


## 2024 Association Report – February

Topics	Comments	Status																																																												
<b>Financial Metrics – Financials are based on February numbers.</b>																																																														
<b>Revenue/Cash</b>	<p>Overall YTD Revenue/Cash \$1.67MM vs budget of \$1.83MM – \$161K/8.8% miss</p> <ul style="list-style-type: none"> <li>• Membership Revenue \$329K vs budget of \$361K – (8.7%) miss</li> <li>• Donation Revenue \$156K vs budget of \$55K – exceeding budget</li> <li>• Sponsorship Revenue \$345K vs budget of \$559K – (38.4%) miss                             <ul style="list-style-type: none"> <li>○ Driven by billed/outstanding Q1 invoices</li> </ul> </li> <li>• Program Revenue \$455K vs budget of \$480K – (5.3%) miss</li> <li>• Investment Income \$347K vs budget of \$125K budget- 178% higher than budget, stronger fund performance than previous 2 years. Market growth for our funds was 14.7% vs a loss of 16.9% in 2022.</li> <li>• Retail Revenue \$467K vs budget of \$456K- 2.3% higher than budget driven by publication sales</li> </ul>	<b>Yellow</b>																																																												
<b>Expense</b>	<p>Expenses \$2.37MM vs budget of \$2.89MM- (18.2%) below original spend projections. Main contributing categories outlined below:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: right;"><u>Actual</u></th> <th style="text-align: right;"><u>Budget</u></th> <th style="text-align: right;"><u>\$Variance</u></th> </tr> </thead> <tbody> <tr><td>Non Staff Travel</td><td style="text-align: right;">206,588</td><td style="text-align: right;">338,827</td><td style="text-align: right;">(132,239)</td></tr> <tr><td>Salaries &amp; Benefits</td><td style="text-align: right;">974,855</td><td style="text-align: right;">1,066,984</td><td style="text-align: right;">(92,129)</td></tr> <tr><td>Staff Travel</td><td style="text-align: right;">105,892</td><td style="text-align: right;">195,936</td><td style="text-align: right;">(90,043)</td></tr> <tr><td>Charter Fees</td><td style="text-align: right;">73,196</td><td style="text-align: right;">106,456</td><td style="text-align: right;">(33,260)</td></tr> <tr><td>Supplies</td><td style="text-align: right;">12,440</td><td style="text-align: right;">44,689</td><td style="text-align: right;">(32,249)</td></tr> <tr><td>Consulting Fees</td><td style="text-align: right;">87,640</td><td style="text-align: right;">118,361</td><td style="text-align: right;">(30,721)</td></tr> <tr><td>Indiv Grants</td><td style="text-align: right;">102,250</td><td style="text-align: right;">131,383</td><td style="text-align: right;">(29,133)</td></tr> <tr><td>Rent</td><td style="text-align: right;">43,339</td><td style="text-align: right;">62,997</td><td style="text-align: right;">(19,658)</td></tr> <tr><td>Instructor Fees</td><td style="text-align: right;">15,590</td><td style="text-align: right;">33,512</td><td style="text-align: right;">(17,922)</td></tr> <tr><td>Coaching Fees</td><td style="text-align: right;">104,236</td><td style="text-align: right;">122,000</td><td style="text-align: right;">(17,764)</td></tr> <tr><td>Sponsorship Fulfillment</td><td style="text-align: right;">1,338</td><td style="text-align: right;">17,375</td><td style="text-align: right;">(16,036)</td></tr> <tr><td>Boat Storage</td><td style="text-align: right;">1,086</td><td style="text-align: right;">15,700</td><td style="text-align: right;">(14,614)</td></tr> <tr><td>All Other</td><td style="text-align: right;">641,877</td><td style="text-align: right;">645,218</td><td style="text-align: right;">(3,343)</td></tr> <tr style="border-top: 2px solid black;"> <td style="text-align: right;"><b>Total</b></td> <td style="text-align: right;"><b>2,370,327</b></td> <td style="text-align: right;"><b>2,899,438</b></td> <td style="text-align: right;"><b>(529,111)</b></td> </tr> </tbody> </table>		<u>Actual</u>	<u>Budget</u>	<u>\$Variance</u>	Non Staff Travel	206,588	338,827	(132,239)	Salaries & Benefits	974,855	1,066,984	(92,129)	Staff Travel	105,892	195,936	(90,043)	Charter Fees	73,196	106,456	(33,260)	Supplies	12,440	44,689	(32,249)	Consulting Fees	87,640	118,361	(30,721)	Indiv Grants	102,250	131,383	(29,133)	Rent	43,339	62,997	(19,658)	Instructor Fees	15,590	33,512	(17,922)	Coaching Fees	104,236	122,000	(17,764)	Sponsorship Fulfillment	1,338	17,375	(16,036)	Boat Storage	1,086	15,700	(14,614)	All Other	641,877	645,218	(3,343)	<b>Total</b>	<b>2,370,327</b>	<b>2,899,438</b>	<b>(529,111)</b>	<b>Green</b>
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<b>Net</b>	<p>Total net P&amp;L cashflow (\$697K) vs budget of (\$1,065K) driven mainly by lower-than-expected Trial/NSPS expenses, that will come through in March. Also, some open headcount in Education, Olympics and Marketing driving \$92K positive variance to budget.</p>	<b>Green</b>																																																												
<b>Membership:</b>	<ul style="list-style-type: none"> <li>• Strong Org renewals continue: <b>1,041</b> orgs have renewed for a total of <b>\$298K</b> revenue as of March 17<sup>th</sup>. Goal remains to hit full budget by the end of May.</li> <li>• YTD Membership Cash is up <b>\$59,352</b> vs 3-year Average.</li> <li>• The team is promoting Skill Up app to both orgs and general membership to increase Youth membership for 2024.</li> <li>• Launched new member benefit with <a href="#">Grouper</a> on March 1<sup>st</sup>. Team is exploring additional new member benefits.</li> <li>• Launched new MVP benefits to Org members and distributed promotional materials to all member Orgs.</li> </ul>																																																													

	<ul style="list-style-type: none"> <li>• Over <b>200</b> members have purchased new printed member cards since the program launched on 1/3 bringing in over additional <b>\$3,000</b> in revenue.</li> <li>• Team will launch a new Org member engagement program in April, a Regatta Rewards Sweepstakes.</li> <li>• Launched Paid Social Ads to promote membership and all US Sailing programs on Facebook and Instagram in March. These ads target Facebook and Instagram users based on their interest in sailing. They are reaching sailors both within and outside of US Sailing’s ecosystem. <ul style="list-style-type: none"> <li>• <b>100k +</b> Impressions</li> <li>• <b>284</b> clicks to USSailing.org</li> </ul> </li> </ul>  <ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Fundraising:</b></p>	<p>Development is focused on bringing in near-term support for the Olympic program and additionally supporting the development of the next generation of athletes and coaches. Key activities in this period have included:</p> <ul style="list-style-type: none"> <li>• Travel to Chicago, Seattle, San Francisco and San Diego to attend donor meetings and to cultivate new and existing donor prospects.</li> <li>• New giving areas established (And funded) around the development of high-performance women coaches.</li> <li>• Restructuring annual giving levels to help elevate donors year-year</li> <li>• Assessment of steps required and a formal recommendation on gift processing for multi-year and recurring commitments.</li> <li>• Creating donor materials and beginning asks around Technology and Infrastructure needs, Offshore Department, REACH, and SEL.</li> <li>• Finalizing the Spring Appeal language and integration of development communications into the 100-day Olympic comms plan.</li> </ul>
<p><b>Adult:</b></p>	<ul style="list-style-type: none"> <li>• Delivered and processed 11 Safety at Sea courses in February, with 38 more on the calendar to still run prior to end of June.</li> <li>• As of EOM Feb., 431 users have completed Safety at Sea Online Courses with another 494 currently taking the course.</li> <li>• US Sailing has been partnering with Challenged Sailors San Diego to deliver a free 4-part webinar series called “Wheels on the Dock” to introduce and engage constituents on adaptive sailing. The first two have been held online with nearly 100 participants in each of the first two webinars. Recordings of Part One and Part Two are being made available on the Adaptive Resource page: <a href="https://www.ussailing.org/education/adult/adaptive-sailing/sailor-resources/">https://www.ussailing.org/education/adult/adaptive-sailing/sailor-resources/</a></li> <li>• 6 of 8 Adult Championship dates and locations set: <ul style="list-style-type: none"> <li>○ U.S. Multihull Championship, Dallas Corinthian YC, May 24-28</li> <li>○ U.S. Para Championship/Independence Cup, Judd Goldman Adaptive Sailing Center, Chicago July 25-28</li> <li>○ U.S. Women’s Match Racin Championship, Chicago YC, August 2-4</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ U.S. Team Racing Championship, Severn Sailing Association, Annapolis August 15-18</li> <li>○ U.S. Match Racing Championship, St. Francis YC, San Francisco, October 4-6</li> <li>○ Championship of Champions, Grande Maumelle Sailing Club, Little Rock, October 9-14 (dates to be confirmed)</li> <li>○ U.S. Adult and U.S. Singlehanded Championships pending</li> <li>● 7 U.S. Match Racing Qualifiers are on the calendar and open for applications: <ul style="list-style-type: none"> <li>○ Oakcliff Sailing April 13-14</li> <li>○ Eastern YC May 11-12</li> <li>○ St. Francis YC June 1-2</li> <li>○ Eastport YC June 8-9</li> <li>○ San Diego YC June 15-16</li> <li>○ Chicago YC June 22-23</li> <li>○ Bayview YC June 29-30</li> </ul> </li> </ul>
<p><b>Youth:</b></p>	<p><b>Youth Competition</b></p> <ul style="list-style-type: none"> <li>● <a href="#">US Youth/Junior Championships</a> and <a href="#">USA Junior Olympic Sailing Festival</a> event calendars are available online.</li> <li>● Learn to Skiff and Girls Skiff Clinics are being held throughout the spring, with Coach Caroline Atwood leading each clinic. Information is available on the <a href="#">Youth Racing Central webpage</a>.</li> <li>● The 2024 US Youth Team for the World Sailing Youth World Championship is being selected at YQ Qualifier regattas in Hawaii and Long Beach, CA. US Youth Team training camp schedule and invitation criteria are available on the <a href="#">Youth Racing Central webpage</a></li> </ul> <p><b>Community Sailing</b></p> <ul style="list-style-type: none"> <li>● The 2023 Community Sailing Awards Luncheon at NSPS Savannah was a huge success. The award recipients are posted here - <a href="https://www.ussailing.org/news/2023-community-sailing-awards/">https://www.ussailing.org/news/2023-community-sailing-awards/</a></li> <li>● Community Sailing Committee Chair – Matt Thompson (MI) – will lead the first meeting Thursday March 28th – and agenda includes setting up action ideas for all Subcommittees to support Governance, Awards, Accreditation, STEM, SEL, Website, and Outreach.</li> <li>● The Community Sailing Facebook page (2,000+ follower) is being rejuvenated to share US Sailing updates and resources, and reshare updates and resources from the sailing community.</li> </ul> <p><b>Reach Initiative (STEM)</b></p> <ul style="list-style-type: none"> <li>● The Reach Initiative (STEM) distributed 10 grants to 501(c)(3) youth sailing programs around the country. The 2023 Reach Impact is posted - <a href="https://www.ussailing.org/news/us-sailing-releases-2023-reach-impact-report/">https://www.ussailing.org/news/us-sailing-releases-2023-reach-impact-report/</a></li> <li>● The 2024 Reach Initiative Youth Engagement Grant Application is open until April 1, 2024. We have received 12 applications so far.</li> <li>● The Reach Advisory Group is growing to include 3 members – John O’Flaherty (RI), Stephanie Webb (FL), and Sara Welsh (WA). The group is meeting monthly to create a Strategic Plan for 2024-2026.</li> </ul>

	<p><b>Social Emotional Learning (SEL)</b></p> <ul style="list-style-type: none"> <li>• The Social Emotional Advisory Group is growing to include 3 members – Chris Childers (CA), Whitney Kent WI), and Melissa Gorchynsky (CO). This group is meeting monthly to create a Strategic Plan for 2024-2026.</li> <li>• Since NSPS, the group has received positive feedback and interest from 15+ attendees to join US Sailing’s efforts in the SEL space.</li> </ul>
<p><b>Events:</b></p>	<p>National Sailing Programs Symposium 2024 by the numbers</p> <ul style="list-style-type: none"> <li>• A recording-breaking <b>405 attendees</b> joined us in Savannah, GA for the 2024 National Sailing Programs Symposium</li> <li>• <b>22 US Sailing Awards</b> were presented at <b>3 award ceremonies</b> with all 400+ attendees in attendance for the Community Sailing, One Design and Adaptive Awards. Over 150 guests joined us at the Association Awards featuring the presentation of the 2023 Rolex Yachtsman and Yachtswoman of the Year award.</li> <li>• <b>32 Breakout sessions</b> presented by <b>68 volunteer subject matter experts</b> on topics ranging from business development to on-the-water safety.</li> <li>• A record-breaking <b>33 Sponsors &amp; Exhibitors</b> brought the latest and greatest in the sailing world</li> <li>• <b>6 keynote speakers</b> inspired us with new and innovative ideas</li> </ul> <p>The Feedback:</p> <ul style="list-style-type: none"> <li>• 89% of attendees rated the event as satisfied or very satisfied</li> <li>• Of the various elements of the event, the keynotes and overall content rated the highest with breakout sessions and demo day not far behind generating strong positive feedback.</li> <li>• How likely are you to recommend NSPS to a friend or colleague? (0 is not recommending at all and 10 recommending the event wholeheartedly) – average score was a 9</li> <li>• The top takeaway continues to be networking and idea sharing amongst attendees</li> </ul> <p>Highlight Testimonials:</p> <ul style="list-style-type: none"> <li>• “Conferences like NSPS and SLF helped me become the sailing professional I am today. I have learned so much from these sessions over the years, and even more from the friends I have made here. In such a niche industry, coming to these events is a combination of joy in coming home to old friends, catharsis in realizing we all have the same challenges, inspiration in solving these problems together, and invigoration as I leave to come back and try to help my community.</li> <li>• “The best part of NSPS is how they carefully craft opportunities for people to spend time in those magic moments between sessions. They ensure that people have ample time to connect, network, collaborate, and learn from each other. The topics and presenters are amazing - the ability to then discuss those topics more in-depth and share knowledge with others is where the real magic happens, and they did an amazing job of facilitating those moments for attendees.”</li> <li>• “NSPS 2024 was a well-organized and informative. We brought five members of our team down, all who hold quite distinct roles within our organization, the content available in different workshops gave them all a wonderful and meaningful opportunity to learn and network in ways related to their roles.”</li> </ul>

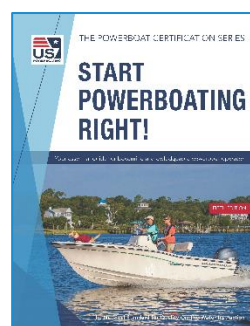
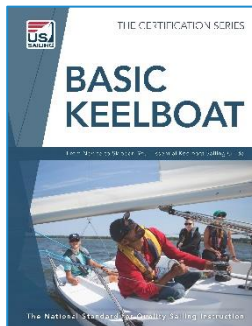
	<ul style="list-style-type: none"> <li>• “This event is crucial for the leadership of our sport. It is imperative that community boating, sailing clubs, and yacht clubs continue to share best practices to ensure the safety, growth, and future of the sport of sailing.”</li> </ul> <p>While the budget vs actual has not yet been confirmed, all indications are that the event outperformed expectations and a positive budget variance is expected.</p> <p>Looking ahead, the event’s department is now focused on the May in-person Board meeting and Stakeholders Summit and already kicking off the planning of the 2025 Sailing Leadership Forum.</p>
<b>Offshore:</b>	<p>We have taken our Roadshow to Annapolis, San Diego, San Francisco, Detroit and Chicago with Mystic, Newport and other more local venues to follow. The attendance has been great, the responses and interactions with our sailors have justified the expense and effort on our part. i.e., we have received positive feedback.</p> <p>Certificate processing for the measurement rules we implement continues to grow. 2024 will see a record number produced by the office.</p>
<b>Race Administration:</b>	<ul style="list-style-type: none"> <li>• Race official education offerings and registration continue to grow, with numbers running ahead of 2023 statistics and 2024 budget. For example: <ul style="list-style-type: none"> <li>○ Judge continuing education offerings are up more than 100% over January-June 2023 with three months remaining this spring</li> <li>○ Basic Race Management Seminars are up 3% over the same period</li> <li>○ Umpire seminars are even over the same period</li> <li>○ We have seen growing participation by smaller clubs around the country, as well as collaboration among neighboring clubs</li> </ul> </li> <li>• The Racing Rules Committee is considering the US prescriptions to the racing rules in preparation for the new rulebook, which takes effect in January 2025.</li> <li>• Throughout Q3 and Q4, in consultation with key volunteer committees, we will prepare <i>The Racing Rules of Sailing for 2025-2028</i> print and app editions and supporting publications for distribution in late 2024 and early 2025.</li> </ul>
<b>Education:</b>	<p><b>Course Metrics</b></p> <p><i>Youth Programs</i></p>

	JAN	FEB	YTD	# to meet goal	2024 goals	% complete
<b>SMALLBOAT</b>						
<b>Sailing Counselor</b>						
SCHEDULED TO DATE		8	8	7	15	53%
Courses held	0	0	0	15	15	0%
Registrants	0	0	0	150	150	0%
<b>Level 1 Instructor</b>						
Online Course Certifications Issued	42	111	153	1547	1700	9%
Online Course Registrations	374	306	680	1020	1700	40%
SCHEDULED TO DATE		132	132	23	155	85%
3 Day In-Person Courses	3	5	8	147	155	5%
Course attendees	30	39	69	1481	1550	4%
<b>Level 2 Instructor</b>						
SCHEDULED TO DATE		15	15	-1	14	107%
Courses held	1	0	1	13	14	7%
Course attendees	7	0	7	133	140	5%
<b>Level 3 Head Instructor</b>						
SCHEDULED TO DATE	0	2	2	2	4	50%
Courses held	0	0	0	40	40	0%
Course attendees	0	0	0	48	48	0%
<b>Level 3 Coach</b>						
SCHEDULED TO DATE		1	1	0	1	100%
Courses held	0	0	0	1	1	0%
Course attendees	0	0	0	10	10	0%
<b>REACH</b>						
<b>Instructor Courses</b>						
SCHEDULED TO DATE		3	3	2	5	60%
Courses held	0	1	1	4	5	20%
Certificates issued	0	12	12	38	50	24%

Adult Programs

	JAN	FEB	YTD	# to meet goal	2024 goals	% complete
<b>KEELBOAT</b>						
<b>Basic Keelboat Instructor courses</b>						
SCHEDULED TO DATE		22	22	3	25	88%
Courses held	1	2	3	22	25	12%
Course attendees	5	9	14	101	115	12%
<b>Cruising/CoNav Instructor courses</b>						
SCHEDULED TO DATE		4	4	-2	2	200%
Courses held	0	1	1	1	2	50%
Course attendees	0	3	3	4	7	43%
<b>Cruising Powerboat Instructor courses</b>						
SCHEDULED TO DATE		5	5	-3	2	250%
Courses held	4	0	4	-2	2	200%
Course attendees	13	0	13	-5	8	163%
<b>ALL OTHER KB Instructor Courses (all levels)*</b>						
SCHEDULED TO DATE		2	2	-1	1	200%
Courses held	0	1	1	0	1	100%
Course attendees	0	3	3	3	6	50%
<b>Basic Keelboat courses</b>						
Certifications issued	101	32	133	2367	2500	5%
<b>Basic Cruising courses</b>						
Certifications Issued	43	28	71	1079	1150	6%
<b>Bareboat Cruising courses</b>						
Certifications Issued	52	28	80	820	900	9%
<b>Basic Power Cruising</b>						
Certifications Issued	35	15	50	350	400	13%
<b>Inshore Power Cruising</b>						
Certifications Issued	30	10	40	135	175	23%
<b>Night Ops Certificates</b>						
Certifications Issued	24	10	34	66	100	34%
<b>POWERBOAT</b>						
<b>SPBH Instructor Courses</b>						
SCHEDULED TO DATE	0	8	8	0	8	100%
Courses held	1	0	1	7	8	13%
Course attendees	8	0	8	40	48	17%
<b>Safety and Rescue Boat instructor</b>						
Courses held	0	0	0	1	1	0%
Course attendees	0	0	0	6	6	0%
<b>Safe Powerboat Handling Student</b>						
Certifications Issued	19	53	72	1178	1250	6%
<b>ADAPTIVE</b>						
<b>Instructor Courses</b>						
SCHEDULED TO DATE		3	3	-1	2	150%
Courses held	0	0	0	2	2	0%
Certificates issued	0	0	0	12	12	0%

- New Editions of *Start Powerboating Right!* and *Basic Keelboat!* were sent to the printer and rolled out digitally. Accompanying tests and supporting documents were also updated.



- Discussions are ongoing with New Start Mobile about migrating our Learning Management System to their platform and potentially all course registrations.
- The new Navigation 1 course is being beta tested at several Keelboat schools.
- We continue to look for an Education Coordinator to round out our team.

**USST & ODP:**

- ILCA 6 & ILCA 7 Olympic Trials completed in Miami
  - Erika Reineke selected in the ILCA 6 as Team USA representative
  - Ford McCann selected in the ILCA 7

	<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ ILCA 7 still need to qualify the country at the Last Chance Regatta in Hyeres, FRA at the end of April</li> <li>○ Both ILCA fleets raced in a variety of conditions and the regatta was deemed to be a success</li> </ul> </li> <li>• Marcus made a site visit to Long beach to gain an understanding of the options and opportunities we have for the 2028 quad and beyond</li> <li>• World Sailing hosted two Marseille update calls for NGB's covering logistical topics and operational procedures in relation to the Olympic Marina and Field of Play from the date of the soft opening in mid June through until the end of the Olympics in August.</li> <li>• Introductory call with the USOPC's Director of High Performance and Olympic Performance Advisor <ul style="list-style-type: none"> <li>○ Initial feedback was positive on the vision presented</li> <li>○ Followed up with a supportive letter from the USOPC that indicated confidence in the journey we are on</li> </ul> </li> </ul>
<b>Marketing &amp; Communication</b>	<p>-Analyzing the department and will explore making tweaks to maximize resources and efficiency</p> <p>-Keelboat marketing plan ongoing.</p> <p>-Working to both manage the ticket queue for the web while pushing for proactivity with regards to content</p> <p>-Oly planning for April and the final class regattas continues</p> <p>-Development of Team themed content for sponsorship ahead of the 100 days (4/17)</p> <p>-Content creation for Rolex and The Moorings</p> <p>Will prepare press releases for the number of renewals and new business being papered.</p>
<b>Business Development:</b>	<p>Three new partners in the contract phase.</p> <p>New assets being created;</p> <ul style="list-style-type: none"> <li>-updated 365 (now called Supporters Club) geared to the endemic community</li> <li>-Streaming- looking to increase from one event to three</li> <li>-Olympic ideation/concepts for sale</li> <li>-US Open-regional opp for the event in Long Beach</li> </ul> <p>Waiting for the final sign off for a strategic partnership with the ICSA. BDev, Mkt and Membership work streams will be created post</p>
<b>Partnership Marketing:</b>	<ul style="list-style-type: none"> <li>-Internal planning for Youth &amp; Adult Championships. Identifying branding and scheduling meetings with Yachts Club to discuss US Sailing role and presence on site.</li> <li>- Partner planning for 2024. Learning of partner initiatives, discussing best use of assets, scheduling content and activations</li> <li>- Implementing partner overviews and asset trackers</li> <li>-Renewal complete for SailFlow (three yrs.), and Yeti (three yrs.) and Nimbix (two years) are in the contract phase.</li> </ul>



<p><b>IT</b></p>	<ul style="list-style-type: none"> <li>- Rolled out changes to our MVP purchase process to deliver our revamped Org membership product offerings. This effort consisted of eight separate projects to manage variable membership pricing and credit accumulation for MVP memberships based on their Org’s membership type.</li> <li>-Worked with Development to update current emails, deceased members, donation designation choices, etc.</li> <li>- Began building new promo-code functionality into our course registration process.</li> <li>- Worked with Tarasa Davis in vetting our Sailor Athlete registrations and committee representation compliance status.</li> <li>- Attended discovery meetings with NewStart, providing technical and integration insights.</li> <li>- Planning has begun on the project to migrate our data and programs off physical servers into a Microsoft Azure environment. We have a project completion target for late May.</li> </ul>
<p><b>HR/DEI/Store</b></p>	<p><b>HR:</b></p> <ul style="list-style-type: none"> <li>-recruiting for Education Coordinator, temporary Offshore Coordinator, Marketing/Communications Director, and Partnership Marketing Intern</li> <li>-Leading annual performance review process, merit increase process and evaluation, and bonus eligibility and evaluation process</li> <li>-Attended URI Harrington School of Communication Career Fair</li> <li>-Adjusting to loss of DEI &amp; Operations Coordinator role and prioritizing, repurposing and distributing tasks</li> <li>-Completion and submission of USOPC demographic survey</li> <li>-interviews of clubs, orgs, and people for the marketing stories on socials</li> <li>-rebuilding and redirecting DEI committee</li> <li>- Offboarding 3 employees</li> <li>- Created new HR SharePoint to house all documents that staff may need throughout onboarding and at any point during employment</li> </ul> <p><b>-DEI:</b></p> <ul style="list-style-type: none"> <li>-Completed the USOPC Demographic Survey data submission, analyzing data across several demographic categories for 2300+ responses</li> <li>-Managing 2 remote interns this semester: Abdul and Sarah</li> <li>-Celebrated Employee Appreciation Day all week in the office with snacks and candy and with Amazon gift cards for all remote employees.</li> <li>-Interviews of clubs, orgs, and people for the marketing stories on socials:</li> <li>-Celebrated Black History Month (February) with informative social post at the start of the month as well as an interview, article, and social post on Kamal Carter of A Long Talk about the Uncomfortable Truth</li> <li>-Celebrated International Day for Women and Girls in Science (2/11) with interview, article, and social post on the Girls Who Sail program in Sheboygan, WI</li> <li>-Celebrated National Girls and Women in Sports Day (2/7) with interview, article, and social post on Emily Verdoia, L1 Instructor in St. Thomas</li> <li>-Celebrated International Women's Day (3/8) with social post on our Women's Match Racing championships and Women's History Month (March) with story on Cole Brauer</li> </ul> <p><b>Store:</b></p> <ul style="list-style-type: none"> <li>-Managed execution of 4 book reprints and 2 prints for new versions of books: Start Powerboating Right, Basic Keelboat</li> <li>-Worked with Jet Mail to get them to agree to an 8-month payment plan rather than paying \$100k in February</li> <li>-Rolled out preorders for both new books to help mitigate significant demand and frustration from customers due to delays in availability: drafted communications to all schools about preorders, received all books into inventory, updated all Store webpages with current information, updated all 15 item pages (physical books, digital books, all packages that contain each book) with current information, increased prices to reflect book costs, offering promotion for a discounted digital book with purchase of a physical book.</li> </ul>

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|  | <ul style="list-style-type: none"><li>-Promoted technical apparel collaboration with Gill</li><li>-Valentine's Day ad in the Weekly Lift</li><li>-Designed and sent merch to NSPS</li></ul> |
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