



Fall 2018 Gulf Coast Regional Symposium

Agenda

Friday November 30, 2018

10:00am—4:00pm

Hosted By

Community Sailing New Orleans at Southern Yacht Club
105 North Roadway
New Orleans, LA 70124

Schedule of Events

10:00-10:30 Welcome and Introductions

Southern Yacht Club Commodore Guy Brierre and US Sailing will make introductions and present an overview of the day.

10:30-11:15 Topic #1: Hot Topics Related to Sailing Program Safety

US Sailing will lead an open discussion on safety issues facing sailing—topics will include prop guards, emergency action plans, training staff, and drone usage in sailing programs. We will also discuss useful safety tools and templates.

11:30-12:30 Topic #2: Off-Water Engagement

US Sailing will facilitate a discussion on the best on-land engagement for sailors of all ages. The conversation will cover rainy day activities, shoulder-season programming, classroom education and social calendars. Come prepared to share what's working in your organization.

12:30-1:30 Networking Lunch

Provided by US Sailing

1:30-2:30 Topic #3: Facilities and Fleets

John Manard of Community Sailing New Orleans will share his experience building a new community sailing facility—from conception through construction—before transitioning into a conversation on buildings and fleets. Topics will include renovations, preventative maintenance, winterization, and how to optimize facilities to meet the needs of all sailors.

2:45-4:00 Small Group Sessions

Attendees will break out into smaller groups based on their role or area of focus—race officers, program directors, coaches, volunteers, etc.

4:00-6:00 Social Networking Opportunity

Please join us in the Southern Yacht Club bar for continued conversation and socializing.

Please register in advance at: <https://www.ussailing.org/events/regional-symposiums/>

Fall 2018 Regional Symposiums

Topic #2: Off-Water Engagement

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New Orleans

Staff and Volunteers

- Volunteers—involved in duties they want to participate in. Focus on the strengths and abilities
 - Interface with volunteers—a staff-coordination of efforts “Sea gulls” “Mallards” ...make it fun for the volunteers.
 - Paid staff must take the lead in organizing the role of volunteers, identifying tasks and figuring out how to recognize people's contributions
- Volunteers on-land
 - Teach others on what is required to upkeep equipment
 - Take off-season opportunities to go over procedures/ best practices.
 - Keep a working to-do list that people might be excited to get into
 - Similar to having events/ lesson plans in place for a rainy-day activity
- Questions surrounding volunteers
 - People not understanding their roles and therefore perform poorly
 - Hard to attract—they're cheaper than staff but the oversight can be complicated
 - How can you maximize volunteer contributions without appropriate equipment (ie—coach boat)
 - Hard to motivate volunteers for the roles beyond running races—the “less glamorous” roles
 - What sort of events will attract interest? Dinners?
- Tips for dealing with volunteers
 - Thank them—treat them differently from employees
 - Give them some swag...free hats, shirts, reward them with drink tickets, etc.
 - Infrastructure is important...even among unpaid volunteers there should be a core group that delegate tasks out
 - Crucial to communicate them with emails/ letters/ etc.
 - SAY THANK YOU!
 - Throw social events...make it fun. Give them a reason to come back.
 - Provide them small privileges
 - Consider a sponsor program to get younger people involved
 - “everyone brings a volunteers”

General Membership

- Provide educational opportunities to members to keep them engaged...transition Wednesday night racing into Wednesday night seminars right away to keep up the momentum
- Full moon cruise/paddle
- Learn About Sailing Things (LAST)
 - Way to make sailing accessible to a broader audience...teach about towing, boating, etc.
- Take the time to survey member interests
- Develop a winter series

- Get the kids on big boats in the shoulder seasons

Larger Community (Outside Members)

- Town event
 - Social at the club, a Christmas Parade with the boats
- First Sail—invite people to visit your club and experience sailing
 - A potential way to recruit new members
- Invite local colleges down for free learn-to-sail to hopefully build program
 - Capitalize on their open houses, admissions events, and club recruitment days to drive up interest in sailing
- Plan a speaker series that has broader appeal beyond membership
- Engage with veterans' groups
 - First Sail for military members
 - Defenders Challenge on Memorial Day
- How do we get more disabled youth sailing?
- Organize spectator boats and invite guests out to watch events
- Piggyback off of other events with a large presence like National Safe Boating Week
- Utilize your club and the sport of sailing to support different groups
 - Visually impaired
 - Grief groups
- Develop a REACH program that can draw interest from local schools

Youth Sailors

- Rainy Day Activities
 - Watch movies like Morning Light, organize knot camps, teach boat maintenance and how to take care of boats.
 - Make a game out of rigging
 - Organize safety talks
 - Schedule seminars with guest speakers like sailmakers
 - Cover the rules
- Support the idea that the yacht club is a place for kids to hang out in
 - Encourage the unstructured time!
- Collaborate with teachers at local high school

Chicago

Volunteers

- At the Milwaukee Community Sailing Center
 - Their over 300 volunteers are rewarded with time on the water

- They are organized in lists and vetted/overseen by the program director
- How do we vet volunteers without being too much of a hassle?
 - Safe Sport
 - Free with US Sailing member id
 - Consider making it required for all junior program volunteers
 - Insurance coverage from Gowrie
 - Background checks
- Where do we get volunteers?
 - From adult sailing programs
 - During membership enrollment process—collect interest
 - Make it compulsory(?)
 - Activate on National Honors Society required service
 - Set a culture of volunteerism by awarding prizes, awards, and recognition
 - Develop volunteer-specific swag
- How do we manage them?
 - Develop very specific volunteer descriptions so people know what they're doing
 - Consider automating—develop online forms and clean records so it's easier to pass it along
- Engage members in the winter! Develop workshops and social activities
- Where do we get them?
 - Award adult sailing graduates with free “tiller time” for giving back
 - Mentorship—bring a friend to volunteer at regattas, events, and comm
 - Encourage the next generation—entice high school kids who may have required service or who are interested in rounding out their college application
 - Advertise your program at the Strictly Sail show
- Race Committee
 - Everyone takes a turn volunteering for race committee—each boat takes a buy week to manage the race
- The ultimate takeaway is to make it as fun as possible!

Membership

- Consider developing year-round programming
- Schedule quarterly orientations
- Develop targeted incentives
 - Club assets for member use
- Pay specific attention to the post-high school and post-collegiate people
 - Consider student deferment or develop a junior membership
- Social programs for non-sailors
 - Trivia night
 - Brunches
 - Movie nights
- Engagement
 - Keep youth involved beyond junior sailing—working and earning money becomes more of a goal than staying involved in sailing, so hiring summer staff is getting more difficult
 - Racine Yacht Club
 - Junior sailing reunion—taco bar and reunion to keep alumni engaged

- Some sailors are intimidated...make it more accessible
- Winter Program at the Foundry
 - Has 5 days of winter programming covering strength, agility, fitness, racing rules, STEM education, meteorology, water quality, boat building, repairs, team racing
- Schedule safety classes
 - Make it open to non-members and consider using it as a recruitment tactic
- Communication—shorter and more frequent

External Community Members

- Develop a connection with parks departments and schedule lakefront experience day or clean up days
- Use Reach modules to give information back to local schools
- Consider partnering with the local fire department on safety issues
- Partner with ROTC programs
- Be sure to promote your programming to the larger community so you can rely on them for donations
 - Local news coverage to promote your youth education, outreach, and the needs of your facility
- Open your space up for meetings of local groups—or at least offer competitive pricing
- Organize a Veterans Day sail
- Organize blind sailing or adaptive sailing (download the adaptive sailing manual here: <https://www.ussailing.org/education/adult/adaptive-sailing/resource-manual/>)
- CREW U
 - A program to engage local non-members (and new members!) during the off-season by offering on-land education and a chance to network with boats for crew opportunities

- Why is engagement with Community Members important?
 - The need to draw new people into sailing
 - The fact that many (most?) sailing organizations are on public land and therefore have a responsibility to serve the public

- Who are the Community Members? (including collective entities)
 - All individual citizens of the area
 - Park districts
 - Schools, from pre-school through universities
 - Museums (especially – but not limited to – nautical museums and aquariums)
 - Nearby commercial establishments (restaurants, hotels, retail shops, etc.)
 - Boat owners unaffiliated with a yacht club or other sailing organization
 - Community service organizations (Lions, Rotary, etc.)
 - Veterans associations (might be a good focus to increase diversity)
 - Visitors, tourists
 - Marinas and boat yards
 - Festival organizers
 - Non-aquatic outdoor recreation organizations (hikers, runners, skiers, etc.)
- Goals
 - Promote sailing as a sport open to all (see below)
 - Make sure general public is aware of the sailing community's contribution to the common good (environmental activities, programs for disadvantaged youth and persons with disabilities)

- Build communication and interaction within the sailing community to achieve the two previous goals (see below)
- Retaining membership in sailing organizations (onshore and near-shore activities for non-sailing members of family: yoga, paddle boarding, book clubs)

- Promoting Sailing for everyone
 - Increase sailing opportunities for public, including free sailboat rides, First Sail
 - Corporate partnerships: employee teambuilding retreats in a sailing context, inclusion of sailing in employee wellness programs (subsidized lessons)
 - Draw in vacationers and festival attendees with specialized short-term sailing opportunities
 - Invite other outdoor groups (eg. running clubs) to special sailing events

- Partnering with schools
 - REACH
 - Develop scholarship programs for kids
 - Taking sailing simulators or radio-controlled miniature boats to schools
 - Boat building program in H.S. woodworking class
 - High school and college racing teams
 - Parents are often crucial in terms of transporting their children to the sailing venue. Moreover, if they buy-in to the program, they contribute their own time and money. Build in appreciation events for the parents (kids take their parents out sailing, end of season banquets, etc.)

- Building communication and interaction within the sailing community
 - Summer Sailstice
 - Lakefront Open House involving all sailing schools, yacht clubs, marinas along shoreline
 - Club crawls (can include non-sailing organizations)
 - Encourage/incentivize private boat owners to take people out sailing

- Challenges pertaining to location
 - Interacting with neighboring landowners who may feel inappropriately privileged because they paid top dollar for lakefront property
 - Proximity to public utilities. For example, one program was threatened with shutdown because its proximity to a water treatment plant was viewed as a homeland security threat.
 - Lakefront jurisdiction is sometimes unclear (Park district versus Municipality)

Staff

- Utilize the LMSRF grants to help defray the costs of education
- Develop an “counselor in training” program to build a pipeline of paid staff.
- Be open to hiring older/ retired people
- Be thoughtful about scheduling of Level 1 courses
- Be mindful of the ratio
- Offseason events: fall awards banquet, winter party, and spring party
- Staff cycle—recruiting, training, working, **retaining**
- High school sailing extends the shoulder season
 - An opportunity to hire but also requires more staff
- Monthly winter workshops
 - Covering topics like maintenance, making Christmas ornaments, splicing, navigation)
- Encourage/ subsidize off-season education like NSPS/ Sailing Leadership Forum
- Program leadership needs to advocate with board members to keep salaries competitive
- Work to level up current staff to levels 2 and 3...make clear that there are career avenues in the sailing community

Youth

- New Buffalo doesn't have a youth program because the harbor/ beach access doesn't allow for small boats

- Suggestion to do smaller, more accessible racing and get kids on the water as crew
- Adventure Sailing incorporates REACH plus local civics and engineering history
- RYCYF has adjusted REACH to different age levels
 - Employing in the winter and off-season
- SAIL Chicago
 - Urban Sailing
 - Take kids for boat rides 1 time for week
 - Relies on support from local foundations
- Employ your youth to promote your club by encouraging them to post on their personal social media
- Attend boat shows
- Bring a boat to the farmers market
- Attract people with new boats—change the culture
 - Kids don't want to sail broken boats

Problems and Solutions

- What is happening to kids (10-12) that they don't want to race?
- How are we competing with other sports?
- Bringing in treasure hunts—pair with education and other places to sail
- Take overnight trips and backpacking trips
- Use other resources to keep kids excited
 - Coast guard, sheriff tours, alliance for great lakes, aquariums
- It's about building a community and trying to accommodate different groups
- Giving students freedom to explore and have FUN
- “Free Sail Friday” every week for anyone who signed up for any session all summer (2 hours)
- Pirate Day, 4th of July, Decorating Boats
- Flexibility is important—allow and encourage students to participate in multiple activities
- STAR Wars—collect stickers for sailing outside of class...reward lifelong sailing
- Give free tuition to junior sailors to encourage them to work *and* sail
- Getting to a community center in the winter and putting the boats in pools
- Publicize the programs' good deeds and accomplishments to the membership to make them understand why it's important to support the youth program

BURLINGTON

Topic #2: Off-Water Engagement

- **Program Leadership and Volunteers**
 - Staff sailing nights
 - BBQ at beginning and end of the season with board members to increase communication

- End of season or off-season training with board principles
- Recruit board members by allowing corporate leaders and other professionals to work on-site and offer free sailing opportunities/ accumulation of hours
- Leverage community funds and state appropriations
- Offer free or discounted courses for core volunteers
- Create offseason traditions—potlucks, annual meetings, football Sundays. Remind them of their affinity throughout the year
 - Include staff and key volunteers in strategic planning conversations
- Bring in other sports and activities—not all sailing all the time. Consider poker nights, social leagues, etc.
- Organize sample sales or group discounts with providers like Helly and Gill
- Organize guest speakers—book signings, political speakers, thinkers.
- ALWAYS thank your volunteers publicly and often.
- **Membership**
 - Chalk talks on narrow topics during off-season and no-wind days. Make them specific to add value and get in a regular rotation
 - DBMs speaker series—people talking about sustainability, etc.
 - Open these conversations to the larger community: elementary schools, etc.
 - Utilize your members as resources: they’re all experts in some topic or another. Diversify the topics...cruising, racing, power, etc.
 - Consider charging to offset costs
 - Invite a high profile speaker to major events like awards nights (ie. Tucker Thompson).
 - Reward those who’ve committed and given their time
 - Consider focusing on lesser known—but exciting!—elements of sailing like the Extreme Sailing Series
 - Organize and fund a club racing certification class
 - How do we keep youth involved?
 - Discounted membership for students
 - Have a “flat fee”—lower prices to just participate in races without having larger member access
 - Introducing students to other water sports
 - Teach youth how to engage in the sport after they have finished school
 - Teach parents to sail so that they can engage in their child’s enthusiasm
 - Offer member discounts for adopting a Junior Sailor
 - Winter socials: coffee chats, happy hours, movie nights
 - Virtual regattas for members in the off season
 - Use racing as an excuse to get racers *and* non-racers together
 - Explicitly appeal to current racers to get them to bring 20-30 somethings to the races
- **Surrounding Community**
 - Bring in members of the community as volunteers—give people an opportunity to get on the water
 - Engage with local businesses—allow sponsors to invite their non-member clients to events
 - Partner with colleges and non-profits
 - Offer courses/ credits to colleges
 - Offer day-long sailing courses to the public
 - Utilize US Sailing’s FIRST SAIL initiative <https://www.ussailing.org/education/adult/first-sail/>

- Allow local high schools to use your facility
- Provide scholarships to local kids and be sure to promote them
- Open up chalk talks and guest speakers to the larger public
- Offer up meeting space to groups like Boy Scouts
- Organize some educational “virtual reality” opportunities in the off season
- Rent out space and offer special pricing for non-profits
- Hold shore-monitoring and other environmental events
 - Invite school groups and make it educational (REACH)
 - <https://www.ussailing.org/education/youth/reach/>
- Partner with groups like AARP for sailing opportunities
- Organize adaptive sailing events
 - Download the Adaptive Sailing Resource Manual for free
 - <https://www.ussailing.org/education/adult/adaptive-sailing/resource-manual/>
- Offer your facility for corporate team building events
- **Youth Sailing**
 - STEM/ REACH
 - Get a staff member educated, use the free module, etc.
 - Boat Building
 - Model boat building at buildingtoteach.org
 - Fishing
 - Marine ecosystem, lobster traps, marine ecosystem engagement
 - Camping Trips
 - Incorporate swimming lessons
 - Encourage kids to come to the social events—build community!
 - Garbage races to clean up the beach
 - Industry tours
 - Sail makers, boat builders, rigging shops
 - Physical training/ fitness
 - Navigation skills—charts and celestial
 - Combining sailing with non-sailing recreational activities
 - Yoga and sailing
 - Farming and sailing
 - Science and sailing
 - Paddle boarding
 - Windsurfing
 - Aquatic touch tank—a huge hit!