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

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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

<table>
<thead>
<tr>
<th>Beginner</th>
<th>Intermediate</th>
<th>Experienced</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td><strong>Level 2</strong></td>
<td><strong>Level 3</strong></td>
<td><strong>Level 4</strong></td>
</tr>
<tr>
<td>Preparing to sail:</td>
<td>All of Level 1 skills +…</td>
<td>All of Level 1 &amp; 2 skills +…</td>
<td>All of Level 1, 2 &amp; 3 skills +…</td>
</tr>
<tr>
<td>Appropriate clothing</td>
<td>Sail trim</td>
<td>Execute a roll tack smoothly</td>
<td>Knowledge &amp; application of the basic Racing Rules of Sailing</td>
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<tr>
<td>Sunscreen, sunglasses, hat</td>
<td>Upwind and downwind sailing techniques</td>
<td>Sail around a course at every point of sail</td>
<td>Starting sequences, timing</td>
</tr>
<tr>
<td>Properly fitted life jacket</td>
<td>Beating upwind</td>
<td>Capsize recovery – more than one method</td>
<td>Design a lesson plan, a chalk talk and/or land/water drill to less experienced sailors</td>
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<tr>
<td>Ability to swim</td>
<td>Helm-hand exchange while jibing &amp; coming about</td>
<td>Knots – sheet bend, rolling hitch, bowline on a bight</td>
<td>Consistently demonstrates a Corinthian Spirit on and off the water</td>
</tr>
<tr>
<td>Parts of the boat: proper terminology</td>
<td>Accidental jibes</td>
<td>Handling of a main &amp; jib or a main, jib &amp; spinnaker, including correct terminology</td>
<td>Teamwork</td>
</tr>
<tr>
<td>Sails &amp; parts of the sail</td>
<td>Docking a boat</td>
<td>Maintain proper sail trim</td>
<td></td>
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<tr>
<td>Equipment &amp; gear</td>
<td>Five basic navigation rules for sailing</td>
<td>Sail backwards</td>
<td></td>
</tr>
<tr>
<td>Directional terms:</td>
<td>Additional knots</td>
<td>Navigational markers</td>
<td></td>
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<tr>
<td>Port, starboard, abeam, beam, astern, aft, windward, leeward, midships, centerline</td>
<td>Sail around a course correctly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rigging the boat</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Raising the sails</td>
<td></td>
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<tr>
<td>Wind awareness</td>
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</tbody>
</table>

#### Level 1
- Water awareness
  - Waves, current, tide, temp
- Points of sail
- Basic knots
- Capsize

#### Level 2
- Use proper resources for wind, tide, and weather
- Correct use & application of sailing terms
- Rig and unrig independently

#### Level 3
- Sail without a rudder
- Utilizes instruments and wind indicators to maximize the wind (telltales, windex, puffs, etc)
- Incorporates stretching &
**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 freesailing.

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 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.

**Ages 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.
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
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