

# **BUILD IT AND THEY WILL COME**

## **How to Grow a Small Program into a Giant**

Jodi Weinbecker – Waterfront Director FYC

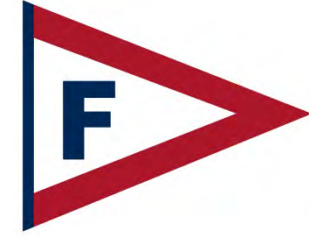
Dustin Domer – Jr Program Director FYC

Jon Faudree – Waterfront Director – Varsity Head Coach  
Jacksonville University

# KEY POINTS

- **Success Stories – What Worked, Challenges**
- **Clear Vision, Communication, Grit, and Persistence**
- **Establishing Partnerships**
- **Importance of Brand Marketing and Media**

# FYC Junior Program



## 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



# FYC Junior Program

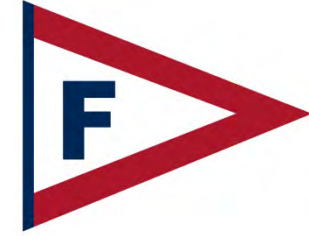


## Establishing Partnerships

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



# FYC Junior Program



## Importance of Brand Marketing and Media

- Team Unity – Team Spirit – Team Pride
- Recognition - Recognizable
- Advertising





# FYC High School Program



## 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)







# FYC High School Program



## 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

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Revised 7/12/2017

## 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)





# FYC High School Program



## 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!



NATIONAL SAILING PROGRAMS  
SYMPOSIUM 2019





# In Just over five years JU Sailing has:

- Gone from 250<sup>th</sup> in the country to 16<sup>th</sup>
- 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 2<sup>nd</sup> at the 2018 Singlehanded National Championships and 4<sup>th</sup> 2017 Men's Championships.
- First 5 Academic All-Americans since 2017
- Roster includes: 9 countries, and 12 States







branding

NATIONAL SAILING PROGRAMS  
SYMPOSIUM 2019





## 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.



NATIONAL SAILING PROGRAMS  
SYMPOSIUM 2019







409 posts
1,877 followers
1,436 following

Promotio...
Edit Profile


## JU Sailing Team

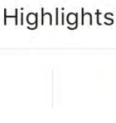
School

The Future Of College Sailing




[www.ju.edu/give/sailing/](http://www.ju.edu/give/sailing/)  
 2800 University Blvd N,  
 Jacksonville, Florida


+


New


Highlights







Call
Email
Directions



13 SAILORS MADE THE TEAM'S LIST IN THE FALL '18

CONGRATS TO	PAUL R. RESTO, 20
STEPHAN VERHULST '18	
BEN MCKIBBICK-HAWLEY '20	
COURTNEY PURCELL '20	
REDDY HANSEN '21	
DAVID RYAN '21	
NAM TOWNSEND '22	
DANIEL DIARRIO '22	
CHARLIE BREATH '22	
LAUREN THRE '22	
NATHAN JONES '21 RECEIVED A 4.0	

## Social media

Who's your audience?


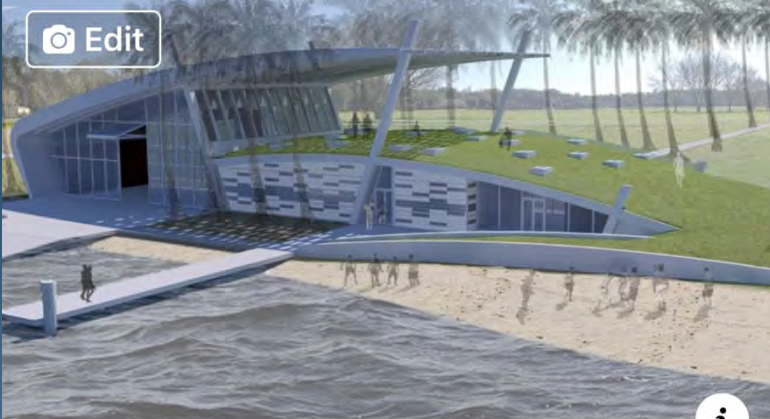
← Younger followers:  
Instagram


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

Older Crowds: →  
Facebook

- Articles
- Longer in-depth videos
- Mass picture dumps











Jacksonville University  
Sailing Team  
@JacksonvilleUniversitySailingTeam


Send Message


Typically replies within minutes




Publish


Photo


Promote


View As

4.9 4.9 out of 5 • School • Jacksonville, Flori...

Home About Photos Events Revi

# Connect



Encourage and invite the JU community to access the water



Inspire Recreation, Education & Access



Promote sustainability. Our river matters, spreading the word to keep it clean and healthy.



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.





**130 ACRES OF  
WATERFRONT  
PROPERTY**



**DOLPHIN  
GREEN**



**WATERSPORTS  
EDUCATION**



**EXPERIENTIAL  
LEARNING**



**4,500  
STUDENTS AT  
JU**



**SPORTS**



**RECREATION**



**LIFESTYLE**



**HEALTHY  
CAMPUS &  
SUSTAINABILITY**



**CLUBS**



*Our  
Waterfront  
Campus*





# 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

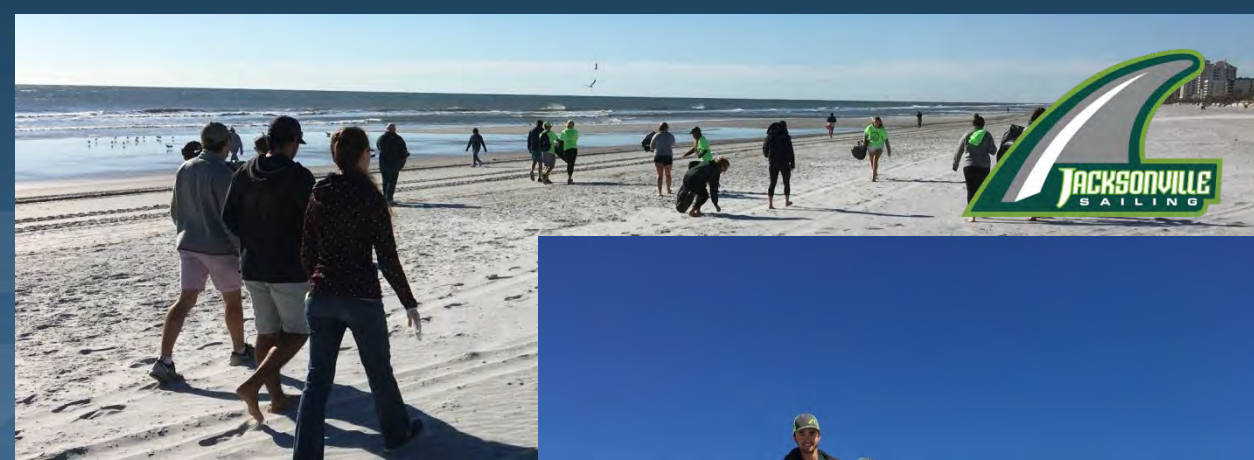


- New extension of nationally-ranked JU Sailing Team
- Winter training camps
- Weekend clinics for high performance competitive sailing
- Clinics and events designed for Olympic Sailing Development Candidates
- Degree programs to prepare for careers in the professional sailing world.

# 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



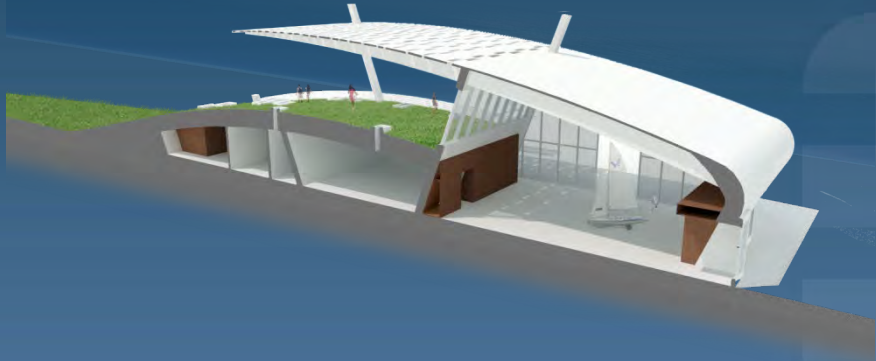




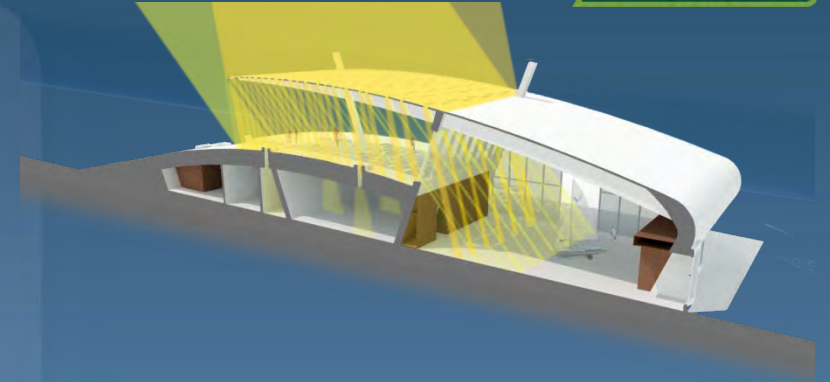
Dream big



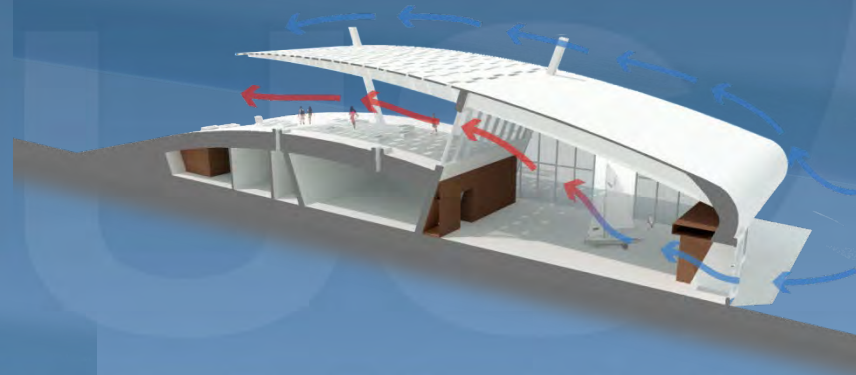
Sustainable  
Green Roof



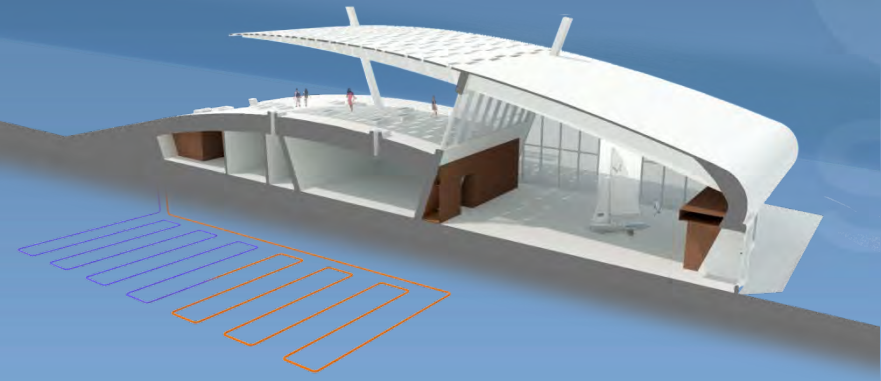
Sustainable  
Solar Shading & Natural Light



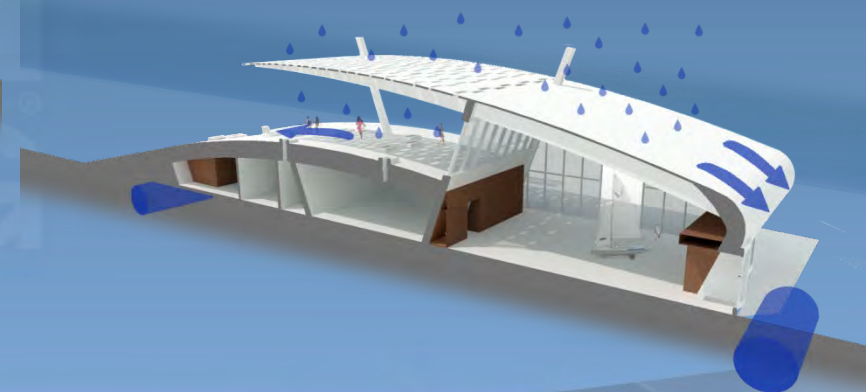
Sustainable  
Ventilation and Prevailing Wind Directions



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*