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A NOTE FROM US.

HEAD ABOVE WATER MIDLAND

Our Experience is the difference.

Education + safety basics for child & caretaker followed by one-on-one lessons in how to successfully interact in and around water.



Thank you for trusting Head Above Water Midland to educate your child through, what we hope, is a lifelong love of swimming. Although your child is the one in the pool, we expect parents to have key takeaways from our program. We aim to provide results and instill confidence in all our members.

We know that there are many options when it comes to participating in swim lessons, and we appreciate the opportunity to educate your family. We pride ourselves on being the elite swim school in West Texas. This title doesn't come without establishment, we're founded on decades of experience. Our founder and head coach, Jessica McCoy is a USA Swimming coach and member of the United States Swimming School Association. USA Swimming is the highest level of training a swim instructor can receive in the industry. She is also an American Red Cross CPR/AED/First Aid course instructor, teaching CPR/AED/First Aid courses on behalf of the American Red Cross.

Aside from certification credentials, Jessica also swam competitively for 22 years for nationally ranked teams such as First Colony Swim of Houston and Texas Longhorn Aquatics of Austin, the private swim club of the University of Texas. Additionally, Jessica swam for Southern Methodist University's Women's Swim Team at the NCAA level.

Jessica's accomplishments have resulted in invitations to speak at the United States Swimming School Association's National Conference as an expert in the industry.

Her decades-long swimming career and swim instruction career has led to providing excellent swim education through Head Above Water Midland. In this packet, you will find an outline of the upcoming swim season. Refer to this packet as a guide for frequently asked questions and resources.

Jessica considers Head Above Water Midland her ministry and hopes to be a blessing to all of her client's families. Jessica has a three-year-old son, Richard; and a one-year-old daughter, Mary Catherine. Jessica is married to Matthew McCoy who was born and raised in Midland.

HOW WE SCHEDULE.



RESERVING YOUR LESSON:

After reviewing the entire 2023 info packet:

1

Find what time slots work best for your family. *You may book multiple packages.* We suggest booking one ten-lesson package per child under the age of 5 to achieve your goals, as our lesson plans are tailored to the needs of the child and your goals for them.

2

Text Jessica at (512) 923-2660 to notify her of your choice. Please be aware that she will respond on a first come first serve basis. For expedited service, please send a second choice for the package session and time slot that would be best for you.

3

Please pay your membership dues by end of business the day your package was confirmed to be booked by Jessica.

4

Package payment must be made in full on or before 7:00pm on September 1st 2022.

We accept payment for packages via check, cash or credit card. Standard fees and taxes will be collected if paid online.

Failure to pay will result in Head Above Water Midland releasing you from your school entirely without refund of your membership dues.

PRICING & CANCELLATION

Pricing, Cancellation and Rescheduling

Membership Dues:

Membership dues **must be paid online** via a link that Jess texts you, on the date of Head Above Water Midland confirming your choice in the package. Dues are non-refundable and cover registration and administrative fees.

\$150 (per child)

Package Pricing:

Package payment must be made in full on or before September 1st 2022.

We understand paying upfront for lessons can be challenging. We will gladly accept installment payments, upon request, without questions. Head Above Water Midland will work with your family and will accept payments in increments to which are comfortable for your family. If installments are requested, your package payment must be completed in it's entirety by November 30th 2022.

We accept payment for packages via check, cash or credit card online. Standard fees and taxes will be collected if paid online. Failure to pay will result in Head Above Water Midland releasing you from your school entirely.

Returning Member Pricing:

**this includes families who have previously participated and are signing up younger children)*

Five lesson packages: \$700 per package

Ten lesson packages: \$1,300 per package

New Member Pricing:

Five lesson packages: \$850 per package

Ten lesson packages: \$1,450 per package



New for 2023* We are no longer charging cancellation fees. We do ask for families to try and give us a 24 hour heads up if at all possible.

Pricing, Cancellation and Rescheduling

Cancellation/Refund Policy::

While we understand life circumstances occur, we do our very best to make it right for your family. We consider it an honor to serve your family and do our best to accommodate you whenever possible.

If your family must cancel your package for any reason other than moving out of West Texas, there are two options:

A.) We reschedule your package to a different time slot or reschedule your package for a schedule that would be more accommodating, or we move your package to the following year without fees associated. You will not be asked to pay a membership fee if we move your package to the next year.

B.) You sell your package to a friend that would like to get into our program.

As mentioned previously, we do not refund your membership dues.

If your family is moving out of town, we will refund your family's package in full if notified 60 days before your move. If we are notified less than 60 days before, we will provide a 50% refund. As per our Code of Conduct, we reserve the right to process refunds in 90 days upon notice.

Rescheduling Lessons:

As per our Code of Conduct, we reserve the right to cancel lessons due to weather, illness, pool emergency, or personal matter. We do our best to reschedule as quickly as possible. We are reducing our membership by 30% this year, which we believe will create a more sustainable, consistent schedule that allows for more opportunities to reschedule lessons quickly.

Make-up lessons will take place every Friday throughout the season, 8:00 am-5:00 pm and at the discretion of Head Above Water Midland's schedule. This schedule will allow for families to reschedule lessons within 1-2 weeks of a lesson being canceled.

We are no longer charging cancellation fees. We do ask for families to try and give us a 24 hour heads up if at all possible.

PACKAGES.

Booking A Package:

Please review the following pages as they have important details of when each of our packages are taking place, what time slots are available.

Kindly note two deadlines:

1.) Membership dues must be paid *online* via a link that Head Above Water Midland texts you, on the date (end of business day) confirms your choice in the package. Dues are non-refundable and cover registration and administrative fees. You can begin reserving your packages on the day of Head Above Water Midland sends you this information. Each child participating must have a membership.

2.) Package payment must be made in full on or before 7:00 pm on September 1st 2022. Until September 1st, 2022 if you'd like. The installment amount can be in whatever increments your family needs.

We understand paying upfront for lessons can be challenging. We will gladly accept installment payments, upon request, without questions. Head Above Water Midland will work with your family and will accept payments in increments to which are comfortable for your family. If installments are requested, your package payment must be completed in it's entirety by November 30th 2022.

We accept payment for packages via check, cash or credit card. Standard fees and taxes will be collected if paid online. Failure to pay will result in Head Above Water Midland releasing you from your school entirely without refund of your membership dues.

What's Included With Your Package:

- Customized lesson plan for your child, tailored to your child's needs, learning style and your goals as a family.
- Private season planning meeting with Jessica before the season starts (per request)
- Designated make up times for missed or cancelled lessons, offered every Friday and at the discretion of Jessica, throughout the season.
- Head Above Water Midland's Water Safety coloring book
- Head Above Water Midland's Pool Guide
- CPR and Water Safety class taught by American Red Cross CPR/AED Certified Course Instructor and Owner of Head Above Water Midland- Jessica McCoy. We offer this class four times a year and host them at Midland Country Club
- Head Above Water Midland T-shirt

Session Dates

Session 1:

Five lesson package session, meeting once a day for five days straight. Designed for families who need refresher lessons and who do not need a package of ten lessons. Cannot be split amongst siblings or friends.

Dates: March 6-10th

Session 2:

Ten lesson package session, meeting twice a week for a period of four to six weeks. We suggest ten lessons for children under the age of five, unless otherwise indicated by Head Above Water Midland that this would be too many for your child. Ten lesson packages may be shared amongst siblings or friends.

Dates: March 20th-April 26th

Session 3:

Ten lesson package session, meeting twice a week for a period of four to six weeks. We suggest ten lessons for children under the age of five, unless otherwise indicated by Head Above Water Midland that this would be too many for your child.

Dates: May 16th-June 17th

Session 4:

Ten lesson package sessions, meeting twice a week for a period of four to six weeks. We suggest ten lessons for children under the age of five, unless otherwise indicated by Head Above Water Midland that this would be too many for your child.

Dates: June 20th-July 22nd

Session 5:

Five lesson package session, meeting once a day for five days straight. Designed for families who need refresher lessons and who do not need a package of ten lessons. Cannot be split amongst siblings or friends.

Dates: July 25th-29th

Session 6:

Ten lesson package session, meeting twice a week for a period of four to six weeks. We suggest ten lessons for children under the age of five, unless otherwise indicated by Head Above Water Midland that this would be too many for your child.

Dates: July 31st-August 30th

PACKAGES.

Session Dates

Session 7:

Ten lesson package session, meeting twice a week for a period of four to six weeks. We suggest ten lessons for children under the age of five, unless otherwise indicated by Head Above Water Midland that this would be too many for your child. Ten lesson packages may be shared amongst siblings or friends. If a family would like to split a package, membership dues must be paid per child and sibling discount may be applied.

Dates: September 12th-October 19th

Session 8:

Five lesson package sessions, meeting once a day for five days straight. Designed for families who need refresher lessons and who do not need a package of ten lessons. Cannot be split amongst siblings or friends.

Dates: October 23-27th

SESSION	PACKAGE	DATE
1	Five lesson package session, meeting once a day for five days straight.	March 6-10th
2	Ten lesson package session, meeting twice a week for a period of four to six weeks.	March 20th-April 26th
3	Ten lesson package session, meeting twice a week for a period of four to six weeks.	May 16th-June 17th
4	Ten lesson package session, meeting twice a week for a period of four to six weeks.	June 20th-July 22nd
5	Five lesson package session, meeting once a day for five days straight.	July 25th-29th
6	Ten lesson package session, meeting twice a week for a period of four to six weeks.	July 31st-August 30th
7	Ten lesson package session, meeting twice a week for a period of four to six weeks.	September 12th-October 19th
8	Five lesson package session, meeting once a day for five days straight.	October 23-27th

TIME SLOTS.

2023 lessons are 20 minute blocks.

Session 2

Days of the week lessons are hosted:

Tuesday/Thursday

Dates: March 20th-April 26th

11:40

Session 3

Days of the week lessons are hosted:

Tuesday/Thursday

Dates: May 16th-June 17th

11:40

12:00

Session 4

Days of the week lessons are hosted:

Tuesday/Thursday

Dates: June 20th-July 22nd

9:40	11:00
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10:20	11:20
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10:40	
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Session 5:

Days of the week lessons are hosted:

Monday-Friday, every day of the week.

Dates: July 25th-29th

1:40

2:00

Session 6:

Days of the week lessons are hosted: Monday/Wednesday or Tuesday/Thursday

Dates: July 31st- August 30th

Monday/Wednesday schedule:

11:00	12:20	1:40
11:20	12:40	2:00
11:40	1:00	2:20
12:00	1:20	2:40

Tuesday/Thursday schedule:

8:00	9:20	11:00
8:20	9:40	11:20
8:40	10:00	11:40
9:00	10:20	12:00
	10:40	

Session 7:

Days of the week lessons are hosted: Monday/Wednesday or Tuesday/Thursday

Dates: September 12th-October 19th

Monday/Wednesday schedule:

11:00	12:40	2:40
11:20	1:00	3:00
11:40	1:20	3:20
12:00	1:40	3:40
12:20	2:00	
	2:20	

Tuesday/Thursday schedule:

8:00	9:20	11:00
8:20	9:40	11:20
8:40	10:00	11:40
9:00	10:20	12:00
	10:40	

Session 8:

Days of the week lessons are hosted: Monday-Friday, every day of the week during this session.

Dates: October 23rd-27th

1:00	2:20	4:00
1:20	2:40	4:20
1:40	3:00	4:40
2:00	3:20	
	3:40	

All other time slots are sold out.

NEXT STEPS

We fill up our yearly roster on a first come first serve basis. Here is a step by step guide to help you book lessons quickly:

STEPS TO BOOK LESSONS

1	Review the entire 2023 info packet
2	Find what time slots work best for your family. You may book multiple packages.
3	Text Jessica at (512) 923-2660 to notify her of your choice. Please be aware that she will respond on a first come first serve basis. For expedited service, please send a second choice for the package session and time slot that would be best for you.
4	Please pay your membership dues by end of business the day your package was confirmed to be booked by Jessica. Package payment must be made in full on or before <u>7:00 pm on September 1, 2022.</u>
FYI	You may pay in, installments up until <u>November 30, 2022,</u> if your family requires it. Installment amounts can be in whatever increments your family needs, but must be paid in full by the November deadline.

Jessica McCoy
Founder/CEO
Head Above Water Midland
Midland's Elite Private Swim School
(512) 923-2660
www.headabovewatermidland.com