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USA Swimming and ASCA Announce Strategic Alliance to Strengthen Coaching and Grow the Sport

In a landmark move for the American swimming community, USA Swimming and the American Swimming Coaches Association (ASCA) today announced an agreement that brings together two of the sport's most influential organizations in support of a shared commitment to strengthen the coaching profession and grow swimming from the grassroots level to the Olympic podium.

The new alliance comes at a pivotal moment for both organizations. Following the arrival of Kevin Ring as USA Swimming Chief Executive Officer in September 2025, USA Swimming has continued to advance its strategic priorities related to coach development while ASCA has embarked on a comprehensive organizational transformation over the past five years led by CEO Jennifer LaMont and forward-thinking board of directors.

The agreement provides momentum as ASCA prepares to launch the next stage of its evolution involving significant upgrades to its technology platforms, member experience, and coach education. ASCA's redesigned certification program starting in November 2026 will feature updated course content, modernized delivery systems, and more flexible certification pathways to better serve today's coaches and elevate the value of ASCA certification throughout the swimming community.

The partnership establishes a collaborative framework centered on strengthening the coaching profession, retaining and developing coaches, and providing resources that help coaches, clubs, and athletes succeed.

USA Swimming and ASCA will work together to:

- Expand and improve coach education opportunities
- Support the recruitment and retention of coaches
- Promote consistency and quality across competitive swimming programs
- Increase participation and long-term engagement in the sport

A key initiative within the agreement will be the launch of the "ASCA New Coach Initiative, a collaborative program designed to support coaches entering the profession. As part of the initiative, new USA Swimming coach members will receive cohort-based educational programming designed to help coaches build foundational skills, professional connections, and long-term career pathways.

"Coaches are critical to athlete's journey and fundamental to our success as an organization," said Kevin Ring, Chief Executive Officer of USA Swimming. "This alliance represents an important step forward in our commitment to supporting coaches throughout their careers and creating a more connected pathway for development. Together with ASCA, we are investing in the people who shape the future of swimming every day, helping ensure our sport continues to grow and thrive from the grassroots level to international excellence."

“Coaches are the backbone of our sport,” said Jennifer LaMont, Chief Executive Officer of ASCA. “This collaboration creates meaningful opportunities to elevate coach education, improve retention, and provide stronger support systems for both new and experienced coaches nationwide. We have spent several years building toward this moment, and we are excited about what our organizations can accomplish together for coaches and the athletes they serve.”

Additional components of the agreement include:

- USA Swimming participation and engagement at ASCA clinics and events, including the ASCA World Clinic
- Expanded collaboration on coach recognition and development
- Joint marketing and communication efforts promoting coach education and professionalism
- Enhanced support for emerging swim clubs and coaching programs
- Shared resources, research opportunities, and coach engagement initiatives

The agreement represents a renewed commitment by both organizations to invest in coaches as leaders, educators, and essential drivers of athlete success and lifelong participation in swimming.

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