

Northeast Regional Symposium - Notes

Cottage Park Yacht Club

November 8, 2014

Topic #1: Youth Programs

- What are challenges in the Northeast region when it comes to various programs?
- Once students become instructors lose them to sailing and they focus more on instructing rather than sailing.
 - Others try and find a schedule that duck tails into another sailing schedule. All about balance.
 - If you just want to be a junior instructor than you will not move up in the instructor rankings.
 - Many people are losing more senior instructors to college internships.
 - Let them know how marketable their skills as sailing instructors are. Instructing is an incredibly marketable job opportunity, especially for employers
 - There is a positive association with high school sailing and growth of them as instructors. They can instruct during the year
- Competing with time. That includes parents time, kids time, etc.
 - Possibly develop a 3-hour block program in addition to a traditional 9AM-3PM program.
 - Encourage kids to try and go to different clubs for job interviews, actual jobs, etc.
 - Don't want member kids to instruct at the beginning. If they do want to come back come back as instructors but with more experience.
 - Sometimes have to send kids away and make them come back with a killer reference for them to prove that they want to work there.
- Salaries for instructors/resources for retaining them:
 - If you want kids to stay as instructors at your program give them promotions, more responsibilities, pay raises.
 - Give them private lessons
 - Possibly have a longer season (10 weeks versus 8 weeks)
 - Give them access to all of the boats and resources.
 - Try and give them housing. Compensation tied to students program, give periodic raises if they stick around, etc.
 - Have a salary scale based on experience: years of sailing in High School, college, years that they have held their US Sailing certifications.
 - Make an internal rating system-this gives strength to justify pay scale to club leadership, board, parents, etc.
 - What do you pay different instructors? Head instructor, head race coach, head opti coach. Are the paid similar rates or is one worth more than the other?

- Professional development opportunities? What do you offer?
 - Pay for an instructors educational programs? Level 1, Level 2, Level 3?
 - Safety programs? So they can learn other types of teaching techniques.
 - Use local EMS, fire, and police department as part of the training?
 - Special education training-for kids with identified (or not) special needs.
 - US Sailing should add special needs instructor component to Level 1; understanding of social issues, bullying, etc.
 - Consider part-time adult instructors who can bring experience and wisdom to programs. Guidance for young instructors (find retired or summering teachers) those would be ideal candidates.
 - You have to mentor your junior instructors in teaching experience (1-2 years of shadowing a certified instructor before being trained in Level 1); mentoring and practice on powerboats especially.
 - Make acquired skills from L1, L2 and Level 3 instructors more transparent to instructors, potential employers.
- Powerboat courses combined with Level 1-many Level 1 instructor candidates are unprepared to pass the powerboat practical requirements.
- Curriculum Development:
 - “Best Of” collected locally
 - US Sailing curriculum materials
 - Require written lesson plans
 - Formal testing to move kids through various levels of programs: both practical and written exams.
- Registration Systems: what works for different programs.
 - Active.com Active Network-registration systems
 - Headway technologies.com (what they use up in Marblehead)
- Discussion about fun/instruction/racing balance; creating variety of opportunities to meet kids different interests.
- Reach and STEM program
 - 1 day course, \$150 course
 - Geared towards sailing instructors, classroom teachers, anyone that is implementing the program
 - In the Reach Educator course you’re introduced to the book. The IT teaches one module you’re broken up into pairs and teach the rest of the modules.
 - No time limit for teaching any of these modules. It could be an hour it could be a week. Just depends on the program and what you want.
- Junior Big Boat
 - New emerging product that we offer
 - Teaching kids how to sail bigger boats.
 - It is not a course it just a product with guidelines for the program.
 - Program is designed to be universal.
 - Great way to get kids more invested in big boat sailing.

- For Nantcuket: 2 instructors for every 5 students.

Topic #2: Hiring the right staff for your program

- What are some of the hiring challenges that you are facing now? How are you getting the best quality instructor?
- What's the best ratio for your club?
 - Depends on the Level of the class. For younger kids 4 students for every instructor.
 - More experience, fewer instructors.
- What are the qualities for a good instructor?
 - Not about where they previously worked, it's about the person themselves.
 - Hire the passion above the resume.
 - You meet kids at regattas, clinics, circuits and you hire them without any references and they end up messing up, sometimes very badly.
 - Always call references. All about liability.
 - You don't have to have all college sailors but definitely want some. Branching out from that when you got excellent references on a kid. Had fantastic coaches who were not college sailors. Have a fresher perspective and enjoy beginner/intermediate references.
 - How do you find the college kids?
 - Any sort of more personal outreach is better.
 - When you look at an applicant's resume use a reference from somewhere they taught.
 - Always give the option of if they want to speak or not when calling a reference. Do not put them in a corner.
 - Get Instructors hooked by November. Thanksgiving is huge but it doesn't always happen during that time.
 - Always hiring kids generally from November up until May.
 - Don't completely rely on references.
 - The background check. US Sailing's background check works nationally.
 - Do you background check your international employees?
 - Not necessarily but you can go through other routes.
 - Discipline. Problems with instructors and alcohol. Showing up at events as Instructors where they are intoxicated.
 - Also issues with commitments. I have family vacation here. Something else here. How to get kids to whip them into shape.
 - Ginger Lieb: There's an hourly wage and then she takes \$.50 out of each hour and then they add that up and get a huge bonus at the end of the summer.
 - Ask in the interview process: ask for dates that they might be away.

- Sometimes you have to overstaff for things to happen. They want the instructors to go and do sailing events.
 - If they're under 18 have a chat with the parents.
 - You're training these kids how to be an employee. The skills you teach them will be applicable for the rest of their lives.
 - Make sure the people that are working with the instructors are part of the hiring committee
 - What does a program director get paid at different types of programs?
 - You can partner up with another program to lease boats so it keeps kids out on the water.
- Are there resources at US Sailing that we can use to find employees?
 - Make sure that your website is very clear. You need a landing page for anyone that is looking for something.
 - Program Director or Head Instructor that has the resources to get someone who is super qualified.
 - Sail One Design, Scuttlebut Sailing, etc.
 - How you treat employees is key for how you get employees.
 - Grab the left overs from other sailing programs. Have communication with other programs and if they had people that applied late, etc contact those people!

Topic #3: Finding Funding

- Where do you get the money?
- You could donate to a program and get a plaques, name a boat, get a burgee, it raised a TON of money.
 - One program raised \$6000 and bought incredibly old boats. Once the program became successful parents started contributing more money.
- Just doing raffles, pancakes, and bingo nights. Just standard fundraisers stuff.
- They did some wood carving, teak plaques, that they put around the boat house.
- Had a contest with the kids and the kids got to design the burgee.
- A lot of word of mouth numbers.
- Have club Pizza Nights. On racing nights they go and sell pizza after the racing. Any club that has a race night you can do that easily.
- Do a Thursday night family night and everyone brings a pot luck dinner. Great time together.
- Buy a little block for space on a T-Shirt
- For boat disrepair—different marine stores give different parts.
- You can get a lot of money just for asking people for it.
- You can do grant writing for money especially for community boating.
- People just like asking for money that's definitely easy
- Process of educating people of what sailing is about and why these programs are assets (specifically community boating)

- Always know what Board Members are the ones that know what are going on to bring in the dollars.
- Always go for grants because the money has to go back to the water basically.
- If you're registering a boat the state has money to give back to you.
- Census and enrollment issues?
 - People are getting taken away from sailing with paddle boarding, kayaking, other things
 - What are people competing with? Over scheduled kids. You can't just sorta play hockey, you have to play year round (just an example).
 - There's the sampler mind set so kids try equestrian one week, tennis one week, sailing one week
 - Knowing what the programs are in your area
 - Half day classes-a lot of parents work and they need that time.
 - CPYC charges an extra fee so that they have extra time and the kids just stay down there.
- There's a thin line of camp versus sailing lessons.
- What works in Adventure Sailing?
 - Have to pick the right boat for Adventure Sailing.
 - They have a chart and people can pick where they want to go and then do what they want to do there.
 - The type of boat that you use is key. And a variety of boats.
 - Just do fun type things so it does not matter who won it just matters about the experience.
 - To succeed you have to have a plan, you have to have an activity every single day.
 - Visit to the Coast Guard, a big boat sailing day, different activities.
 - One day where the big boats take them out.
 - Dress up as a pirate day and they bury treasure and the find out. Also have sailing Olympics.
- How to incorporate windsurfing into their programs.
- To hire a windsurfer program you have to hire someone who wants to learn how to windsurf and then teach them.
- US Sailing just updated the resource center so we have new information on how to do stuff.
 - Find it useful to have the Resource Center have a focus on "Venture Sailing" or "Adventure Sailing".