

Overview of Enhancements



New Name

Learn to Skate USA

Mission Statement

To provide a fun and positive experience that will instill a lifelong love of skating.

Program Objectives

- Teach children and adults the fundamentals of ice skating while building confidence and skills through each lesson.
- Provide a progressive curriculum that ensures success from the first steps on the ice to the mastery of advanced skills.
- Promote the health and fitness benefits of ice skating.
- Equip each participant with the foundation necessary to reach their goal, be it recreational or competitive in nature.

Progressive Curriculum

The curriculum offers something for everyone—beginning with the first steps on the ice to the mastery of advanced techniques. This personalized approach allows skaters to progress at their own rate and advance after skill mastery is demonstrated. Learn to Skate USA provides built-in incentives and encouragement to keep skaters motivated while they gain confidence and achieve their goals. Upon completion of the program, skaters will be able to confidently advance to more specialized areas of skating.

Marketing and Support Materials

The Learn to Skate USA program provides extensive communication resources for skaters, parents, instructors and directors to support our mission. Marketing and promotional materials are available, including badges, posters, encouragement stickers, skill cards, Snowplow Sam merchandise, instructional manuals, parent education resources and skill booklets with stickers for skaters tracking their overall progress. All members receive ongoing information at every stage of their skating careers.

LearnToSkateUSA.com

LearnToSkateUSA.com is a brand new, easily accessible website. It is both mobile responsive and modular in design. It offers content-driven campaigns and testimonials, and detailed descriptions of class offerings to assist skaters in making informed decisions about their skating experiences. The site also features an interactive map with a list of all registered programs and facilities, plus a nationwide list of upcoming events. Additional sections include support material for all parents, instructors and directors, and a fun zone exclusively for kids. The website will be updated frequently with all of the latest news and events happenings with Learn to Skate USA.

Management System

Introducing the first management system made exclusively for Learn to Skate USA members. The system offers the necessary information and tools needed to assist in directing a quality skating school at your fingertips. Utilizing this management system will save hours of administrative work and free up time to focus on growing the business. Special features of the system include access to all curriculum-related materials, a scheduling tool to organize sessions and lessons, member management and roster downloads, a printing portal for nametags, certificates and marketing materials, an email notification system to easily communicate with members, and much more.

Instructor Training

Let us train your staff. Earning the reputable Learn to Skate USA instructor certification will ensure that all staff members have the minimum standard of knowledge in teaching all topics associated with the program. Certification will cover the role of an instructor, professionalism, class organization and management, class preparation and lesson planning, effective teaching, safety concerns and customer service.