



ALTS Programming: Lessons on Partnering with Volunteers and the Community from Pacific Masters Swimming

Presentations



1. Starting a New ALTS Program with a City Partner

Mark and Lisa Frazier; Vacaville Swim Club



2. Community Outreach for an Existing ALTS Program

Christina Kossa; Richmond Plunge Masters



3. Partnering with a Private Health Club on a New ALTS Program

Kim Elsbach, Davis Aquatic Masters



4. Partnering with a Local High School on a New ALTS Program

Natalie Clark; Fresno Manatee Masters



5. Partnering with Volunteer Instructors for an Existing ALTS Program

Susan Collins; Walnut Creek Masters

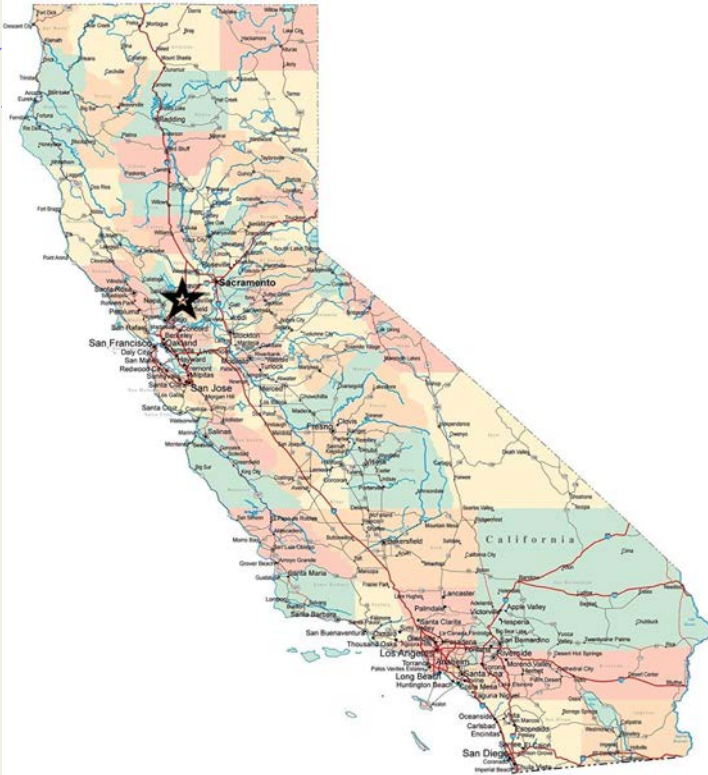
Starting an ALTS Program with a City Partner

Mark and Lisa Frazier;
Vacaville Swim Club





Background Information: City of Vacaville and Aquatics Programs



Discussions with Vacaville Swim Club (VSC) and City of Vacaville

- + Develop Collaborative Relationships
- + City: Special Events Coordinator and Aquatics Coordinator
- + VSC: Board
- + Independent Contractor versus VSC Employee



Agreement with the City of Vacaville

- + Contract with VSC
- + 40/60 split of proceeds
- + Activity Proposal



City of Vacaville, Department of Parks and Recreation
40 Eldridge Ave, Suite 13, Vacaville CA 95688
www.cityofvacaville.com
Phone: 707.449.5658 Fax: 707.449-5649

Activity/Program Proposal Form

Thank you for your interest in becoming a contractual instructor with the Vacaville Parks and Recreation Department. Our Department is dedicated to serving the community by providing quality programs and activities for all ages, interests and levels. Programs offered strive to foster new skills, promote health and well being, expand cultural and artistic development, and provide lifelong learning opportunities.

Please complete one Activity Proposal Form for each individual activity you wish to teach.

Instructor Information

Today's Date: 12/14/21

Your Name: Mark Frazier



Agreement with VSC

- +Personal Liability Coverage
- +Instructor Pay
- +Extra to Team



Details

- + Course Offerings (Levels 1 and 2)
- + Registration through City Parks and Recreation
- + Costs

Adult Learn-to-Swim Ages 18+

x

Participants in Level 1 will learn to be comfortable in the water (overcoming anxiety and fear related to swimming) water safety, and the fundamentals of freestyle (and possibly some sidestrokes and backstroke).

Level 2 participants will become more comfortable in the water, learn additional strokes, improve stroke technique and endurance.

Level 1-Session 1A (...)	Walter V. Graha...	18-99	M, W, F	05/16-05/...	4:45pm-5:15...	\$86
Level 1-Session 1A (...)	Walter V. Graha...	18-99	M, W, F	05/16-05/...	5:30pm-6pm	\$86
Level 2-Session 1B (...)	Walter V. Graha...	18-99	M, W, F	05/16-05/...	5:30pm-6pm	\$86

Details

- +Spring/Summer Schedules
- +Scholarships
- +City Lifeguard/Instructor Training



Outreach

- + Recreation Guide
- + Website
- + City Advertising
- + Radio/Newspaper

New! Adult Semi-Private Swim Lessons

Now offering lessons for adults in a semi-private environment with certified instructors. Participants will learn basic water comfort to set the foundation for strokes and skills. No experience required.

<https://www.ci.vacaville.ca.us/government/parks-and-recreation/events-guide>



Outreach

RECREATION EXPO

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Rec Expo 2022: California Dreamin'

Saturday, March 5, 2022 from 8:00am-12:00pm at the Ulatis Community Center

Other Collaborative Work

- +Stroke Improvement for Triathletes
- +Vaca Try



Community Outreach for an Existing ALTS Program

Christina Kossa; Richmond Plunge Masters



City of Richmond & Richmond Swims Community Event

SUN
14
APRIL

Water Safety Day
1:00 - 4:30

Free family-friendly event with demonstrations, information, games, tours, free mini-swim lessons*, and more!

*SPACE IS LIMITED - REGISTER IN ADVANCE AT: [HTTPS://APM.ACTIVECOMMUNITIES.COM/RICHMOND](https://apm.activecommunities.com/richmond)

RICHMOND SWIM CENTER 4300 Cutting Blvd Next to Kennedy High School

For more information contact: paula_cooper-ipten@ci.richmond.ca.us 510-620-6654

Logos for CSD (City of Richmond & Richmond Swims), Swimming Saves Lives, and RPM (Richmond Plunge Masters).

Ciudad de Richmond & Richmond Swims Evento Comunitario

14
ABRIL
DOM.

Día de Seguridad del Agua
1:00 - 4:30


¡Evento gratuito para familias con demostraciones, información, juegos, giras, gratis mini-clases de natación*, y más!

*ESPACIO LIMITADO - REGISTRESE ADELANTE DE TIEMPO EN [HTTPS://APM.ACTIVECOMMUNITIES.COM/RICHMOND](https://apm.activecommunities.com/richmond)

RICHMOND SWIM CENTER Al lado de Kennedy High School

Por más información contacte: paula_cooper-ipten@ci.richmond.ca.us 510-620-6654

Logos for CSD (Ciudad de Richmond & Richmond Swims), Swimming Saves Lives, and RPM (Richmond Plunge Masters).



Benefits of a multi-generational community event include:

- + Increased use of public pools
- + Increased enrollment in Masters and youth teams
- + Increased water safety awareness
- + A healthier community
- + **Interest and enrollment in adult learn-to-swim classes!**

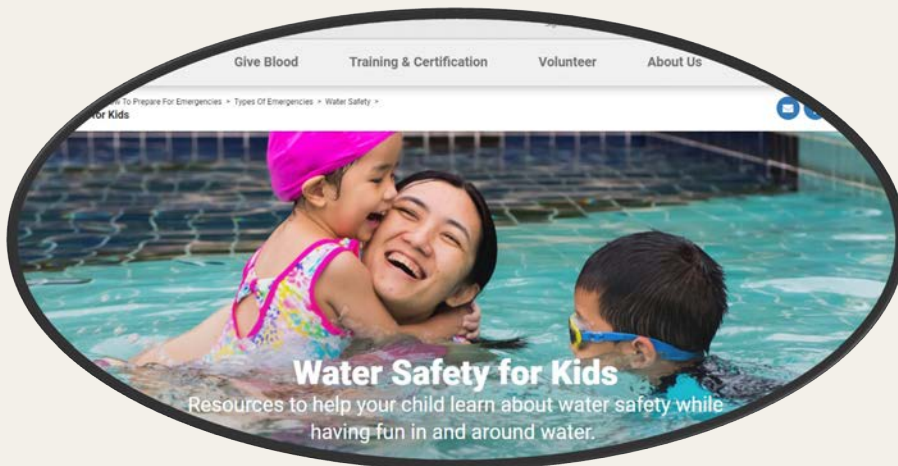


Some ideas for the event:

- Lifeguard/volunteer tours of the facility
- Water safety information
- Raffle or door prizes - could be **lessons or pool passes**
- Games - i.e.: bean bag toss, will it sink or float game, guess the number of goggles, name the 5 water competency skills
- Pool games can include: dive for prizes, ring toss on a floating octopus
- Incorporate small prizes and **parent/child cooperative games.**
- **Free or low-cost mini-lessons** - from breath or floating, to stroke technique for more advanced swimmers
- Food
- **Printed programing information**

Resources:

- US Consumer Product Safety Commission - poolsafely.gov
- The Red Cross - redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/water-safety.html



- <https://www.safekids.org/watersafety>
- [https://safety.lovetoknow.com/Water Safety Games](https://safety.lovetoknow.com/Water_Safety_Games)
- <https://www.youtube.com/watch?v=iNO18rEMR1o>
- <https://www.youtube.com/watch?v=J-KRTSiQji8>

Partnering with a Private Health Club on a New ALTS Program

Kim Elsbach, Davis Aquatic Masters



Benefits of Partnering with a Private Health Club on a New ALTS Program

Participants and instructors covered by Club Insurance

Clubs have established websites and registration platforms

Clubs may be looking for new programming to offer members

Clubs are motivated to help the program succeed

Presence of “therapy pools” provide warmer options in Winter

Challenges of Partnering with a Private Health Club on a New ALTS Program

Pool Time options are impacted by other programming

Maintenance issues may disrupt lessons

Instructors need to work with existing administration rather than have complete control over marketing and registration

Key Learnings from Partnering with Private Health Club on a new ALTS Program



Important to put together a proposal that outlines needs, costs, and benefits so that you can get buy in.



Program is competing with other programs so need to show how it builds on and differs from existing programs.



May be difficult finding students who are a perfect fit for ALTS since you have a limited group of applicants

Sample Proposal for a New ALTS Program at a Private Health Club

Proposal for US Masters Swimming Adult-Learn-To-Swim Program at Get Fit Davis

This proposal is for creating a US Masters Swimming (USMS)-sanctioned Adult-Learn-To-Swim (ALTS) Program at Get Fit Davis (GFD). Nikki Martin, former USMS swim coach for GFD would be responsible for developing and coordinating the program in close partnership with GFD leadership. Offering an ALTS program provides a valuable community service allowing adults the opportunity to learn how to swim, giving them an important lifesaving skill and establishes GFD as an organization that is committed to the community in unique ways.

Benefits for GFD in hosting an ALTS program

Empower existing GFD club members to be safe and confident in the water

Attract and retain new GFD members who would like to learn to swim and would remain members to continue using their skills in GFD pools

Attract community members to participate in the ALTS (i.e., single use for the ALTS program only) (Note: this is a longer-term goal attainable after demonstrating that the ALTS program is successful for current club members)

Background on USMS ALTS

USMS has created a robust ALTS curricula in partnership with the American Red Cross. Several swimmers and coaches in Davis recently became certified instructors through this program and are eager to bring an official ALTS program to Davis residents. Swimmers in the program will develop competency in:

- 1) Swimming 25 yards
- 2) Stepping or jumping into deep water
- 3) Returning to the surface and floating/treading water for one minute
- 4) Turning around in a full circle and finding an exit
- 5) Exiting the water

ALTS Class Overview

Class sizes are based on the number of instructors available with a general rule of never exceeding a three students to one instructor (3:1) ratio. For the first two months, it would be preferred to offer classes as a 1:1 ratio to ensure the instructors are comfortable and develop confidence running the classes within the GFD facility.

Two certified ALTS instructors are available: Nikki Martin and Kim Elsbach; both are experienced swimmers, ALTS Certified Instructors, and current GFD members.

GFD ALTS launch date: Spring or Summer 2022 – after weather warms up and is comfortable for participants.

Length of course/classes: Class work is intensive. Four weeks with two classes per week (8 classes total). Ideally one on weekday evenings and one on weekends with classes running 45-60 mins. Selection of time for each class should work for the majority of prospective participants. (Note: Participants will be expected to practice their new skills on off-days.)

Each class will follow a format of 15 mins dry land where we will review video and demonstration of the techniques to be practiced in the pool, followed by 30-45 minutes in the water for each class session. It would be ideal to have access to a room to review the brief video footage, if possible.

Teaching aids and equipment purchases: Participants will be expected to purchase a swim cap, goggles, nose clips. It will be optional for them to purchase Finis swim snorkel and Finis long fins to aid in learning about breathing and kicking.

Other gear that is already available on the pool deck will be used including kickboards and pull buoys.

Participants will be tracked during the course with a Student Progress Evaluation form. Upon completion of the ALTS program, participants are eligible to receive a Certificate of Accomplishment from USMS.

Participants can give feedback to the instructors and to GFD on the program using a participant questionnaire.

Sample Proposal for a New ALTS Program at a Private Health Club - continued

Promotion

US Masters has created numerous promotional materials that GFD can customize for the club.

Registration

Coordinated by GFD, ideally billing participants directly as part of their club fees. As part of registration, participants will fill out a form on their swimming background. This form will be shared with the instructors before the start of the course. GFD can maintain a wait list for students who would like to register for future classes. This will be especially useful in the first few months of promoting the course as the class sizes will be small until instructors are ready to add more participants.

Registration requirement: Instructors and students should be vaccinated for COVID-19 as they work in close proximity in the water.

Instructor pay can be negotiated with GFD, but ideally the same rate/benefits that GFD offers other Masters coaches (~\$20/session) would be sought and free access to gym services during months that ALTS is offered.

Ideally participants will pay some cost to GFD to participate in ALTS to ensure consistent attendance and commitment throughout the month.

Insurance

The ALTS course will be run within a one-month timeframe to leverage the 30 day USMS general liability insurance for the instructor, participants, and facility. Non-registered USMS participants are also eligible for insurance protection for up to 30 consecutive days of lessons if they complete the USMS guest membership application and submit the application to USMS (assumes the instructor is a current member of USMS).

Pool use

Based on the activity planned for each class, it would be ideal to have access to both the small pool and large 25 yard pool.

Unless otherwise noted, the side section of the large 25 yard pool would be adequate.

Sample Monthly Plan – 4 weeks with 2-3 classes per week

Day 1 – Goal: Breathing and bobs

Day 2– Goal: Float and glide

Day 3 – Goal: Kicking

Day 4 – Goal: Freestyle

Day 5 – Goal: Freestyle with breathing (*need access to one lane in big pool)

Day 6 – Goal: Deep water (*need access to one lane in big pool)

Day 7 – Goal: Treading water (*need access to one lane in big pool), side stroke

Day 8– Goal: Pool exit, other strokes

Budget

This is a budget for the first two months. Kim and Nikki will each run two 1:1 ratio classes per month in the first two months. This means that a total of four classes (two taught by Nikki, two by Kim) will run in month 1, and this same structure will be repeated in month 2. In the first two months, 8 participants (4 in month 1 and 4 in month 2) will go through this program.

Here is a proposed Monthly Budget to pilot this approach:

Month 1 budget

2 instructors' compensation for running 2 courses each: (8 swim classes x \$20 rate x 2 instructors) x 2 courses) = \$640

2 instructors' access to gym services = \$100

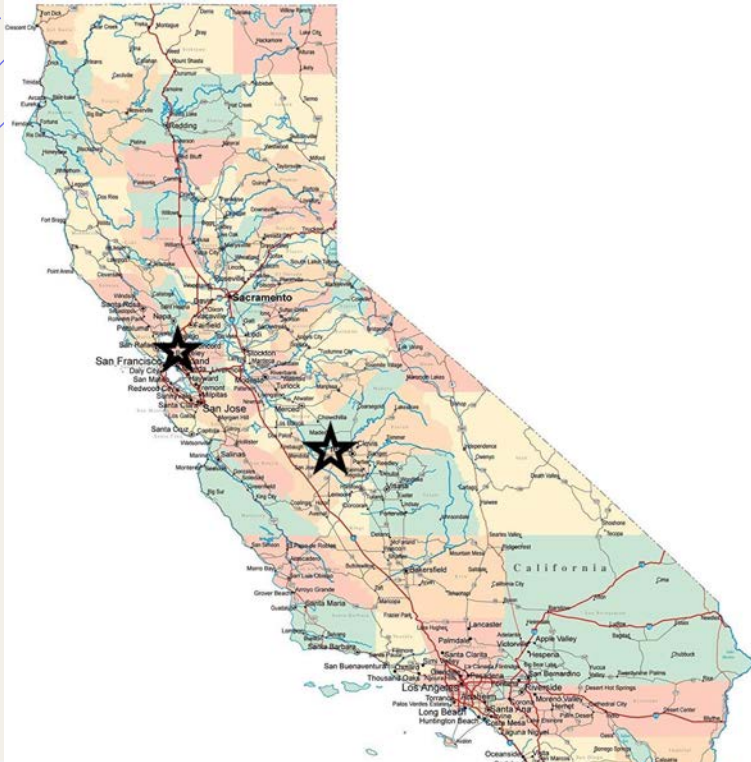
Month 2 budget

2 instructors' compensation for running 2 courses each: (8 swim classes x \$20 rate x 2 instructors) x 2 courses) = \$640

2 instructors' access to gym services = \$100

Partnering with a Local High School on New ALTS Program

Natalie Clark - Fresno Area Manatee Masters
Carol Nip - Albany Armada Masters



Where to start

- Instructors were ALTS certified Dec 2019
- Where? Fresno High Pool
- When? Fri/Sat/Sun 30 minute sessions
- Insurance? - become a member of FAMM - eliminates 30 day deadline
- Who? Current FUSD teachers
- Levels:
 - Fearful can't swim
 - Fearful can swim a little
 - Fearless can't swim
 - Fearless can swim a little
- Cost? USMS Membership + \$20/lesson



Challenges:

- Insurance coverage
- Pool time options
- Engaging in something that our club has not done before

Benefits:

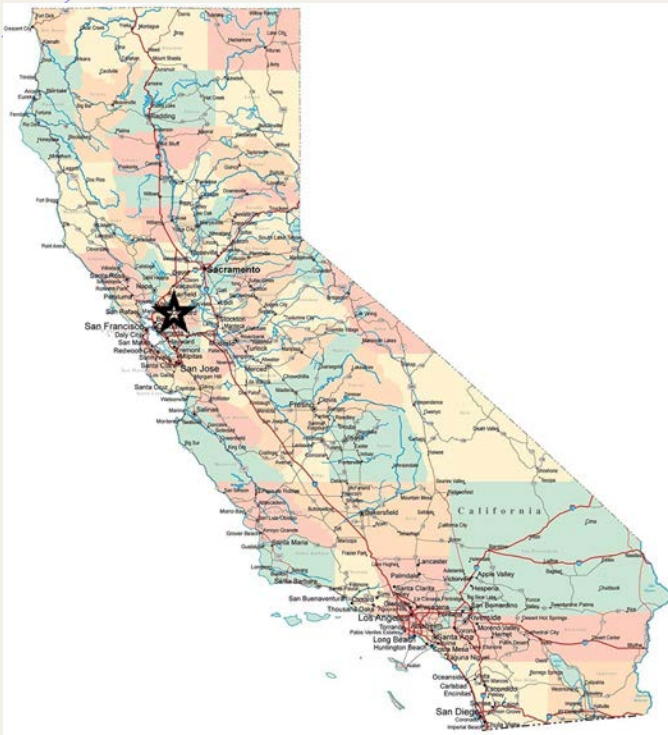
- Increase use of local neighborhood pool, building community engagement
- Control over marketing and registration
- Additional members for FARM and USMS

fresnomanatees@gmail.com



Partnering with Volunteer Instructors for an Existing ALTS Program

Susan Collins, Walnut Creek Masters



Partnering with Volunteer Trainers/Instructors at an Existing ALTS Program

1. The Walnut Creek Masters ALTS Program is designed as a 1:1 program, one volunteer trainer for each student.
2. Trainers - most of whom are not certified, but are all team members, attend a training session a week prior to the start of the program. Trainers don't all teach all of the sessions (they rotate through the course).
3. Each session begins with a power point preview of the new swimming skills to be the focus for evening. This provides a review for the trainers, especially for trainers who didn't teach the prior session.
4. Kerry Obrien and at least one other volunteer is on deck to oversee the program and help where needed.
5. We give an award for an Outstanding ALTS Volunteer

Questions?

