



ISCA Certification

Draft from August 15, 2021

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Overview

The CMS (content management system) used for ISCA Certifications needs to move from the prior host to a new web host. This opportunity allows for an evaluation and clarity.

Goals

1. More transparent operations.
2. More robust marketing and sales.
3. More peer review and inclusion from within the scientific community.
4. Hope of expansion and courses.
5. More potential upside for bigger subscription, licensing and even acquisitions from other entities.
6. More clarity and accountability in duties and responsibilities with compensation details.

7. In-house operations so ISCA office staff have awareness of student progress and transactions

Specifications, version numbers for discussions within this document

The existing, SCORM compliant courses could be EXPORTED, individually, from the present location and be re-deployed on a new host. For sake of clarity, what has been present through June 2021 at the Classroom site (with Mary Ann) can be called VERSION 1.0.

The content, quizzes, certificates, pre-requisites, and pricing can all remain the same for this migration process.

Version 2.0 comes when all the course content is fully migrated to new servers, all checked by all interested parties.

Version 3.0 comes when the course content and sales mechanics with affiliate commissions are active.

Tasks necessary for the certification to resume operations

I. Agreement is obtained on this plan

Document management by Mark Rauterkus, webmaster.

II. Backup of existing files are delivered to a Google Drive

The .zip files need to be put into a cloud document so they can be obtained from Mary Ann to Mark.

III. Help Desk ticket needs to be crafted for Vimeo for all video files

The Vimeo support people will move ALL the videos within the courses from the existing location to the SwimISCA Vimeo account. A complete list of videos needs to be furnished along with a statement of permissions from the outgoing Vimeo account holder and the incoming Vimeo account holder.

The SwimISCA Vimeo account is <https://vimeo.com/swimISCA>.

The administrators of this account are Mark, Kerrie and Chip, (able to upload).

IV. Course Transcripts (user records) need to be delivered to ISCA

Names, emails, courses completed, certification levels, (dates perhaps), need to be delivered so ISCA has historical student records.

The Points for Agreement among parties:

V. ISCA's Certification Body must have a majority vote to approve every new course in the pathway to ISCA Certification.

In August 2021, the ISCA Certification Body includes Rod, John and one other woman. Three people.

The ISCA Certification Body will expand before August 31, 2022 to FIVE MEMBERS. Acceptance into the ISCA Certification Body is subject to approval of the other members of the ISCA Certification Body. If, as of September 1, 2022, if there are less than five members in the ISCA Certification Body, then the remaining members are to be appointed without objection by ISCA's President.

The ISCA Certification Body will expand before August 31, 2023 to SEVEN MEMBERS. Acceptance into the ISCA Certification Body is subject to approval of the other members of the ISCA Certification Body. If, as of September 1, 2023, if there are less than seven members in the ISCA Certification Body, then the remaining members are to be appointed without objection by ISCA's President.

The ISCA Certification Body will expand before August 31, 2024 to NINE MEMBERS. Acceptance into the ISCA Certification Body is subject to approval of the other members of the ISCA Certification Body. If, as of September 1, 2024, if there are less than nine members in the ISCA Certification Body, then the remaining members are to be appointed without objection by ISCA's President.

When the ISCA Certification Body has an opening due to a vacated seat, the ISCA Certification Body can replace that seat with another member with a majority vote at any time.

The ISCA President, Administrator, and Webmaster are able to attend the meetings of the ISCA Certification Board as non-voting, ex officio participants to keep minutes, conduct votes, and offer reports / updates.

ISCA's Certification Body votes to approve all ISCA Certification courses and pathways but its authority is specific only to certification.

Case in point: ISCA shop items, newsletter, ebooks, badges, library, points, stars, bars, awards, CEUs, certificates are not needing approval.

* One exception, Lifeguard Certification courses from the American Red Cross or JEM, are going to retain the designation and description of “certification” as that’s an industry standard.

All other educational goods, products and services from ISCA are not going to deploy the word, “Certification” for the sake of clarity.

VI. Platform, sales process, PR, and matters of pricing are examples of the other issues that are to be determined by ISCA, not the ISCA Certification Body.

Pricing, bundles, discounted sales, affiliates and many other efforts are needed and can occur on behalf of ISCA and the growth of the ISCA Certification efforts without okays from the ISCA Certification Body.

VII. Percentages

Gross income is to be split with:

30-percent to the author of the course,

30-percent expenses, overhead, server, support to ISCA,

30-percent to MARKETING AFFILIATES,

10-percent to INVESTMENTS for ON GOING Certification Courses

Accounting / reporting is to occur every six months, January 1 and June 1.

Affiliate payments / credits to be reported on a quicker schedule.

VIII. Bulk, Mega Customers and Exit Plan Possibilities

After Level 1, 2 and 3 are completed, ISCA’s Certification could be marketed to others, in-part or in-whole. ISCA’s Certification offers swim specific, multi-disciplinary value with high quality remote learning that could be purchased by FINA, a University, or some other publisher / entity.

A University might want to subscribe to ISCA’s Certification for its students and build a course for swim coaches using the content as the framework for in person or remote coursework. Subscriptions, lease, ownerships are all possible and items to be considered.

A NGB or sponsor / benefactor might desire to subsidize ISCA’s Certification to a group of coaches. For example, the Swim Federation in INDIA might want to pay for

100% costs of ISCA's Certification for 100 of its coaches. The same percentages as those listed above are to be used for these types of new incomes.

ISCA's President must approve of bulk, mega customer and exit plan prices and discounts.

IX. Ownership rights agreements for each course need to be transferred to ISCA from the course authors before any exclusive ownership transfers can be floated.

ISCA Certification package deals for limited, non-exclusive subscription arrangements that can occur under the terms above. However, an exclusive ownership transfer to another publisher would require prior rights ownership to ISCA from all authors before ISCA can package the ISCA Certification to a new and different owner.

Additional notes FYI:

The ISCA Certification information on the websites have been edited.

Deleted buttons to the former classroom site.

Deleted mention of Level 4 (platinum).

Future newsletters and webinars are not part of the scope of this document.

Goals for growth include:

Complete Level 2. Presently has 3 hours out of 9.

Complete Level 3. Nothing approved. The aim is for a semester's worth of materials.

The panel from a past ISCA Summit with Jimmy Ellis has yet to be released. Chip could produce that as it would fit into a DEI offering for ISCA.

A course on Altitude Training is almost done. It can be part of the ISCA Certification catalog.