



College Sailing Census

Fall 2020

Two Surveys to Understand ICSA Landscape



Team Survey

- 108 Respondents (>50% of teams)
- Surveys questions include:
 - Team Size & Demographics
 - Equipment
 - Coaching
 - Relationship with University
 - COVID
 - Needs from ICSA

Individual Survey

- 625 respondents
- Survey questions include:
 - Demographics
 - Recruiting/How sailors found ICSA
 - Types of sailing competed in
 - Value of techscore and other ICSA resources
 - Sailing after college
 - Dues structure

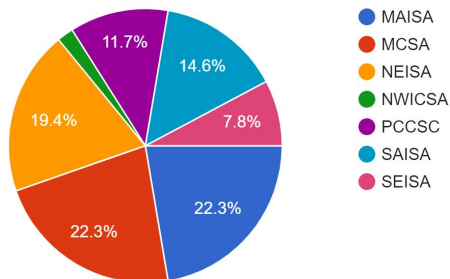
Lots of data in these surveys - these are highlights and there's more to come!

2020 ICSA Team Survey

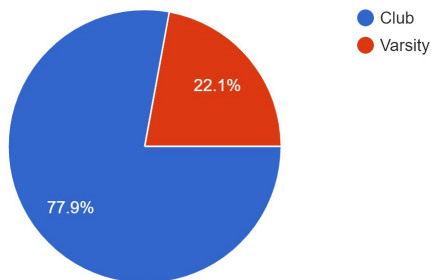
Team Size and Demographics

- Participation from each conference, roughly aligned with conference #s
- Overall strong participation from Varsity programs
- **More than 45% of teams are more than 50% women**

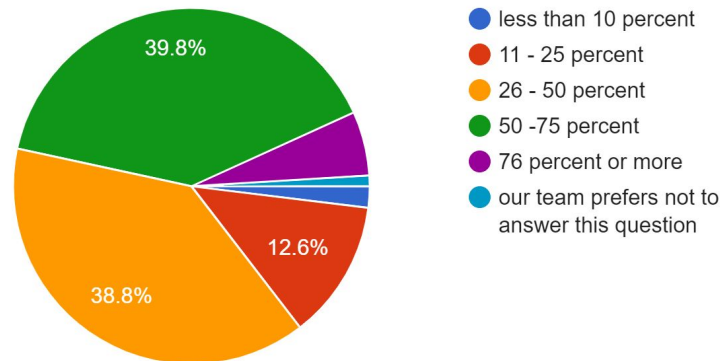
Conference



Club/Varsity



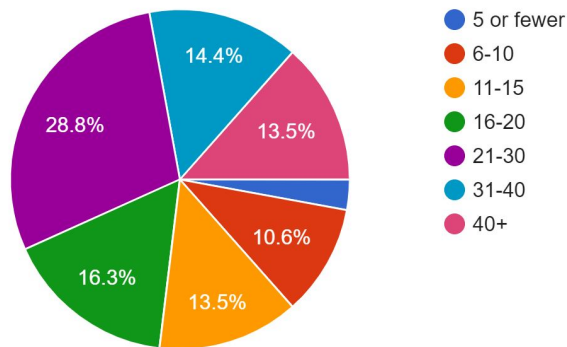
% Women



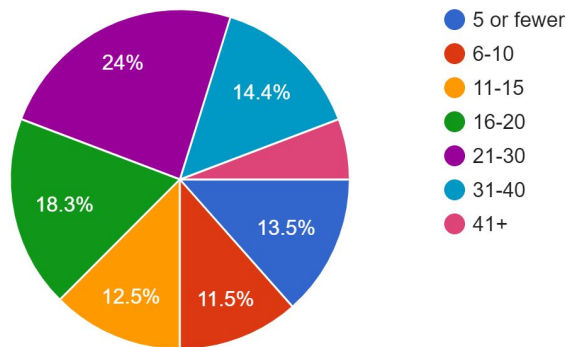
Team Size - COVID Effects

- **COVID is causing a significant contraction of team size**
- We should re-survey teams in Fall 2021 to see trends here

Fall 2019
Mean Team Size Range: 21-27



Fall 2020
Mean Team Size Range: 17-23



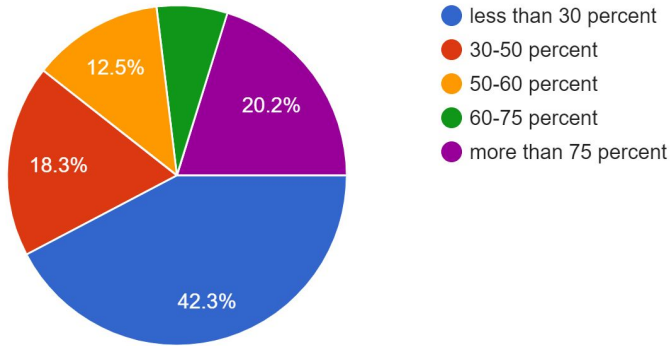
Large Teams
31-40 & 40+
F19 mean = 42
F20 mean = 35
(17% decline)

Smaller Teams
21-30 and below
F19 mean = 21
F20 mean = 18
(15% decline)

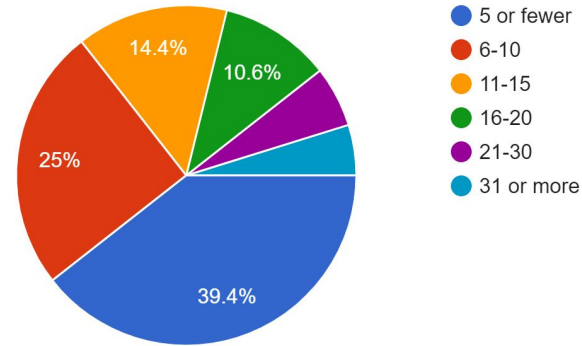
Prior Experience

- 60% of our teams are comprised of inexperienced sailors
- More than 900 individuals introduced to the sport via College Sailing since 2019
- **College sailing is bringing people to the sport - we are ambassadors**

'Extensive' Experience



No Experience

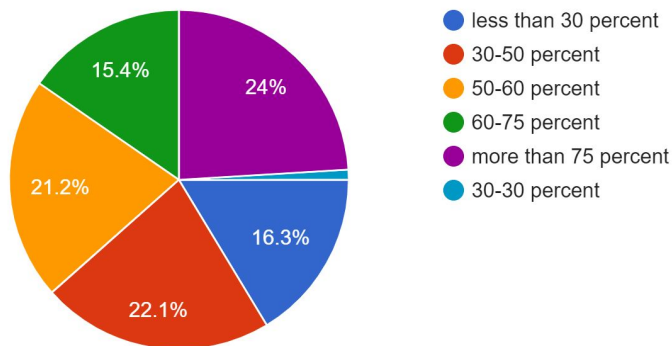


Regatta Participation and Recreation

- 1/3 of teams have 50% of their rosters that don't regularly attend regattas
- 60% of teams have at least 5 sailors who only practice
- **Competition isn't the only thing**

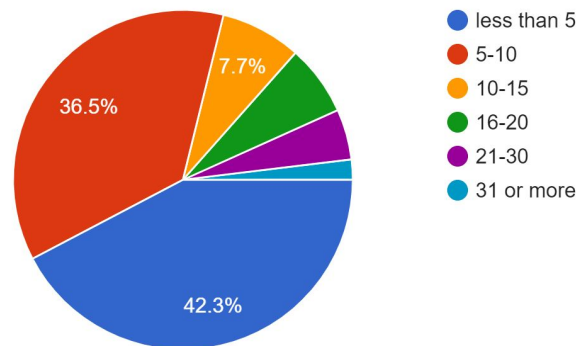
Since Fall of 2019, what percentage of your team's membership regularly attended regattas?

104 responses



How many members of your team participate on a purely recreational, non-competitive basis (practices only)?

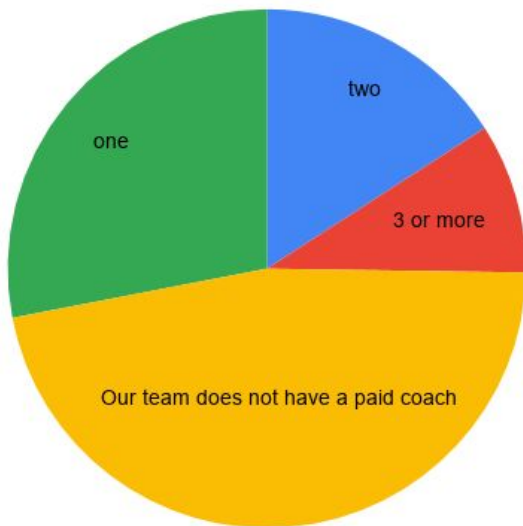
104 responses



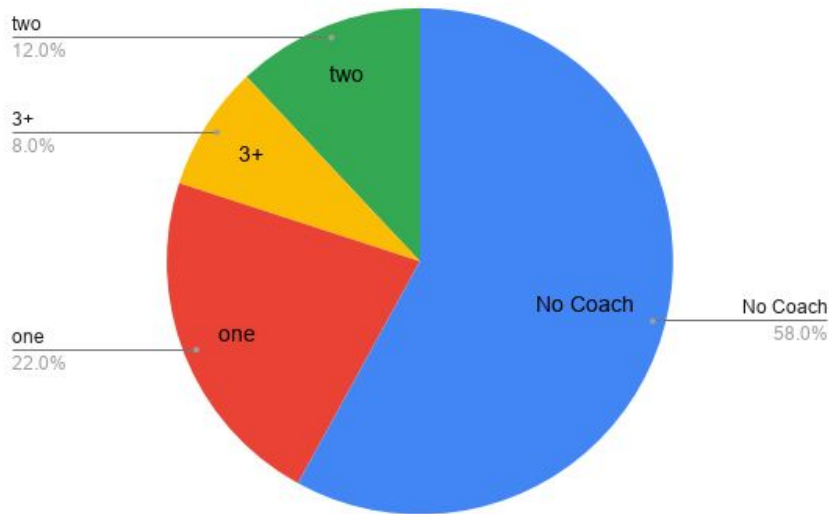
Coaching

- Almost 50% of teams do not have a paid coach
- Almost 75% of teams do NOT have a coach (paid or volunteer)
- **Developing coaching resources is key**

How many PAID coaches does your team have?



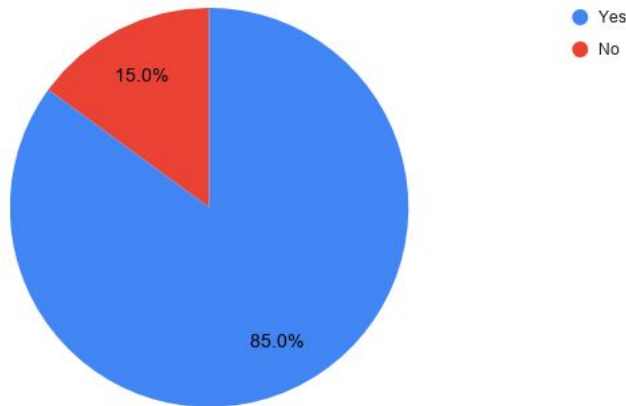
If your team does not have a paid coach, how many VOLUNTEER coaches does your team have? (50 Teams)



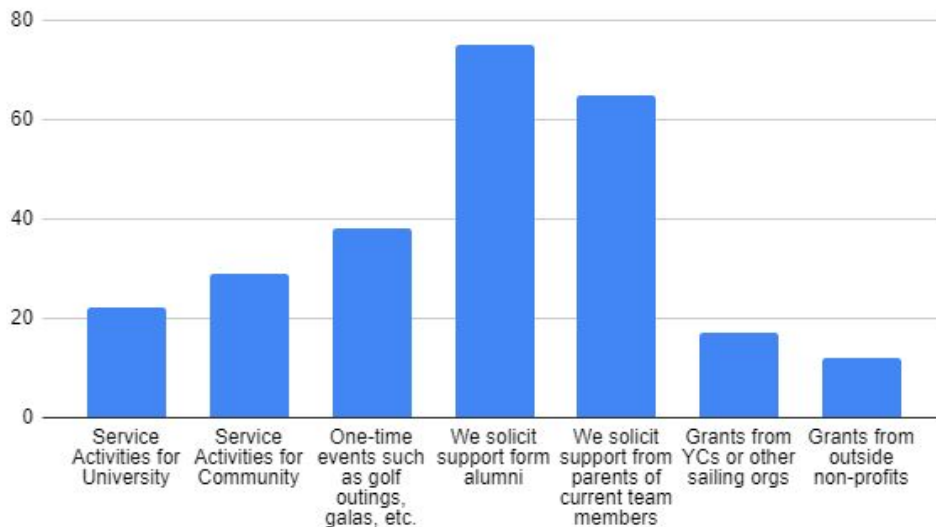
Fundraising

- Can ICSA help teams be in better communication with donors (alumni, parents, etc)
- **Would an expanded membership database aid teams with this information?**

Does your team conduct fundraising activities?



What type of fundraising activities does your team participate in?

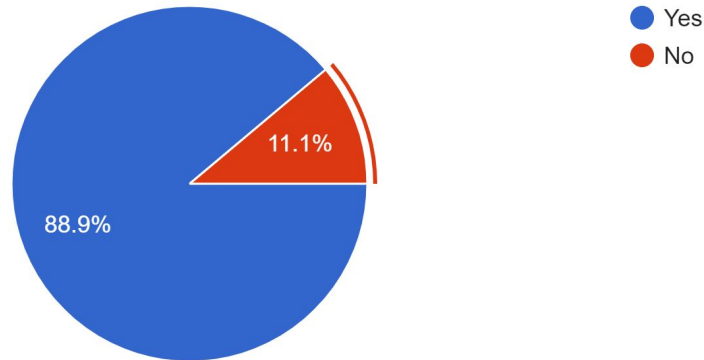


Financial Assistance

- Can ICSA advocate for programs to receive greater assistance from their schools?
- COVID is diminishing university support. Is the current sustainable?
- **How can ICSA keep this from impacting teams long-term?**

Does your team receive financial assistance from your university?

108 responses

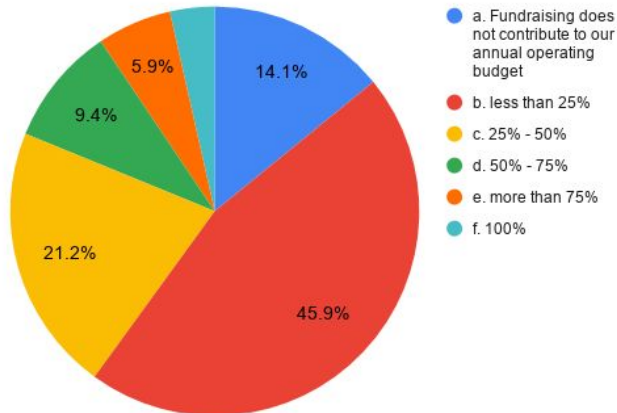


Fundraising: Club/Varsity

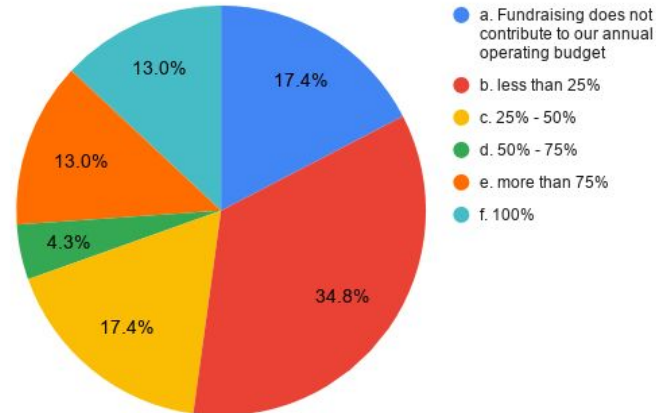
What percentage of your annual operating budget is provided for by fundraising?

- **Are teams that are reliant primarily on university funding at great risk?**
 - **60% of clubs, 52% of varsity are not using philanthropy**

Club Teams


















Varsity Teams



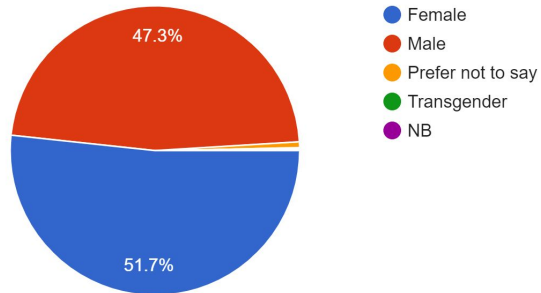
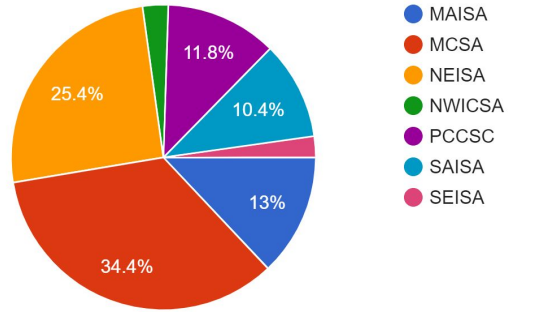
ICSA Assistance for Teams

What are our teams looking for?

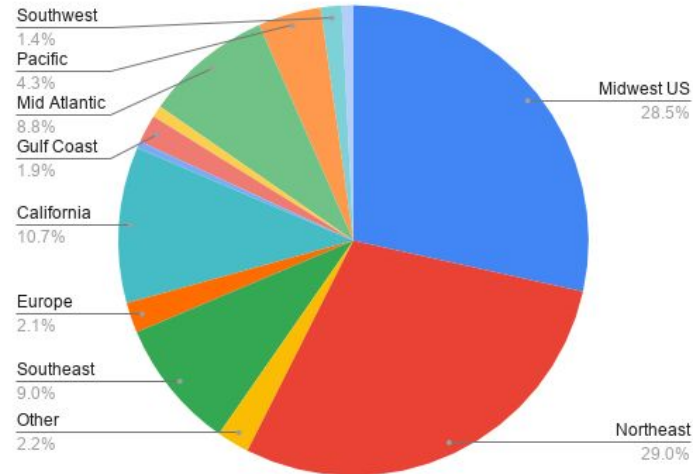
	Varsity	Club
Help managing our team's relationship with our university		
More regattas/opportunities to sail locally/within our conference		 
More regattas/opportunities to sail outside of our conference		
Assistance with recruiting		
Assistance with Regatta Admin		
Guidance/Training in Fundraising		
Opportunities for Female Sailors		

Individual Survey

Demographics of participants



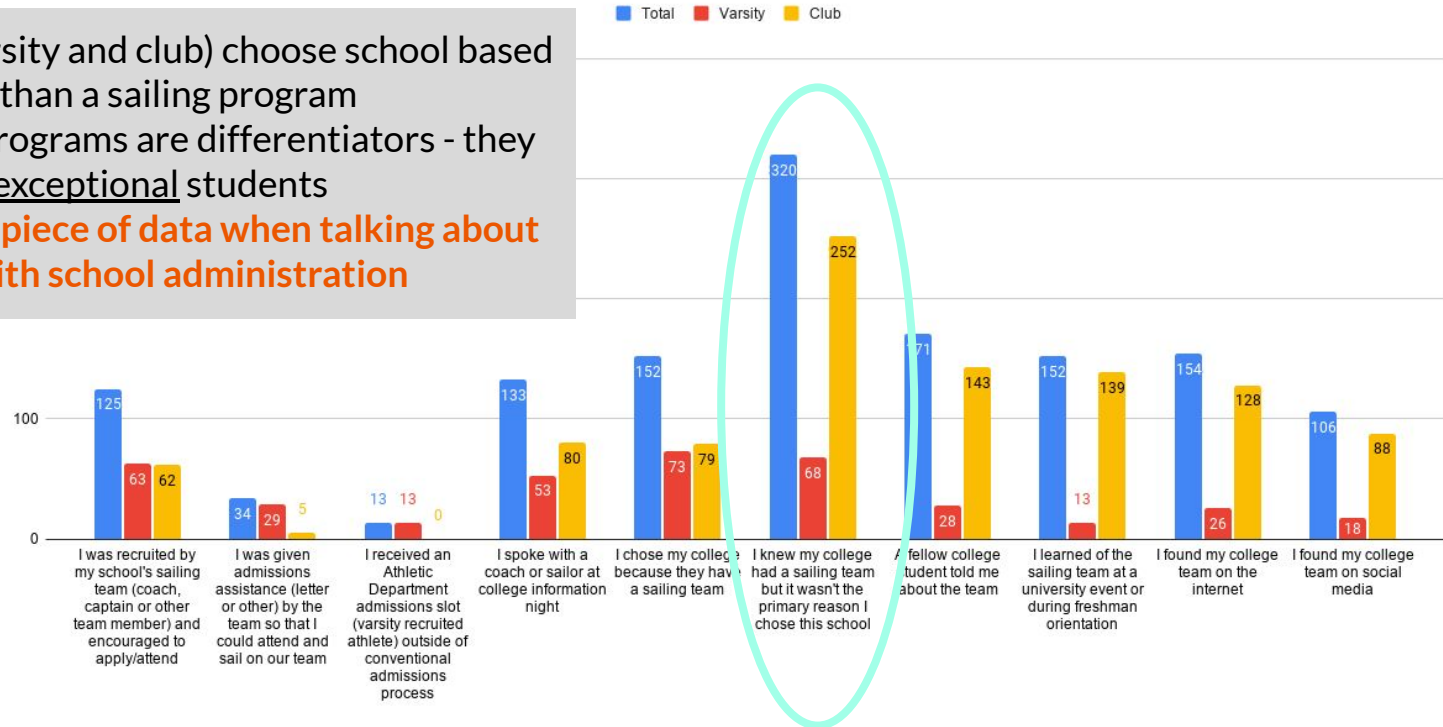
- We have a broad representation in the survey
- ICSA sailors come from all over USA and world



Demographics of participants

How did you connect with your Sailing Team?

- Most sailors (varsity and club) choose school based on factors other than a sailing program
- College sailing programs are differentiators - they can help attract exceptional students
- **This is powerful piece of data when talking about your program with school administration**



Key Traits



47%

Youth Sailing Instructor

51%

Sailed competitively in
High School

40%

Sail with their families

63%














Student Leaders

74%

Plan to sail after college

What do you enjoy most about being on your team?

625 responses - 163 varsity team sailors, 462 Club

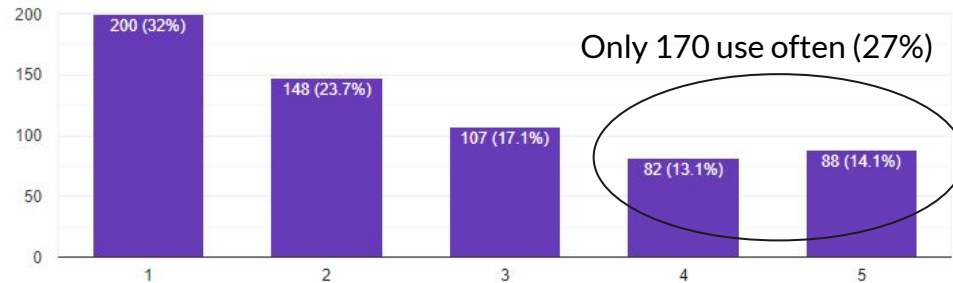
	Varsity	Club
Meeting new people		
Improving skills/performance	 	
Competition with other schools	 	
Traveling to other schools/regattas	 	
Prep for competition after college		

Techscore

- Techscore seems to be an underutilized resource by our sailors (and ICSA)
- Is this an opportunity to develop greater utility? Or functionality?
 - Could this be a tool to track membership, alumni, etc.
- Is there an opportunity to interface HS → College → Adult Sailing/US Sailing?

How often do you review your past performance and those of your team and competitors in Techscore?

625 responses



Dues and Revenue Questions

Origins of this survey were meant to understand what an Executive Director should focus on and potential new and more creative paths to additional revenue.

Dues

- How to increase revenue in most equitable way.
- How palatable are **individual dues**?
 - Representing team costs via individual registrations (Techscore) may more accurately represent the demands each team puts on ICSA (or hybrid)

Leveraging our Database

- Sponsorship and Marketing
 - Is there an opportunity to create more power + utility in the database (before, during, after college)
 - Individual or better demographic information is much more valuable to our sponsors
- Value for Teams
 - This database could provide a significant amount of data (names, contact info, etc) for teams to use in networking and fundraising

Key Takeaways



College Sailing is bringing people to the sport.

- Women's participation
- Our teams bring people to our schools

COVID has impacted rosters and will impact funding.

- What role can ICSA play to minimize these impacts?
- Push towards more resilient team funding models

Need for coaching development

Equitable revenue model + Leveraging individual information in the database