

I BOAT NJ Grant Proposal CRYC Sailing School: 12 March 2007
Additional Information

Cover Sheet

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Project: Cooper River Sailing School

Summary: This document contains supplemental information submitted in response to requests from the I BOAT NJ Grant review committee. It includes answers to specific questions. In addition, it addresses specific logistical problems associated with the outreach programs that were proposed in the original submission. Finally, there are a number of documents included in answer to requests from the committee or in support of the issues discussed in the body of the document.

Date: Original Submission: 06 January 2007
This Submission: 12 March 2007

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Sailing Instructor Compensation: The sailing instructors required to teach the lessons summarized in Appendix 1 shall be paid for using I BOAT NJ grant monies. Additional instructional personnel, i.e. for the Boating Safety Course will be paid for using tuition fees and membership dues. These monies will also support in whole or in part labor and other expenses for additional courses and programs. The scholarship program will be supported in whole by tuition fees for the first year, and for all first year boating safety graduates until they reach 16 years of age.

Scholarship Fund: This issue is part of a larger logistical problem. Some of the issues are presented below.

1. **Outreach Program:** The Water Safety course will be offered to economically disadvantaged children 11 to 15 years of age from Camden, NJ for the sailing season of 2007 without cost. It may be opened to students from other areas in subsequent years. This program will have three fundamental goals: First it will provide a safe and sheltered area to learn about and enjoy water sports in a readily accessible public park. Second, it will provide these young people with the necessary skills to approach boating, both under muscle power and under sail power, in a safe and responsible manner. Finally, it will provide a venue for professionals to describe industry and employment possibilities that are associated with navigable waterways.
2. **Public Relation Efforts:** We shall enlist Thompson Communications to coordinate a public relations campaign to inform the parents of our program. This will involve advertisement in local papers and in broadcast media. Thompson Communications will also help design informational brochures that will feature photographs of Cooper River Yacht Club and Cooper River Park. It will include pictures of specific equipment and a description of the goals for the Water Safety Course. The capabilities of Thompson Communications will be discussed further below.
3. **Identification of Youth Support Agencies:** Marcie Ridenour, my colleague in the preparation of the grant application and Member at Large of the Board of Governors, has volunteered to formulate a database of youth support agencies that are active in our area. She will review the Courier Post newspaper over the months May-August 2006, and December 2006-July 2007, and compile the agency, contact information and related information. This database will be checked against phone books and other sources, and will be used to enlarge the list of familiar national agencies, i.e. Boy Scouts, Girl Scouts, YMCA, YWCA, Police Athletic League, Big Sisters, Big Brothers, Girls and Boys Clubs.

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4. **Contacting Youth Support Agencies:** The database will be used to generate a mailing for the support agencies that will describe our program, and to inform them of openings for students. It will include brochures that describe the Water Safety Course as well as the other courses offered by the club. Finally, the mailing will include specific contact information for our club including the club telephone number and e-mail addresses. The mailing will be followed up by telephone call after 7 to 14 days.
5. **Contacting Local Schools:** All Camden public and private junior high and high schools will be contacted. The initial contact will again be a mailing, and will include a second brochure designed by Thompson Communications that describes the Water Safety Course and our High School Sailing (racing) program. The mailing will include letters to the school administrator, athletic director, and president of the Parent Teachers Association.
6. **Presentations:** Marcie Ridenour will meet directly with responsible representatives of responding agencies to further describe our program, and to give a tour of our facilities. She will visit schools as necessary to describe and institute the program.
7. **Student Selection:** We will accept students from Camden, NJ, that are recommended by these agencies (and schools). Determination of "financially disadvantaged status" shall be left to these groups, and the only additional limitations that we will impose will be class size and class availability.
8. **Class Size and Availability:** Class size shall be limited to 20 students. The number of classes will be determined based on the response from our mailing campaign. That said; we expect to offer the class beginning in June after schools close for the summer, and will offer it throughout the summer.
9. **Transportation:** We must depend upon the Youth Support Agencies, schools and parents to supply or arrange transportation for the students.
10. **Course Work and Instructors:** The Water Safety Course students will enter a course that is developed using materials supplied by US Sailing. The textbook "Sailing Smart Activity Book" (US Sailing, Portsmouth, RI) will be supplied to each student, and will be covered in 30 contact hours scheduled over two weeks. There is a companion book for instructors "Sailing Smart Instructor's Handbook" (US Sailing). We will require a senior instructor, certified to teach this course (we will accept instructors with certification from the American Canoeing Association to assist our US Sailing certified instructors to teach this class), and two counselors to handle a class size of 20 students. Compensation for these people will be paid from tuition fees collected from our sailing courses.
11. **Scholarship Fund:** CRYC has always maintained a scholarship fund for use by prospective sailors who need it. We will accept Water Safety Course students who complete the course, hence graduate in the 2007 season, and

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express an interest in taking our scheduled sailing classes, fully paid scholarship to the introductory course in 2007 or in subsequent years until they reach 16 years of age. These students will also be able to receive partial or full scholarship to more advanced courses, but they must demonstrate commitment by developing/demonstrating swimming skills.

12. **Sustainability:** CRYC will support the graduates of the 2007 Water Safety Class as described above in their efforts to continue on in the sport. We will help them as we are able with our own programs and with other ones offered by other organizations. CRYC will continue to offer the Water Safety Course and will develop similar courses for the public. The funding to continue offering those courses will be partially offset by the income from our sailing courses, but we will need to seek funding to continue the program in future years.

Sailing Vessels and Trailers: All of the boats purchased under this grant will be stored on land until they are used. Storage will be on an appropriate trailer or dolly that also serves the purpose of yard dolly, hence as transport between the storage yard and the water. The Hunter 146s (or equivalent) will be purchased with trailers; they are heavy, and using dollies is difficult. The Club Flying Juniors and the Rowing Prams are lighter boats, and will be purchased with dollies. The relationship must be one to one because the boats are stored as well as transported on these devices.

Outreach for Local Junior and High Schools: Developing sailing teams and clubs in the local schools presents something of a problem. Most of the sailing season occurs when schools are in recess. Therefore, we have attempted to develop some programs that promote "youth sailing," and intend to develop more. We wish to generate a group of junior high and high school sailors with good boat handling abilities and racing skills that they can take back with them when they return to school.

1. **Youth Sailing At Cooper River Yacht Club:** For the season of 2007, we have developed two courses that will build on the knowledge gained in KiDSail. These are targeted for youth sailors, and we will accept students up to 18 years of age (date of birth should be after August 31). "Youth Sailing in the Flying Junior" will introduce KiDSail graduates to a collegiate racing boat, and is designed to teach boat handling skills in a crewed boat. Youth Team Racing will introduce the graduates of KiDSail to team racing concepts. We hope to develop a racing team from these students that will travel to team

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regattas given at Mid Atlantic Yacht Racing Association (MAYRA) clubs this summer. These courses are given for tuition, but we will make scholarship monies available to students who need them.

2. **Other Youth Sailing Programs:** We have not formally generated other programs, but we have discussed the idea of having youth sailors compete in regularly scheduled club races during the summer with the parents of some of our past KiDSail students (both members and non-members). The idea is that they would sail boats from the training fleet, competing among others in their age group, in a formal race situation. Our races are scheduled for Sunday afternoons and Thursday evenings for most of the summer. Our membership structure allows for reduced rates for Junior members, but the club will cover membership fees or partial membership fees for young sailors that express an interest and need assistance. Participation in this program will require successful graduation from KiDSail and proven ability to handle a boat.
3. **Scholarship Fund:** The scholarship fund will support students in need to enter our formal courses and sailors in need to become junior members to participate in racing. This fund will be maintained using monies from course tuition fees and other club fund raising events. We are also considering work/study types of student assistance. Where necessary, the Board of Governors will decide who gets scholarship assistance.
4. **Public Relations:** We will engage Thompson Communications to prepare a campaign that will target junior high and high school students in Camden and in schools in and around the yacht club. He will work with us to develop brochures for the targeted groups, identify administrators within schools and school districts, and make contact with them directly. He has contacts and access to significant print and broadcast media to support these efforts. In addition, we will hire him to help us redesign our website so that it is a better tool for marketing, education and information.
5. **Transportation:** We cannot provide transportation to students and sailors that sail with us. Junior high and high school students that take our courses or participate in sailing activities must arrange transport with parents, friends, youth organizations or public transport.
6. **Website Development:** We are planning to redesign and modernize our website. This site will serve as an informational site and marketing tool, much as it has in the past, but it will also serve as an educational aid and as a photo record. The site will be a place where students can download print documents and video intended to help them with their classes. Examples of the kinds of information we will place on the site are rigging instructions for the boats, and videos that show each rigging step. In addition, we will develop a photo gallery for sailors that come to Cooper River Yacht Club for

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the 2007 season and in subsequent ones. They will be able to see pictures of themselves and of their fellow students.

Enclosures: The following documents are provided as requested or in support of the discussion above.

1. Cooper River Yacht Club Standing Rules of Order
2. By-Laws of Cooper River Yacht Club
3. Cooper River Yacht Club KiDSail-YouthSail Brochure
4. Cooper River Yacht Club Adult Sailing Classes brochure
5. Thompson Communications Quotation/Program Memorandum of 06 March 2007
6. Thompson Communications e-mail about capabilities: 07 March 2007
7. Sailing Smart Activity Book (student text for the Water Safety Course): original copy only.
8. Sailing Smart Instructor's Handbook: original copy only