

5 Year (2014-2015) Strategic Plan Update  
Year 1 – 2014  
February 12, 2015

## CURRENT STRATEGIC PLAN

The Sail Chicago strategic plan for the next five years (2014-2019) is to build on the previous plan while effectively managing our new fleet and increasing participation. An effectively run organization that continues to support increased participation on the water will increase membership. These objectives can be obtained by a focus on the following areas and will be evaluated annually by the board of directors as part of the annual planning process.

### 1. Communications

- a. Create organizational chart – Year 1 goal was to create the chart which was done.
- b. Develop an IT plan – Year 1 goal was to document the IT plan for the next 5 years. The IT vision is to integrate all communication in to one seamless system. With not enough programmers, this will take some time. Subsystem for instruction and maintenance are on the docket this spring.

### 2. Membership volunteerism

- a. Encourage and support service time – Year 1 goal was to form a committee, create a form of documentation and maintain jobs site. One person has agreed to be on the committee but the structure of the committee is still being developed. A form of documentation was created and the job site is being maintained, but both items will be part of the IT plan in the future to be streamlined.
- b. Develop a succession plan for service time positions – Year 1 goal was to add assistant positions to all major responsibilities. Many assistant positions have been filled, but not all.

### 3. Maintenance

Year 1 goal was to evaluate the effectiveness of the current system.

*Did we have enough members to fill maintenance positions?*

We still have open positions on all of our boats, however with the Colgates we have 67% as of today plus 6 people have applied and I am waiting to hear back about them. Last year we started the season with 47% of our boat team capacity.

*Did we have enough members to commissioning and de-commissioning?*

We had enough members for Decommissioning but were short on Commissioning. The main difference was that we were trying to do all of the boats at the same time in the spring, while in the fall we staggered. This meant that key people who would work on more than one type of boat, could only work on one type. We will stagger the boats this spring to eliminate the problem.

*Did the boats go in on time?*

Yes, but we face major time constraints due to the weather. I would like to have space where we could move a boat inside to do work on it. When the work is done it is moved out and a different boat is moved in. If we had that we could do fiber glass work into November and start in March.

*Were problems on the boats fixed quickly?*

No, if our boat teams hold up and or improve, I will great a list of individuals who are available to come to the boats on short notice and fix problems. If we do not have enough, we will need to resurrect the SMP program.

#### 4. Determination of fleet description and location

Year 1 goal was to evaluate demand and usage. The board decided to move the Colgate from Belmont Harbor to Monroe Harbor and to purchase another Colgate.

#### 5. Revenue

a. Revenue assessment – Year 1 goal was to develop a committee, which was done.

b. Develop a fund raising program – Year 1 was to develop a committee, which was not done. This position will be listed in the jobs list. However, Sail Chicago was added to the Amazon site for donations when purchasing online.

#### 6. Instruction

a. Sail Chicago will continue to run a high quality program in partnership with US Sailing. - Year 1 goal was to make the partnership with US Sailing, which was done.

b. Sail Chicago will remain an accessible, affordable source of sailing. - Year 1 goal was to recruit more instructors. Although more instructors were not recruited, more instructors taught more classes offering more classes to more students than in previous years. The change in allowing credits to rollover will, hopefully, be a recruiting tool.

c. The instruction program will reach out to local sailing groups. - Year 1 goal was to begin this process. As for outreach, we have reached out over the last couple of years to both to Columbia and the Chicago Yacht Club as well as Chicago Sailing and the park district. We cooperated with them on the Basic Keelboat Instruction certification classes as well as the joint venture for a physical community sailing facility along the lake.

Respectfully submitted,  
Christine Garvey