

Careful Recruitment = SUCCESS

Target prospects individually. Large clinics with wide open enrollment are becoming very expensive and very few prospects actually get past the initial clinic.

Recruiting good officials is the concern of the entire LSC. Use the LSC Club Liaison, and the LSC Coaches representative to the local Board of Directors to help you schedule team meetings and locate good prospects for officials.

Look at timers, timing for their children. These people have time and interest.

Look at 12 and under really good swimmers who are likely to stay in the sport. Scrutinize their parents for time constraints. They should be in the sport for many years if parents are properly educated to be supportive, useful and appreciated.

Access team coach's knowledge to recommend new officials candidates and solicit their help with recruiting that person.

Solicit team BODs to recommend candidates and educate them to help with officials registration and expenses, in exchange for their help with team understanding of rules and regulations.

Everyone Wins: Swimmers, teams, coaches, and the new officials.

Recruit mom and dad teams to share deck duty at meets.

Develop an education system that is geared to the time constraints of the official prospect.

Today's education program must adapt to the time constraints of individual person. The online test is an excellent example of user-friendly education geared to each persons time constraints.