

**EDUCATION DIVISION REPORT
TO BOARD OF DIRECTORS
November 17, 2014
Chair: Charlie Arms**

Commercial Sailing Committee

Chair: Alan Veenstra Staff: Karen Davidson

The new chair of the committee is Alan Veenstra from Chicago Sailing. Heather Clark also from Chicago Sailing is the Vice Chair for Marketing and Kevin Wensley from Offshore Sailing is the Vice Chair for training. Committee has had regular conference calls and continues on with marketing campaign.

1. Sailingcertification.com was re-launched with direction from Doris Colgate, Mette Segerblom and Heather Clark.
2. Resource Center platform is live on the website but the content is still being formatted so as to be more valuable to site visitors. Several schools volunteered to provide content.
3. The contact form on Sailingcertification.com is being updated to send the information directly to the schools. Currently, Karen handles this process manually.
4. We did a photo shoot for both powerboat and keelboat in Sarasota, Florida. The photos for keelboat focused on J-22s as those the boats that were available (and the depth of the location did not allow for larger vessels). These photos will be available for CCOM to use in a new school portal as part of their own advertisements. The portal will also include US Sailing logos and brand use guidelines.
5. 2015 marketing plan unveiled (see attachment). The marketing approach will be multi-faceted: US Sailing will develop two page advertisements *in Cruising World and Sail Magazine* and schools will have the option to purchase 1/8, ¼ or ½ page ad blocks. For those who would like to participate in the ads but need design assistance, US Sailing's graphic designer will be able to assist you with crafting an ad based on your provided content. The issues that co-op advertising is offered in will be selected based on school suggestions with input from US Sailing's marketing department. Additionally, US Sailing has signed an agreement with Mimeo, an organization that allows for web-to-print custom advertising materials to be developed. In short, US Sailing schools can customize US Sailing marketing materials with their own content and logos. The advertising toolbox will include brochures, rack cards and posters.
6. We now offer customizable apparel with Lands End. There are options to add your school logo to the apparel. Doris noted that Lands' End apparel runs small so order the next size up.
7. NMMA wants more of a presence from US Sailing at boat shows. US Sailing is working with NMMA through their Discover Boating initiative to help US Sailing Schools increase their representation. A list of boat shows that Discover Boating is involved with is attached for review. US Sailing also working on getting booth space for schools at either no cost or a reduced cost. More information will be forthcoming as available.

Instructors & Coaches

Chair: John Vandemoer Staff:
No report

Sports Medicine

Chair: Dave Jones Staff: Lee Parks

Two position statements on helmets and emergency action plans were sent to Tom Hubble. The Emergency Plan can be revised to be more layman's terms to distribute to the membership for easier implementation if the board sees fit. The committee unanimously agreed to send these to the members if the Board approves. Additionally the committee feels there may arise a need for further explanation at the local levels and would be willing to participate in the speaker's bureau to help. The committee wants to aid in educating the membership in our sphere of knowledge and would embrace the idea of a Sports Medicine page or blog.

Sportsmanship Committee

Chair: Todd Berman Staff: Lee Parks

1. 2014 W. Van Alan Clark Award Selection - After thoughtful consideration and appropriate due diligence the committee voted to select sailor - Peter Frey, an active member of the Deep Creek Yacht Racing Association as the winner of the W. Van Alan Clark Award for 2014. Peter and his nominators have been informed, and it looks like a representative of the nominators will come to the Annual Conference to accept the award on Peter's behalf. A decision has been made to send letters to the people who were nominated (and the nominators) in previous (2012 & 2013) years acknowledging their nomination. The committee also discussed, but ultimately did NOT feel it appropriate to award winners for years when the committee was not operational.
2. Committee Roster - The committee has grown beautifully, we started with the intention of building a diverse group and we have been successful. I expect we will look to make the committee roster even more robust in 2014/2015 with the intention of transitioning the leadership closer to the younger generation of sailors.
3. Meetings / Conference Calls - In 2014 the Committee has meet through conference calls on January 15, March 19th, June 9th and September 24th. We used email for all other communications.
4. Longer Term Agenda - The committee is developing a list of longer term strategies to heighten Sportsmanship in our sport.
5. Thanks to Committee Members - The chair would also like to formally recognize the contributions of all the volunteers who worked on the committee this year.

Todd Berman
Dave Perry
Brad Read
Mitch Brindley
Lee Parks
Caroline Atwood
Molly Vandemoer

Training

Chair: Rich Jepsen

Staff: Stu Gilfillen

1. All is moving well with the USCG grant on developing OTW standards for boaters – The process is on schedule and on budget and the Powerboat effort is furthest along as it is the USCG's top priority based on accident and fatality statistics. There is a meeting in a week where many subject matter experts and boating safety leaders will convene to work on the plan to roll out the Powerboat Standards and Rubrics, which are now in a virtually complete form, in accordance with ANSI standards.
2. In December, Keelboat and Powerboat National Faculties will meet together at Orange Coast College where they will undertake several research and OTW testing projects, including testing of various capsize and entrapment recovery approaches. Small Boat National Faculty members met in October, but a couple of representatives will attend the OCC event to help with and observe the capsize and entrapment research efforts. There are plans to get some photography to be used in manuals and possibly video for our online educational and testing efforts.
3. Registration for the NSPS is well ahead of same month registrations for previous NSPS events. Team projects 300+ attendees if the pace of registrations holds. Due to the success of the NSPS, ISAF has decided to hold its Education and Development Conference immediately in advance of the NSPS, so we expect some great networking and crossover.
4. We are revisiting an old initiative, Development of Spanish Language materials for students and instructors. This would be in partnership with a professional translation firm, if we can negotiate a favorable financial approach.
5. We are in negotiations with Fresh Air Educators, builders of the Boater Exam online training for state required boating safety training, to develop an online preparatory sail training course that could substantially turbo-charge learning by students in the small boat and Keelboat disciplines. We have agreed to a revenue sharing model, that doesn't require a cash investment from US Sailing. However, remaining sticking points are price point of the finished product and the amount of expertise (read:time commitment) Fresh Air will need from US Sailing (we want to avoid getting distracted from more core responsibilities)
6. Our Instructional Design team, Bradley Schoch, Zac Oppenheim, Lynn Handy and Larry Ledgerwood, are working hard on several projects, a prime one being the re-writing of Teaching Fundamentals, the bible for all US Sailing instructors, as well as putting it in an interactive online product that will allow for discipline specific modules. Currently, it is only in e-book form, but the interactive product will take over a year to complete.