

## ***2024 Winter Board Meeting Executive Director's Report***

### **Season in Review**

The primary focus of this Fall was to work with the new President and Committee Chairs to begin transitioning ICSA to Operational Efficiency and Professionalization. We worked to lock down the processes and procedures of the organization, capture key dates and activities in primary calendars so we stay on deadline and have some consistency year over year. To accomplish this, we began to document operational and committee activities to create “playbooks” for smoother leadership and volunteer transitions in the future, align committee work with the Bylaws and with their original intentions, and create accountability for the work of committees. We also focused efforts on revamping sponsorship packages, resign current sponsors and will begin to bring new ones on board now.

#### **A. Committee Organization**

- a. Worked with President to ensure committees had new chairs in place, were following Bylaws, follow up on action items requested from the Board at the Annual meeting, and provide oversight at meetings.
- b. Began documenting the activities of the committees to create playbooks for future chairs and ensure smooth transitions, add a layer of accountability from the Executive Director position, and create an institutional knowledge base that can be passed on to new members. Action items from the most recent board meeting have been added to the playbook so we can quickly see what is due and expected of committees.
- c. Attended committee meetings to provide administrative oversight, information, keep them on track and aligned with requirements, and provide procedural and governance support. Any time you hold a meeting, please feel free to invite me.
- d. Worked with committee chairs to ensure they knew what was expected of the committee, had the documents and information they needed, and were staying on track with required action items.
- e. I also spent more time attending the meetings of our member conferences to provide organizational support, oversight, and advice. I was mostly an observer at those meetings unless the conference members requested specific feedback or information from ICSA.
- f. Action items and accountability. Danielle was able to pull the important action items from our Annual meeting and provide me with a list of them. I sent those various lists to each committee chair to remind them of work product due to the Board and then acted as follow up and accountability partner to those committees for getting the action items

completed on time. This will become a standard procedure moving forward to ensure things voted on or requested by the Board get completed at the committee level.

**B. Operational Activities Calendars**

- a. Created primary calendars and populated them with annual deadlines, dates, and activities so we can have a clear snapshot of what needs to be done during various times throughout the year – this included Awards, Selection, Host Bids, Board work, Techscore work, National Championship deadlines, and more. The goal is to have calendar reminders of the important annual work that needs to be done to drive more efficiency and accountability. The main calendars we created are Board of Directors/Operational, Hall of Fame, and Competition Committee.
- b. Used the new calendars to work with committees to ensure activities were being completed on time, we were meeting deadlines, and staying on track from an operations perspective. I am updating the calendars in real time and creating recurring events, so we don't reinvent the wheel next year.

**C. Selection Process Documentation**

- a. Worked with President, Secretary, and Competition Committee to document the selection process to have a playbook for future selections. This included key annual dates for assembling, selecting, announcing, processes and procedures, selection committee makeup and terms, communication plan, and a list of responsibilities by person/role. Most of the information was available in various folders and with various people and we consolidated it into on central knowledge base. The goal now is to do that for other important operational activities.
- b. We also ensured selection procedures and methods were aligned with the new championship conditions.
- c. There are a lot of moving parts and key dates and we continue to capture them from various documents or long-term members, and we worked to get those on the calendar for the future.
- d. Next steps are to work with Hannah Lynn to develop a web-based selection process to streamline selection and make it easier for teams to accept bids. Our goal is to make this as easy as possible on the selectors and for those who are selected.

**D. Website Overhaul**

- a. Began the task of editing various sections of the website and adding resources and new pages to the site to have more transparency and disseminate information more easily.
- b. We also scrubbed the site for pictures to ensure they did not have conflicts of interest regarding sponsors, and we added new sponsor logos and information to the site.
- c. We are still working to build out a page that lists sponsors with links to buying or special programs the sponsors offer. This will be our member benefits section in the hopes that when teams need something, they check the website first to see if there is a benefit/discount/special website for our members to get those items directly from sponsors.
- d. Communications assigned a few committee members to assist with a full review of the website and help with updating the outdated information and making it more user friendly. More to come.

**E. Executive Director Role and "To Dos"**

- a. Worked with President and Secretary to compile lists of activities and operational needs that various volunteer members are tasked with and then assigned those items to the

correct committee or people – a lot of those items were not in scope and were moved to my plate to alleviate the workload of volunteers and to ensure they were aligned with the description in the Bylaws for their role.

- b. I also assumed the non-essential and out of scope activities from our secretary and President to allow them to focus on items specific to their role and streamline our operations.
- c. Compiled a to do matrix of annual work products that now fall under the oversight of the Executive Director – over 50 recurring to dos under Governance, IT, HR, Fundraising, Operations that will ease the pressure on volunteers, create some consistency and continuity within ICSA, and ensure we are working toward accomplishing more of what the 2020 and Beyond document prescribed.

#### F. Zoom One for ICSA

- a. This fall we spent some time reviewing the various software services for running our meetings that allow for transcripts, minutes, recordings, and a central place for various committees to meet.
- b. We went with Zoom One and deployed it across our most active committees. We bought 10 licenses to be used by committees to schedule, host, and record meetings.
- c. Set up all the software and settings at the administrative level for all accounts to function with little work on the part of the committee – now, when a committee chair uses their zoom account for the meetings they are automatically recorded, transcribed, and summary documents using AI are created.
- d. This was done so we have greater transparency, faster access to valuable meeting information, can track the work of committees, hold committees accountable, and have a central repository for meeting minutes. Another outcome of this is if anyone misses a meeting, they can review the recording, minutes, or summary to “catch up”. Committees have already been using the summary feature to guide the agendas of future meetings and we now have a central drive of meeting minutes.
- e. One of our biggest concerns – across all my activity this fall – was to have a knowledge base and context for volunteers so we have smoother transitions to new roles, organizational procedures, work products, and information can be more easily passed to new members, and we can professionalize the organization.
- f. Zoom One was a success. I am now looking into doing a couple seat licenses to be shared by the various conference commissioners so their meetings are recorded and transcribed and then kept in our central drive – this will allow better information sharing, transparency, and access to vital conversations more easily top down within the organization.

#### G. Techscore

- a. This will be an ongoing project. Managed Techscore this year for ICSA including deactivating all teams, requesting new declarations of adherence, reactivating teams, and tracking the declaration process, adding new teams, sailors, and coaches.
- b. Oversaw the unregistered sailor process, administering penalties when needed and troubleshooting those teams and sailors who had issues.
- c. Oversaw the registration process including details for teams to register and add sailors to the new season, adding new sailors, updating profiles of coaches and sailors, and general troubleshooting of registration issues.

- d. Starting this Fall and going forward, I am now the primary contact for Techscore troubleshooting.
- H. National Championships Documentation
  - a. Documented the key dates, activities, and processes for the National Championships
  - b. This included calls for bids, getting machforms updated, ensuring websites for championships were in place, overseeing the selection process including acceptances, ensuring participants were registered and paid prior to the regattas, ensuring the boat charters were complete, was available during the charter day to be a liaison between participants and Zim, oversaw the process from competition committee – bids, bid reviews, bid awards, representatives for the regattas, payments to hosts, and more.
  - c. Just like Selection - there are a lot of moving parts and key dates that were captured in various documents or were common knowledge of long-term members and we worked to get those on the calendar for the future.
- I. Troubleshoot and Inquiry contact form
  - a. Developed a troubleshooting and inquiry contact form so people who have a specific issue or request can get to the right person immediately.
  - b. One of our setbacks is inquiries or requests being made to the wrong email resulting in either a game of telephone as it is passed along to the correct person or being lost and not addressed. The hope is this new list – different from our general public contact list – will give us the chance to be more proactive and respond faster to requests from within our membership.

## **Sponsors Recap**

- A. General Notes:
  - a. The goal of this year was to get all our sponsors back on contract and create an accountability system for ensuring contractual requirements are met by both ICSA and the sponsors.
  - b. I stepped into the role of the primary liaison with our current sponsors and speak to them more regularly to ensure they are partners in our success and vice versa.
  - c. I revamped the sponsor packages, proposal template, and added newer data for soliciting new sponsors.
  - d. We also created a primary spreadsheet to act as a snapshot for sponsor information that captures key dates, amounts, timelines, and deliverables. I shared the deliverables portion of it with Communications so they know exact deliverables, timelines, and contacts within the sponsor orgs.
  - e. We also worked to create consistency of deliverables among the various sponsors to make it easier for us to deliver our promises and for soliciting new sponsors that we can plug right into our annual operations.
- B. Marlow Ropes
  - a. Successful year again.
  - b. Signed for 2024-2025 at same rate as previous contract.
  - c. Will continue to work with them to do coordinate mailings and social media posts on their behalf in 2024.

- d. Working with them to develop a “bundle” of items specific to college sailing so coaches and sailors can easily purchase what they need without having to search through the website.
- C. Starting Ling Sailing - Zim/West Coast Sailing
  - a. Attended Singlehanded Nationals with Zim to provide support to them and to our competitors.
  - b. We are already under contract and are working to expand the relationship.
  - c. Coordinated with Zim regarding singlehanded Nationals boat charters
  - d. Also worked with Zim to attend Regional Roundtables with yacht clubs and sailing clubs as moderator and participant. Used this as community outreach opportunity, information gathering, and PR for ICSA.
  - e. Zim was kind enough to support our coaches conference again this year with apres ski appetizers and meals.
- D. Quantum Sails
  - a. Working to get back under contract with them over the next couple of weeks. We have not been under contract (only verbal) since 2020. Also working to make sure they have been providing the financial support and we provide the media and access as prescribed in our last contract.
- E. Dermatone
  - a. Signed Dermatone for 2024 with an increase in their support level.
  - b. Dermatone also provided an in-house marketing team member to liaise with ICSA regarding our social media campaigns.
  - c. We will be doing the Faces of College Sailing Campaign again this year and will have their in-house marketing team member to help with that.
  - d. We will also do an educational social media series in the fall leading up to the two Fall Nationals with more involvement on Dermatone’s behalf.
  - e. Coordinated a campaign to give out skincare kits. Originally, they had a few units left over from another promotion and chose to share them with our coaches and sailors. They later informed me the responses was so high the fulfilled all the requests, which was way more than the original amount.
  - f. Dermatone was kind enough to support our coaches conference again this year with product and a pizza night.
- F. US Sailing
  - a. We have had multiple successful meetings with US Sailing and are inking a new contract that will focus on business development, membership and specific privileges to college sailing, and collaborative marketing efforts.
  - b. They have agreed to continue to be our media partner at the Spring Nationals Block and are working with us to also partner at our Fall Nationals.
  - c. We requested them to become streaming partners and are working that project over the next few months.
  - d. There will be an announcement from US Sailing and I at the NSPS about our renewed partnership and some exciting elements we are working to add. We cannot say much until the contract is complete, but we expect to be able to work with US Sailing more deeply than we ever have and hope there will be great financial and membership benefits from the relationship.
- G. Vakaros

- a. Are not a sponsor yet but have been working with individual regattas and teams to share their product and get feedback.
  - b. We hope to continue the relationship and bring them on as a sponsor.
- H. Zhik
- a. 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.
  - b. We sent a proposal to Zhik but have not had a response yet.
- I. MarkSetBot
- a. Began initial conversations with them about sponsorships and used the same strategy as we did with Vakaros. We introduced them to the ICSA community for them to provide marksetbots to various regattas and teams in the hopes of getting feedback and gaining momentum.
  - b. We also sent out information on their behalf regarding summer internships for sailors.

#### Sponsor needs –

1. Add a sponsor who covers the cost of a dedicated social media person during all of our national championships
2. Add sponsors who wish to help underwrite our TIDE education initiatives
3. Add sponsors to become our streaming partners for the various National Championships
4. Finally, we are looking to find a sponsor with the tech chops or willing to underwrite the cost of taking over Techscore internally, updating it, and realizing its full potential for our organization. It is a diamond in the rough and could be a massive success for us if we can find the right partner.