

# American Swimming Coaches Association MEMBERSHIP INFORMATION and APPLICATION

## Top **4** Reasons to Join ASCA:

### 1) Education in the Sport

### 2) The Home Study Program

### 3) Coach Certification

### 4) Identification with a Professional Association

(Taken from a two-year survey of the American Swimming Coaches Association's newest members.)

- ASCA sends you 18 publications a year (6 American Swimming Magazines, 12 ASCA Newsletters and The Online Journal of Swimming Research).
- Significant savings on books, audios, CDs, videos & DVDs
- Free access to Job Service Announcements on the Internet; free position evaluations for rated head coach positions; and free documents on the interview process and contract information.
- A toll-free 800 number for all of your coaching questions.
- Over 1,500 pages of downloadable technical information on our members only section of the website.
- Hour-long audio talks starting at \$1.99/ea. with all the wisdom of the swim coaching greats - over 1,200 talks available from the online Sound Coaching Library!

## Questions?

**Call 1 (800) 356-2722 or (954) 563-4930**

**WWW.SWIMMINGCOACH.ORG**



**American Swimming Coaches Association**

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Email: [asca@swimmingcoach.org](mailto:asca@swimmingcoach.org) | Website: [www.swimmingcoach.org](http://www.swimmingcoach.org)

**Leadership | Education | Certification | Collaboration**

## EDUCATION

As an ASCA Member, you will receive eighteen educational publications annually.

- **American Swimming Magazine** (published six times per year) Articles might include: training, stroke mechanics, teaching skills, philosophy of the sport, psychology, nutrition, club operation, school team operation and every other technical swimming topic. *The magazine is designed to help you do a better job of coaching your athletes.*
- **The ASCA Newsletter** (published twelve times a year) *The newsletter is focused on how to improve your position and the profession of coaching.* It provides up-to-date information on the coaching profession, awards and compensation. Past articles include: the profession of swimming, swimming awards, compensation of coaches, the history and future of swimming, how to enhance your swimming business and many other topics.
- **The Online Journal of Swimming Research** is the only publication of its kind in the world and includes technical swimming research and practical applications on a variety of topics: lactate testing, psychology, pool specs and injuries. Reviewed by scientists and peers. Past articles included: “Energy Demand of Interval Training for Competitive Swimming” & “Muscle Glycogen Depletion During Swimming Interval Training.”
- **ASCA World Clinic** — More than 1,500 swimming coaches attend each September. It’s the largest swimming coaches clinic in the world. Members enjoy five days, 30 speakers, educational opportunities and over 100 exhibitors in the Exhibit Hall.
- **Other Educational Benefits Include Access to:**
  - Books, Online Audio Downloads, CDs, Videos & DVDs
  - Enhancement Clinics
  - Club Administration Seminars
  - Customized Internet Delivery of Coaching Education



“ ASCA is an organization that helps swimming coaches become more professional. Each of us can contribute ideas and learn from one another. The professional status we deserve is dependent on the ASCA Central Theme of Education, Certification, Collaboration.

Rick Klatt - Level 4, USA-S ”

## CERTIFICATION

ASCA Certification is designed to identify and recognize professionally prepared coaches on a national level

Join the ranks of over 11,100 ASCA Certified Coaches who have raised their level of expertise through the ASCA Certification Program. Certification is based on your education, experiences and achievements since the start of your coaching career. ASCA is constantly working with clubs and employers across the U.S. in order to educate them about our certification program and to assist in raising the compensation levels of swimming coaches nationwide.

Available through home study, clinic presentation, or internet delivery, ASCA provides all five required schools in the certification pyramid for certification. In addition, we currently provide 22 enrichment courses, providing in-depth education on every coaching topic, with more being added every year. (Certification requires a separate application. Please call ASCA at 800-356-2722 or go online to [www.swimmingcoach.org](http://www.swimmingcoach.org) for a Certification Application.)

## COOPERATION

The American Swimming Coaches Association works closely with all other swimming related organizations including:

CSCAA — The College Swimming Coaches Association of America  
NCAA — National Collegiate Athletic Association  
NISCA — The National Interscholastic Swimming Coaches Association  
USAS — United States Aquatic Sports

USA-S — USA Swimming  
USMS — US Masters Swimming  
WSCA — World Swimming Coaches Association  
YMCA — Young Men’s Christian Association

“ ASCA is essential for coaches who want to stay on top of the coaching profession and stay informed - not only for the do’s and don’t’s of coaching, but staying aware of the political aspects of the swimming world.

Mark Schubert - Level 5, USA-S; NCAA Winner of more national championships than any coach in history! ”

- **Club Assistance** — Through the Club Assistance Program we provide assistance and advice to coaches and boards of directors on long range planning, the budgeting process, fundraising and coach-board-parent relationships. We also provide one-on-one assistance to swim clubs.
- **Staff Assistance** — As an ASCA member, we encourage you to call our staff with any questions or problems such as recruiting, workouts, salary negotiations, etc. We are a toll free phone call away! **800-356-2722**

## What additional benefits do ASCA members receive?

### The office that gives you a toll free help line!

- **THE ASCA TOLL-FREE NUMBER** — We're called "the office that gives you answers," and from 8 a.m. - 5 p.m., eastern standard time, each business day, you'll always talk with a human being, never a machine! **1-800-356-2722 (ASCA)**

This is the single most used ASCA service. It is called by our members on an average of 2,200 times a month. You can get information on literally every topic in swimming, as well as news and help on coaching issues and problems you may have.

- **JOB SERVICE** — ASCA can help you find a new position through the **Job Service Web-site**. We also have assistance by our toll free number to help coaches in a wide array of employment issues including contract negotiations.
- **SwimAmerica™**

You can benefit from an easy to operate SwimAmerica™ Lessons Program.

Add \$30,000 - \$50,000+ to your income this year.

Add more swimmers to your team.

*A proven income producer and team builder, over 650 SwimAmerica™ licensed program directors are operating over 1,500 locations nationally and have provided lessons for nearly 3 million young people.*

Easy to teach. A unique ten-step progression method with advancement goals that encourage continual success.

Easy to staff. There are no staffing problems with a SwimAmerica™ program. As licensed program directors, you train and certify your own instructors.

Easy to market. SwimAmerica™ has a marketing package with brochures, ads, business cards and signs.

Easy to afford. SwimAmerica™ has payment plans for qualified coaches.

- **PRODUCT DISCOUNTS**

Discounts on products such as:

**BOOKS** (on coaching swimming, history of the sport and more)

**AUDIOS & CD's** (on coaching swimming)

**DVD's** (on technique, dryland exercise and more)

**CERTIFICATION SCHOOLS**

**MOTIVATIONAL PATCH PROGRAM**

- **AMERICAN LEARN TO SWIM TEACHERS**

A continuing education provider for learn to swim teachers throughout the world. As a professional association, the American Learn to Swim Teachers provides educational programs, activities, products and services for learn to swim programs as it applies to infants, toddlers, children and adults. American Learn to Swim Teachers members will be provided important teaching concepts as they apply to their individual teaching needs. American Learn to Swim Teachers believe that learn to swim programs are necessary to promote water safety, fitness, health, opportunity and fun.

“

I believe that ASCA has been one of the most important steps in becoming a respected coach. I believe any serious coach must be a member and become certified to consider himself/herself a true professional.

Ira Klein, Level 5 - YMCA, USA-S, AG

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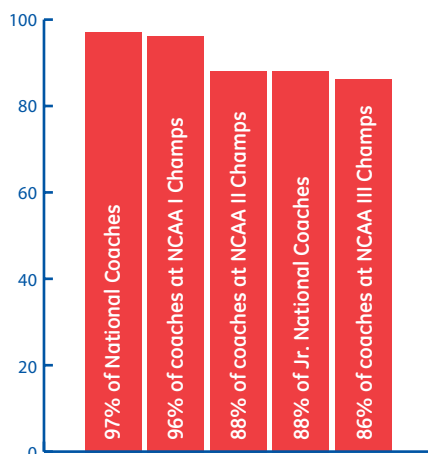
“

The ASCA's Educational Services are informative, professional, and a definite factor in the success of my coaching. The wealth of knowledge within the ASCA is a must for every swim coach in America.

Kevin Salisbury - Level 3, USA-S

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## Who are the current members of ASCA?



Our current members range from college students aspiring to become swimming coaches to every Olympic coach since 1956, age group coaches, high school coaches, college coaches, YMCA coaches, assistant coaches, learn-to-swim professionals, summer league club coaches, and master swimmers.

Join ASCA today and take advantage of our many services designed specifically to enhance your coaching position.

97% of National Coaches

96% of coaches at NCAA I Champs

88% of coaches at NCAA II Champs

86% of coaches at NCAA III Champs

88% of Jr. National Coaches



# Criteria for FULL ASCA Membership

As of September, 1993, FULL MEMBERSHIP in the ASCA will consist of those coaches who meet the following criteria. (Associate memberships will be available to all other coaches at the same membership fee.)

These criteria are predicated on the premise that Professionalism is based on the concept of credentials that demonstrate the most current training, and behavior that demonstrates our concern for the well-being of our clients, and fellow professionals.

## CRITERIA #1 - TECHNICAL PROFICIENCY

All new ASCA members shall have completed the Certification course work through Level 4. They shall have met education and experience criteria to be fully certified at Level 2 and above. They will have 1 year from the date of application to begin these four courses.

**Note:** This means COURSE WORK ONLY, NOT FULLY CERTIFIED WITH ACHIEVEMENTS. This is not necessary for membership. Level 1 is for our apprentice coaches. Currently Certified Coaches will not lose any present status. New applicants may “test out” without actually taking the coursework.

## CRITERIA #2 - PROFESSIONAL BEHAVIOR

An ASCA Member shall meet the following requirements in regard to professional behavior:

- A. Agreement to abide by the Code of Ethics, follow the procedures involved in its enforcement and accept the due process of its enforcement. Written signature of the code of Ethics will constitute informed consent.
- B. Statement of professional contributions. These may include publication, committee work at the national or local level, clinic instruction or administration, or other contributions to professional development of the sport and other swimming professionals.

## CODE OF ETHICS AND CONDUCT OF ASCA

The conduct and ethical behavior of a professional is determined by the degree of respect with which he/she interacts with the public that he/she serves. This public consists of both client and peer. The intent of the following code is to define the parameters of that interaction, and to provide for adherence to the following components.

Compliance with this code, as with all law in an open society, depends primarily upon understanding and voluntary compliance, secondarily, upon reinforcement by peer and public opinion, and finally, when necessary, upon enforcement through disciplinary proceedings. The code does not exhaust the moral and ethical considerations that should inform an ASCA Member professional swim coach, for no worthwhile human activity can be completely defined by rules. This simply provides a framework for the ethical coaching of the sport of swimming.

### Section A. PERSONAL CONDUCT

Article #1. A coach member of the American Swimming Coaches Association shall not abuse alcohol in the presence of athletes. A coach member of ASCA shall not use illegal or recreational drugs. A legal conviction for possession or sale of any illegal substance shall be an automatic violation of this rule.

Article #2. All professional communications shall be conducted in an honest, open manner consistent with the best interests of the sport and the profession. Integrity is a basic part of coaching, whether financially or in dealing with swimming events and entries. A member is accurate at all times to the best of their knowledge.

### Section B. COACH TO COACH

Article #1. In all professional matters regarding the changing of organizational affiliation of athletes, the initial discussion of any such change in affiliation should be initiated by the athlete, and not by the coach, or direct agent acting on behalf of the coach.

### Section C. COACH TO ATHLETE

Article #1. A coach member of the American Swimming Coaches Association will always make decisions based on the best interest of the athlete.

Article #2. A coach member of the American Swimming Coaches Association shall not engage in sexual relations with any minor.

Article #3. Sexual misconduct consists of any behavior that utilizes the influence of the coaching position to encourage inappropriate intimacy between coach and athlete.

Article #4. Coaches of college-aged athletes shall not engage in sexual relations with athletes that they coach, even of legal age.

### Section D. COACH TO COMMUNITY

Article #1. Any legal felony conviction will constitute a violation of the Code of Conduct. See also Section A above.

## ENFORCEMENT OF THE CODE OF ETHICS

The Ethics Committee shall be elected by the ASCA membership in the Olympic year. Four positions shall be elected for a four-year term. A fifth shall be appointed by the ASCA President, to chair this committee. This Chair shall be an ASCA Vice-President. The first four positions may be board members or non-board members. Each candidate for a position on the Ethics Committee must have 5 years of experience as an ASCA member.

**Responsibilities of the Ethics Committee shall be:**

1. To develop each month, a sample case regarding ethics and conduct to act as a case-book when accumulated, to delineate conduct that is acceptable and unacceptable within the context of the four areas of the Code of Ethics and Conduct. This case-book example shall be published each month in the ASCA Newsletter and Magazine as part of on-going education in Professional Ethics and Conduct.
2. To receive and investigate complaints pertaining to matters of ethical behavior among the members of the Association.
3. In regard to said investigative responsibility, develop procedures to ensure the individual's right to due process is protected at all times in the procedure.

4. To develop within the due process system, a series of potential penalties for those members found in violation of our code of ethics. These will be of varying degrees of severity and may include temporary or permanent revocation of membership or certification.
5. To deliver said penalties in such cases as may be necessary to protect the integrity of our membership.

## **“DUE PROCESS” FOR CASES OF ETHICAL MISCONDUCT**

**Definitions** - Due Process is the procedure that ensures that if you are charged with an ethical violation, your rights are protected in the following manner:

- ✓ You receive notice, in writing, of those specific offenses with which you are charged.
- ✓ You have an opportunity to defend yourself, and reasonable period of time to prepare that defense.
- ✓ You have the right to legal counsel if you wish it.
- ✓ You have a right to a hearing before an objective body, (ASCA Ethics Committee) at a specific time that will allow you full opportunity to present your defense.
- ✓ You have notice of how to appeal the decision, if the judgment is against you.

## **PROCEDURE**

The following are the general procedures involved in the ASCA Code of Ethics Due Process proceedings:

1. Only a coach member of the ASCA may bring ethical charges against another coach member. In the case of criminally charged offenses, the association itself will be considered the complainant.
2. Ethical complaints brought by one coach against another that are found to be essentially of a spurious nature, will itself be considered to be a very serious breach of ethical conduct, and will be an automatic complaint. This is meant specifically to prevent “nuisance” complaints, or issues arising from personal animosities.
3. An ethical complaint is brought to the attention of Chair of the Ethics Committee, in writing by the complainant.
4. A preliminary evaluation of the nature of the complaint will be conducted by the Chair of the Ethics Committee, the President of the Association, and the Executive Director. If the complaint is found to represent a potential ethical violation, it is immediately sent to the full Ethics Committee, and notification by certified mail of the action and specific charges are sent in writing to the coach so accused. An invitation to respond is included, with a reasonable time frame for the accused to present a written response. It is possible that the initial screening process may decide that no ethical violation has occurred. If so, the Chair of the Ethics Committee will so inform the complainant, immediately following such a decision.
5. Following a reasonable opportunity for written response, the committee may choose to;
  - a) Accept the response. No further action. Notification of the complainant.
  - b) Propose simple disciplinary action, (likely to be accepted by the accused). Accused is notified, and may accept proposal, or may insist upon a full hearing.
  - c) Schedule a full hearing for the complaint. In this case, a full written explanation of the hearing process and place, time, etc. will be mailed to the accused.
6. Should the accused party wish to appeal, such appeal request must be submitted to the President of the ASCA, and the Appeal Board will be the Board of Directors of ASCA. The appeal will be heard at the next regularly scheduled Board of Directors meeting or at a special meeting called for that purpose. The same procedures will then be followed as for the formal hearing by the Ethics Committee. Any member of the Ethics Committee who is also a member of the ASCA Board of Directors, shall be excused from this appeal process.

## **AUTHORITY OF THE ETHICS COMMITTEE TO IMPOSE PENALTIES**

In the case of a decision that an Ethics Violation has occurred, the Ethics Committee may impose penalty(s) from among the following options:

1. A letter of reminder of ethical conduct to the coach.
2. A letter of reprimand directly to the offending coach.
3. A letter of reprimand to the offending coach, with copies to the employer of the coach.
4. A letter as above, with additional copies to the LSC Chair in the cases of USS Swimming Coaching, or similar body in other situations.
5. Permanent letter in the file of the offending coach, to become a part of that coaches permanent certification record, and distributed with information on the coaches certification status.
6. Temporary suspension of ASCA membership for a defined period of time.
7. Revocation or suspension of ASCA certification.
8. Indefinite suspension of ASCA membership, to be reviewed at a future time.

It is understood that the above are representative penalties only, and may be modified to appropriately fit any situation of ethical violation, by the Ethics Committee, and that they are presented in order of severity.

*I have read and agree to abide by the American Swimming Coaches Association's Code of Ethics.*

**Print Your Name** \_\_\_\_\_

**Signature**  \_\_\_\_\_ **Date** \_\_\_\_\_