

2023 Annual Board Meeting Executive Director's Report

Season in Review

A. Championship Conditions

- a. Thank you to Greg Fisher, the Rules Committee, and the Competition Committee for their work on the Championship Conditions. This effort took several months and hundreds of hours of person-power to develop the new conditions, review them, edit them, and get them ready for approval. We are very grateful to everyone who work on them.
- b. The new Championship Conditions were approved on April 19, 2023.

B. TIDE

- a. The TIDE Task Force represented ICSA at the US Sailing SLF in Tampa.
- b. It was a massive success and they were able to highlight how much impact the task force has made in college sailing and beyond.
- c. Of note – attendees and members of US Sailing remarked that our task force are the pioneers. What we are doing with Inclusion, Equity and Diversity in ICSA is at the forefront and serves as an inspiration to not only other sailing organizations but also other sports.
- d. The work done by TIDE was recognized by our Board on April 19 as vital and was approved to become a standing committee. The committee will maintain its current mission and makeup.
- e. Finally, I want to personally thank Cori Radtke for her commitment to this Task Force. Multiple members who come forward to acknowledge how hard she has worked, how much time she has spent on this important task force, and how much she has accomplished on behalf of the organization – while still maintaining a day job as a coach and a member of our very active and busy communications committee. THANK YOU, CORI.

C. Automatic Qualifier Requirements

- a. The Automatic Qualifier Requirements also took a great deal of effort from the Rules, Competition, and Scheduling Committees. Thank you to everyone who is continuing to work on this. We are working toward a solution that benefits the organization as a whole, maintains our integrity as a College Sport, and sets the National Championships up as both a pinnacle for college sailing while still being accessible.

Issues in the Offing

A. High-Risk Sports Designation

- a. Several clubs in the Midwest have been informed by their schools that they are being evaluated as high-risk clubs.
- b. There is a consulting firm advising schools about sports that should have status revoked based on their risk.
- c. We will have some working sessions this summer with the executive committee to potentially draft a letter for our schools to provide to administration regarding our safety protocols and our collaboration with US Sailing to ensure safety.
- d. We will also try to reach out to the consultants to provide some background.
- e. We have great safety protocols in place and will want to get ahead of this if it becomes more widespread

B. Volunteers and Insurance

- a. We are starting to find more yacht clubs and race officials asking us about our insurance coverage for them. We have been clarifying with race officials on a case-by-case basis
- b. We also updated our website language to reflect our insurance coverage more clearly.

Intercollegiate Sailing Association extends coverage from our General Liability Policy to volunteers, race officials and umpires.

Additionally, volunteers have permission to operate or be onboard vessels on behalf of Intercollegiate Sailing Association.

College Sailing does have a liability policy with a limit of at least \$1,000,000. The coverage does extend to the use or operation of borrowed boats or chartered boats.

Sponsors Recap

A. Marlow Ropes

- a. Successful year again.
- b. Have been working with KP to ensure a successful Nationals block including media exposure and engagement.

B. Starting Ling Sailing - Zim/West Coast Sailing

- a. Have been coordinating with KP to ensure a successful and highly engaged Nationals
- b. They will have a presence in the coming few weeks during the Nationals block.
- c. We also transitioned photos and branding on our website to reflect Zim in our media.

C. Quantum Sails

- a. Is coordinating with KP to ensure proper exposure and engagement at Nationals.
- b. Will be circling back with them after this month to discuss our relationship moving forward.

D. Dermatone

- a. Have been working with KP to ensure media exposure and engagement at Nationals.
- b. Successful "Face of College Sailing" Social Media Campaign. We provided 8 weeks of featured Faces in collaborative posts with Dermatone. The campaign was a success. Please see Instagram Insights for 90 days: There were 93 total posts in the 90 day period

www.collegesailing.org • [twitter @collegesailing](https://twitter.com/collegesailing) • facebook.com/collegesailing

Rank	Date	Reach	Non-followers	Engagement	Impressions
29	19-May	2,616	105	211	3,393
28	12-May	4,307	459	309	5,704
24	5-May	4,626	557	379	6,006
26	28-Apr	4,496	515	347	6,278
16	21-Apr	5,576	1,320	338	7,328
14	14-Apr	5,749	841	438	7,529
21	7-Apr	5,213	1,458	299	6,875
17	31-Mar	5,549	1,326	412	7,439
20	17-Mar	5,293	553	362	6,143
Average		Total	Total	Total	Total
21.6		43,425	7,134	3,095	56,695

E. US Sailing

- We are meeting with Eric Krasnoo this week to discuss deepening the relationship, a list of partnership ideas, and expanding opportunities for ICSA.
- US Sailing met internally prior to this meeting to develop a menu of opportunities for our discussion.
- On our menu are support in finding sponsorships from their sponsors, becoming the Official Streaming Provider of College Sailing National Championships, and collaborative social media/member outreach to identify alums and persons interested in supporting ICSA, partnership in developing documentation regarding our safety protocols, training, and more to provide to schools (in regards to the high-risk sport issue).

F. Vakaros

- Are interested in becoming an Official Training Data and Partner of ICSA
- They have been working independently with teams and coaches to gain traction.

G. Zhik

- Had an initial phone call with them to open the relationship. Provided them with data around our participation rates and reach and our sponsorship process. Simon Payne is speaking with me this week.
- This is one that I would want to loop Zim/West Coast into sooner than later (as was discussed with them at SLF).
- There could be an opportunity to work with Zhik and other sponsors in regards to the high-risk sport designation issue (life jackets and education)