Panel: Ask Youth Sailors What They Want

Panelists: Mariana Shand and Will Levy
Moderator: John Pearce
### About the Panelists:

<table>
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<th>Name</th>
<th>Experience</th>
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<tbody>
<tr>
<td>Mariana Shand</td>
<td>• Laser, snipe and F18 sailor, now Nacra 15 sailor&lt;br&gt;• Nacra 15 - US Olympic Development Program sailor&lt;br&gt;• Mission Bay Yacht Club Jr Commodore</td>
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<tr>
<td>Will Levy</td>
<td>• Instructor/Coach, Charles River Sailing Academy&lt;br&gt;• Beaver Country Day School Varsity Sailing&lt;br&gt;• Junior Instructor, Yale Corinthian Yacht Club&lt;br&gt;• Summer Racing, Yale Corinthian Yacht Club&lt;br&gt;• Sailed and Raced 420’s and Lasers</td>
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The Challenge: Youth Sports are Organized by Adults

Yet, the number one rule in business is: *know your customer*

“Ask Kids What They Want” is the #1 recommendation of Project Play, a major youth sports research and advocacy initiative from the Aspen Institute. [www.aspenprojectplay.org](http://www.aspenprojectplay.org)  
*Project Play is a HIGHLY recommended resource*
What Video Games and Social Apps Do Well

A Kid-Centric environment, with fast feedback loops to adjust to what kids want:

- Lots of action
- Freedom to experiment
- Competition without exclusion
- Social connection with friends as co-players
- Customization, and control over the activity
- No parents

*Source: Project Play Playbook: http://youthreport.projectplay.us/the-8-plays/ask-kids-what-they-want*
Question #1:

What got you hooked on sailing?

What opportunity (program, mentoring, instruction) opened up doors for you?
Question #2:

Tell us about one of your best sailing experiences so far.

What experience or opportunity are you looking for next?
Question #3

What are the key “ingredients” to get kids hooked?

What about older kids? Tweens and Teens?
Question #4

Where do you see gaps in youth sailing pathways?

Why don’t more kids stick with it and become lifelong sailors?
Question #5

What are the areas for growth?

What opportunities would appeal to your peers that have stopped sailing, or haven’t tried sailing yet?
Question & Answer

With the time left, let’s get some questions from the crowd
IT IS TIME FOR THE

SOCIAL MEDIA MINUTE

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@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