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The New Era of ASCA Is Here: Modernized Certification, New Website, Mobile App and More Ways to Connect

The American Swimming Coaches Association (ASCA) launches a new digital experience, expanded educational content and enhanced resources to make coaching education, professional development and membership benefits more accessible to coaches at every level.

The American Swimming Coaches Association (ASCA) has officially entered a new era. As the swimming coaching profession faces new opportunities and challenges, ASCA is taking deliberate steps to strengthen its role as the leading organization dedicated to educating, supporting and advocating for coaches. Guided by its strategic vision, ASCA is investing in better ways to deliver education, improve coach certification, advance professional development, connect coaches and provide meaningful membership value.

Explore the new ASCA experience at www.swimmingcoach.org.

Key features include:

- **New Member Dashboard:** A central location for membership information, certification and engagement recognition, and continuing education.
- **Updated Website:** An easier way to discover ASCA programs, resources, news and professional development opportunities.
- **Mobile App:** Another way to access ASCA recorded talks, Russell Mark's technique and data libraries, and stay connected while on the go.
- **Updated Learning Management System:** A redesigned platform for accessing courses and continuing education.
- **Online Community:** A way for coaches to connect to peers around the world and access the Workout Exchange.

A New Certification System Built to Elevate the Profession

One of the most significant changes is ASCA's redesigned certification system, developed with direct input from its members. The ASCA Education Committee, led by Bolles Head Coach **Peter Verhoef**, played a key role in shaping the new pathways to ensure the system reflects coaches' needs, professional goals and desire for meaningful continuing education.

The new system places greater emphasis on education, practical knowledge and continued professional growth. It removes the previous athlete-performance requirement, recognizing that a coach's professional development should be measured through education and experience. The ASCA Course Catalog used at Level 4 and Level 5 will continue to expand, with a plan to add three to four new courses each year.

The new certification system includes five redefined levels with all new courses:

LEVEL 1 | COACHES TOOLKIT
Foundational resources for coaches beginning their professional development journey.

LEVEL 2 | THE STROKES
Stroke technique education taught by the master, Russell Mark

LEVEL 3 | SEASON PLANNING & WORKOUT PLANNING
Now 2 core courses: Season Planning Framework and Daily Workout Planning and Design

LEVEL 4 | ADVANCED COACH
Six courses of choice from the ASCA Course Catalog, plus 3 ASCA Lives

LEVEL 5 | ELITE COACH
Six courses of choice from the ASCA Course Catalog, plus 3 ASCA Lives, plus attend an in-person event or clinic

Since performance is no longer a requirement for ASCA certifications, ASCA is also introducing a new **Athlete Performance Star Recognition Program**, which awards three-, four- or five-star recognition based on athlete performance levels and achievements. This provides a separate way to recognize and celebrate coaching accomplishments through athlete performance.

MORE ACCESSIBLE AND VALUABLE RESOURCES

The launch represents a significant investment in ASCA's mission to inspire, support and advocate for swim coaches while elevating the profession and uniting coaches at every level.

"Our goal is to make ASCA more accessible, more valuable and more connected to the everyday needs of coaches," said **Jennifer LaMont**, ASCA CEO. "This is about more than a new website. We're building a better experience for coaches to access the best and most reliable education, earn certifications, connect with their colleagues and take advantage of the resources ASCA provides."

“The transformation reflects a commitment by the ASCA Board of Directors to modernize the organization, deliver greater value to members and elevate our profession,” said ASCA Board President **Bill Dorenkott**, Director of Swimming and Diving at Ohio State University.

Bringing this vision to life required more than a year of planning, collaboration and execution by the ASCA staff. **Ariel Hodges** and **Sarah Winstead** played instrumental roles in translating ASCA's strategic vision into the digital platforms, educational resources and enhanced member experience now available to coaches.

As ASCA enters this new era, the staff and board welcome feedback from members and the coaching community. Coaches can share comments, questions and suggestions with any staff member or email **asca@swimmingcoach.org**.

Getting Started with the New ASCA

All swim coaches are encouraged to join ASCA to get connected! Current members will receive an email with first-time login instructions. For questions or assistance, contact **membership@swimmingcoach.org**.

Explore the new experience and learn more about membership at www.swimmingcoach.org.

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