

**EDUCATION DIVISION REPORT
TO BOARD OF DIRECTORS
March 23, 2015
Chair: Charlie Arms**

Commercial Sailing Committee

Chair: Alan Veenstra Staff: Karen Davidson

The committee has conducted telephone conferences every month until March, and has decided to go to quarterly (unless more pressing issues arise).

Most of the activity has focused on Marketing and outreach.

The committee is pushing to polish USSA instructional branding. New ads are getting the message out, albeit subtly and on a limited level.

We have also focused on generating greater social media exposure and industry alliances. While not complete, they include:

- Aligning our Coastal Navigation Course with the online provider, Starpath.
 - Taking a more active role in Grow Boating and Sailstice, both dedicated to enrolling new sailors.
- We would like to see a formal USSA instructional presence at every major boat show, ala ASA. These are booths that we USSA regional schools would be happy to staff, but USSA must arrange with show operators (probably for little or no cost). It would be helpful to provide an official booth set up as that would be shipped to each venue.

We have attempted to generate a cooperative advertising program for our member schools in national sailing publications. It has not generated enough interest to proceed on any meaningful level.

Our committee has also paid attention to bolstering our instructional standards by aligning our efforts with the USCG standards. More states are going to licensing and we are at the fore. We are also modifying our text books (ie Coastal Navigation and Cruising courses) to reflect today's electronic realities.

In an effort to widen our committee participation and collegiality, we have instituted a 'Two Minute Introduction' at the beginning of each conference call. One of our members highlights his operations, his business model, challenges and suggests what USSA can do to assist in his success.

Instructors & Coaches

Chair: John Vandemoer Staff: Stu Gilfillen

The instructors and coaches committee is working on being part of the new level 4 certification and the new coaches academy. The committee will now work with the us sailing office to help keep the standards of both the curriculum to the coaches academy and the certification itself high. This committee will now do the final certification check for all level 4 candidates. With this new role the committee make up will change to have all level 4 certified, old level 3, coaches on it. The committee hopes to expand once the instructor side of level 4 is complete to have committee members also do the final certification and standards check for that as well. I'm currently working with the us sailing office to make sure this new role happens efficiently.

Sports Medicine

Chair: Dave Jones

Staff: Lee Parks

We continue to monitor from afar the sailors condition after racing/sailing in Brazil to see if there is anything that we need to be advising - so far nothing new but the water quality is of concern as it was in Qingdao.

We still want to get the statement out to the general membership regarding Emergency Action Planning and Concussions. If the BOD agrees I would be glad to write an article(s) for the web site etc...

We may have a lead into having a large scale study formed for concussions in sailing through Boston University but it is too early to report anything more than hope.

We are available for advice or lecturing for sailing symposia as needed.

Sportsmanship Committee

Chair: Todd Berman Staff: Lee Parks

Training

Chair: Rich Jepsen Staff: Stu Gilfillen

This is the time of year when we begin ramping up our programming. We're striking a balance between getting courses on the calendar and working to develop new, innovative programming. Additionally, we are constantly working to increase awareness about the programming we currently offer. The staff has been really good at getting courses posted sooner this year, which will free us all us to work on the promotion side. For all programs, courses are still being posted, so there isn't a huge influx of revenue from registrations as of yet, but the staff has done a great job of being very proactive in filling the calendar with courses.

1. Smallboat

Revenue is up in all the smallboat programs and we currently have over 100 courses on the calendar for Level 1, which far exceeds the number on the calendar at the same point last year. At this time, we're focusing heavily on drawing people into our Level 2/3 courses which were undersubscribed in 2014. Having the Level 3 course be required for Championships events will undoubtedly provide an increase. We also provided every Level 1 IT and RTC with a US Sailing branded polo shirt which should help provide consistency in our image.

At NSPS, Cristen and Charlie met with many of the Regional Training Coordinators and focused on how to better connect with them, and how to have them better promote US Sailing's programs. Also, prior to NSPS we held a Level 1 Instructor Trainer (IT) course at Pontchartrain YC and nine (9) new ITs completed the course. They will now undergo a co-teach process to complete their certification.

Lastly, we are in the process of launching a new Level 3 Head Instructor Workshop which will

focus on the administrative side of sailing program management. We are currently finalizing the contract with an outside author and expect to have the course launched in May.

2. Keelboat

The keelboat program continues to expand their marketing efforts. A new line of customizable posters and postcards are being added to the web-to-print market for schools, and shortly we'll be adding a variety of apparel and promotional items (pens, sunglasses, drink cozies). There is no charge to US Sailing for storage and schools can customize the material as they go.

Additionally, a 2 page, co-op ad will be going in the April issue of *Sailing Magazine*, which happens to be their Learn to Sail issue. Lastly, two new schools have been added in 2015, with Sea Scout Base Galveston having been added just this week.

3. Powerboat.

An aggressive digital advertising campaign was started in February which will help us promote on Safe Powerboat Handling courses. Utilizing grant funding from the US Coast Guard, we have placed digital ads on websites that are well trafficked by recreational powerboats/fishermen. These include: *Cruising World*, *Boating Magazine*, *Sport Fishing Magazine* and *Salt Water Sportsman*. Additionally, a full page ad was placed in the 2015 Pacific Inter-Club Yacht Association Yachting Yearbook which is the annual directory for slightly more than 100 Northern California Yacht clubs. The ad will give US Powerboating exposure to thousands of Northern California boaters, Jon Meyers has worked very diligently to get more courses on the calendar, though we did have some setbacks with northern courses due to the record setting snowfall.

4. Reach

- a. The Reach program will hold their first Instructor Trainer course in march. This will allow us to add more people who can teach the course, and therefore increase the number of courses we can add, overall. We may cap the number of courses in the spring as we're still building our Instructor Trainer core, but we currently have nine courses posted, which is a record for this time of year.
- b. Reach has been working on increasing awareness through video. Here are two new additions that highlight a STEM night and also a trip to the Ullman Sails loft:
 - i. STEM Night Video: <http://www.sailingscuttlebutt.com/2015/02/11/video-reach-program-takes-field-trip-ullman-sails/>
 - ii. Ullman Sails Video/ Scuttlebutt: <http://www.sailingscuttlebutt.com/2015/02/11/video-reach-program-takes-field-trip-ullman-sails/>
 - iii. At NSPS we announced a \$100K grant award from 11th Hour Racing for Reach. That announcement can be found here: http://www.ussailing.org/reach_11th_hour/.

5. NSPS

- a. This was the largest NSPS ever with 318 people. Karen Davidson, Jessica Servis, Jon Meyers, Cristen Schifino, Caitlin Niemic, Josh Toso, Tim Swansey, Jeff Kerins and Brad Schoch did a great job keeping the event flowing smoothly. Many thanks to all the board members who were able to attend. A few other notes:
 - i. From a financial standpoint, this NSPS did much better than in the past. While the financials are still being sorted out, it appears we will be +/- 5K, whereas in the past we've run the event in a deficit of 15K plus.

- ii. We held a very successful Program Workshop prior to NSPS with 46 people in attendance.
- iii. NSPS was preceded by the ISAF Training Symposium which featured 30 delegates from 18 countries. Many of those delegates remained for NSPS. One of the topics that drew the most interest was US Sailing's Reach program. Thank you to Sheila McCurdy, Charlie Arms, Jessica Servis, Rich Jepsen and Cristen Schifino for serving as presenters.

6. Regional Symposiums

- a. To date, three regional symposiums have been held (two in February, one in March) at Rochester YC ,St. Francis YC and Conanicut YC. Topics included staffing, youth programs, coaching development and how to implement US Sailing programs, among others.

7. Checklick

- a. Starting this summer, the Training Department will be working with Checklick, an online registration and evaluation provider. Through Checklick we'll be able to offer student level evaluation in smallboat (from the Red Book/*Learn Sailing Right*), Keelboat, Powerboat and Reach. This system is live now and currently being tested for deployment this summer at a variety of Yacht Clubs and Sailing Centers. Checklick also works with SailCanada in the same capacity, so there is the potential possibility of comparison, and/or collaboration, in the future with our neighbors to the north.

8. Online education

- a. US Sailing has been reviewing two separate online learn to sail course providers, Boat US and Fresh Air Educators, to offer to the public and also use in conjunction with our Keelboat program materials.. In the past few weeks, webinars were held to determine which platform is the best fit and we are currently in the process of making a final determination based on volunteer feedback.
- b. Brad is in the process of developing the modules for both Safety at Sea and Teaching Fundamentals (TF). The content for several of the modules is being finalized for TF and shortly he, and the instructional design working party, will begin the storyboarding process. Expected completion is the end of 2015.

9. Adaptive Sailing

- a. \$15,000 in Pioneer grants were awarded to four sailing centers. These matching grants will help organizations grow their base of adaptive sailing and help introduce new sailors to the sport. Additionally, three Adaptive Sailing Instructor Workshops are currently on the calendar as several locations Nationwide (Seattle, Providence and Miami) with two awaiting confirmation of dates. These courses have been in demand and should be a mainstay within training in the future.

10. Windsurfing

- a. With assistance from Master IT Jak Wilbersheid, IT Ned Crossley and Windsurfing Instructor Phil Mueller, we are in the process of developing a Windsurfing Instructor Guide which will provide a supplement to the *Start Windsurfing Right!* materials that are used in the course. The hope is that by having newer materials we may be able to restart the Windsurfing program.

11. Community Sailing

- a. The First Sail Grant is being decided next week, which will provide unrestricted grant funds to community sailing centers. The one major requirement is that a center must be able to show, explicitly, that they have helped increase the number of new sailors who are getting on the water.
- b. With the help of Georgia McDonald, we've been surveying our community sailing centers to determine how best to meet their needs and how to develop a community sailing membership.
- c. There are currently two Community Sailing Accreditation applications pending.

12. Staffing notes:

- a. Caitlin Niemic has departed US Sailing for a new opportunity and Windy Key has stepped into a newly created role. Her title is Training Communications Administrator and she is responsible for Sailing Counselor courses, Community Sailing, Adaptive Sailing, Windsurfing, and the communications/news from the Training department. She is also assisting with the Reach program. Her position is 100% focused on Training programming.
- b. We are in the process of hiring a new Training Assistant to fill Windy's former role. We expect the hiring to be complete by early April.