



CLUB EXCELLENCE PROGRAM

PROGRAM OVERVIEW:

Have you ever wondered what "great" clubs do to be great? That question is at the heart of the Club Excellence Program (CEP). This program offers our member clubs a working blueprint for developing strong, stable and successful organizations.

Designed by USA Artistic Swimming (USAAS) staff and a working group from the Membership Committee, this voluntary program presents four levels meant to encourage clubs to establish organizational goals and benchmark their progress.

The ultimate objective of the program is to strengthen the club system in the USA by guiding clubs through a development process that ultimately positions the program and its coaches to better serve athletes.

Each level will touch on five major component areas USAAS found are factors that helped create "great" clubs. Those five major component areas:

- 1 BUSINESS & ORGANIZATIONAL SUCCESS**
- 2 COACH, PARENT & VOLUNTEER DEVELOPMENT**
- 3 ATHLETE DEVELOPMENT & PERFORMANCE**
- 4 CLUB PARTICIPATING THROUGHOUT USAAS OFFERED PROGRAMS**
- 5 SAFESPORT AND BACKGROUND SCREENING COMPLIANCE**

WHAT IS REQUIRED & HOW TO GET STARTED:

Some markers require specific actions by the club. For example:

- Checklists
- Proof of documentation

Upon completion of a level, the club director or manager will send their supporting documentation and checklist to the membership committee to be reviewed. If the committee approves their completion of the the level, the club will be sent a certificate illustrating completion of that level. The club's current achieved level is also listed in the club search feature on the USAAS website.

Participation in the program requires an investment of time and attention by each club. As with anything that provides true benefit, we believe this investment is worthwhile and will pay significant dividends over time. We encourage the leaders in your club to strongly consider participation in the program and how it can benefit your organization. Each level of the program will require the clubs to evaluate their current structure and promote change and growth for a stronger future.

If you need help getting started contact USAAS Events & Membership Director Baylee Robinson at baylee@usaartisticswim.org.



LEVEL ONE - EMERGING CLUB

Level I is our entry level and the first step in our CEP. Level I will help clubs with grassroots development and strengthening the club an organization. We will focus on the club's business operations as well as athlete training programs.

REQUIRED ACCOMPLISHMENTS:

- Club Development
 - Mission Statement
 - Logo/Website
 - Club Board of Directors
 - Athlete handbook or code of conduct
 - Athlete Bill of Rights covered in this handbook
 - Parent handbook or code of conduct
- USAAS Organization Involvement
 - Attend at least two competitions in your local area during the competition season
- Financial
 - Club financial and budget outline
- CCP
 - All coaching staff meets their CCP 1 requirements
- Judge Development
 - At least one staff member as a Level 1 judge
- Level Testing
 - Club shows active participation in at least one level testing during the season
- Compliance
 - Compliance with SafeSport and background screening for all members required to comply

COMPLETION REWARD:

Upon completing all requirements and receiving a passing mark from the membership committee, the club will receive a signed poster from the USA national team.



LEVEL TWO - DEVELOPING CLUB

Level II is our development phase. How has your club focused on creating better coaches, training staff, and developing better programming for its members? We will evaluate the level of training your staff has participated in and how much growth has been achieved from Level I.

REQUIRED ACCOMPLISHMENTS:

- Club Development
 - Volunteer options for parents/guardians
 - Parent participation in board meetings or club meetings
- USAAS Organization Involvement
 - Representation at either Convention or Coaches College
 - At least one coach/team representative present annually at either event
 - Representation in Association and/or Zone competitions
 - Attends at least one of these competitions during the season
- Financial
 - At least one fundraiser during the season
- CCP
 - At least one CCP3 level coach and remaining at CCP1 or higher
 - Club should show proof of coaches actively moving through CCP trainings
- Judge Development
 - At least one staff member as a Level 2 judge
- Level Testing
 - All competitive athlete members have passed Levels 1 and 2
- Compliance
 - All coaching staff and club BOD members are SafeSport Trained and background checked

COMPLETION REWARD:

Reward for completing Level II is one free CCP training and one judge level training. This can be used on separate or the same individual and must be completed within a calendar year of reaching Level 2.



LEVEL THREE - HIGH PERFORMING CLUB

At this level we evaluate how you are developing your athletes inside and outside of the pool. Advancing athletes through grade levels to further develop their artistic swimming skills and encouraging involvement in our greater community are essential at this level.

REQUIRED ACCOMPLISHMENTS:

- Club Development
 - Community sponsor
 - Host local camps or 'try artistic swimming for a day' camps
 - 25% or more retention rate from these programs
 - At least two health related activities outside of sport during the season (ex: nutrition, PT, mental health, etc.)
- USAAS Organization Involvement
 - Athletes and staff of club hold USAAS committee spots
- Financials
 - At least two fundraisers during the season
- CCP
 - At least one CCP3 level coach and remaining at CCP1 or higher
 - Club should show proof of coaches actively moving through CCP trainings
- Judge Development
 - At least one member of coaching staff is at least a Level 3 Judge or above
- Level Testing
 - 50% of athletes with the club have passed Level 3 of level testing
- Compliance
 - All coaching staff and club BOD members are SafeSport Training and background checked
 - 50% of parents/guardians of the club SafeSport trained

COMPLETION REWARD:

Incentive for completing this level of the Club Excellence Program is one free entry for the following year annual convention.



LEVEL FOUR - ELITE CLUB

Level IV is our highest level of accomplishment. Clubs reaching this level have well-established programs with a set budget and financial plan, have athletes that are competing at an elite level and/or competing on our national team programs, are involved with their community and are fully compliant with all required trainings and certifications.

REQUIRED ACCOMPLISHMENTS:

- Club Development
 - Complete annual athlete review/well-being survey
 - Athletes participate annually in national team trials
 - Demonstrate and provide examples of how they prioritize athlete safety/well-being
- USAAS Organization Involvement
 - Athletes and staff of club hold USAAS committee spots
 - Active role in USAAS DEI Initiatives
 - Ex: attending DEI meetings or have a member on the DEI committee
- Financials
 - Club hosts an annual showcase/recital that demonstrates a financial profit for the club
- CCP
 - At least two CCP3 level coach and remaining at CCP2 or higher
- Judge Development
 - At least one member of coaching staff is a Level 4 Judge or above OR has at least 2 club members that are a Level 2 or 3 judge
- Level Testing
 - 50% of athletes within the club have passed Levels 4-6 of level testing
- Compliance
 - All coaching staff and club BOD members are SafeSport Training and background checked
 - 100% of parents/guardians of the club SafeSport trained

COMPLETION REWARD:

Club's reaching Level 4 status will have their club membership fee waived for the following competition season. Clubs also reaching Level 4 will be kept on retainer as mentors for clubs trying to pass Levels 1 and 2.