

REGIONAL YOUTH RACING: 3 APPROACHES

INTRODUCTIONS

Northwest Youth Racing Circuit – Andrew Nelson

Managed by The Sailing Foundation. Chair since 2015

About a dozen clubs/teams in Washington, Oregon, British Columbia (sort of)

Boats: Opti, Laser Radial, Laser 4.7, FJ, C420, 29er

Summer Series: 7 Regattas (June-Sept)

300 Miles Between furthest Regattas



*Northwest
Youth Sailing*

Southern CA Youth Yacht Racing (SCYYRA) – Steve Harris

Chair, SCYYRA

Board Member PCISA Since 2014

SDYC Junior Activities Comm since 2008

Region = Santa Barbara to San Diego



SCYYRA

BAY AREA YOUTH SAILING – Renee Corpuz-Lahne

Youth Sailing Director at Sausalito Yacht Club

Board member of BAYS since 2015, Chairwoman since 2019

Board has 11 members- directors, coaches, parents, longtime volunteers

Boats; Optimist, RS Tera, C420, CFJ, Laser, LR

Main objectives; Calendar planning, community organization, improve sailing skills for entire region

Summer and Winter Series, 4 regattas each + clinics and other regattas

150 sailors per event

BAYS

BAY AREA YOUTH SAILING



EXPECTATIONS AND TAKEAWAYS

1. Information about how our regions operate and function. Organizing authority and decision makers.
2. Tips on how to find the motivation; what has worked best for our areas, hurdles and growing pains, simple steps to help.
3. Recognize that there is more than one path to success. Walk away with ideas of what may help in your region.

Five Year Snap Shot

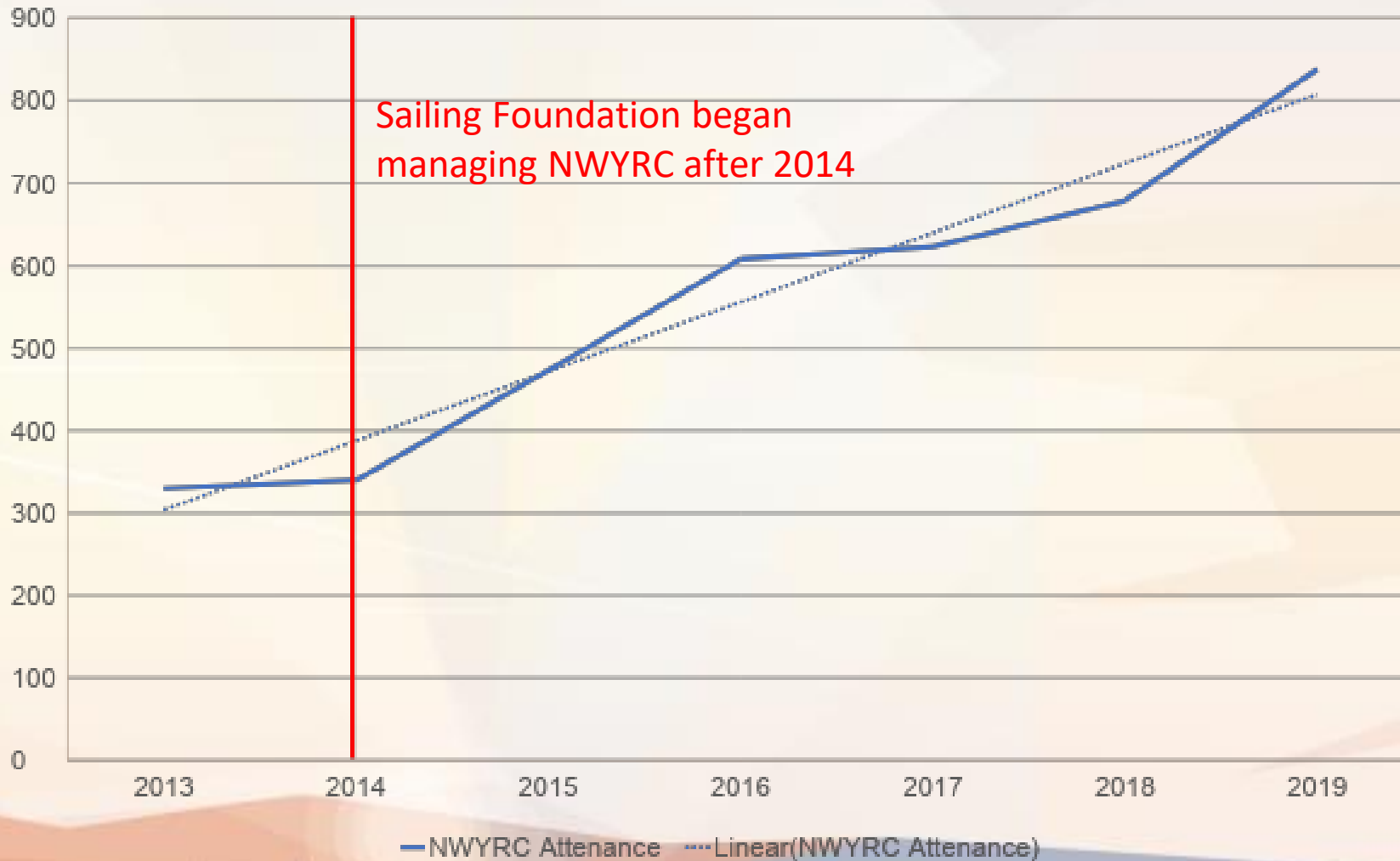
Prior to 2015

- Outdated Website
- Sporadic Participation
- Parent Volunteers Doing their Best
- No data on participants
- Only 2-3 clubs regularly participating
- Big disconnect between NWYRC and HS Sailing
- Series on verge of total collapse

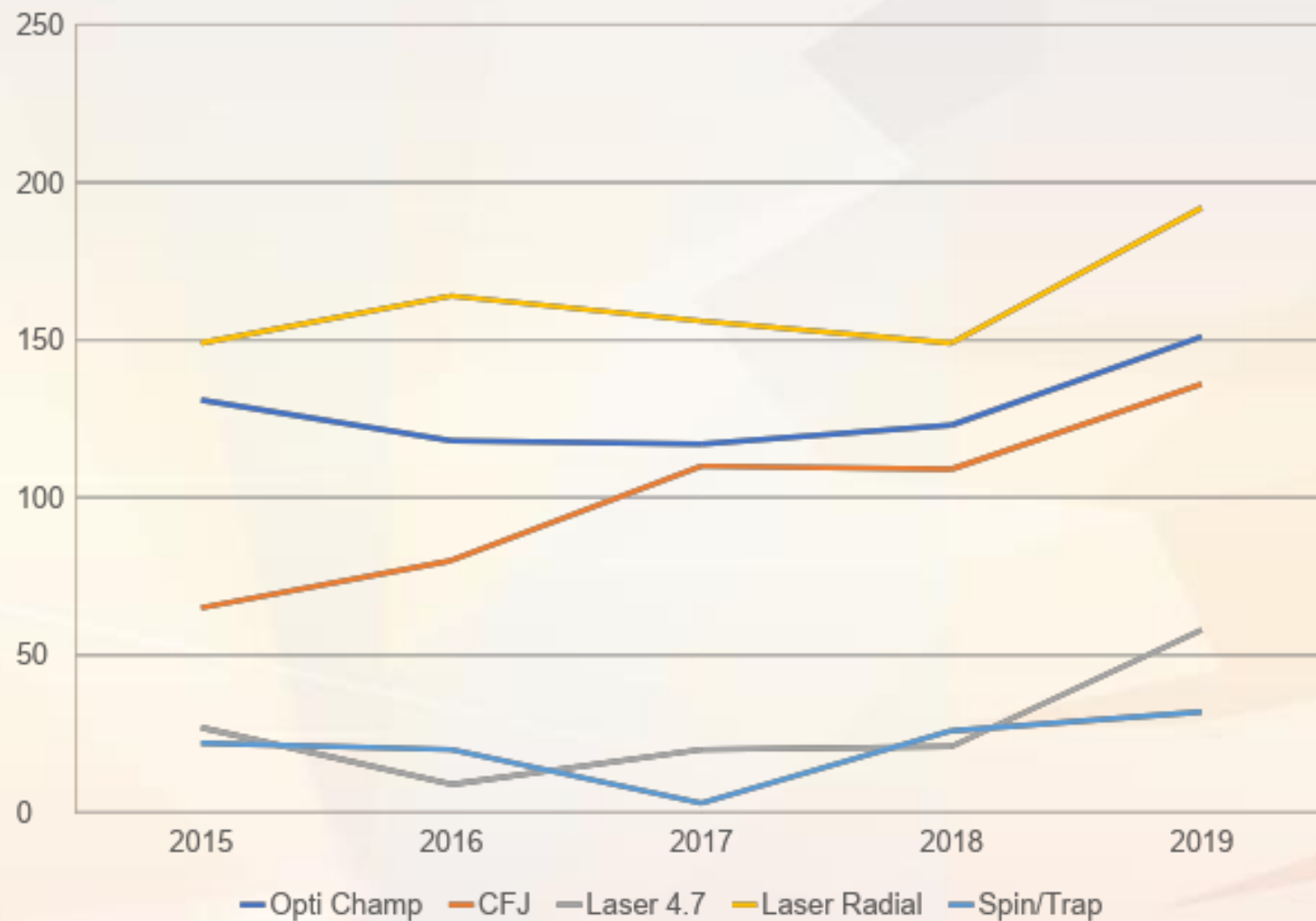
Since 2015

- New website www.nwyouthsailing.org
- Revamped Schedule
- Professional Management
- 400+ Active members in our database
- A dozen clubs/teams regularly participating
- Lots of coordination with HS sailing. Middle schoolers now very engaged too
- Series thriving with with 832 total regatta participation last year

NWYRC Series Attendance 2013-2019



NWYRC Series Attendance by Fleet 2015-2019



Keys to Success

- **Consistency & Branding**
 - Parents/Sailors know what to expect when they attend a NWYRC Regatta.
- **Membership**
 - Every sailor must join NW Youth Sailing. FREE!
- **Fun**
 - Many NWYRC events are “destination regattas”
- **Something for Everyone**
 - Some fleets are more developmental
- **Metrics and Data Collection**
 - Participation Stats. End of Season Parent/Sailor Survey

A Customer Service Approach

In my position I work directly with the families (customers) and hosts to make sure sailors are safe, happy, and getting a quality experience.

- **Prior to Events**

- Helping hosts plan (NORs, Registration, SIs)
- Most problems can be mitigated by good planning!
- Promoting events via mailing lists, social media etc.

- **During Events**

- Talking with parents, happy and otherwise
- On the water (Chatting with RC, gopher, safety, coaching orphans)
- Quality control- 1 Bad experience can negate 10 good ones
- GETTING TO KNOW THE SAILORS!



Ongoing Challenges

- **Funding**
 - The Sailing Foundation spends about \$10,000 annually on the NWYRC.
 - Employee time, travel, coach boats, series awards etc.
 - 10% suggested entry fee contribution by hosts.
- **Accommodating Growth**
 - Maxing out some of our venues
 - Regattas are becoming major operations for mostly volunteer run clubs to host
 - With up to 6 classes and some fleets with nearly 40 boats, race management can be difficult

BAY AREA YOUTH SAILING

A move for change;

The board recognized that youth racing in our area was not productive.

Our sailors didn't have the skills to compete at a high level outside of our region

The calendar was unbalanced, there was no clear focus.

The group recognized that we needed to work together to make the skill level in the entire region

improve.

We took a good look at what was working and where the problems were.

Noticed a big imbalance in the calendar, so we made a plan.

Before 2017

Only a Summer Series- 6 regattas within 2.5 months

Fall and Winter months dominated by High School Sailing

Opti fleet was large but other fleets were very small



After 2017

Balanced the calendar

4 Summer Series, 4 Winter Series, 2 High School events per semester (8 local regatta days total)

GROWING PAINS & WHAT WORKS

The Tough Stuff...

1. Finding hosts and training race committees
2. Calendar consistency; keeping events on same weekends year to year
3. Space
4. Expectations

How To Fix it...

1. Create guidelines of expectations; types of racing, course examples, event layout, sample schedule.
2. Work together to balance the calendar and all be on the same page.
3. Consistency; if each event is similar then families and hosts know what to expect.

Why it works...

1. The group collectively makes the decisions and agrees on what is best for our region.
2. Regional goals and not just individual program goals.
3. Balance is key! Equal out the types of sailing offered in your area. Avoid overwhelming families.
4. Recognize that sailors can't do it ALL, they need to learn to prioritize and choose.



What has moved us towards success?

1. Group efforts to build the level of skills and competition in our area.
2. New Website with all regatta registration info and registration access.
3. Create a membership base for communication; Mailchimp + Clubspot
4. Make sure sailors know what the paths are; options and next boat they should be sailing
5. Make an effort to have larger events in your area.

For example, San Francisco bay played host to the 2019 C420 North Americans.

We saw a lot of growth in the fleet and interest from outer areas to come sail at our venues.

This interest has continued, good sailors want to come sail/train which makes our sailors

better.





Southern California Youth Yacht Racing Association

Steve Harris, SCYYRA Chair

Organization



- Founded in 1977 by Tom Shadden
- 30 Member Sailing Organizations from Santa Barbara to San Diego
- 501.c.3 - California Youth Sailing Foundation
- Parent/Junior Director Board - Quarterly Board Meetings
- Closely coordinated with High School Sailing (PCISA)

Role



- Coordinate the Junior Sailing Calendar for SoCal Junior Racing
- 7 Series (Sabot, Opti, CFJ w Spin, C420, Laser, 29er, Team Race) and High School Sailing
- Software and Infrastructure for scoring and regatta management
www.scyyra.org
- The SCYYRA Team/Clinic



The 7 Series

- North Series - Sabot
- Carrie Series - Opti
- Shadden Series - CFJ (w Spin)
- Perry Series - C420
- Harold Adams - Team Racing
- Ullman/Frost - Lasers Full Rig/Radial
- Hamlin Series - 29ers

Successes



- Future Yacht Club/Sailing Club Members
- Helps Build Lifelong Sailors
- College All Americans/College Sailors of the Year
- Olympians/Medalists
- Teaching Life Skills, Leadership, Team Building, Independence and Self Reliance

Keys To Success



- Social and Co Ed - Fun!!!!
- Affordable and Accessible
- Value of the Series
 - Consistency and Traditions
 - Opportunities to Succeed and Move Up
 - Organize a mini Campaign
 - Try Different Boats w Different People

Challenges



- Parent volunteer pool is shrinking
- We need more venues that can handle these regattas
- Keep Costs under control
- The next shiny new fleet

WRAP UP AND QUESTIONS

Communication

Have a format to communicate with everyone in your region.

Clubspot/Mailchimp

Google Email Group

Collaborate

Work with other directors, coaches, parents

Set goals, Have objectives

Balance calendar

Consistency

Create Regatta Formats and Expectations for hosts

Easy access calendar and registrations

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



