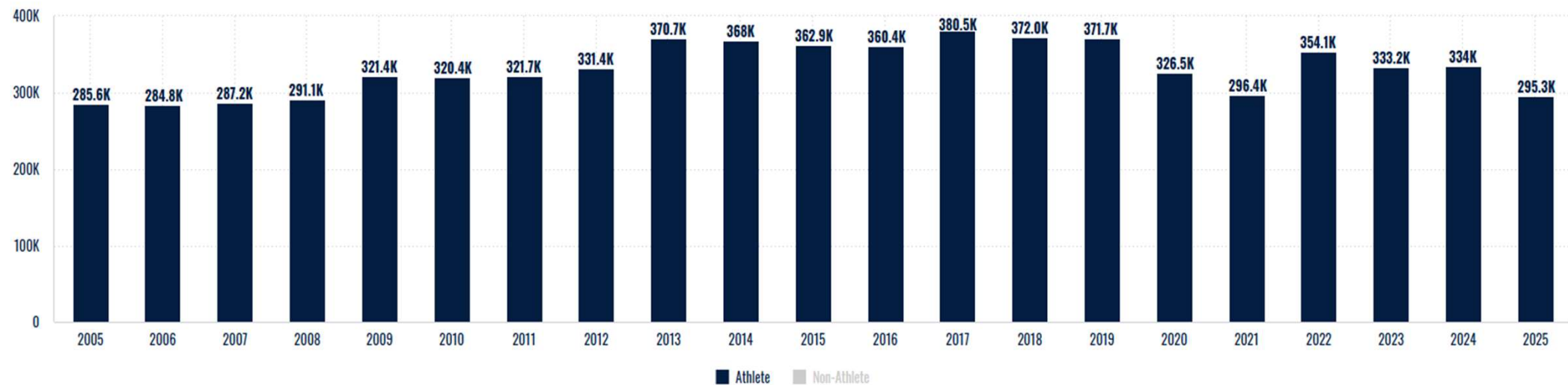
Nationally we have a good growth rate in our sport over the last 5 years. Where we are struggling is in retention. Primarily 12&U athletes.

National Athlete Membership Over Time

Membership over Time

BAR GRAPH | PIVOT TABLE

Membership Over Time



Gulf Swimming Athlete Membership Over Time

LSC

Total Registrations

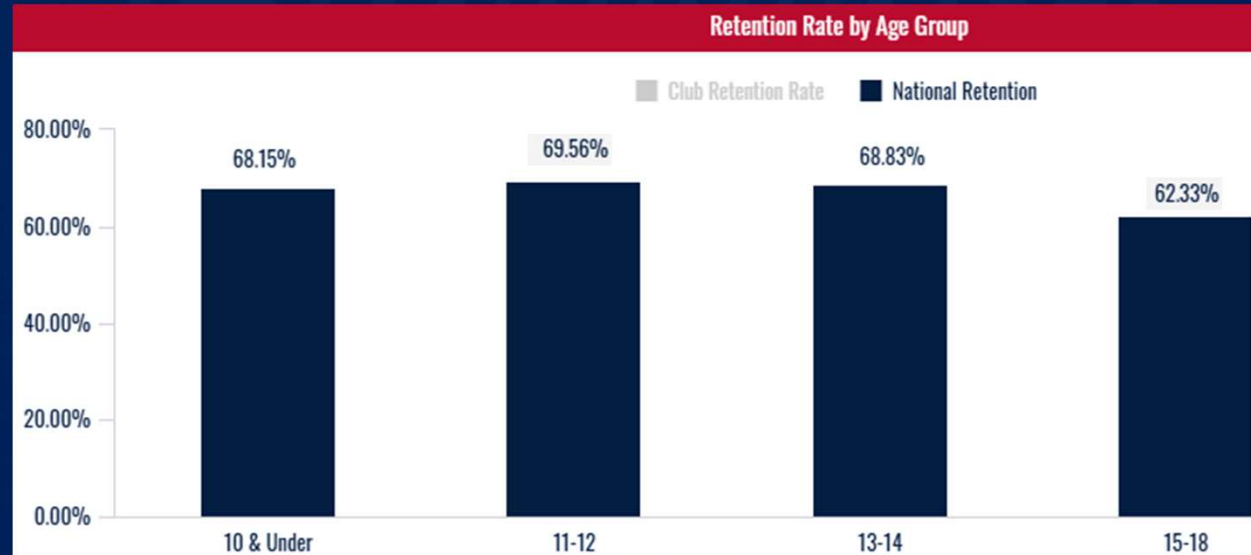
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Gulf Swimming	4,966	4,992	5,181	5,454	5,988	6,310	6,469	6,979	8,527	8,289	8,837	9,530	10,956	10,631	10,695	9,918	9,081	11,476	10,167	10,062	9,119



Gulf Retention Rates

LSC	Retention Rate							
	10 & Under		11-12		13-14		15-18	
	Female	Male	Female	Male	Female	Male	Female	Male
Gulf Swimming	64.64%	64.77%	63.45%	63.42%	63.87%	63.60%	57.47%	58.97%

National Retention Rates



WRAP-UP SUMMARY

- ADM is a tool
- It is not prescriptive
- Use this as a resource to fill in gaps in your program
- Lives on-line at: usaswimming.org/adm



Legacy Project

