

INCREASE YOUR "REACH" - GROW YOUR STAFF AND PROGRAMS WITH STEM!



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AGENDA

- **Why do Reach?**
- **Southern California Hub Overview**
- **Creative Reach Implementation Examples**
- **Benefits of Reach for Staff Development**
- **Reach Activities Demonstrations Breakout**

WHY DO YOU DO REACH?

- Develop New Partnerships
- Revenue Opportunities
- Program Development Opportunities
- Staff Development
- Expand Accessibility to Sailing
- Community Impact



DEVELOP NEW PARTNERSHIPS

Reach provides opportunities for common goals that may not previously have existed.



sdstemecosystem.org/



Roots in the Community, Wings for the World

SOUTHERN CALIFORNIA REACH HUB

- Meeting twice per year spring and fall
- Share successes/challenges
- Exchange programming ideas
- Participate in Professional Development

Professional Development

- Grant Writing Best Practices
- Adapting for Inquiry-Based Learning
- Developing School Partnerships
- Success stories from outside organizations

REVENUE OPPORTUNITIES

The screenshot displays the Mission Bay Aquatic Center website. The header features the logo and a search bar. A navigation menu includes links for Classes & Lessons, Rentals, Events, Youth Programs, Gift Certificates, News, and About Us. A sidebar on the left lists activities: Sailing, Wakeboarding, Surfing, Stand Up Paddling, Kayaking, Rowing, Windsurfing, Powerboat Safety Classes, Semester Classes, Youth Classes, and Private Lessons. The main content area features a large video player showing people on a sailboat, with a play button overlay. Below the video, a banner reads "Spring 2020 Classes Posted The 2020 spring class schedule is now available." To the right of the video, a vertical stack of five promotional tiles is shown: "PAY YOUR FEE", "SPRING 2020 CLASSES POSTED", "BOOK A PARTY PACKAGE", "RENT EQUIPMENT", and "BOOK PRIVATE LESSONS ONLINE".

mission bay aquatic center

CLASSES & LESSONS ▾ RENTALS ▾ EVENTS ▾ YOUTH PROGRAMS ▾ GIFT CERTIFICATES NEWS ABOUT US ▾

SAILING
WAKEBOARDING
SURFING
STAND UP PADDLING
KAYAKING
ROWING
WINDSURFING
POWERBOAT SAFETY CLASSES
SEMESTER CLASSES
YOUTH CLASSES
PRIVATE LESSONS

Spring 2020 Classes Posted
The 2020 spring class schedule is now available.

PAY YOUR FEE

SPRING 2020 CLASSES POSTED

BOOK A PARTY PACKAGE

RENT EQUIPMENT

BOOK PRIVATE LESSONS ONLINE

PROGRAM DEVELOPMENT



- **Add Reach to renew existing programs**
Campers participate in Reach/STEM activities one morning and one afternoon each week
- **New Programming Opportunities**
 - STEM Explorations
 - Microscopic Mysteries
 - ROV Program
 - Sailors for the Sea KELP Program

COMMUNITY IMPACT/OUTREACH

2019 by the numbers

2704 – Campers participated in Reach at The Watersports Camp

175 – participants in classes, field trips, Classroom to Coast

1534 – participated in Reach activities at an event




CREATIVE REACH IMPLEMENTATION

Classroom to Coast



 **mission bay**
aquatic center

SAILING LEADERSHIP
FORUM 2020 

Westwind Sailing

- Westwind Sailing, a for-profit community sailing school, opened in 1987 to serve the public in south Orange County.
- Our award-winning US Sailing, Community Sailing Center provides educational boating to adults, kids, families, specialty groups, at-risk youth and people with special needs.
- We serve over 10,000 people annually.

Diane Wenzel

Westwind Sailing

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CREATIVE REACH IMPLEMENTATION


CA (& International) Coastal Cleanup Day & REACH Module 6: Marine Debris





Ocean Conservancy®

DONATE



MENU

Fighting for Trash Free Seas®

ENDING THE FLOW OF TRASH AT THE SOURCE

OVERVIEW

VOLUNTEER

ADD CLEANUP LOCATION

International Coastal Cleanup

September 21st, 2019

Harnessing the Power of People to Fight Ocean Trash



Ocean Conservancy

CLEAN SWELL

Every Piece Matters



Ocean Conservancy

HOME

MY HISTORY

PROFILE



Cigarette Butts



Balloons



Toys



Fishing Gear



Plastic Bags



Food Wrappers



Containers (Plastic)



Containers (Foam)



Beverage Cans



Bottle Caps (Plastic)



Bottles (Plastic)



Bottles (Glass)



Cups, Plates



Lids



Straws



Utensils



Plastic/Foam Pieces



Personal Hygiene



Other Packaging



Other Trash



COLUMBIA SAILING SCHOOL

Chicago, IL

- Accredited US Sailing Community Sailing Center
- US Sailing Primary Siebel Sailing Center – Midwest
- US Sailing Reach Center of Excellence - Midwest
- Over 2,000 youth and 300 adult participants in programming annually with 2,500+ hours of programming
- On the water March-November with shoulder season STEM programming
- 6 schools and 3 community organizations 300 additional students involved in Reach programming/field trips
- 3 year-round/24 part-time staff, 40+ volunteers
- Fleet of 24 C420's, 6 Lasers, 6 RS Feva XL's, 12 Prams, 36 Optis, 4 Colgate 26's, 14 safety boats
- Local colleges and universities partner with COLSS to run team-building and community-service through marine-debris clean-ups





- Reach enables us to provide free field-trips to youth from under-resourced areas of Chicago
- Grants from national organizations allow us to provide free educational field-trips and sailing experiences
- Partner with local non-profits to assist with partnership development (After-School All-Stars, After-School Matters)
- Team up with private schools and charge a nominal fee (\$10/kid for 4 field trips) which offsets the cost of free fieldtrips
- Involvement in Reach field-trips enables students to connect with the water and enjoy being on a boat
- Full circle to Siebel Sailing Program, which allows us to allocate scholarships to students with a genuine interest and desire to learn more about sailing.





NEWPORT SEA BASE



- Who I am and what I do
- What is the Newport Sea Base?
 - OCBSA
 - 1937
- What we do
 - Sailing, Merit Badge classes, Rowing, Field trips, Charter/Home School programs
- Mission (our purpose)
 - Prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law

CREATIVE REACH IMPLEMENTATION

CHARTER/HOME SCHOOL PARTNERSHIP

- What is Charter/Home School?
- Becoming a vendor (CA)
- How we make it work
 - Quality program
 - Outline for the school year



MAKING YOUR CHARTER SCHOOL PROGRAMS SET SAIL



- **Cater to the charter school audience**
 - Create opportunities that are specific for these students; weekday enrichment options
 - Let them know about your full menu of activities too; charter funds can go to anything your site offers
- **How can you be creative in offering REACH type programs and activities at your site?**
 - In-house strengths – environmental classes, sailing etc....
 - REACH modules
 - Not just racing, expanding the program. What about the environment in which they sail?

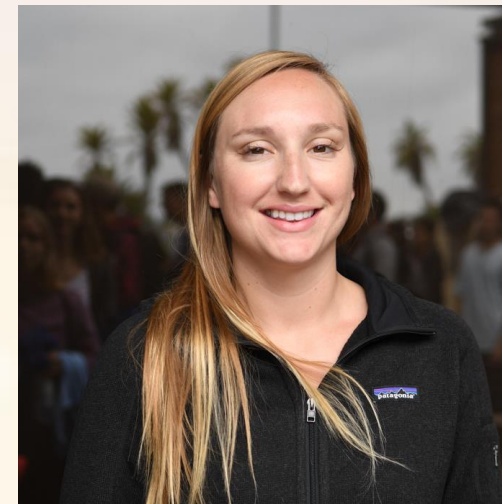
REACH IMPACT - STAFF DEVELOPMENT



Matthew Carter
MBAC Sailing
Instructor



Max Maller
MBAC Sailing
Program Assistant



Sara Rosenblatt
MBAC STEM
Program Assistant

RESOURCES

US Sailing Reach
[Reach.ussailing.com](https://reach.ussailing.com)

Sailors for the Sea KELP Lesson Plans
<https://sailorsforthesea.org/programs/kelp>

San Diego STEM Ecosystem
sdstemecosystem.org/

Midwest Reach Cooperative
<https://app.slack.com/client/TQ6A1PREE/DQLV0M33R>

Don't forget to get your courses on the calendar for spring



Activity Stations

1. US Sailing Reach Module 4: Simple Machines – Extension Activities

(Katie Tinder, Columbia Sailing School)

2. US Sailing Reach Module 5: Water Quality – Extension Activities

(Derek Taylor, Newport Sea Base)

3. US Sailing Reach Module 6: Marine Debris – Regional Data Collection & Citizen Science

(Diane Wenzel, Westwind Sailing)

4. US Sailing Reach Module 13: Microscopic Mysteries – Investigate Local Organisms

(Sara Rosenblatt, Mission Bay Aquatic Center)

5. How Long Am I? (Sailors for the Sea) – Activity to provide perspective of the size of the ocean's largest inhabitants

(Max Maller and Matt Carter, Mission Bay Aquatic Center)



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

