

S.O.S.
Summer Operating Systems:
Getting Ready for Summer
Programs



Introductions

Stephanie Webb | Edison Sailing Center

Jane Millman | Annapolis Yacht Club

Brandon Kass | Community Sailing of Colorado

Topics

- What does "Summer" look like in each of our locations (yacht club, community program, a year round program)
- Starting a new sailing program, what's next? (risk mgt, personnel, marketing/advertising, parents, etc)
- Adding new programs to increase revenue stream/participation
- Tips & Tricks | Best practices that saved us time, money and help create a robust program



Safety/Risk Management

- Emergency Action Plan (EAP)
- Liability waivers
- Trainings & orientations
- Reporting
- Dealing with parents
- Publish/post rules & procedures



Resources

- Prepare your equipment
- Borrow before you invest
- Finding instructors and then what!
- Marketing your programs
- Develop parents as partners
- Tap local expertise (volunteers)

Edison Sailing Center Summer Sailing Program Skills

Beginner Level 1	Intermediate Level 2	Experienced Level 3	Advanced Level 4
<p>Preparing to sail: Appropriate clothing Sunscreen, sunglasses, hat Properly fitted life jacket Ability to swim</p> <p>Parts of the boat: proper terminology Sails & parts of the sail Equipment & gear</p> <p>Directional terms: Port, starboard, abeam, beam, astern, aft, windward, leeward, midships, centerline</p> <p>Rigging the boat</p> <p>Raising the sails</p> <p>Wind awareness</p>	<p>All of Level 1 skills +....</p> <p>Sail trim</p> <p>Upwind and downwind sailing techniques</p> <p>Beating upwind</p> <p>Helm-hand exchange while jibing & coming about</p> <p>Accidental jibes</p> <p>Docking a boat</p> <p>Five basic navigation rules for sailing</p> <p>Additional knots</p> <p>Sail around a course correctly</p>	<p>All of Level 1 & 2 skills +.....</p> <p>Execute a roll tack smoothly</p> <p>Sail around a course at every point of sail</p> <p>Capsize recovery – more than one method</p> <p>Knots – sheet bend, rolling hitch, bowline on a bight</p> <p>Handling of a main & jib or a main, jib & spinnaker, including correct terminology</p> <p>Maintain proper sail trim</p> <p>Sail backwards</p> <p>Navigational markers</p>	<p>All of Level 1, 2 & 3 skills +....</p> <p>Knowledge & application of the basic Racing Rules of Sailing</p> <p>Starting sequences, timing</p> <p>Design a lesson plan, a chalk talk and/or land/water drill to less experienced sailors</p> <p>Consistently demonstrates a Corinthian Spirit on and off the water</p> <p>Teamwork</p>
<p>Level 1</p> <p>Water awareness +Waves, current, tide, temp</p> <p>Points of sail</p> <p>Basic knots</p> <p>Capsize</p>	<p>Level 2</p> <p>Use proper resources for wind, tide, and weather</p> <p>Correct use & application of sailing terms</p> <p>Rig and unrig independently</p>	<p>Level 3</p> <p>Sail without a rudder</p> <p>Utilizes instruments and wind indicators to maximize the wind (telltales, windex, puffs, etc)</p> <p>Incorporates stretching &</p>	<p>Level 4</p>

Stages of Learning and Development

A youth-centered sailing experience

Ages 0-12 **Discover, Learn, and Play** **“Fun, Safe, and Social”**

Discovery of sailing and the boating environment in a safe, social setting.

Learning through games, deliberate play, and free-sailing.

Develop “physical literacy”- fundamental movement skills such as agility, balance, and coordination.

Frequent access to a variety of sports and activities to improve development and stay fresh.

Ages 13-19 **“Lifetime Sailors”**

Skills learned as youth sailors produce adaptable, flexible lifetime sailors.

Confident and competent – able to sail any kind of boat in any conditions.

Multi-discipline participation that evolves throughout a sailor’s lifetime.

Grounded in the time-honored principles of solid seamanship.

Ages 10-16 **Develop and Challenge** **“The Golden Age** **of Skill Development”**

Skills and technique develop at an accelerated pace.

Instructional focus on learning a well-rounded skill set.

If competing, emphasize skill development over competitive success.

Participate in a variety of sports and activities to improve development and stay fresh.

Ages 13-19 **Train for Mastery** **“Refine & Specialize”**

Physical and mental growth provide an opportunity to try new sailing disciplines and learn new skills.

Instructional focus is on long-term mastery.

If competing, maintain a healthy practice to competition ratio.

Participate in a variety of sports and activities to improve development and stay fresh.



Hiring the Right Staff

- Where to find instructors/staff
- Vetting, background checks & references
- Hiring process
- Training
- Orientations
- Using volunteers



Volunteers

- Background checks
- Job descriptions
- Orientations/training
- Internships
- Parents

Marketing

- Keep it simple
- Know your audience
- Organic marketing (use your stakeholders)
- Know your community
- Establish comparable price points



Starting a New Program

- Organize your program
- Risk management
- Finding instructors and then what!
- Marketing
- What to offer & what to charge
- How to collect registrations



Tips & Tricks

- Lessons we have learned
- Ways to save time
- Ways to save money
- Other best practices

Questions?

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