



27 November 2006

Revised 11 February 2015

Peace River Sail & Power Squadron

Strategic Plan

Mission Statement:

PRSPS Mission:

- To promote recreational boating safety in the surrounding community through education and civic activities while providing fellowship for our members.

Vision Statement:

PRSPS Vision:

- We will be recognized by the community as the leading organization dedicated to the improvement of public boating safety through education
- We will attract members who voluntarily contribute time, energy and talent toward improving their water safety skills.
- We will actively participate in civic activities, educational programs, social offerings and leadership opportunities

Strategic Issues :

- Awareness – Expand public knowledge about our mission and the contribution made by the Peace River Sail & Power Squadron to recreational boating safety in the community.
- Public Education – There is a rapidly growing need for public safe boating education as more people move to SW Florida and acquire boats.
- Member Education – Increased participation in internal courses will not only increase member boating skills but enhance our ability to attract active members.
- Leadership – Filling Bridge, committee, and staff positions with active, motivated members is vitally important to the future health of the Squadron.
- Member involvement and retention - Many members do not become integrated into the organization and leave.
- Boating Activities – Participation by members in day and overnight cruises planned by the Boating Activities Committee will be improved as more members are included.
- Facilities – Our classroom at Bayfront has limited space and the yearly lease arrangement results in the need for more dependable long-term availability

Strategic Issue – Awareness

Expand awareness of PRSPS in the community through increased public relations and marketing.

Organizational Goal:

Increased public awareness of the contributions PRSPS has made and can make to boating knowledge and safety in the community.

Lead Department – Executive

Strategies:

- Provide speakers at various local boating, social, and civic organizations using existing presentation material which describes public educational programs, the vessel safety check program and benefits of USPS membership.
- Increase visibility at boat shows, marine stores, marinas and launching ramps.
- Increase advertising of public boating courses and vessel safety checks.
- Provide posters and handouts on a continuing basis.
- Expand PRO Committee to provide increased manpower for more geographic coverage. Utilize the VSC Committee to assist in advertising boating courses.
- Invite local print, radio and TV media outlets to visit squadron activities, such as boating course classes, vessel safety checks, cooperative charting activities, Safe Boating week activities, and other appropriate events to promote the squadron and to generate feature stories and/or interviews about squadron contributions to boating safety.
- Provide increasing liaison with the Punta Gorda Boater's Alliance and expand leadership role in their Captain's Challenge program encouraging their organizations to have all members complete a NASBLA boating safety course and to have their boats pass an annual vessel safety check.

Goals:

- Develop a speaker's bureau and develop a list of speakers and prepared topics available for presentations.
- Offer Vessel Safety Checks and provide Boating Safety Course information at a minimum of one 1 public boat ramp annually.
- Increase the number of ramps visited by 1 each year.
- Provide continuing Boating Course and VSC information at all boat ramps, marine stores and marinas.
- Arrange local radio and TV interviews of officers, instructors, and/or the Public Relations Officer at least two times each year.
- Continue reporting Squadron activities, course offerings, honors, etc. through press releases by the Public Relations Committee, in cooperation with the Bridge and the Executive Committee.
- Conduct at least one Safety Demonstration Day each year.

Strategic Issue - Public Education

Increase yearly boating course attendance to better serve the needs of area boaters.

Organizational Goal:

Provide an aggressive schedule of boating courses and seminars to the public.

Lead Department - Education

Strategies:

- Offer public boating courses as often as possible.
- Be open to alternative locations for public boating courses.
- Increase PRO support activities to include all media (Print, electronic, TV and Radio) and provide County wide coverage of poster and handout advertising.
- Evaluate new seminars provided by National as they are released for relevance to our area.

Goals:

- Maintain an adequate number of public boating course instructors and proctors to ensure that each scheduled course is properly staffed without burdening volunteer instructors and proctors.
- Offer new seminar offerings from National that are deemed relevant to our area.

Strategic Issue - Member Education

Increase participation in advanced grade, elective course and seminar programs.

Organizational Goal:

Increase the proportion of the membership that earn advanced grades and complete elective courses and seminars.

Lead Department - Education

Strategies:

- Encourage new members to enroll in a course when they join.
- Encourage members to progress through advanced grades at least to *Advanced Piloting* as a group, leading to the Educational Proficiency Award (AP plus any three elective courses)
- Implement on the water instruction in courses as appropriate.. Encourage members to become involved in progressing through the Boat Operator Certification program.

Goals:

- Enroll students in the *Seamanship* course equal to at least 60 percent of the number of new members each year.
- Offer at least two *Seamanship* and *Piloting* courses each year. Offer all other advanced and elective courses at least once each year

- Enroll at least 80 percent of the Seamanship graduates into the Piloting course
- Enroll at least 60 percent of the Piloting graduates into Advanced Piloting
- Completion of Educational Proficiency Award requirements by 80 percent of the number of Advanced Piloting graduates each year.
- Complete Boat Operator Certification requirements for at least 5 members each year.

Strategic Issue – Leadership

Filling bridge, committee chairs, and staff positions is essential to the future of the Squadron.

Organizational Goal:

Encourage members to join committees, become committee chairs, and eventually become bridge officers. Especially encourage new members to become involved in specific activities early on.

Lead Departments – Commander, Executive, Administrative and Education

Strategies:

- Host new member orientation socials at least twice a year. Bridge officers are to encourage committee involvement by all members, especially new members.
- Encourage members to attend the Operations Training Seminar and Leadership Development training
- Compile data contained in membership applications on member's preference for committee work and distribute to bridge officers and committee chairs.
- Bridge officers will review existing job descriptions for their positions and, if appropriate for their assistant chairs. They will write or review existing job descriptions for committee chairs in their departments, confer with, and provide the descriptions to the chairs at the beginning of their terms of office.
- Bridge officers will keep accurate records of their department's events, activities, personnel. And, they will evaluate the functions of the department in a written annual report to their successor during the time of transition after nominating committee report. Outgoing bridge officers shall mentor & help new officers during the transition. Bridge Officers will provide the Planning Committee with a written assessment of their success in implementing provisions set forth in the Strategic Plan, and recommend changes to the Strategic Plan by the December meeting of the Executive Committee.

Goals:

- Fill each elected and appointed position including assistants for each department and/or committee each year with qualified and motivated candidates.
- Each officer should identify potential leaders & forward recommendations in writing to Nominating Committee.

Strategic Issue - Member Involvement and Retention

Involvement will increase and turnover improved if new members are quickly integrated into the organization.

Organizational Goal:

Increase member retention through active participation.

Lead Department – Administrative

Strategies:

- Determine new member's interest in educational, civic and social activities and provide guidance in joining a committee and taking a class.
- Ensure that members are aware they have an obligation to serve the Squadron in exchange for the educational and social benefits.
- Use a new member "mentor" system during the early months of membership. The "mentor" would keep in touch with the new member and through personal contact encourage them to attend social functions, sign up for a class and/or join a committee.
- Continue the new member host program at the business meetings.
- Have *Seamanship* and *Piloting* instructors present course materials and sign up prospective students during the membership interviews following public boating course examinations.

Goals:

- Encourage each new member to join a committee.
- Expand the Member Involvement Committee by 25 percent each year until the National Guideline of 1 committee member for each 15 squadron members is met.

Strategic Issue - Boating Activities

Interest in the Squadron goals will be enhanced by increased member participation in cruising activities.

Lead Department – Administrative

Strategies:

- Conduct a survey of active squadron boaters to determine what type of boating activities they would like to have scheduled.

Goal:

- Increase member participation in boating and land based activities by 25 percent each year.

Strategic Issue – Facilities

The classroom at Bayfront Center has limited space and the yearly lease arrangement results in uncertain long term availability

Organizational Goal:

Secure a facility which meets the present and future needs of the organization for committee meetings, educational programs and equipment/record storage.

Lead Department - Commander

Strategy:

- Commander will convene and charge the Facilities committee at such times whenever it is deemed necessary.

Note: The Peace River Sail and Power Squadron Strategic Plan was adopted by the Executive Committee December 14, 2006, Revised 01/10/08, Revised 11/13/08, Revised 01/14/10, Revised 01/13/11, 01/10/13, and 01/09/14.