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OtterBall Closing the 7-12 Gap

Kroc Centers National In-Service



THE PATTERN

Kids finish lessons. Then they disappear.

7-12 the age range where kids quietly
vanish from aquatic programs

No complaint. No conversation. They're just gone.

WHAT OTTERBALL IS

It's a game. Like basketball. Like soccer.

Not a technical sport — a game kids already know how to play.

OtterBall is a modified water polo game with learn-to-swim built right into it. But don't get hung up on “water polo” — think basketball, think soccer. Kids already understand games. That's exactly why they pick it up fast.



STAFFING REALITY

Any pool. Minimal equipment. No WSI required.

- You don't need WSI-certified instructors to run this.
- You don't need special equipment or a facility upgrade.
- It runs in the pool you already have, with the gear you already own.



WHO CAN RUN IT

You don't need to be an expert.

Simple rules. Simple instruction.

Your staff doesn't need to be a swim expert, a water polo coach, or a certified official.

They just need to read the manual and be willing to run an energetic session. That's it.



OLDER NON SWIMMERS

No stigma for older kids who never learned.

A 12-year-old who can't swim doesn't want to sit next to a 6-year-old.

OtterBall gives them a game to walk into — not a lesson to be embarrassed by.

Nobody feels behind when they're just picking a team name.



SKILL DEVELOPMENT

Better swimmers — because of the game, not despite it.

This isn't fun instead of skill-building.

Flotation lets non-swimmers play from the very first session — and while they're playing, they're building real water competence.

The game is how they learn to swim.



BEYOND SWIMMING

Soft skills nobody's programming for.

TEAM NAMES

CHEERS

COMMUNICATION

TEAMWORK

Kids are picking team names, inventing cheers, learning to communicate and work as a team.

That's not something a lap-based lesson program ever gives them.
That's happening because it's a game, not a drill.

THE PAYOFF

Kids stay — instead of vanishing.

AGE 7



AGE 12

Kids stay connected from 7 all the way to 12, instead of disappearing right in the middle.

The kids who stay are exactly the ones who grow up to become your next generation of lifeguards and instructors.

BEYOND SWIMMING

**One of your own centers
already did this.**

Mekayla Hinckley

Aquatic Director, Salvation Army Kroc Center Augusta

BEYOND SWIMMING

What you can expect:

- Increased retention
- Expanded programming
- Increased revenue
- Publicity opportunities
- Differentiation from competitors
- Happy kids, happy parents, happy staff





OTTERBALL