

## Event: **US Sailing Spring Northern California Regional Meeting**

Date: February 20<sup>th</sup> 2015

Location: St. Francis Yacht Club

Host: Lynn Lynch

Moderator: Cristen Schifino and Rich Jepsen

Organizations/Clubs represented: Approx. 15

Attendance: 20

Hi everyone! This is Rich and Cristen, your moderators from our February 20 Symposium! We really enjoyed ourselves and were reminded of how passionate, smart and engaging sail trainers can be! Also, we were struck by how you grabbed on to the concept of collaboration among yourselves for the future!

We want to encourage you all to take a moment to engage the rest of the group to schedule another collaboration meeting in a couple of months. Certainly Rich will provide some help/structure/prompting to keep the momentum going. He'll start by selecting a venue with one of you. Chris suggested South Beach YC would be a good venue for a meeting, but there are other locations with spaces big enough for 20, 30 or even 40 sail training leaders. We'd suggest a three hour meeting to start with; easier to get commitments of attendance and perfect length for developing a strategy for collaboration and future meetings. However, you can handle this part your selves. How would May work; before school lets out and after the boat show and Opening Day? We can schedule a Doodle availability survey to find the date that the most people could make. Thinking early morning allows everyone to be bright and chipper for the meeting and saves the second half of the day for taking care of 'business' at your orgs. Send initial thoughts to Rich on this plan. Adjustments can easily be made.

Below are the notes we took from the topics we decided upon. If you see that something is missing, please reply to all with the missing topic.

### **1. Topic: Instructor Development**

- a.** Keep instructors inspired, continued education and development
  - i.** Pay close attention to culture and hire for culture fit as much as anything
  - ii.** Thoroughly 'on-board' instructors with formal presentation on org's mission, culture, objectives, how to be successful, how to manage the environmental risks in the local area, how to care for boats, explain benefits for instructors, include some teaching tools for them to use – using empathy, credibility to earn trust of students, why org's average student is there; Also, consider sail training at a high level to share knowledge of senior instructors with juniors - good for seniors who love being mentors, good for juniors as this is a place they can improve in addition to earning a paycheck teaching sailing.
  - iii.** Create and maintain an environment where mistakes are defined as opportunities for learning and growth, rather than situations where judgment

and shame are visited upon the instructor. Treat them the same way that you want them to treat their students.

- b. Provide Opportunity for Growth – Continuing Education, Powerboat Instructor, Keel Boat - Program, REACH - certifications will be important to your best instructors as they develop their resumes.
- c. Mentoring
- d. Instructor Sharing among organizations in the bay area - different curriculum schedules mean that an instructor might cobble together full time hours from part time gigs at two centers.
- e. Incentives: Boat use on the off hours
- f. Reimburse Instructors for formal certifications on Sliding scale dependent on Tenure
- g. Locations for finding instructors – Sail 1 Design [www.sail1design.com](http://www.sail1design.com)
- h. Combine maintenance admin and instructors to keep instructors gainfully employed in off days/weeks/months

## 2. Topic: **Keeping Humans Engaged**

- Sailing Lessons for Parents while kids are sailing – Parents who sail with their kids are sending the message to the kids that sailing is a legitimate adult activity that they can do their whole lives, unlike most sports.
- Volunteer days for Parents/ Parent of the day
- Bring a friend to sailing
- Push social friendships among sailors – without a regular, dependable social magnet program it is easy for folks to drift away after they get trained.
- Invite Kids on adult boats – Jr Big Boat Program
- Question: How do we get parents to donate?
  - Get parents sailing with their Kid
  - Matching grants- Leverage parents for funds
  - Choose specific fundraising objectives – Sails, Boats, Scholarships
- Example of Fundraising tools
  - Go Fund Me
  - Kickstarter
  - Sail a Thon
  - Amazon Smile
  - Summer Sailstice
- Adventure sailing - 85% of kids starting out enjoy adventure or open sailing over racing. Eventually that can change if you keep kids enjoying themselves long enough they will often change their feelings about racing.
- Activities for Kids and teens and adults
- Create ladder of Leadership - use 'merit badges' from BSA as a model
- Pathway to Maritime careers
- Offer Women Courses

- Use Sailing in other pursuits – visits to shoreside attractions like Bay Model, Angel Island, even Coyote Point Golf Course, AT&T Park for a Giants game,
- Engage people international and local.
- Marlinspike – making turks heads, bracelets, more complicated knots.... All fun
- Seamanship - classroom training on heavy weather techniques, proper routines for tying up larger keelboats – springs, breasts, etc.
- Multiple Programming options to engage multiple audiences – if you have one option, you will attract a fraction of the people interested in what you do. Make sure to segment your client base and be sure you are offering something desired by each of the top three if not five segments – for example: adults, teens, adolescents; cruisers, day sailors, racers, women, parent/child teams, singles, crew only types.

### 3. Topic: **Grants**

- a. Where to find them?
- b. Regional organization of Sailing Directors
- c. Corporate Partnerships
- d. Reach Grants
- e. Coastal Conservancy – Water access
- f. Partner with Service and Youth Leadership Orgs
- g. Educate Orgs about the safety element of sailing

### 4. Topic: **Community Partnership**

- a. Parks and Rec
- b. Boys and Girls Club
- c. Rotary Clubs
- d. Sailmakers
- e. Charter Schools
- f. Marinas
- g. School Districts
- h. Use Social Media to do outreach for Partnerships
- i. Calendar sharing and cooperation to avoid conflicts and double scheduling of events
- j. Use JSA as a Model – Social Media
- k. City Council – Get in the city’s good graces and get to know your political leaders
- l. Meet regularly as a community of sailing programs to build a single compelling message for the public as well as share best practices and collaborate on initiatives.