

# Adventure Sailing 2.0: Learning, Retention, & Fun in 2020

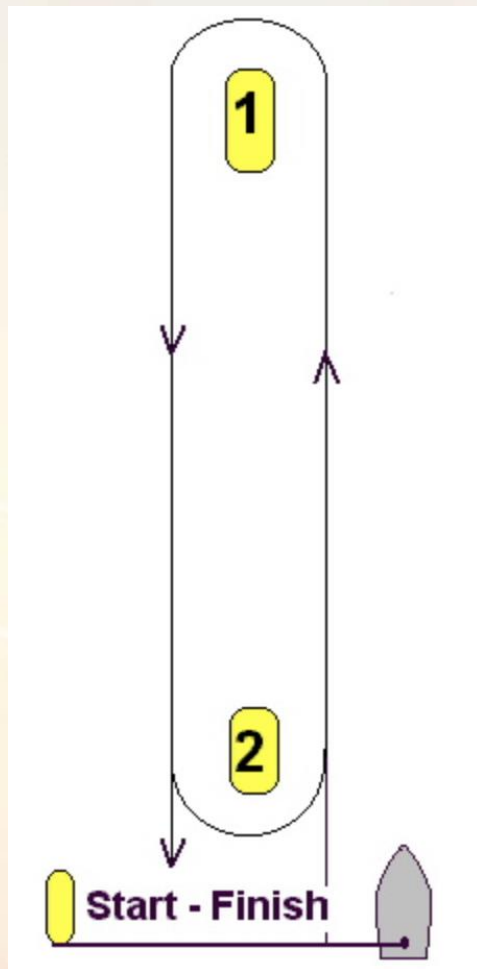
John Pearce & Nevin Sayre

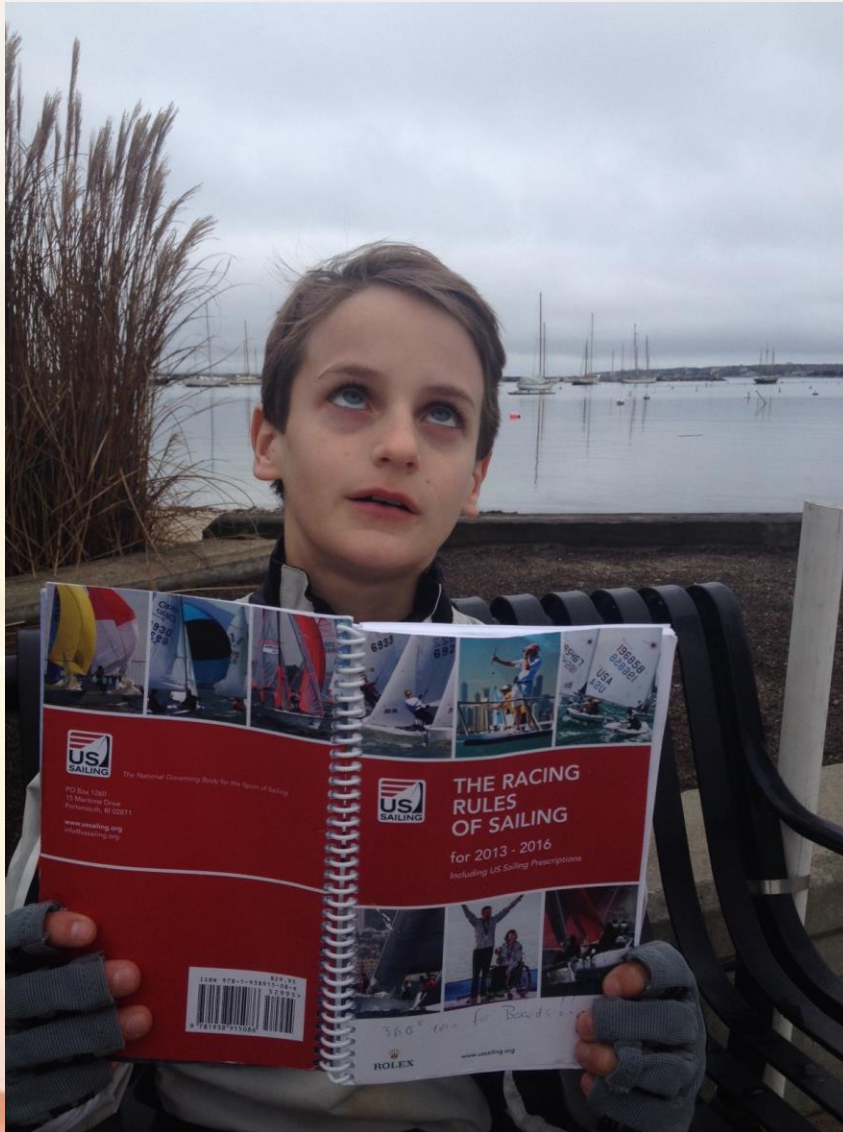


## ***Nantucket YC Mission Statement:***

***“Our mission is to teach sailing and seamanship in a fun, safe environment while inspiring a lifelong love for our waters and the Corinthian spirit.”***

(The default):





***More rules?***

***Really????***



# Rankings

Sail	Skipper	Yacht Club	1	2	3	4	5	6	7	8	Total	Pos
20497	Alex Gonzalez [Blue]	Stage Harbor Yacht Club	2	2	[8]	2	4	1	1	2	<b>14</b>	<b>1</b>
17105	Chloe Aust [Blue]	Beverly	1	1	7	4	3	3	[12]	1	<b>20</b>	<b>2</b>
7799	Francis Selldorff [Red]	Cotuit Mosquito Yacht Club	4	10	2	1	6	[14]	11	8	<b>42</b>	<b>3</b>
1000	Drew Kelly [Red]	Stone Horse	11	4	[23]	3	12	2	2	10	<b>44</b>	<b>4</b>
15580	Wade Etienne Aust [Blue]	Beverly	7	7	5	9	[19]	11	7	7	<b>53</b>	<b>5</b>
16328	Augustinius Vratatos [Red]	Beverly	[51]	3	1	6	1	8	4	35	<b>58</b>	<b>6</b>
7794	sam reilly [Blue]	wianno Yacht Club	5	6	3	7	[42]	13	22	16	<b>72</b>	<b>7</b>
16234	Casey Pope [Red]	New Bedford Yacht Club	3	8	13	15	[34]	29	3	13	<b>84</b>	<b>8</b>
2002	Thibault Antonietti [Blue]	Nantucket Yacht Club	8	31	16	14	[48]	4	9	4	<b>86</b>	<b>9</b>
11985	George Coyle [Red]	EYC	13	11	18	27	9	6	[28]	5	<b>89</b>	<b>10</b>
15239	Isaac Goldman [Blue]	Wild Harbor	19	15	[68]	12	8	7	14	20	<b>95</b>	<b>11</b>
02240	Tommy Styron [Blue]	vhyc	12	33	28	[37]	17	5	13	3	<b>111</b>	<b>12</b>
8480	Matthew Lopes [Blue]	Wild Harbor Yacht Club	27	19	27	16	5	19	10	[51]	<b>123</b>	<b>13</b>
19448	Milo Walshe [Red]	EYC	9	18	9	26	21	[40]	25	28	<b>136</b>	<b>14</b>
12875	Colman Schofield [Blue]	Wianno	16	9	31	29	18	17	[41]	17	<b>137</b>	<b>15</b>
12543	Stephen Pellegrino [Red]	Wianno	17	40	20	8	7	15	32	[44]	<b>139T</b>	<b>16</b>
14956	Brian Coppola [Red]	Falmouth Yacht Club	28	12	[38]	23	13	31	8	24	<b>139T</b>	<b>17</b>
11554	Benjamin O'Toole [Blue]	Hyannis YC	32	22	4	5	29	[56]	21	33	<b>146</b>	<b>18</b>
19210	James McCullough [Blue]	Hyannis Yacht Club	15	5	12	18	[45]	41	37	23	<b>151</b>	<b>19</b>
20795	Abigail Tindall [Blue]	EYC	26	23	19	31	20	[53]	29	11	<b>159</b>	<b>20</b>
14073	Julie Coffman [Red]	Hyannis Yacht Club	14	21	14	38	[55]	27	19	31	<b>164</b>	<b>21</b>
19268	Mallory Stafford [Red]	Alysa Stafford	35	16	15	28	28	24	20	[47]	<b>166</b>	<b>22</b>
2005	Scott Yenor [Blue]	Nantucket Yacht Club	23	20	22	[64]	16	33	15	41	<b>170</b>	<b>23</b>

Kids already get plenty of measurement in school.

# Race Day



Racing is often brought upon sailors too early in their development





# In many cases kids stay in training boats **too long**



8 years?



1,500 windward-leewards by the time a three season sailor ages out of Optimis???

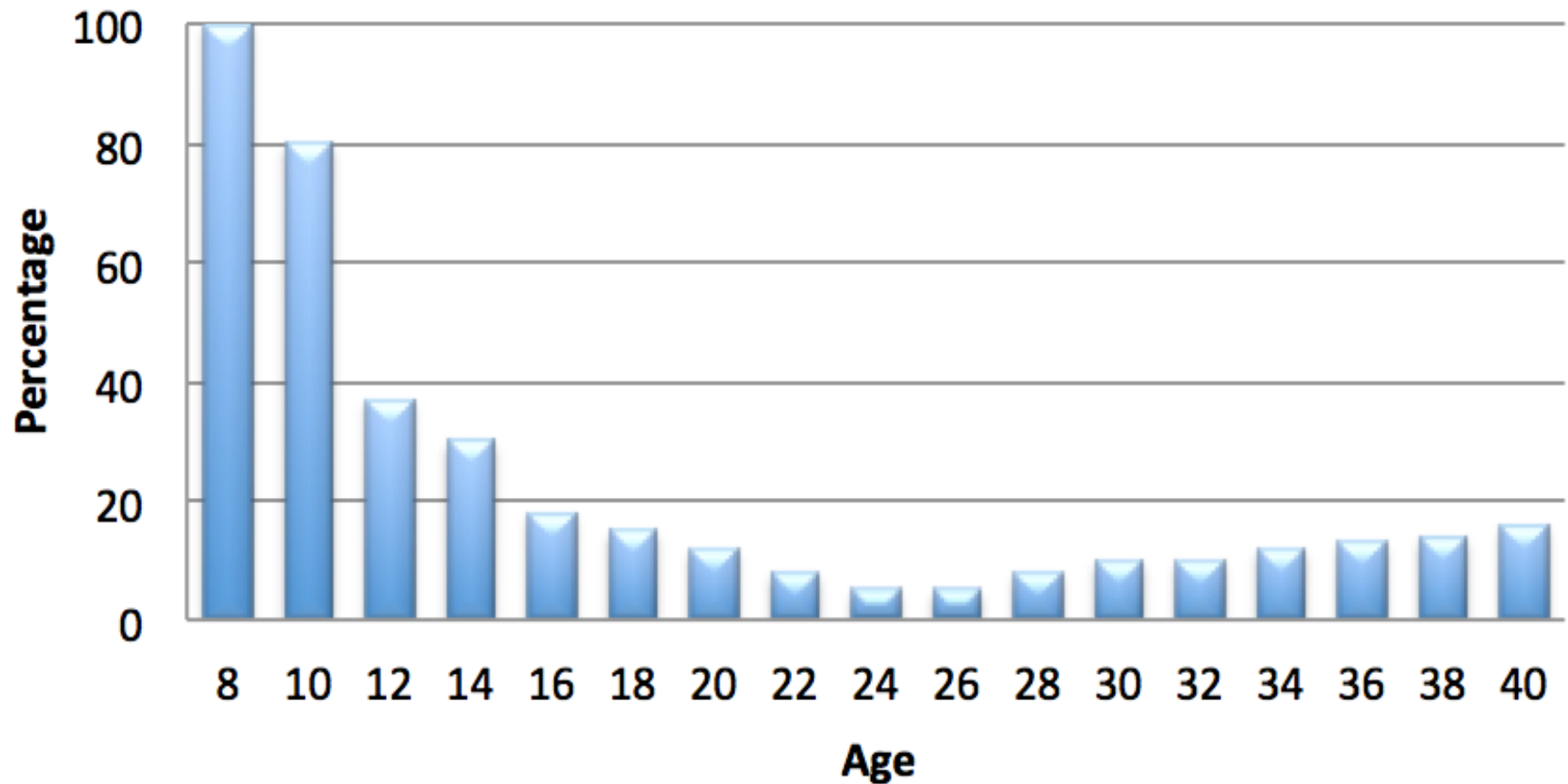




By age 10, kids exercise their own choice. They won't stay in unless she/he chooses to.

(or there is serious bribery)

# Retention of sailors by Age





Retention – the goal, mantra, and metric

- Retention of participants
- Retention of learning



# Retention of Participants

- Dr Amanda Visek – “The Fun Integration Theory: Towards Sustaining Children and Adolescents Sport Participation”
- “Children cite ‘fun’ as the primary reason for participation in organized sport and its absence as the number one reason for youth sport attrition. Therefore, the purpose of this study was to develop a theoretical framework of fun using a novel mixed-method assessment of participants in sport (FUN MAPS) via concept mapping.”

## MORE FUN

1. TRYING YOUR BEST
2. WHEN COACH TREATS PLAYER WITH RESPECT
3. GETTING PLAYING TIME
4. PLAYING WELL TOGETHER AS A TEAM
5. GETTING ALONG WITH YOUR TEAMMATES
6. EXERCISING AND BEING ACTIVE

## LESS FUN

48. WINNING
63. PLAYING IN TOURNAMENTS
66. PRACTICING WITH SPECIALTY TRAINERS AND COACHES
67. EARNING MEDALS OR TROPHIES
73. TRAVELING TO NEW PLACES TO PLAY
81. GETTING PICTURES TAKEN

*Much less of a priority than simply having a chance to play.*

# USA Hockey – Redesign the game to be kid-centric



# Retention of Participants

## An Investment for your Organization

*Case Study  
Implementation  
of  
ADM Principles  
In  
Club Sport Environment*



Dr. Matthew J. Robinson  
President  
CPTM Sport Enterprises

“The existing Youth Sport Business Model is based on high participation at the ADM Stages 1 and 2, but it is still common for sport organizations to create an environment that drives younger participants from the sport by emphasizing competition and competence in these stages.

The participation-focus of ADM retains those who otherwise would drop out of the developmental pathway.”

# Retention of Participants – An Investment for your Organization

Case Study  
Implementation  
Of  
ADM Principles  
In  
Club Sport Environment



Dr. Matthew J. Robinson  
President  
CPTM Sport Enterprises

Poor Retention			
Year	Enrollment	Fee	Amount
2010	500	\$1,000.00	\$500,000.00
2011	300	\$1,100.00	\$330,000.00
2012	200	\$1,100.00	\$220,000.00
2013	200	\$1,200.00	\$240,000.00
2014	150	\$1,200.00	\$180,000.00
Total			\$1,470,000.00

Good Retention			
Year	Enrollment	Fee	Amount
2010	500	\$1,000.00	\$500,000.00
2011	450	\$1,000.00	\$450,000.00
2012	450	\$1,100.00	\$495,000.00
2013	450	\$1,100.00	\$495,000.00
2014	400	\$1,100.00	\$440,000.00
Total			\$2,380,000.00



# Retention of Learning

## Explicit Learning

- External, directed instruction, “deliberate practice”
- Skills can be repeated short term, but with less long term retention
- Telling them ain’t teaching them.

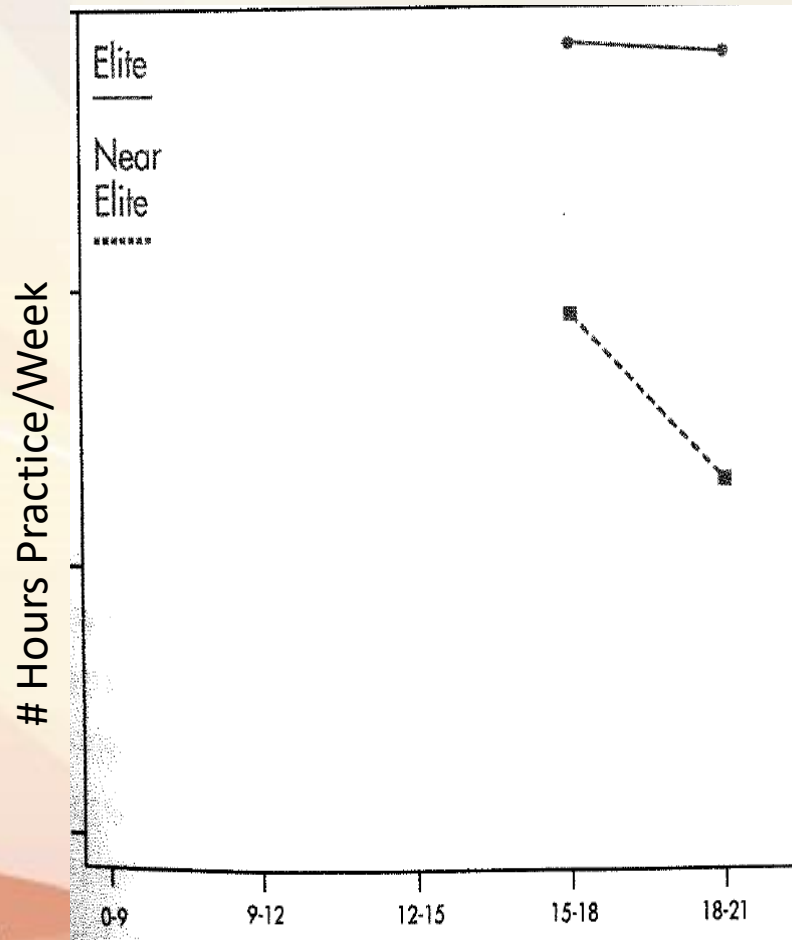
## Implicit Learning

- Internal, self-directed learning.
- Skills may take longer to learn, but they are more likely to be retained.

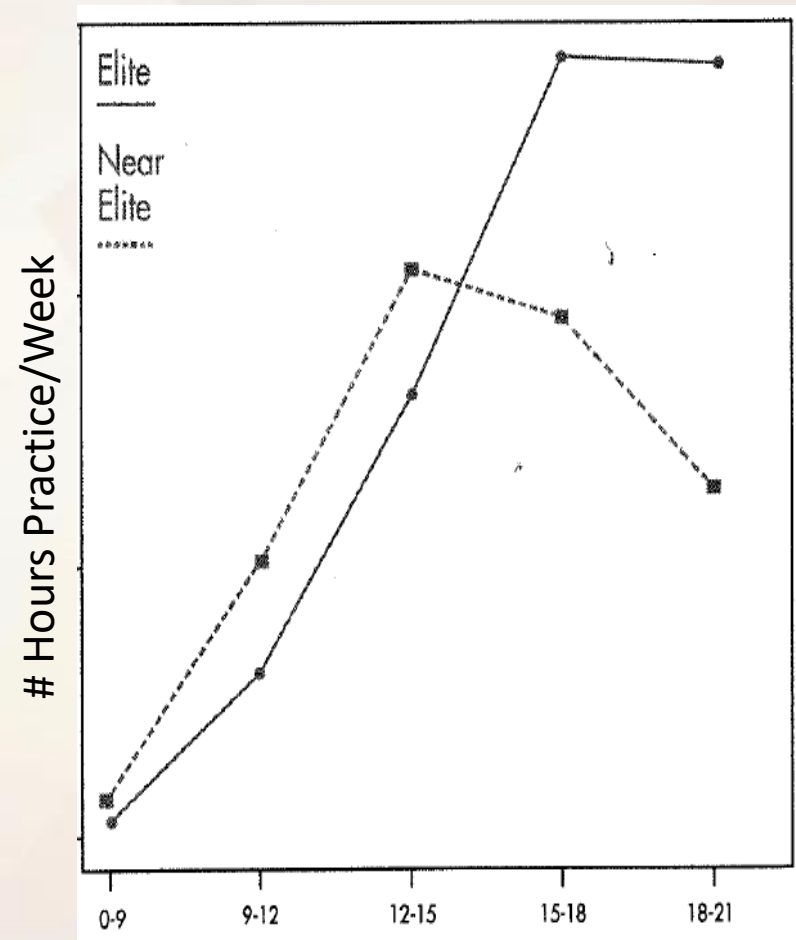
## Recommendations:

- Incorporate free sailing, ask kids what they want to do, sail different boat types, have kids teach kids.

# Early Specialization vs Late Specialization



Athlete Age



Athlete Age

Source: "Range" by David Epstein

# Roger vs. Tiger

Tiger = Explicit learning, early specialization, “10,000 hours rule”

Roger = Implicit learning, late specialization, multi-sport athlete

“Eventual elites typically devote *less* time early on to deliberate practice in the activity in which they will eventually become experts. Instead, they undergo what researchers call a “sampling period.” They play a variety of sports, usually in an unstructured or lightly structured environment; they gain a range of physical proficiencies from which they can draw; they learn about their own abilities and proclivities; and only later do they focus in and ramp up technical practice in one area.”

Source: “Range” by David Epstein



Don't force your kids into sports. I never was. To this day, my dad has never asked me to go play golf. I ask him. It's the child's desire to play that matters, not the parent's desire to have the child play. Fun. Keep it fun.

— *Tiger Woods* —

AZ QUOTES



# RANGE

WHY GENERALISTS TRIUMPH  
IN A SPECIALIZED WORLD



DAVID EPSTEIN

NEW YORK TIMES BESTSELLING AUTHOR

BY THE AUTHOR OF

 **CBS** THIS  
**MORNING**

# "RANGE"

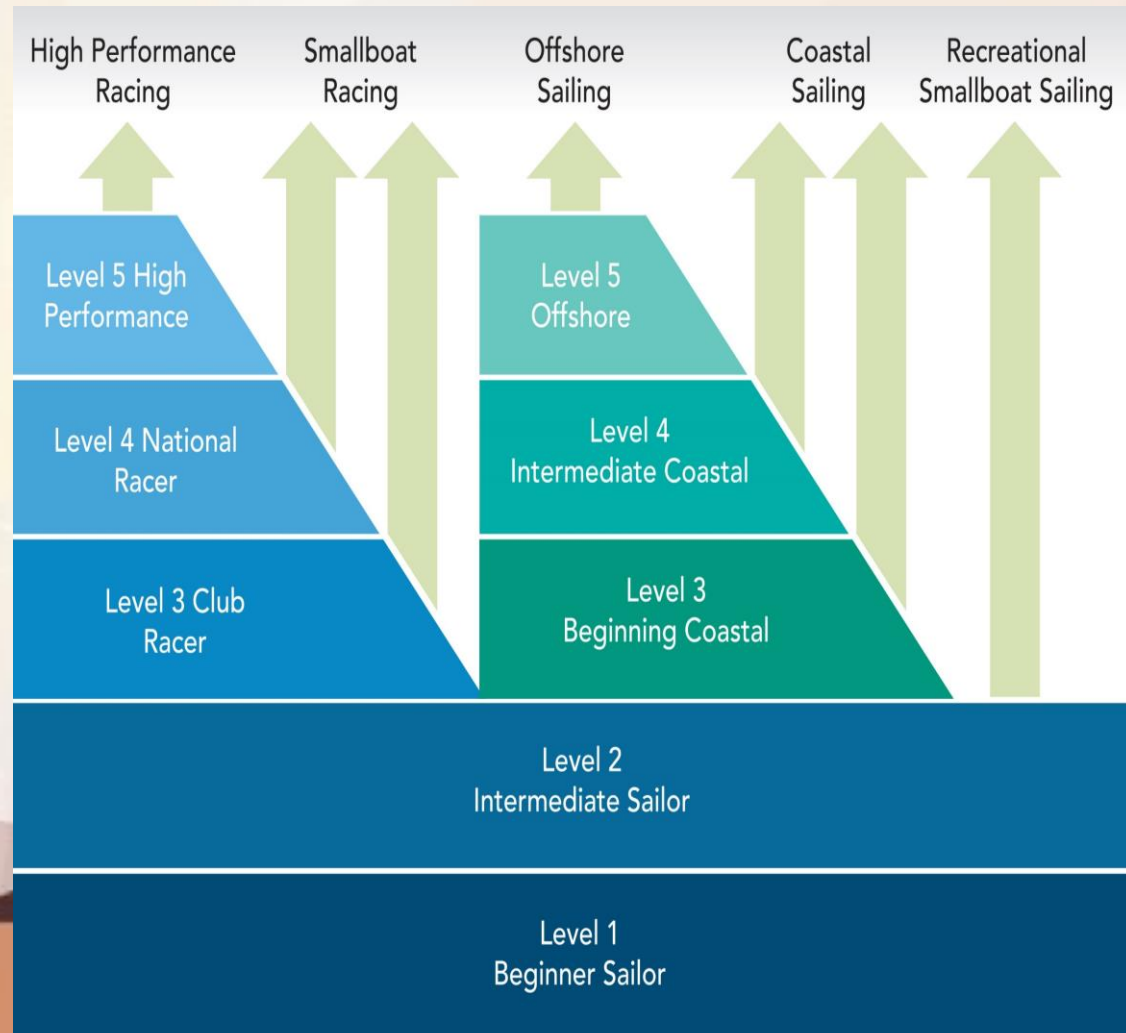
- Diversify experiences
- Create opportunities
- Take time to explore
- Think bigger picture

# Sailing's biggest strength = variety

- Weather, wind, water, venues.
- Boat Types:
  - Dinghy, keelboat, pram, multihull, skiff, windsurfer, kiteboard, yacht, foiler
- Crew Types:
  - Singlehanded, doublehanded, triplehanded, big crews, skipper, crew, bow, mast, trimmer, grinder, navigator, tactician, snack-tician, rigger, builder, etc.
- Disciplines:
  - Day sailing, course racing, freestyle, slalom, overnighting, cruising, distance racing, passage making, offshore racing, etc.

# Recommendation: Promote Multiple Pathways

## “Squaring the Pyramid”





In 1988, Norway won only 5 Winter Olympic medals



Tore Ovrebo, Norwegian Olympic Committee Director:

“We’re a small country and can’t afford to lose kids because sport is not fun.”

“We learn from the kids and the freestyle [athletes] that everything is about having fun, so we try to put that into all our systems.”

“Motivation must come from the kid, not the parents or coaches.”

“We focus on participation until age 13, not results.”



# Norwegian Sports Federation Mandate:

- Results and rankings prohibited until age 11
- No travel outside home town until age 11
- No national competitions until age 13
- Playing multiple sports encouraged.

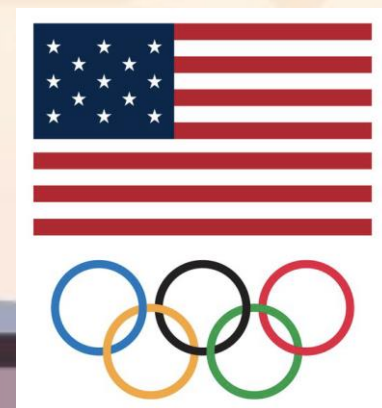


# 2018 Winter Olympics

Country	Medals	Population (M)	medals/million
Norway	39	5.3	7.33
Germany	31	80.6	0.38
Canada	29	35.6	0.81
USA	23	326.6	0.07
Netherlands	20	17.1	1.17



- USOC now says kids should play 3 sports until at least age 16. (It's the regional coaches and parents are the ones pushing 365 day dedication to one sport/discipline.
- According to [Project Play](#), “In a survey conducted by the U.S. Olympic Committee at the request of Project Play, 7 out of 10 Olympians said they grew up as multi-sport athletes, and nearly all called it “valuable”. The emerging research says that a sport-sampling pathway leads to less burnout, less social isolation, better performance, fewer repetitive injuries, and, most importantly, more lifelong enjoyment in sport.”
- Wayne Gretsky was a three sport athlete- “my favorite day was always the first day of the next season”





## Other notes from the Positive Coaching Alliance:

- 88% of Division 1 athletes at one US university had participated in 2 to 3 sports as children and nearly 70% delayed sports specialization until the age of 12 or older
- 97% of professional athletes believed being a multi-sport athlete was beneficial to their success
- current college athletes experience depression rates that are twice as high as those of former, graduated college athletes

It's the rare kid who wants to practice every day on uber intense level, and travel all over.

It's the parents who suffer from the weird syndrome: "Fear of Missing Out".

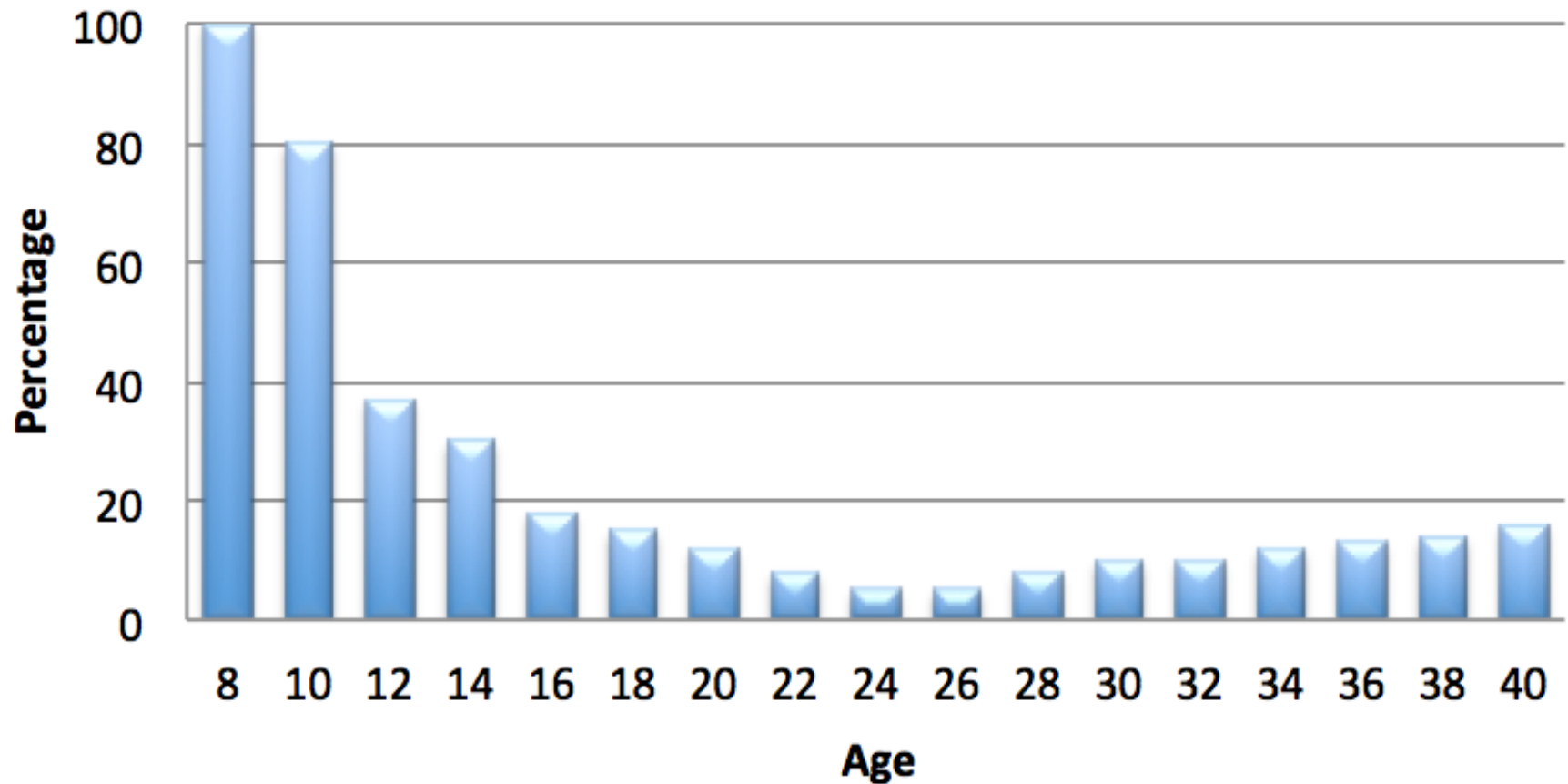


# Common recurring thread in ScuttleButt and all sailing forums:

**“Provide (kids) that first experience that is ‘just messing about in boats’. If you make racing the only sailing activity available, then 75% of the kids will burn out. Get kids sailing for the fun of it. Once they are ‘hooked’, racing becomes an easy next step.”**

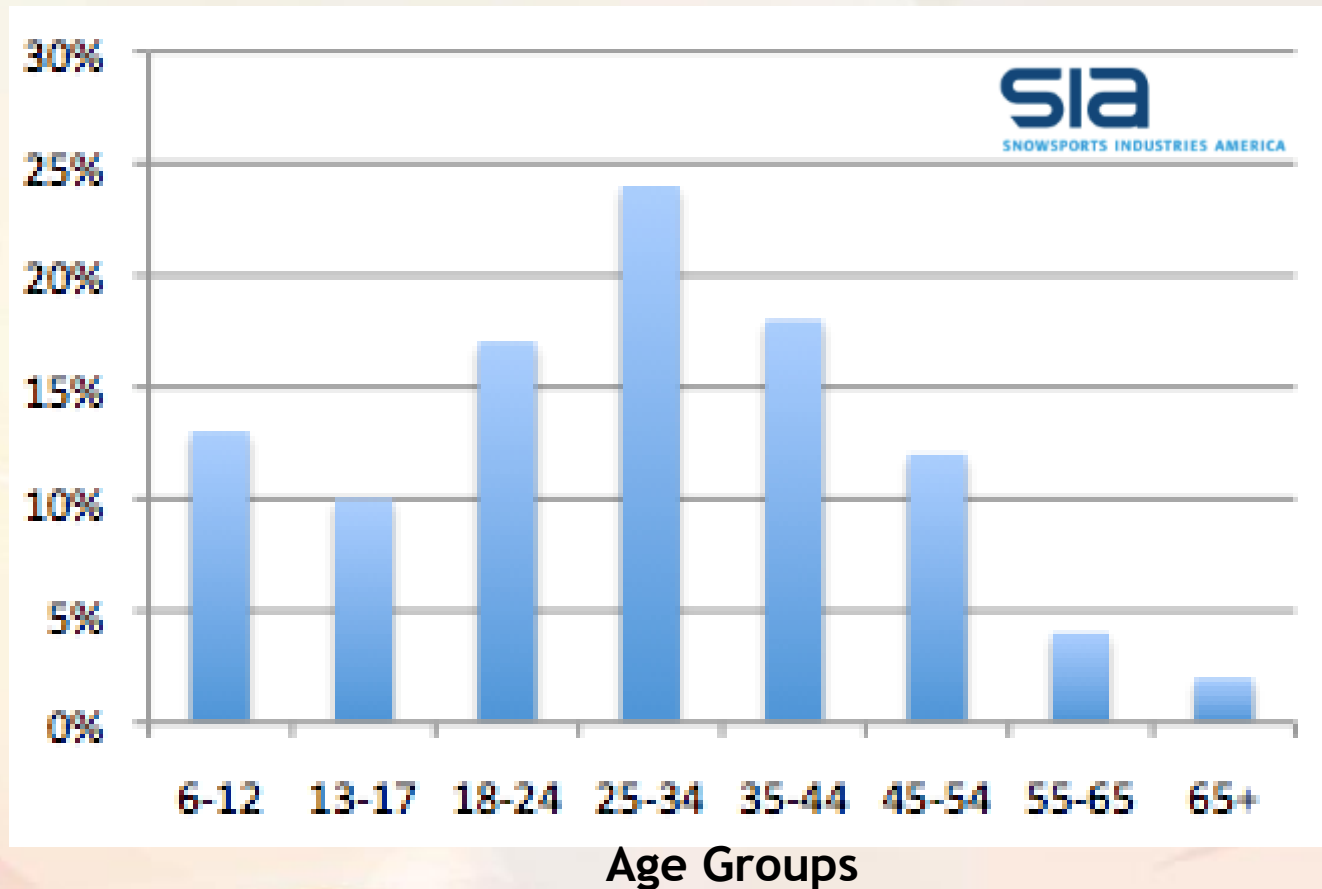
**- Rich Jepson, US Sailing Vice President, letter to editor Jan 15, 2018**

# Retention of sailors by Age





# Snow Sports Participation by Age





Mountain sports were smaller niche in 1970s







Ski school = fun!







**FAST IS FUN**  
**Freestyle**  
**ADVENTURE !!!**





# Only about 1% of all snow sports enthusiasts ever compete!!!!



According to the US Snow Sports Association, there were 185,521 entries into all competitions (all disciplines) out of total combined ski and snowboard population of 17.5 Million.



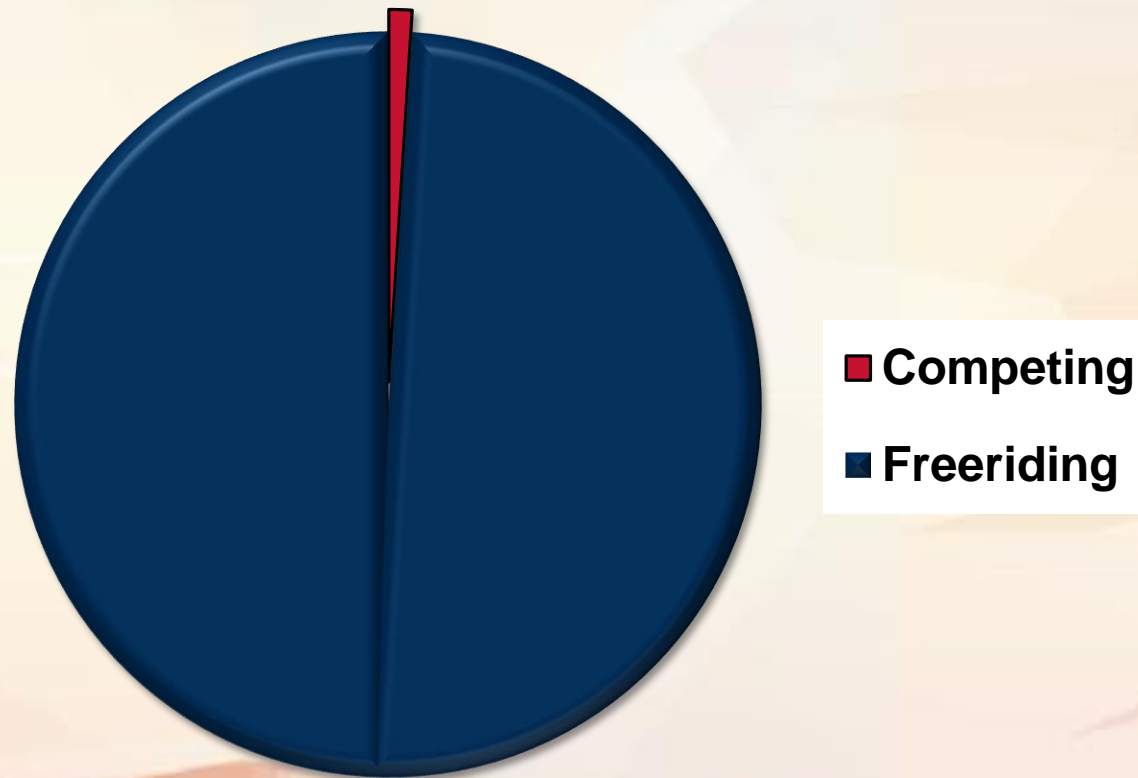
# What percentage in these sports compete???





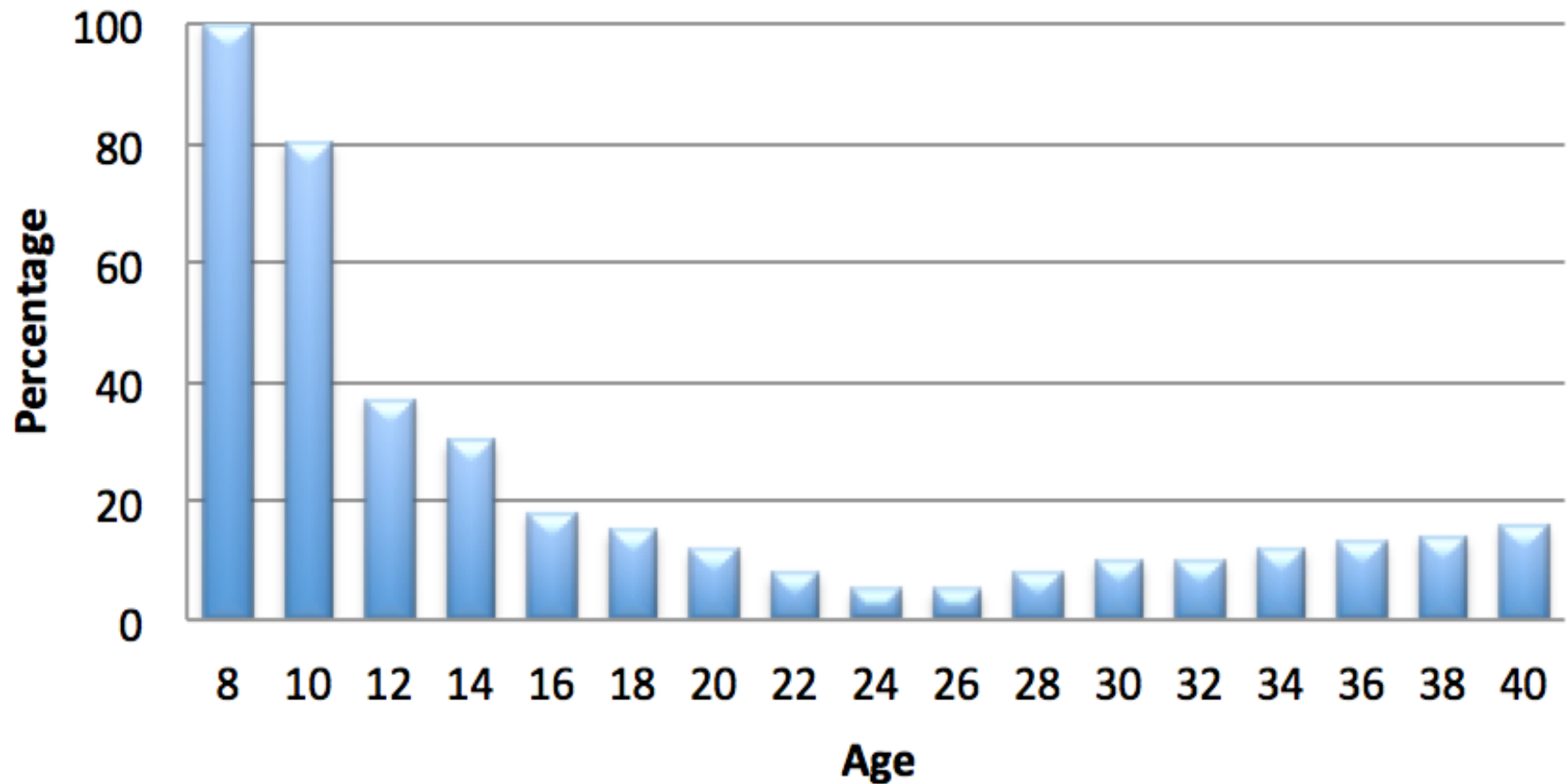


Less than one percent ever compete in snowboarding, surfing, skateboarding, wakeboarding, SUP, and.....  
Windsurfing and kiteboarding





# Retention of sailors by Age



# Modern Junior Sailing Program Era



**Race Track**



**Adventure Track**



**More Sailors!!!**



# Sailing Needs to Adapt



The good news is that in the last 10 years, there is much more awareness that the traditional Opti/Sabot/420 race program only works for some kids.  
**How many programs here have so called “adventure programs”?**



# Adventure Programs!

- Kids need more “messaging around in boats”
- Kids need more adventure
- Kids need more variety
- Kids need more fun! in sailing



# VHYC Reachers Program



“Messing around  
in boats”





# Basic Reachers Curriculum

Basic sailing same- parts of boat, points of sail, steering, sheeting, etc.

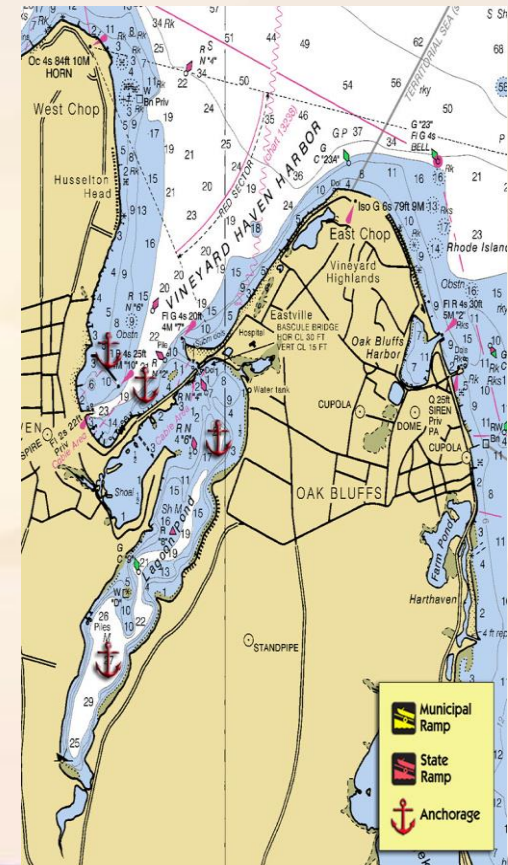
Follow the leader- rudimentary drills that are the same

Adventure- use navigation with charts, etc and show on GPS

Try other boats- what's different about the boats?

Fun activities: “expression sessions”, “Un-Regattas”

**Every day is different!**





# Variety is the Spice of Life



# Board Sports



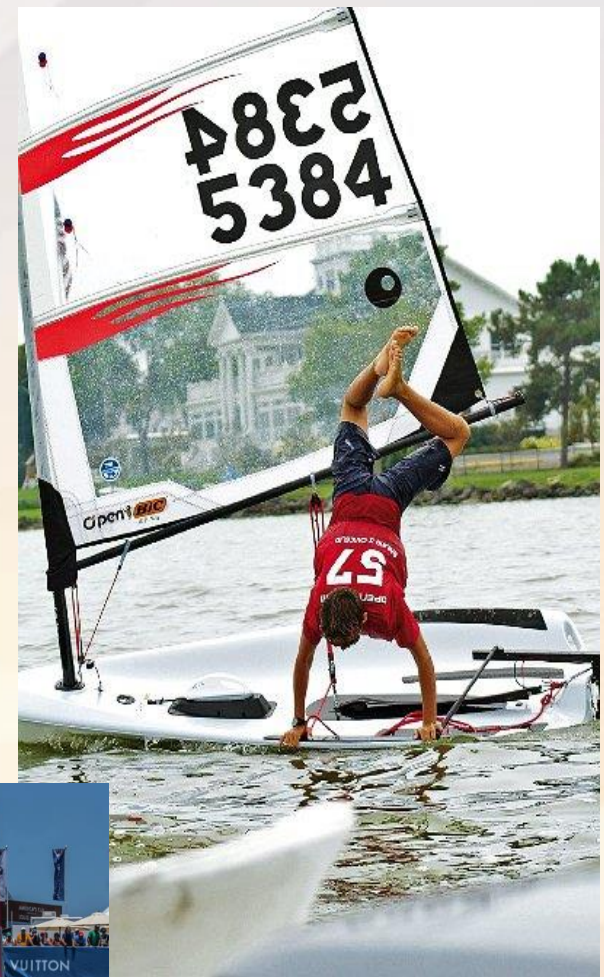


# “Expression Sessions”



2019 O'Pen BIC North American Cup Regatta





## Freestyle FUN





# Tandems





# Why not costumes?





MATTHEW COHEN PHOTOGRAPHY





Kids just wanna have fun!!!



messing around in boats





## Balance & boathandling skills?









# “Chowder Race”





# Is Racing Forbidden ???





# Unconventional “Un-Regatta” Courses



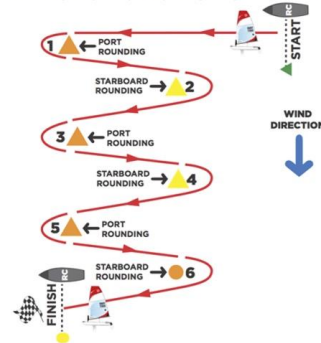
Open **BIC**

America's Cup Endeavour O'pen  
Bermuda 2017  
O'pen BIC Courses



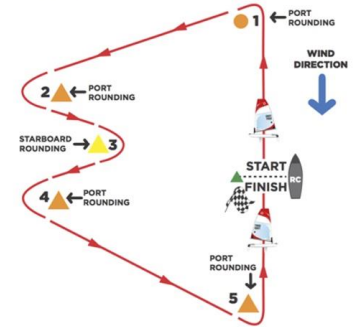
## **S6 (Slalom 6 bouy)**

START, 1P, 2S, 3P, 4S, 5P, 6S, FINISH



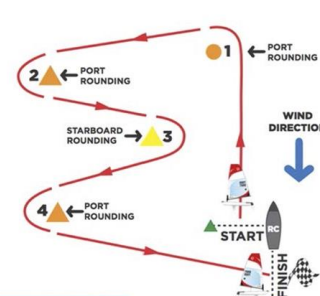
## **“T” (Triangle)**

START, 1P, 2P, 3S, 4P, 5P, FINISH



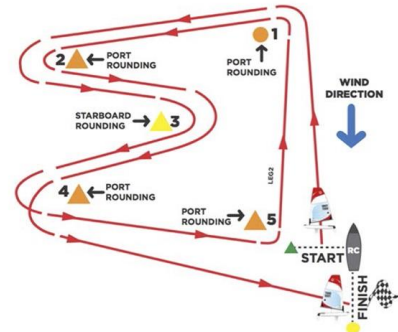
## **GS1 (Giant Slalom once around)**

START, 1P, 2P, 3S, 4P, FINISH



## **GS2 (Giant Slalom twice around)**

START, 1P, 2P, 3S, 4P, 5P, 1P, 2P, 3S, 4P, FINISH



*“Bridge of Doom” obstacle may be inserted into any leg by Principal Race Officer, and you will be advised!*

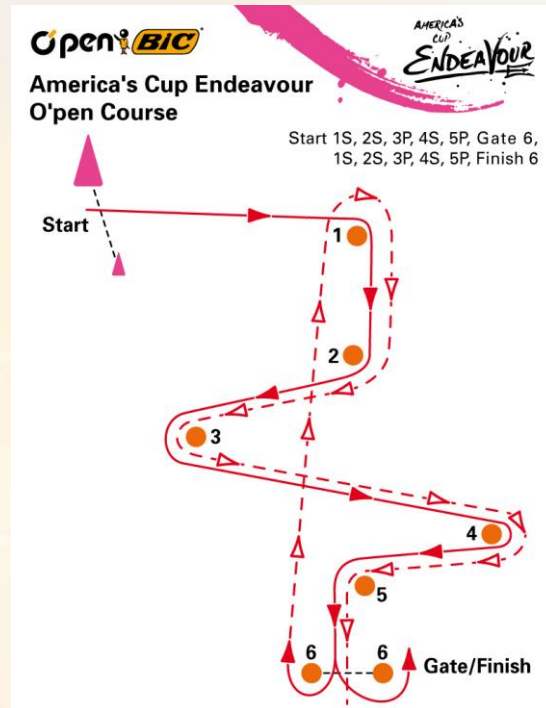
Other courses may be run as well.

# Giant Slalom Skiing



# Incorporate fun skills during races:

- 360s
- Required capsizes
- Sail standing up
- Foot steering
- Wheelies
- Rule 42 turned off
- Etc.





# Close to shore





# More than just conventional starts

- Reaching
- Downwind
- Capsize start
- Le Mans





# Le Mans Start







# Course obstacles?





# Be Creative Can you Limbo?





# Augusta, GA Halloween Regatta

2016

8 x Optis  
0 x O'pen Skiffs

8 total

2017

9 x Optis  
10 x O'pen Skiffs

19 total

2018

10 x Optis  
26 x O'pen Skiffs

36 total

2019

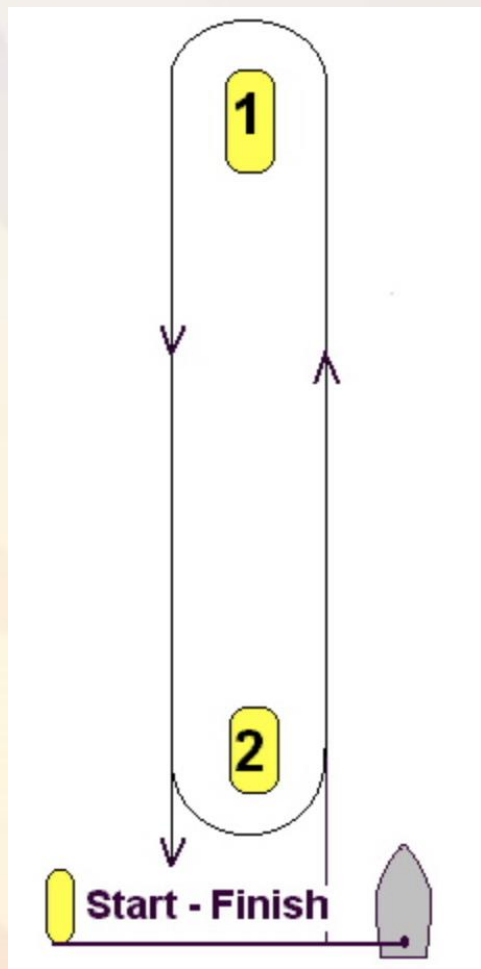
13 x Optis  
26 x O'pen Skiffs

39 total



“We’re engaging all these additional kids who otherwise had no interest.”

- Kim Bagnoni, Junior Sailing Chairperson





# Problem:

- Coaches and youth directors were raised in this competitive system themselves.
- Following trend in other (all?) youth sports- myth that narrow focus on competition and drilling skills at age 10 will bring “results”.
- The majority of kids only race because it allows them to sail and be with friends.
- Parents get swept up in competition of their kids. It becomes more about talking about Johnny’s accomplishment at the cocktail parties than little Johnny finding joy in sailing.
- “Success” is usually measured in trophies and podiums.
- **The difference is sailing is a life time sport with all these different facets/disciplines to explore (which would take more than a life time). Other sports burn you out at the same time your knee is too blown out to continue playing anyway. But SAILING IS A LIFETIME SPORT.**

# Profile of Reachers instructor

- Not “instructor”, not “coach”, but “counselor” or “mentor”
- Creative
- Fun
- Camp counselor type
- Not college all american who grew up only racing



# Where are the kids in your program?



Ironically, we spend 90% of our resources on 10%-35% of our kids in Junior Programs



65% spent on new boats,  
travel, elite coaches

25% spent on up  
and coming racers

10% spent on  
new sailors

# VHYC JSP Class Schedule 2015

## SAILING SCHEDULE:

Session I: June 29 -July 24    Session II: July 27-August 21

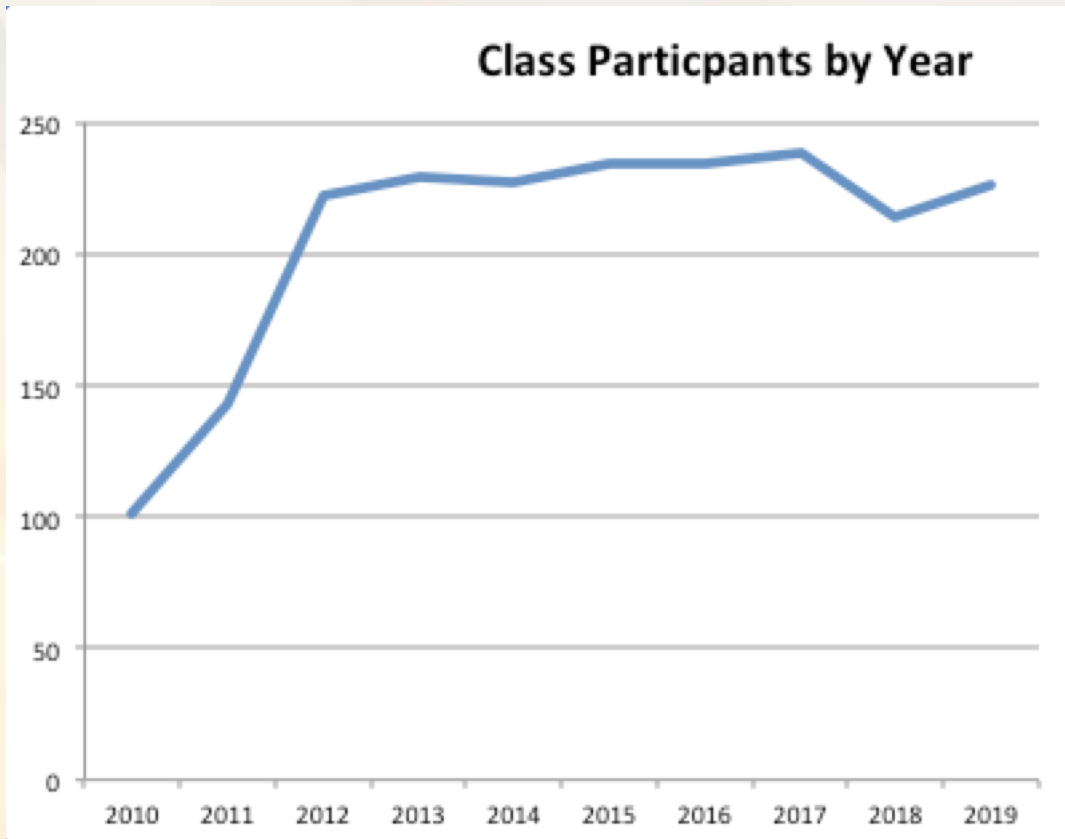
TIME	FLEET	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>AM</b>						
9-12	OPTI	Novice	Tadpoles Novice	Tadpoles Novice	Tadpoles Novice	
9-12	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	
9-12	WIND- SURFING	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	
9 -12	420	Elementary	Elementary	Elementary	Elementary	
<b>12-1</b>	<b>—</b>	<b>L</b>	<b>U</b>	<b>N</b>	<b>C</b>	<b>H</b>
<b>PM</b>						
1-4	OPTI	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Green Team & Opti Race Team Series Races (First start at 1 PM)
1-4	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	Reachers Un-Regatta Series Races
1-4	WIND- SURFING		Beginner or Advanced		Beginner or Advanced	
1-4	420	Advanced Race Team	Advanced Race Team	Advanced Race Team	Advanced Race Team	Open 420 Series Races (First start at 1 PM)



## VHYC

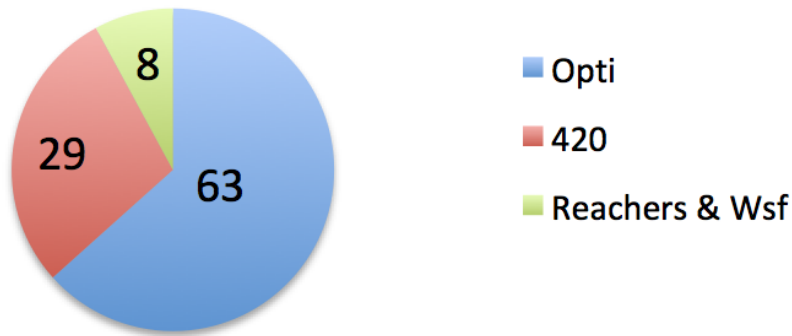
**101 classes in 2010  
up to 226 in 2019**

**More than double !!!  
and now 32% are Reachers/Wsf**

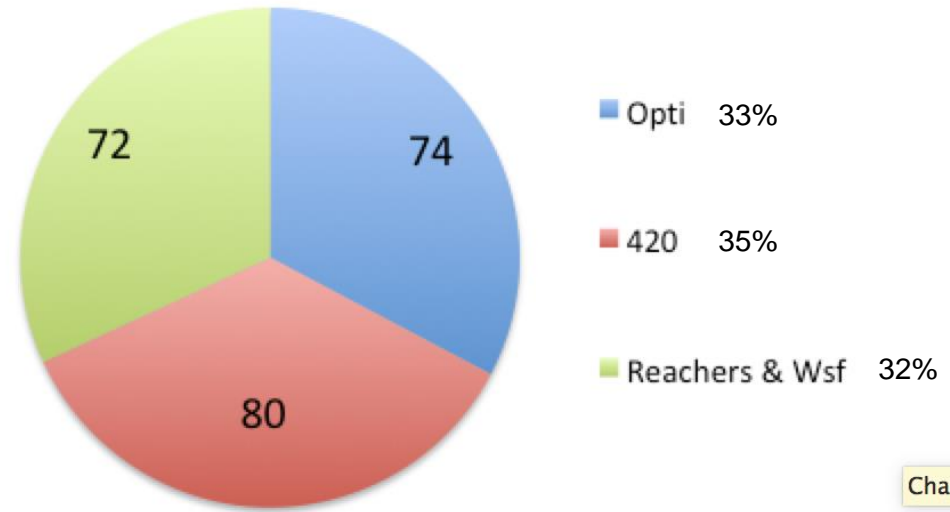


# Participation by class 2010-2019

**2010** - 101 classes total



**2019** - 226 classes total



- Our Junior Program has more than doubled in 9 years
- Now more than 60% of the kids are making it past age 11
- Our 420 program is bigger than ever with 35% of the kids coming out of Reachers.

## VHYC Cost Analysis per Class Type (2017)

	Classes	Net Revenue	Revenue/class
Optis	96	-\$13k	-\$135/class
420s	68	-\$31k	-\$455/class
Reachers/wsfing	81	+\$23.5k	+\$290/class



# American Yacht Club



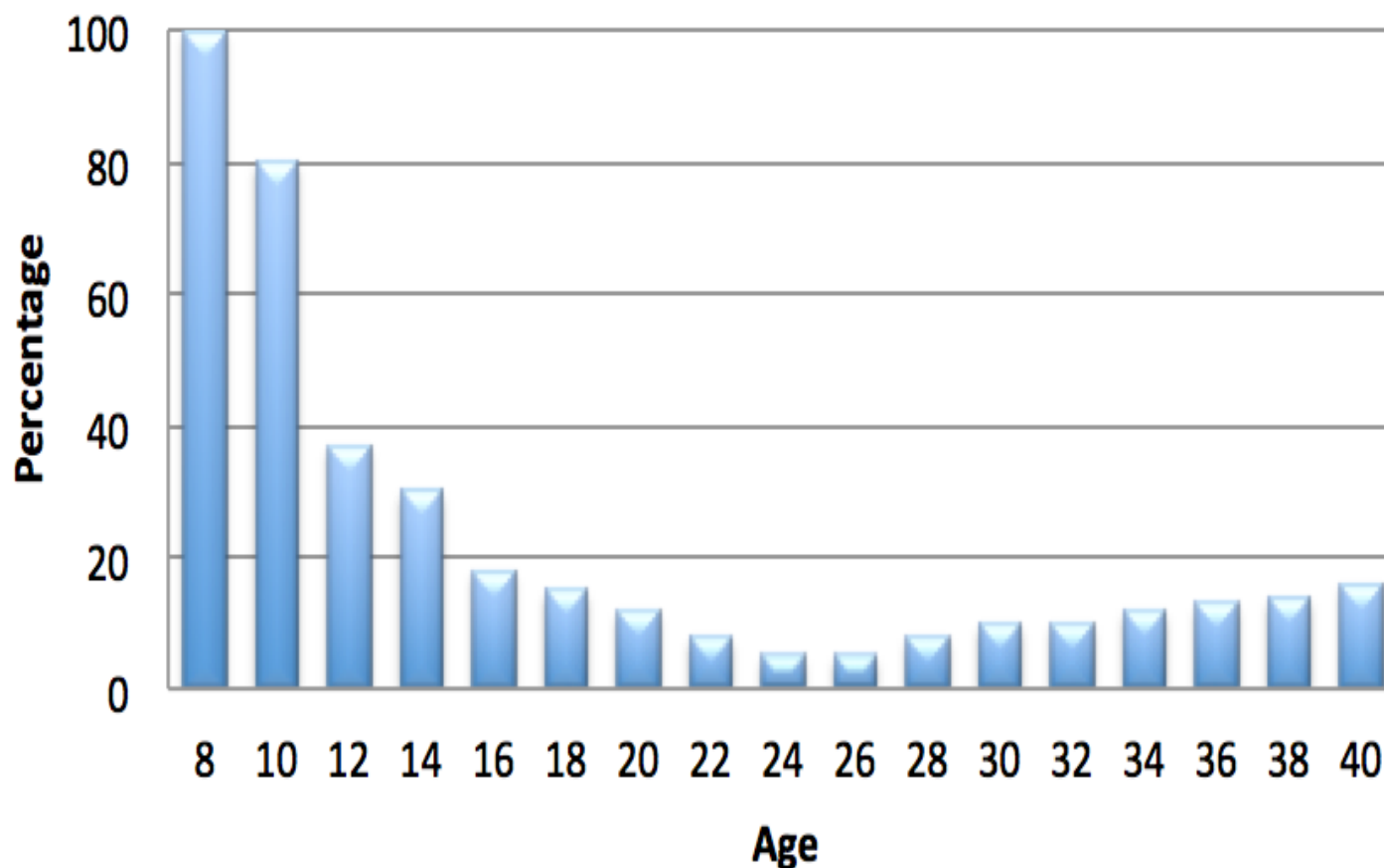


Is this the best measurement?



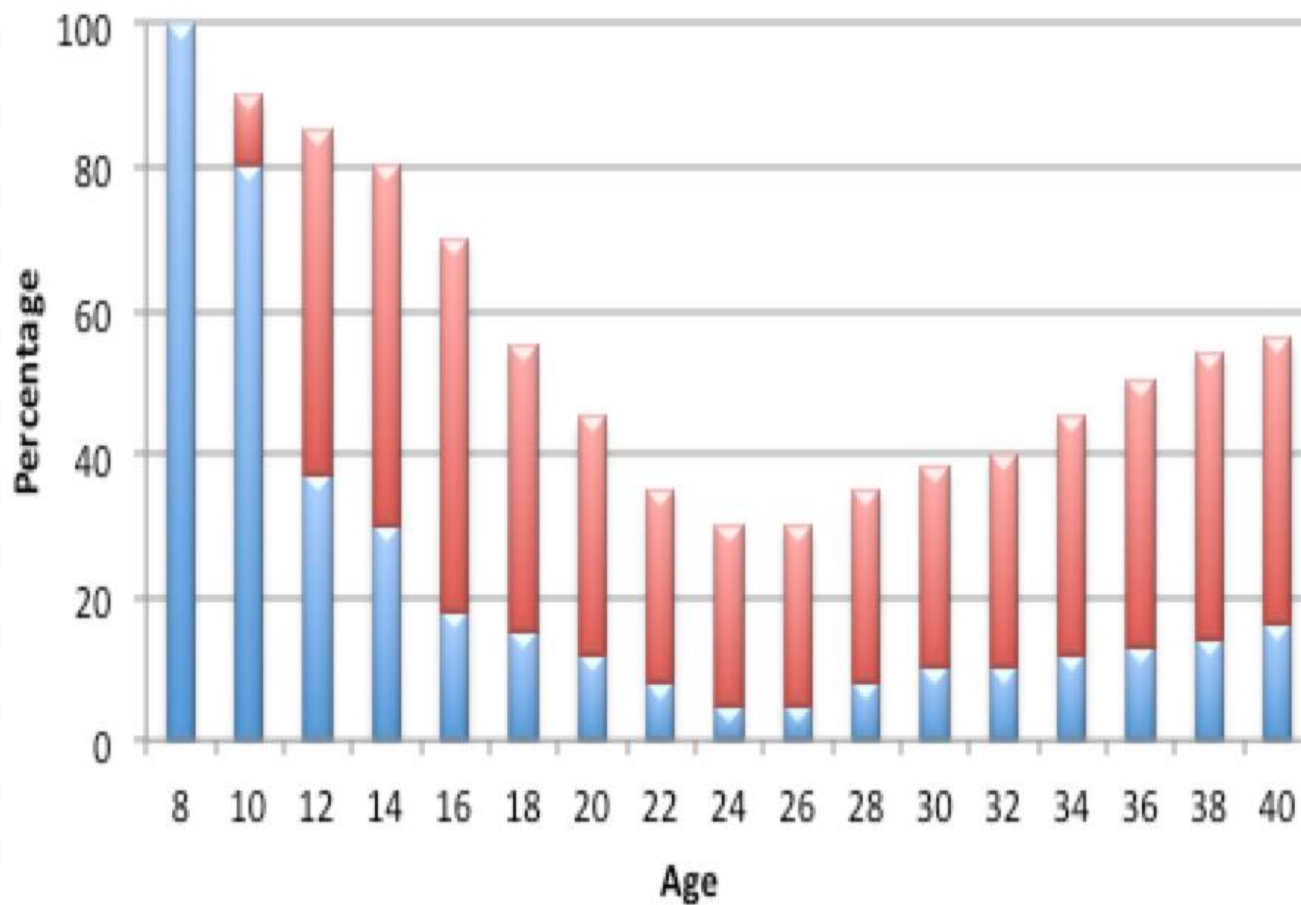


# Sailing Participation by Age





## Sailing Participation with High Youth Retention



# IT IS TIME FOR THE SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway,  
picture or thought from this session on a social  
media platform of your choice and tag

@USSailing    @(presenter)    #SailingLeadership



# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

*Thank you for attending this session*

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Nevin Sayre [nsayre@aol.com](mailto:nsayre@aol.com)





# 2019 North Americans Mission Bay, CA

