BUILD IT AND THEY WILL COME
How to Grow a Small Program into a Giant

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KEY POINTS

• Success Stories – What Worked, Challenges

• Clear Vision, Communication, Grit, and Persistence

• Establishing Partnerships

• Importance of Brand Marketing and Media
Success Stories – What Worked, Challenges

History and Success

• Jr Race Team: 12 to 45 now traveling regional, national and international!
• Summer Program: 150 to almost 300 in 3 years
• High School: 0-50 in one year!
• Facilities – sail sheds to comprehensive Sailing Facility with indoor boat storage and classroom
FYC Junior Program

- Vision
- Communication
- Grit
- Persistence
Establishing Partnerships

- **Internal Partnerships**: Board, leadership, parents, staff
- **External Partnerships**: Colleges/Universities, community organizations, local, regional, state and national organizations

GET INVOLVED!
Importance of Brand Marketing and Media

- Team Unity – Team Spirit – Team Pride
- Recognition - Recognizable
- Advertising
Where to start?

• Kids already sailing in your program
• Already know what the sport entails, parents can help convince others
• Getting kids to get their friends out
• Open House days are a huge success (pick warm time of year)
Challenges:

Getting the school on board

- Topics to stress to school: Insurance, Assets, Coaching, no fee for the school to start
- Travel concerns: work with AD to get a travel policy that the school accepts. (next slide)
- Over communicate what is going on at practices and regattas
Procedural Guidelines for Sailing

Supervision

Students may only be left in the care of and directly supervised by authorized coaches who have met the requirements of Bishop Kenny High School and the Diocese of St. Augustine.

Student-Athlete Participation Requirements

Student-athletes must complete Bishop Kenny participation application and athletic requirements (Final Forms) prior to participation including, but not limited to, conditioning, practices, and competition as outlined in the Parent-Student Handbook.

Student-athletes must comply with scholastic requirements, absentee policy, and code of conduct as outlined in the Parent-Student Handbook.

Scheduling

Practice and regatta schedules should be submitted to the Vice Principal for administrative approval a minimum of one month prior to each season.

Financial

All financial transactions (receivables and payables) including, but not limited to, dues, transportation, and lodging will be handled by the Florida Yacht Club.

Travel

Travel arrangements are the sole responsibility of the parent(s).

Lodging

Lodging is the sole responsibility of the parent(s).

Branding

Official Bishop Kenny logos and brands must be used on all correspondence, uniforms, equipment, etc. in collaboration with the Vice Principal.

Team Rules and Lettering Qualifications

Team rules and lettering qualifications should be submitted to the Director of Athletics for administrative approval a minimum of one month prior to each season.
FYC High School Program

Success:

• Ability to have a sport other schools in the area don’t (find a rival school)
• Co-ed Sport that travels within a district, not just the state
• Another opportunity to get into college, good having a local college team
• Showing results after regattas (catholic schools in Bishop Kenny case)
Branding & Partnerships

- Branding the team so everyone knows who you are, kids on campus as well as schools in the district
- Work with all the local assets you can, local club pros, local college teams, other local high school teams. The more partnerships the better!
FYC High School Program

MAKE IT FUN!
In Just over five years JU Sailing has:

- Gone from 250th in the country to 16th
- Grown from 5 people who learned to sail on campus to 35 Athletes from around the country and world.
- Made 5 straight appearances at the Co-ed National Semi-Finals at the end of May.
- Made 3 Appearances at the Women’s National Semi-Finals
- 2 straight Atlantic Coast Championships appearances
- Finished 2nd at the 2018 Singlehanded National Championships and 4th 2017 Men’s Championships.
- First 5 Academic All-Americans since 2017
- Roster includes: 9 countries, and 12 States
branding
Be Different...
don’t be lame: don’t use Stock logos

- Find help, ask for help... someone in your organization is into graphic design/one of your students went on to major in it.
Who's your audience?

Social media

Younger followers:
Instagram
- Videos: fast pace
- Glamour pics (5 or less)

Older Crowds:
Facebook
- Articles
- Longer in-depth videos
- Mass picture dumps
Connect

- Encourage and invite the JU community to access the water.
- Promote sustainability. Our river matters, spreading the word to keep it clean and healthy.
- Inspire Recreation, Education & Access
- Motivate our campus to focus on a “Healthy Campus”, plastic, trash, clean water, exercise, involvement, etc.
- Transform Dolphin Green into a recreational hub of campus; connecting intramural fields, Riverhouse, volleyball courts, swimming pool, and the waterfront.
Community

- Exchange Island
- Renew Arlington - creating access to the water for all
- Ocearch / MSRI / Healthy Campus
- River Keeper
- Summer Camps
- Local Yacht Clubs
- Environmental Protection Board - Outreach
Waterfront Programs Education

• Major in Education, gain expertise in teaching and learning
• Develop water sports safety, curriculum, instruction, and program development
• Prepare for careers teaching, coaching, and managing water sports programs
• Specialize in sports like sailing, windsurfing, standup paddling, and surfing
• Gain experience helping with JU water sports programming
JU Olympic Development Sailing

• New extension of nationally-ranked JU Sailing Team
• Winter training camps
• Weekend clinics for high performance competitive sailing
• Clinics and events designed for Olympic Sailing Development Candidates
• Degree programs to prepare for careers in the professional sailing world.
Sustainability

Since Ju sailing was established

• 1300 Recycling bins as of Fall 2017
• 12 Hydration stations throughout campus
  • Reusable water in admissions (Reusable water bottles)
• Only private university in south with sustainability major
• 40 native trees planted to increase natural tree canopy
• Bike Share program with separate bike lane
• Development of campus garden with university compost
• Elimination of all plastic straw usage on campus
• JU is home to 1 of 2 Chick-fil-A locations that has banned the use of Styrofoam.
• On track to be the first University that is plastic straw free
Dream big
Sustainable Green Roof

Sustainable Solar Shading & Natural Light

Sustainable Ventilation and Prevailing Wind Directions

Sustainable Geothermal Cooling and Heating

Sustainable Rainwater Collection
Your Opinion Matters

Please open the **NSPS app** and complete the **session survey** found in the **menu bar** for a chance to win a **free drink ticket**!

*Thank you for attending this session*