

ALBERTA 
ARTISTIC
SWIMMING

**ARTISTIC
SWIMMING
LADDER OF
EXCELLENCE**

**POINTS
MATRIX**



Organizational Excellence	3085
Athlete Development	3075
Officials and Coaches Development	1250
Marketing and Events	1322

TOTAL: 8732

Additionally there are bonus points that can be earned. They will be added to your total points towards the bench marks.



ORGANIZATIONAL EXCELLENCE: 3085

Club Growth

Metric	Criteria	Points
Club Growth	8% Increase from previous season	100
Club Growth	5% Increase from previous season	50
Club Growth	2% Increase from previous season	25
Club Growth	BONUS POINTS: per new member from free trial events	2

Total 100

Governance and Engagement

Metric	Criteria	Points
Participating on AAS Board	Per person actively serving on the AAS Board	45
Participating on AAS Committees	Per person actively serving on an AAS Committee	50
Club President Calls	Club representation per call (20 points ea, Max 8X)	160
	No club representation per call (Max 8x)	-20
Attend AAS AGM	One representative per club as voting delegate	25
	No club representation	-25
Attend AAS Annual Conference	Per eligible person attending the full conference (Max 4 people)	100
	No club representation	-25
AAS Webinars	Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points). (Max 4)	100
Support AAS Platforms	Supports the use of Dropbox and uses it annually	25
	Not supporting or using Dropbox annually	-25
	Supports the use of the website annually to access information without contacting AAS for information found on the website	25
	Points deducted per time AAS is contacted for information that is available on the AAS website.	-5

Total 605

ORGANIZATIONAL EXCELLENCE: 3085

Registration and Compliance

Metric	Criteria	Points
Registration Deadlines	Club registered on RAMP by the 3 rd business day in September	100
	Club does not meet the registration deadline	-50
	Board Roster submitted by the 3 rd business day in September	50
	Board members listed on the submitted roster meet compliance <ul style="list-style-type: none">Points are awarded based on the club's board numbers on submitted list, with the percentage of eligible registered members equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
	Board Roster not submitted by deadline	-50
	Coach Roster submitted by the 3 rd business day in September <ul style="list-style-type: none">Points are awarded based on the club's coach numbers on submitted list, with the percentage of eligible registered members equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
	Coach Roster not submitted by deadline	-50
	Update Board Roster submitted following the club's AGM	50
	Board members submitted on the updated list meet compliance <ul style="list-style-type: none">Points are awarded based on the club's board numbers on submitted list, with the percentage of eligible registered members equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
	Club does not submit an updated roster no later than 10 business days following the club's AGM	-50

Total 500

ORGANIZATIONAL EXCELLENCE: 3085

Club Engagement

Metric	Criteria	Points
AAS Info Sessions/Town Halls	At least one club representative on any AAS Info Sessions or Town Hall (20 points ea., Max of 8X)	200
Member Volunteering	Non-host club volunteers <ul style="list-style-type: none">Clubs can receive up to 25 points for filling a volunteer roster for other clubs at 1 point per percent of the roster filled	25
Member Volunteering for AAS Initiatives	Fundraiser for Provincial Teams, 10 points per person and up to 6 people (Max 5 initiatives)	100
Parent Liaison Program	Parent Liaison Program in place (declared during registration)	25
Club Newsletter	Copies provided to AAS (Sept. to April) <ul style="list-style-type: none">One per month4 per year2 per year	160 80 40
4-Year Strategic Plan	Strategic Plan submitted annually by September 30 th , signed by the board	50
Operational Plan	Operational Plan submitted annually by September 30 th , signed by the board	50
Grants	Per grant successfully accessed to support club programs (max 3 per year) 10 points/proof	30

Total 940

Professional Conduct - Bonus Points

Metric	Criteria	Points
Positive Engagement with AAS	Per Interaction with AAS staff that is consistent with the CAS Conduct Policy - Tracked as best as possible by AAS	5
	5 points will be deducted per unprofessional interactions with AAS as per the CAS Conduct Policy - Tracked as best as possible	-5

ATHLETE DEVELOPMENT: 3075

Provincial/National Team Programs

Metric	Criteria	Points
Provincial Teams	Per athlete participating in team trials <ul style="list-style-type: none"> Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points). 	100
	BONUS POINTS: Per athlete qualifying for a provincial team	20
National Teams	Per athlete participating in team trials <ul style="list-style-type: none"> Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points). 	100
	BONUS POINTS: Per athlete qualifying for a national team	20
Total		200

Athlete Events

Metric	Criteria	Points
AAS Club Participation	Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	
	Northern Lights	100
	Rocky Mountain Qualifier	100
	Wildrose Classic	100
	Alberta Winter Games Trials	100
	Canada Summer Games Trials	100
AAS Spring Splash	Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
AAS Water Shows	Per Club Participation: Northern Lights	15
	Rocky Mountain Qualifier	15
	Wildrose Classic	15
Total		645

ATHLETE DEVELOPMENT: 3075

Athlete Programs

Metric	Criteria	Points
AAS Ladder of Excellence Skill Development: Reporting to AAS	<ul style="list-style-type: none"> • 1x in a year • 2x in a year • 3x in a year • 4x in a year 	25 50 75 100
AAS Athlete Pathways for Rec Programs	Setting up club programs in RAMP as per AAS nomenclature and advertising accordingly <ul style="list-style-type: none"> • Learn to Artistic Swim School • AquaGO! • Pre-Competitive (registered as competitive Athletes) • Advanced Recreational 	25 25 25 25
AAS Fall Development Camp	Points are awarded based on the club's participation rate, with the percentage of eligible registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
LTAD Testing: Reporting to AAS	<ul style="list-style-type: none"> • 1x in a year • 2x in a year • 3x in a year • 4x in a year 	25 50 75 100
Consistent Consulting with AAS TD for feedback: Per age group, per competition:	25 Points Each Age Group: <ul style="list-style-type: none"> • Northern Lights 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • RMQ 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • Wildrose Classic 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • Alberta Winter Games Trials • Outside of Competitions, minimally 3X 	175 175 175 25 25
Consistent Consulting with AAS Officials for feedback: Per age group, per competition:	25 Points Each Age Group: <ul style="list-style-type: none"> • Northern Lights 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • RMQ 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • Wildrose Classic 8-10, 11-12, Novice, Youth, Junior, Senior, Adaptive • Alberta Winter Games Trials • Outside of Competitions, minimally 2X 	175 175 175 25 25
Guest Facilitators for Athlete Development	Specialized Coaches: Event sanctioned for the season	100
	Specialized Coaches: Per sanctioned session (Max 4/season)	40
	Guest Facilitator: Event sanctioned for the season	100
	Guest Facilitator: Per sanctioned session (Max 4/season)	40

Total 2230

OFFICIALS AND COACHES DEVELOPMENT: 1250

Certified Officials

Metric	Criteria	Points
Level 1 Certification	Points per person completing certification (Max 10/season)	500

Total 500

Certified Coaches

Metric	Criteria	Points
NCCP Status / Coach	Fully Certified <ul style="list-style-type: none">Points are awarded based on total number of coaches registered by the end of April (e.g., 100% = 100 points; 88% = 88 points).	200
	Minimally Trained, as per CAS Coach Registration and Certification Policy <ul style="list-style-type: none">Points are awarded based on total number of coaches registered by the end of April (e.g., 100% = 50 points; 88% = 44 points).	50
Attend AAS Conference	Points are awarded based on the club's number of registered coaches at the time of the conference, with the percentage of registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
Education Sessions	Per coach per education session participated in up to a maximum of 4 per coach <ul style="list-style-type: none">every session a coach attends is worth 25 divided by the number of coaches in the club	100
Club Hosted Education Session	Hosted, sanctioned coach education session 25 points per session up to a maximum of 4 sessions	100
AAS TD Head Coach Calls (10/yr)	Club Representation (20pts/call)	200
Disciplining	Per coach disciplined/incident	-20

Total 750

MARKETING AND EVENTS: 1322

AAS Events

Metric	Criteria	Points
Co-Hosting an AAS Competition	Per application to co-host an AAS competition (Max 3)	45
	Per co-hosted competition (Max 1/season)	15
Promoting Co-hosted Competitions	All promotions for co-hosted competitions clearly indicate that the event is an AAS event co-hosted by the club (Minimally 3 promotions/adverts) <ul style="list-style-type: none"> Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, AWG Trials, CSG Trials, Provincial Team Trials and Spring Splash, or any other event co-hosted with AAS 	30
	No mention of co-hosting an AAS competition	-30
Professionalism at AAS Events	Clean club areas at the conclusion of each day at AAS events (10 points/day)	30
	Areas not clean at the conclusion of each day	-30
Registration Deadlines	Registering by the posted deadline: 25pts per event: Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials, Canada Summer Games Trials, Provincial Team Trials	175
	Failure to register by the posted deadline for each event	-25
	Submitting music by the posted deadline: 25pts per event: Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials	100
	Failure to submit music by the posted deadline for each event	-25
	Submitting coach cards by the posted deadline: 25pts per event: Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials	100
	Failure to submit coach cards by the posted deadline for each event	-25

MARKETING AND EVENTS: 1322

AAS Events

Metric	Criteria	Points
Briefings for AAS Events	One coach per club attending the pre-meet briefing calls per AAS Event 25 points per event: Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials, Canada Summer Games Trials, Provincial Team Trials	150
	Failure to attend pre-meet briefing call for each AAS event	-25
	One coach per club attending the debrief calls per AAS Event 25 points per event: Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials, Canada Summer Games Trials, Provincial Team Trials	150
	Failure to attend debrief call for each AAS event	-25

Total 765

Promoting AAS Events and Activities

Metric	Criteria	Points
	All promotions for co-hosted competitions clearly indicate that the event is an AAS event co-hosted by the club (Minimally 3 promotions/adverts) Northern Lights, Rocky Mountain Qualifier, Wildrose Classic, Alberta Winter Games Trials, Canada Summer Games Trials, Provincial Team Trials, Spring Splash	30
	Failure to mention the event is co-hosted in any promotions	-30
	Resharing and AAS Competition or Event post: <ul style="list-style-type: none"> Maximum of three different events 3 points per share, up to 3 reshares/event 	27
	Single social media post highlighting AAS as a co-host of a recent event	5
	Sharing social media posts that highlight competitions, activities, or events hosted or co-hosted by AAS, with acknowledgement of AAS for providing member participation opportunities. <ul style="list-style-type: none"> One post per competition, activity or event (max of 5 events) 3 points per post 	15

Total 57

MARKETING AND EVENTS: 1322

Club Advertising

Metric	Criteria	Points
General	Per Club advertising, maximum of 4X/year, 15 points per advertising	60
Free Trial Events	5 Points per Free Trial event (Max 10/season)	50
Community Events	Per club participation in a community event when shared on social media, 5 points per activity up to a maximum of 5 activities	25

Total 135

AAS Awards Banquet

Metric	Criteria	Points
	15 points for each award winner (7 athletes, 3 coaches, 1 club volunteer)	165
	Registered members attending the banquet (not including award winners)	
	<ul style="list-style-type: none">Points are awarded based on the club's number of registered coaches at the time of the awards banquet, with the percentage of registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100
	<ul style="list-style-type: none">Points are awarded based on the club's participation rate at the time of the awards banquet, with the percentage of registered members participating equating directly to the number of points earned (e.g., 100% = 100 points; 88% = 88 points).	100

Total 365