

Seneca Sail and Power Squadron
dba America's Boating Club – Finger lakes Chapter
Strategic Goals and Objectives – Jan. 2020

Mission:

To encourage and promote boating, power and sail, and to provide a practical means to foster social relationships among persons interested in boating;

To encourage and promote a high standard of skill in the handling and navigation of boats, power and sail; to encourage and promote the study of the science and art of navigation, seamanship and small boat handling; to develop and promote instructional programs for the benefit of members;

and to stimulate members to increase their nautical knowledge and skill through instruction, self-education, and participation in marine sports activities and competitions;

To encourage its members to abide by recognized nautical traditions, customs and etiquette; and; To render, and encourage its members to render, such altruistic, patriotic or other civic service as it may from time to time determine or elect.

The Seneca Sail and Power Squadron will be widely recognized as a friendly, energetic organization welcoming to boaters of all types, respected for its quality education programs and varied civic engagement activities.

EDUCATION

GOAL - Meet the educational needs of USPS members and promote safe boating by enhancing the knowledge and skill of the general public.

Objective 1: Regularly assess the need and demand for educational programs and evaluate student satisfaction. Insure we gather after class feedback. At Social events, ask members about future class interest.

Objective 2: Develop and regularly review annual and 5-year Education Plans, providing a clear and timely pathway for members interested in advancing through USPS grades, USPS University and Boat Operator Certification

Objective 3: Encourage the development of cohorts of students that progress through the advanced grades together

Objective 4: Ensure that all educational programs and activities are adequately marketed

to USPS members and, where appropriate, the general public

Objective 5: Ensure that there is a pool of qualified instructors sufficient to support a robust educational program. Schedule Instructor Certification Renewal class

Objective 6: Expand and diversify educational offerings especially seminars and OTW programs that meet local demand. Emphasize OTW in advertising.

Objective 7: Considering recent experience and the new NYS Safe Boating Law, develop a new approach to offering ABC and recruiting students
More Advertising Brianna's Law
Consider a PSA through WSKG

PUBLIC AWARENESS

Definition: Public Awareness includes the materials, methods and strategies utilized to increase the visibility and inform the general public about the programs and activities of the Seneca Sail and Power Squadron, with the ultimate goal of increasing our educational reach and membership.

GOAL Increase the visibility and presence through events, marketing and PSA opportunities.

OBJECTIVE 1: Develop squadron capacity to develop and maintain a robust public affairs/marketing effort Feed information to Glenda for increased awareness. Get slides and pitch from seminars on the benefits of America's Boating Club.

OBJECTIVE 2: Implement a marketing strategy for each educational event and social activity utilizing static (printed) as well as dynamic (web, Facebook) media and PSAs. Try automated invitations with response automated, Maintain content for public messages.

OBJECTIVE 3: Develop and promote a contemporary public image of the squadron while observing nautical traditions and etiquette, Continue ABC Rebranding efforts

OBJECTIVE 4: 25% of squadron membership will "Like" and post at least once monthly to the squadron Facebook page

MEMBER INVOLVEMENT

Definition: Member involvement includes strategies and approaches for attracting and retaining new squadron members as well as increasing the participation of current members in squadron support such as committees, leadership positions and as instructors.

GOAL Achieve a membership level that will enable the squadron to fulfill its mission.

Objective 1: Double squadron membership to 120 by 2025. Continue to grow by 10%/year.

Objective 2: Increase the level of participation by SSPS members in squadron activities

and leadership positions.

Objective 3: Expand opportunities for involving families and youth, Sampson Rendezvous
Gain youth member involvement.

SOCIAL ACTIVITIES

Definition: Social Activities include the various activities that promote and facilitate social interaction among squadron members and contribute to the general enjoyment of boating.

GOAL Offer a diverse range of social activities that appeal to a broad spectrum of current and **prospective** and new members.

Objective 1: Generate new ideas for activities and provide assistance to the SAO

Objective 2: Partner with other organizations to organize events