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Peace River Sail & Power Squadron

Strategic Plan

Mission Statement:

PRS&PS Mission:

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

Vision Statement:

PRS&PS 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 – There is a lack of public knowledge about the mission and contribution of the Peace River Sail & Power Squadron to recreational boating safety in the community.
- Public Education – Public participation in basic boating education is declining while at the same time boater registration is increasing.
- Member Education – Elective and Advanced Grade internal courses are underutilized.
- Leadership – Filling Bridge, committee chairs, and staff positions is difficult.
- Member involvement and retention – Many members do not become integrated into the organization and leave.
- Boating Activities – Participation by members in day and over-night cruises planned by the Boating Activities Committee is very low.
- Facilities – Our classroom at Bayfront has limited space and the yearly lease arrangement results in uncertain availability

Strategic Issue - Awareness

Expand awareness of PRS&PS in the community through increased public relations and marketing.

Organizational Goal:

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

Lead Department - Executive

Strategies to be explored:

- Provide speakers at various local boating organizations using existing presentation material which describes public educational programs, vessel safety check 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 radio and TV personalities to visit boating course classes for interviews.

Goals:

- Provide speakers at two local Yacht Clubs, Boat Clubs and/or condominium associations next year. Increase by two each year until all local clubs/associations are scheduled once each year
- Offer Vessel Safety Checks and provide Boating Course information at 2 public boat ramps at least once every two months. Increase the number of ramps visited by 2 each year until all ramps in Charlotte County are visited once per month.
- Provide continuing Boating Course and VSC information at all boat ramps, marine stores, marinas and boating organizations.
- Arrange local radio and TV interviews at least two times each year.
- Conduct a Safety Demonstration Day each year

Strategic Issue - Public Education

Increase yearly boating course attendance

Organizational Goal:

Provide more frequent boating courses and at new locations such as Englewood, Gulf Cove, Murdock and Burnt Store Marina.

Lead Department - Education

Strategies to be explored

- Offer Boat Smart and Chart Smart more often.
- Arrange for class room space at churches, civic associations and marine stores in addition to schools.
- Expand class chairmen and teaching staff to accommodate additional classes.
- Increase PRO activities to include all media (TV and Radio) and provide County wide coverage of poster and handout advertising.

Goals:

- Provide a Boating or Boat Smart course at one new location each year until all sections of Charlotte County (Punta Gorda, Port Charlotte, Murdock, Englewood, Gulf Cove, Burnt Store) are offered a course at least once per year.
- Teach at least one boating student for each PRS&PS member each year
- Increase number of boating course instructors by two each year until all classes are staffed. Increase number of proctors each year for each new course location.

Strategic Issue - Member Education

Increase participation in advanced grade, elective course and learning guide programs.

Organizational Goal:

Graduate more members with advanced grades and elective courses. Increase use of learning guide programs such as Skipper Saver and GPS Seminar.

Lead Department - Education

Strategies to be explored

- Have new members enroll in a course when they join.
- Encourage members to progress through advanced grades to AP as a group leading to the Educational Proficiency Award (AP plus any three Elective Courses)
- Develop an incentive program for course enrollment.
- Add on-the-water instruction in Seamanship and Piloting courses. (*See Boating Activities below*)

Goals:

- Enroll Seamanship students equal to 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 once each year
- Enroll at least 80 percent of the Seamanship graduates into the Piloting Course
- Enroll at least 80 percent of the Piloting graduates into Advanced Piloting or an elective course each year.
- Complete Educational Proficiency Award requirements by 80 percent of the number of Advanced Piloting graduates each year.
- Develop a plan for implementing the new seminar program during the next year. Conduct at least one new seminar each year.

Strategic Issue - Leadership

Filling bridge, committee chairs, and staff positions is difficult.

Organizational Goal:

Encourage members to join committees, become committee chairs, and eventually become bridge officers.

Lead Department - Administrative

Strategies to be explored:

- Host new member orientation socials at least twice a year. Provide list of committee positions.
- Encourage members to attend the Operations Training Seminar and Leadership Development training
- Consider offering Operations Training to Seamanship students
- Compile data contained in membership applications on member's preference for committee work and enter in DB2000.

Goal:

- Fill each elected and appointed position including assistants for each department and/or committee each year

Strategic Issue - Member Involvement and Retention

Many members do not become integrated into the organization and leave within a few years.

Organizational Goal:

Increase member retention.

Lead Department - Administrative

Strategies to be explored:

- 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 personnel 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 display course materials and signup students during the membership interviews following public Boating course examinations.

Goals:

- Assign each new member to a committee.
- Enroll each new member in a class within one year after they become members.
- 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

Participation by members in planned cruises is very low.

Organizational Goal:

Increase member participation in cruising activities.

Lead Department - Administrative

Strategies to be explored:

- Conduct a survey of active squadron boaters to determine what type of boating activities they would like to have scheduled.
- Schedule day cruises for boating class students to introduce them to organized cruising on Charlotte Harbor to local destinations.
- Offer organized cruises to Seamanship and Piloting students as an extension of their classroom instruction to include docking, anchoring, and piloting practice.
- Establish a "Cruise Club" for members with an interest in cruising which could meet regularly to discuss future boating activities and individual experiences.
- Offer the Skipper Saver course to Boating and Seamanship/Piloting students.
- Incorporate Predicted Log Contests into cruises.
- Note: The above activities would be at the direction of the Boating Activities Committee and would require the participation of experienced squadron members as cruise leaders.

Goal:

- Increase member participation by 25 percent each year.

Strategic Issue - Facilities

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

Strategies to be explored:

- Negotiate a multiyear lease for Bayfront Center (near term).
- Define future facility needs (long term)
- Investigate alternative classroom/meeting facilities and identify budget requirements.

Note: This strategic issue has been partially resolved by an agreement with the Punta Gorda Boat Club for use of their facility for Boating courses and social activities.

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